U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as amended.

OMB No. 1105-0002
Approval Expires Oct. 31, 1983

For Six Month Period Ending 07 APR 1983
(Insert date)

Name of Registrant | Registration No.

Aaron D. Cushman and Associates, Inc. | 2572

Business Address of Registrant

333 North Michigan Avenue, Suite 505
Chicago, IL 60601

I--REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes ☐	No ☒
(2) Citizenship	Yes ☐	No ☒
(3) Occupation	Yes ☐	No ☒

(b) If an organization:

(1) Name	Yes ☐	No ☒
(2) Ownership or control	Yes ☐	No ☒
(3) Branch offices	Yes ☐	No ☒

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2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	*Position*	*Date Connection Ended*
Anthony E. McHale	Vice President	Oct 22, 1982

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	*Residence Address*	*Citizenship*	*Position*	*Date Assumed*

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	*Position or connection*	*Date terminated*

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	*Residence Address*	*Position or connection*	*Date connection began*

II—FOREIGN PRINCIPAL

8. Has your connection with any foreign prinicpal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal — *Date of Termination*

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9. Have you acquired any new foreign principal[1] during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal — *Date acquired*

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10. In addition to those named in Items 8 and 9, if any, list the foreign principals[1] whom you continued to represent during the 6 month reporting period.

Mexican National Tourist Council
Government of Canada, Office of Tourism

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

MEXICAN NATIONAL TOURIST COUNCIL--We were responsible for the execution of a public relations/publicity program directed towards the Midwestern states of the United States, and whose sole purpose is the encouragement of tourist travel to Mexico.

Please see: 1) Enclosed monthly reports
2) Enclosed press releases
3) Enclosed itinerary and list of participants for press trip

CANADIAN GOVERNMENT OFFICE OF TOURISM--We were responsible for the execution of a public relations/publicity program directed towards the Midwestern states of the United States, and whose sole purpose is the encouragement of tourism travel to Canada.

Please see: 1) Enclosed monthly progress reports
2) Enclosed press releases

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[1]The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[2] as defined below?
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

[2]The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any oth[illegible] influence any agency or official of the Government of the United States or any section of the public within the U[illegible]tates with reference to formulating, adopting, or changing the domestic or foreign po[illegible] of the United States or with reference to the political or public interests, policies, or relations of a governme[illegible] foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) **RECEIPTS—MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.[3]

Date	*From Whom*	*Purpose*	*Amount*
10/8/82-4/7/83	Mexican Natl Tour Council	Fees & Expenses	$43,360.63
10/8/82-4/7/83	Canadian Government	Fees & Expenses	$27,626.42

Total $70,987.05

(b) **RECEIPTS—THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value[4] other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	*Date received*	*Description of thing of value*	*Purpose*

[3]A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).
[4]Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	*To Whom*	*Purpose*	*Amount*

(See attached itemization of expenses.)

Tot

15. (b) **DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[5] other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?
Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	*Name of person to whom given*	*On behalf of what foreign principal*	*Description of thing of value*	*Purpose*

(c) **DISBURSEMENTS—POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value[5] in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?
Yes ☐ No ☒

If yes, furnish the following information:

Date	*Amount or thing of value*	*Name of political organization*	*Name of candidate*

V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

[5]Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams

☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches

☐ Other *(specify)* _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other *(specify)* _____

21. What language was used in this political propaganda:

☐ English ☐ Other *(specify)* _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

VI—EXHIBITS AND ATTACHMENTS

25. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A[6] Yes ☐ No ☐
Exhibit B[7] Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

[6]The Exhibit A, which is filed on F[redacted]CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign pr[redacted]al.
[7]The Exhibit B, which is filed on F[redacted]RM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding betwe[redacted]egistrant and the foreign principal.

26. **EXHIBIT C**

If you have previously filed an Exhibit C[8], state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

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27. **SHORT FORM REGISTRATION STATEMENT**

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Aaron D. Cushman, President

Aaron D. Cushman

Subscribed and sworn to before me at Chicago, Illinois

this 9th day of May, 19 83

Christine S. Muszynski

(Signature of notary or other officer)

My Commission Expires Feb. 5, 1984

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[8]The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

public relations
sales promotion
marketing

aaron d. cushman and associates, inc. *333 north michigan avenue chicago, illinois 60601 (312) 263-2500*
cable ADCCHGO
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CANADIAN GOVERNMENT OFFICE OF TOURISM
Itemization of Expenses
10/8/82 - 4/7/83

Cash Disbursement

11/18	Dennis Cline	Expenses	$5.40
11/19	Meridian Graphics	Artwork	20.00
	Dart Printing	Printing	80.00
	Meridian Graphics	Artwork	33.25
12/2	Dennis Cline	Expenses	33.44
12/9	Dennis Cline	Expenses	12.50
12/14	American Express	ADC/SATW Convention	24.89
12/29	Dennis Cline	Expenses	15.18
	Cash	Petty Cash	.50
12/31	National Photo	Photos	79.50
1/14	Dennis Cline	Expenses	74.18
1/20	Dennis Cline	Expenses	12.32
1/27	Cheryl Patric	Expenses	2.25
	Dennis Cline	Expenses	13.09
2/4	National Photo	Photos	110.00
	Dart Printing	Printing	13.00
	Standard Studio	Stats	18.00
2/10	Dennis Cline	Expenses	9.70
2/18	Dart Printing	Printing	5.35
3/8	Dennis Cline	Expenses, Montreal 2/25-26	22.00
	Dennis Cline	Local Expenses	43.38
3/15	Doot Russell	Typesetting	80.00

	National Photo	Photos	23.00
3/16	Dennis Cline	Expenses	5.60
3/18	Dennis Cline	Ottawa Expenses	235.46
3/30	National Photo	Photos	126.50
	Dart Printing	Printing	4.60
	Dennis Cline	Expenses	6.50
			$1,109,59

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MEXICAN NATIONAL TOURIST COUNCIL
Itemization of Expenses
10/8/82 - 4/7/83

Cash Disbursements

11/23	Western Union	Teletype	$72.83
11/29	Cash	Petty Cash	23.70
	Burrelle's	Clipping Service	170.52
	Travel Trade	Subscription	8.00
	Joseph Jedd	Photographer	111.50
	National Photo	Prints	494.40
	Northwest Mailing	Outside Mailing	63.05
11/30	North American Precis	Production of Mat Column	3,275.00
	Burrelle's	Clipping Service	291.56
	PR Newswire	News Distribution	46.00
	Synthegraphics	Artwork	364.00
	Joseph Jedd	Photography	113.00
	National Photo	Photos	9.60
	Dart Printing	Printing	53.02
	Burrelle's	Clipping Service	167.12
	PR Newswire	News distribution	47.00
	National Photo	Prints	39.60
	Dart Printing	Printing	43.65
12/9	Nesco	Teletype Lease	65.00
	Cash	Petty Cash	22.08
12/10	UPS	Delivery	8.79
12/14	American Express	SATW Convention	49.80
12/20	Cash	Petty Cash	17.50

12/21	Western Union	Teletype	61.45
12/27	Philip Hoffman	Expenses Acapulco 1/5-12	162.00
1/3	A. Cushman	SATW Convention Acapulco, ADC	224.50
1/4	Nesco	Teletype Lease	22.00
1/11	Federal Express	Airfreight	22.00
1/13	Dart Printing	Prints	14.80
	Burrelle's	Clipping Service	228.32
	PR Newswire	News Distribution	46.00
	Joseph Jedd	Photographer	111.00
	National Photo	Prints	230.35
1/21	Cash	Petty Cash	20.49
1/27	Western Union	Teletype	143.88
2/1	Cash	Petty Cash	21/22
2/4	Cash	Petty Cash	4.67
2/9	Nesco	Teletype Lease	65.00
	Horders	Supplies	161.78
2/16	Soodik	Printing	132.00
2/17	American Express	Airfare, ADC, Acapulco	388.97
2/18	Cash	Petty Cash	4.94
2/22	Cash	Petty Cash	28.84
2/23	Western Union	Teletype	56.27
	Philip Hoffman	Puerto Vallarta	410.04
2/28	Burrelle's	Clipping Service	359.56
3/2	Federal Express	Airfreight	22.00
	Nesco	Teletype Lease	65.00
3/4	Cash	Petty Cash	1.13
3/16	Cash	Petty Cash	.17
3/18	Western Union	Teletype	51.96
3/21	Thomas Flatly	Clerical	27.50
3/24	Cash	Petty Cash	36.88
3/30	Horders	Supplies	171.90

4/4	Burrelle's	Clipping Service	291.80
	Polycom	Videotape	207.47
4/6	Philip Hoffman	Expenses	4.50
	Nesco	Teletype Lease	65.00
	Federal Express	Airfreight	36.50
			$9,501.61

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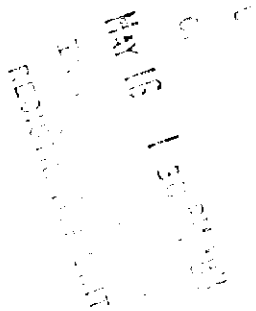

PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF MARCH 1983

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Worked closely with Sr. Sanchez-Navarro on questions he could answer about Mexico for an interview on Radio Station WLUW-FM.

2. Attended and participated with Sr. Sanchez-Navarro in the interview held at WLUW with Francis Grollig S.J. who is conducting a tour of Mexico sponsored by Loyola University this summer.

3. Assisted Sr. Sanchez-Navarro with arrangements and execution of the workshop in Chicago that was held for Mexican hoteliers and Midwest travel wholesalers.

4. Set up an interview after the workshop for Vince Hodgins with Linda Ball, TravelAge MidAmerica.

B. Other Public Relations Projects

1. Assisted freelance writer Carol Barrington with arrangements for her trip to the Yucatan to obtain material for travel stories on that area.

2. Sent to Mexico via Joe Scholnick copies of all articles on the Yucatan and Quintana Roo that were published during 1982. Also telexed to Mexico the list of articles that appeared each month during 1982.

3. Sent to the public relations representatives of Club Med, Posada Hotel and Mexicana Airlines clippings from the March 4-8 press trip to Puerto Vallarta which promoted their companies.

4. Worked closely with Club Med and WLS-TV on arrangements for the station to visit the Club and shoot a television program there. The project was then postponed until a later date.

5. Completed the second quarter public relations projections and forwarded to Joe Scholnick.

6. Made arrangements for Don Picard of AAA World, Minneapolis, to travel to Mexico in March.

7. Set up hotel arrangements for Robert Lindsey, travel editor, Suburban Newspapers of St. Louis, in Mexico City April 13-16.

C. Press Visitation Trips

1. Freelance writers Nancy Adams and Raeona Jordan traveled to Ixtapa/Zihuatanejo March 19-26 to gather material for stories on that area.

2. As stated in last month's report, a group of Midwest journalists traveled with Phil Hoffman on an inaugural Mexicana Flight from Chicago to Puerto Vallarta March 4-8.

D. Results Achieved In Previous Press Visits

1. ABILENE REPORTER-NEWS, Abilene, Texas, circulation: 58,000 consumers. Destination benefited: Acapulco. The second article by Bob Bruce on Acapulco which resulted from his attending the SATW Central States Chapter meeting in January. This one was on the bargains in Mexico.

2. ABILENE REPORTER-NEWS, Abilene, Texas, circulation: 58,000 consumers. Destination benefited: Acapulco. The third article by Bob Bruce, which resulted from his attending the SATW meeting, is about the souvenirs sold by street vendors.

3. ABILENE REPORTER-NEWS, Abilene, Texas, circulation: 58,000 consumers. Destination benefited: Acapulco. The fourth article by Bob Bruce is about tourist attractions between Acapulco and Mexico City.

4. FORD WORLD, Dearborn, Michigan, circulation: 300,000 Ford employees. Destinations benefited: Acapulco, Mexico City and Cuernavaca. Nancy Kennedy, who attended the SATW Central States meeting, wrote about Mexico being more than tacos.

5. EVENING JOURNAL, Lubbock, Texas, circulation: 74,000 consumers. Destination benefited: Acapulco. Ted Simon, travel editor, who attended the January SATW meeting in Acapulco, wrote two articles on Acapulco as a result.

6. TRAVELAGE MIDAMERICA, Chicago, circulation: 10,000 travel industry readers. Destinations benefited: Acapulco, Cocoyoc. Catherine Rodeghier, who attended the SATW meeting in January, wrote about the Acapulco facelift and Linnea Smith Jessup, who also attended the meeting, wrote about Cocoyoc.

7. FAR HILLS NEWSLETTER, Dayton, Ohio, circulation: 4,500 consumers. Destination benefited: Acapulco. Linnea Smith Jessup wrote a piece on Acapulco after returning from the January SATW meeting there.

8. CHICAGO ECONOMIST AND SUN STANDARD NEWSPAPERS, Suburban Chicago, circulation: 185,000 consumers. Destination benefited: Puerto Vallarta. Travel story by Gordon Quarnstrom which resulted from his attending the March 4-8 press visitation trip.

9. POINTER NEWSPAPERS, Suburban Chicago, circulation: 85,100 consumers. Destination benefited: Puerto Vallarta. Travel story by Gordon Quarnstrom which resulted from his attending the March 4-8 press visitation trip.

10. AMUSEMENT BUSINESS, Nashville, Tenn., circulation: 12,000 business people. Destination benefited: Acapulco. Martin Hintz, who attended the January SATW meeting, wrote an article about CICI and Papagayo Park in Acapulco.

11. ECONOMIST NEWSPAPERS, Suburban Chicago, circulation: 185,000 consumers. Destination benefited: Puerto Vallarta. Gordon Quarnstrom, who attended the March 4-8 press visitation trip; wrote a second article about the destination.

12. POINTER NEWSPAPERS, Suburban Chicago, circulation: 85,100 consumers. Destination benefited: Puerto Vallarta. Gordon Quarnstrom wrote a second article in these newspapers also.

13. CHICAGO SUN TIMES, Chicago, circulation: 720,000 consumers. Destination benefited: San Juan del Rio. A complete fashion section resulted from our sending this group, including the fashion editor, photographer and models, to Mexico in January.

14. MESSENGER NEWSPAPERS, Chicago, circulation: 114,750 consumers. Destination benefited: Puerto Vallarta. Travel story by Gary Grant a nom de plume for Gordon Quarnstrom which resulted from his attending the March 4-8 press trip to Puerto Vallarta.

15. ST. LOUIS GLOBE-DEMOCRAT, St. Louis, MO, circulation: 266,800 consumers. Destination benefited: Puerto Vallarta. Feature story by Bob Suits which resulted from the March 4-8 press visitation trip.

16. ECONOMIST AND SUN NEWSPAPERS, suburban Chicago, circulation: 185,000 consumers. A third article by Gordon Quarnstrom which resulted from the March 4-8 press visitation trip.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro on the following travel industry events:

   a. Chicago Tribune Travel Industry Trade Show

   b. GoGo Tours Seminar in Southfield, Michigan

   c. Milwaukee Journal and Sentinel Travel Trade Show

   d. Detroit News Spring Travel Show

   e. Travel Agency seminar, Kansas City, MO

2. Awaiting word from Mexico concerning our participation in the Minneapolis Aquatennial.

3. Finalizing plans and arrangements with Sr. Sanchez-Navarro for the 1983 Tianguis.

B. Other Public Relations/Promotion Projects

1. Working with Mexicana Airlines on future press visitation trips to Mexico.

2. Continuing to work with WLS-TV to reset the "Eye On Chicago" show visit to Mexico.

3. Setting up a press visitation trip for Gary Winter, who will write for the Elgin Courier News, Aurora Beacon News, Joliet Herald News and 500 Copley Newspapers.

4. Assisting Henry Herr Gill, chief photographer, Chicago Sun Times, with arrangements for his trip to Acapulco.

5. Cooperating with Georgia Beach, Hyatt International, on sending Midwest area press to Mexico.

6. Finalizing press invitations to the 1983 Tianguis.

C. Press Visitation Tours in Progress or Approved

1. Was able to obtain hotel accommodations through Westin for Robert Lindsey, travel editor, Suburban Newspapers of Greater St. Louis, who will be in Mexico City April 13-16.

2. Finalized arrangements for Don Picard, editor, AAA World to visit the Independence Route of Mexico April 11-16.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Met with the regional director to discuss possible promotions for the second quarter of 1983 and the public relations support we could provide.

B. Other Public Relations/Promotion Services

1. Provided freelance writer Paul Martin with four color slides and 12 black and white photos of Puerto Vallarta for media placement.

2. Sent to Mary Jane Wessell, travel editor, Journal & Topics Newspapers, eight black and white photos of Puerto Vallarta for use with her travel stories.

3. Provided six black and white photos of Puerto Vallarta to MSI Insurance Company, St. Paul, Minn., for use in promoting that destination.

4. El Manana requested 20 photos of Acapulco, Mexico City, Guadalajara and Puerto Vallarta for use in that newspaper.

5. Modern Curriculum Press was sent eight black and white photos of Tulum and Chichen Itza for use in their publications.

6. Jim Morris, a writer in Minneapolis, was provided with information on children's activities in Mexico City, Guadalajara and Acapulco.

7. WCIU-TV was provided with 15 slides of Mexico for use on a television program promoting travel to the country.

8. Dillon Press in Minneapolis was provided with 24 slides on Mexico City, Guadalajara, Cancun, Acapulco and the Folkloric Ballet for use in their publications.

9. Freelance writer Gene Roark, Madison, Wisconsin, was sent street maps of Mexico City and Oaxaca for editorial use.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Sanchez-Navarro a bulletin to the travel industry informing them that new rack rates in Mexico are effective from April 15 to December 15, 1983.

2. Prepared for Sr. Sanchez-Navarro copy for an invitation to a seminar sponsored by the Consulate of Mexico, the Mexican Government Tourism Office and Continental Airlines.

B. Destination Story

1. The Tamayo Museum In Mexico City - A travel feature on this outstanding tourist attraction in Mexico City was sent to Midwest publications to remind tourists of the variety of attractions in Mexico.

C. Other Publications/Promotional Activities

1. Mexico Establishes Hotel Rates - The news release on the establishment of firm hotel rates throughout Mexico was sent to our entire Midwest press list.

2. News Briefs From Mexico - A compilation of new tourism happenings in Mexico was sent to major and suburban publications in the Midwest. The first item was a conversion table of dollars to pesos that we hope will be reprinted for use by tourists.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment

1. The March press visitation trip to Mexico was a noteworthy accomplishment because it publicized the new direct service of Mexicana from Chicago to Puerto Vallarta. As a result of this trip and the publicity it generated, Mexicana has set new load records out of Chicago.

B. Significant Contacts

1. A significant contact was William Branen, publisher of newspapers in Southern Wisconsin and owner of cable television interests in the area. He is interested in going to Mexico to promote tourism through his newspapers and television outlets.

2. Dennis O'Brien, freelance writer, has informed us that he has made contact with several prominent newspapers and has commitments for stories on the Yucatan. We will be setting up a trip for Mr. O'Brien to capitalize on these editorial opportunities.

C. Promotion Program

1. Working with Sr. Sanchez-Navarro on the Thompson Vacations "Mexico Open House," scheduled for May.

2. Providing support for the "Our World Underwater" promotion scheduled for May in the Continental Hotel.

3. Awaiting word on the Minneapolis Aquatennial so we can provide public relations support to the event.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

Jan. 23, 1983 - ABILENE REPORTER-NEWS, Abilene, TX, circ: 58,000, 82 column inches. The second in a series of articles on Acapulco by Bob Bruce which resulted from his attending the SATW meeting in January.

Jan. 26, 1983 - DES PLAINES JOURNAL, Des Plaines, IL, circ: 18,000, 37 column inches. Feature on Puerto Vallarta which was sent out by the agency.

Jan. 30, 1983 - ABILENE REPORTER-NEWS, Abilene, TX, circ: 58,000, 40 column inches. The third in a series of articles on Acapulco by Bob Bruce which resulted from his attending the SATW meeting in January.

Feb., 1983 - ACAPULCO NEWSLETTER, Chicago, circ: NA, 432 column inches. The newsletter put together by Gordon Quarnstrom and Connie Sherley is sent to journalists throughout the country. Many of the photos and information in it was provided by the Cushman agency.

Feb., 1983 - FORD WORLD, Dearborn, Mich., circ: 300,000, 12 column inches. Story on Mexico food by Nancy Kennedy who attended the SATW meeting in Acapulco.

Feb., 1983 - FAR HILLS NEWSLETTER, Dayton, Ohio, circ: 4,500, 13.5 column inches. A story on visiting Mexico by Linnea Smith Jessup who attended the SATW meeting in Acapulco in January.

Feb. 10, 1983 - EVENING JOURNAL, Lubbock, Texas, circ: 74,000, 36 column inches. Travel story on Acapulco by Ted Simon who attended the January SATW meeting in Acapulco.

Feb. 11, 1983 - AVALANCHE JOURNAL, Lubbock, Texas, circ: 74,000, 42 column inches. Travel feature on Acapulco by Ted Simon who attended the January SATW meeting in Acapulco.

Feb. 20, 1983 - DETROIT FREE PRESS, Detroit, Mich., circ: 741,000, 94 column inches. Travel stories with color photos on Acapulco, Las Brisas and Ixtapa. The agency provided extensive assistance to the author Rick Sylvain.

Feb. 24, 1983 - SOUTHWEST MESSENGER NEWSPAPERS, Suburban Chicago, circ: 62,150, 8 column inches in 9 newspapers for a total of 72 column inches. Story on Isla Mujeres which was sent out by the agency.

Feb. 27, 1983 - ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 185,000, 11 column inches. Story on Acapulco by Gordon Quarnstrom which resulted from his attending the 1982 Tianguis.

Feb. 28, 1983 - TRAVELAGE MIDAMERICA, Chicago, circ: 10,000, 40 column inch story on Acapulco by Katherine Rodeghier and 22 column inch story on Cocoyoc by Linnea Smith Jessup which resulted from both women attending the SATW meeting in Acapulco.

Mar. 2, 1983 - JOURNAL NEWSPAPERS, Suburban Chicago, circ: 100,000, 48 column inches in 15 newspapers for a total of 720 column inches. Travel story on the pyramids which was sent out by the agency.

Mar. 6, 1983 - ABILENE REPORTER-NEWS, Abilene, Texas, circ: 58,000, 24 column inches. The fourth article on Mexico by Bob Bruce who attended the SATW meeting in Acapulco in January.

Mar. 6, 1983 - CHICAGO ECONOMIST AND SUN STANDARD NEWSPAPERS, Suburban Chicago, circ: 185,000, 31 column inches. Travel story on Puerto Vallarta by Gordon Quarnstrom which resulted from his attending the March 4-8 press visitation trip.

Mar. 6, 1983 - POINTER NEWSPAPERS, Suburban Chicago, circ: 85,100, 15 column inches. Travel story on Puerto Vallarta by Gordon Quarnstrom which resulted from his attending the March 4-8 press visitation trip.

Mar. 12, 1983 - AMUSEMENT BUSINESS, Nashville, Tenn., circ: 12,000, 53 column inches. Two feature stories, one on CICI and one on Papagayo Park, by Martin Hintz which resulted from his attending the SATW meeting in Acapulco.

Mar. 13, 1983 - POINTER NEWSPAPERS, Chicago, circ: 85,000, 6 column inches. Story on Acapulco by Gordon Quarnstrom which resulted from his visit to the last Tianguis.

Mar. 13, 1983 - SOUTHTOWN ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 185,000, 38 column inches. Feature story on Puerto Vallarta by Gordon Quarnstrom which resulted from the March 4-8 press visitation trip.

Mar. 14, 1983 - TRAVELAGE MIDAMERICA, Chicago, circ: 10,000, 8 column inches. Story on the new hotel rates in Mexico which resulted from the agency sending a press release.

Mar. 16, 1983 - POINTER NEWSPAPERS, Suburban Chicago, circ: 85,100, 45 column inches. Travel story on Puerto Vallarta which resulted from the March 4-8 press visitation trip there.

Mar. 16, 1983 - CHICAGO SUN TIMES, Chicago, circ: 720,000, 429 column inches. A fashion section shot at San Juan del Rio which resulted from us sending this group to Mexico in January.

Mar. 17, 1983 - MESSENGER NEWSPAPERS, Chicago, circ: 114,750, 14 column inches. Travel story on Puerto Vallarta and the new Mexicana flights which resulted from Gordon Quarnstrom (nom de plume Gary Grant) attending the March 4-8 press trip.

Mar. 20, 1983 - THE PLAIN DEALER, Cleveland, OH, circ: 468,500, 67 column inches. Travel feature on Acapulco by David Molyneaux with whom we worked very closely and provided extensive information.

Mar. 20, 1983 - ST. LOUIS GLOBE DEMOCRAT, St. Louis, MO, circ: 266,800, 68 column inches. Feature story on Puerto Vallarta by Bob Suits which resulted from the March 4-8 press visitation trip.

Mar. 20, 1983 - ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 185,100, 30 column inches. Travel story on Puerto Vallarta by Gordon Quarnstrom which resulted from the March 4-8 press visitation trip.

Mar. 23, 1983 - JOURNAL NEWSPAPERS, Suburban Chicago, circ: 100,000, 16 column inches. Two stories which the agency sent out appeared. One is on Isla Mujeres and the other is on the new hotel rates.

B. Resulting From Other Sources

Feb. 2, 1983 - MANKATO FREE PRESS, Mankato, Minn., circ: 27,005, 30 column inches. Story on the winter attractions of Mexico.

Feb. 6, 1983 - BAY CITY TIMES, Bay City, Mich., circ: 45,263, 50 column inches. Booth Newspaper story on Mexico City and AP story on Mexico City museums.

Feb. 10, 1983 - SOUTHWEST MESSENGER NEWSPAPERS, Suburban Chicago, circ: 114,750, 9 column inches in 11 newspapers for a total of 99 column inches. Story on reduction of prices on conducted tours to Mexico.

Feb. 13, 1983 - JACKSON CITIZEN PATRIOT, Jackson, Mich., circ: 41,881, 19 column inches. Feature story on Merida by Booth News Service.

Feb. 13, 1983 - BAY CITY TIMES, Bay City, Mich., circ: 45,263, 18 column inches. Travel feature on Mazatlan from Booth News Service.

Feb. 16, 1983 - WMAQ-TV, Chicago, Today In Chicago, 6:00 - 6:30 a.m. Jorie Lueloff, host, interviews Al Borcover from the Chicago Tribune and Jack Schnedler from the Sun-Times about Mexico's bargains.

Feb. 16, 1983 - WBBM-TV, Chicago, Channel Two News, 6:00 - 6:30 p.m. Reporter Bob Wallace reports on visiting Cancun.

Feb. 17, 1983 - WBBM-TV, Chicago, Channel Two News, 6:00 - 7:00 p.m. Reporter Bob Wallace reports on visiting Guadalajara.

Feb. 19, 1983 - ELKHART TRUTH, Elkhart, Ind., circ: 31,155, 9 column inches. Travel story on Mexico's bargains.

Feb. 20, 1983 - ST. LOUIS POST DISPATCH, St. Louis, MO, circ: 430,030, 84 column inches. Travel feature on Puerto Vallarta.

Feb. 20, 1983 - ECONOMIST NEWSPAPERS, circ: 185,000, 5.5 column inches. Arthur Harris writes about low prices in Oaxaca.

Feb. 23, 1983 - PARK RAPIDS ENTERPRISE, Park Rapids, Minn., circ: 4,500, 12 column inches. Travel story on Mexico travel and Queen Elizabeth's visit.

Feb. 24, 1983 - SAULT ST. MARIE NEWS, Sault Ste. Marie, Mich., circ: 8,310, 21 column inches. Positive story about what is happening in Ciudad Juarez.

Feb. 25, 1983 - MILWAUKEE SENTINEL, Milwaukee, Wis., circ: 175,190, 37 column inches. Travel story on Puerto Vallarta.

Feb. 26, 1983 - ST. LOUIS GLOBE DEMOCRAT, St. Louis, MO, circ: 250,726, 12 column inches. Stan Delaplane travel story on a cruise off Baja.

Feb. 27, 1983 - BAY CITY TIMES, Bay City, Mich., circ: 45,263, 17 column inches. Booth News Service feature on the Yucatan.

Feb. 27, 1983 - AP STORY. A feature on the new hotel room rates appeared in the HAMMOND (Ind.) TIMES, circ: 74,483, 8 column inches; and the JANESVILLE (Wis.) GAZETTE, circ: 31,353, 6 column inches.

Feb. 27, 1983 - MINNEAPOLIS TRIBUNE, Minneapolis, Minn., circ: 573,795, 124 column inches. Two stories; one about hunting and the other about fishing in Mexico.

Feb. 27, 1983 - BLOOMINGTON HERALD-TELEPHONE, Bloomington, Ind., circ: 25,263, 12 column inches. UPI story about Mexico with quotes from Sr. Guajardo.

Feb. 28, 1983 - TRAVELAGE MIDAMERICA, Chicago, circ: 10,000, 76 column inches. Two stories on the arts and museums in Mexico City.

Mar. 4, 1983 - GREEN BAY PRESS-GAZETTE, Green Bay, Wis., circ: 71,865, 54 column inches. Feature on living in San Carlos, Sonora.

Mar. 5, 1983 - ALTON TELEGRAPH, Alton, Ill., circ: 38,300, 15 column inches. AP travel feature on the new look of Juarez.

Mar. 6, 1983 - MANSFIELD NEWS-JOURNAL, Mansfield, OH, circ: 46,890, 20 column inches. Knight Ridder feature on Mexico's bargains.

Mar. 6, 1983 - DETROIT NEWS, Detroit, circ: 823,500, 50 column inches. Travel feature on the Mexican Riviera by Cynthia Boal.

Mar. 6, 1983 - ELYRIA CHRONICLE TELEGRAM, Elyria, Ohio, circ: 37,775, 96 column inches. Travel story on cruising along the Baja peninsula.

Mar. 6, 1983 - ST. LOUIS POST DISPATCH, St. Louis, MO, circ: 430,030, 20 column inches. Travel feature on Puerto Vallarta.

Mar. 6, 1983 - CHAMPAIGN NEWS-GAZETTE, Champaign, Ill., circ: 50,961, 26 column inches. AP story on the new look of Ciudad Juarez.

Mar. 6, 1983 - JOURNAL GAZETTE, Ft. Wayne, Ind., circ: 107,755, 22 column inches. Chicago Sun Times feature on Cancun.

Mar. 6, 1983 - WISCONSIN STATE JOURNAL, Madison, Wis., circ: 124,800, 24 column inches. Travel feature on Acapulco by Knight Ridder News Service.

Mar. 10, 1983 - CANTON REPOSITORY, Canton, Ohio, circ: 77,521, 16 column inches. Travel story on Cancun.

Mar. 13, 1983 - NEW YORK DAILY NEWS, New York, circ: 2,202,601, 7 column inches. Story on Mexico bargains by Rick Sylvain from the Detroit Free Press.

Mar. 27, 1983 - CHICAGO SUN TIMES, Chicago, circ: 720,000, 21 column inches. Feature story on Acapulco by Mark Seal from the Dallas Morning News.

Feb./Mar., 1983 - MISCELLANEOUS CLIPPINGS - These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE: IMMEDIATE

MAY 15

MEXICO HAS A SPA FOR YOU

For that worn-down, overworked, burned-out feeling, here's a prescription: a holiday at a Mexican spa.

This type of vacation gives the best of all worlds. Mexican spas are nestled in semi-tropical mountain valleys, on hillsides or beside lakes. The climate is oh-so-perfect--70s in the daytime, 50s and 60s at night. And you can be as busy or as idle as you please.

The center of attraction is the water. The spas are built around mineral springs which are said to have cured or improved a wide range of conditions. For centuries local residents have enjoyed these waters.

The 15th Century Emperor Moctezuma I often went to Oaxtepec and Ixtapan de la Sal to escape the imperial rat race. Executive stress and strain were banished by the soothing mineral waters.

Today many in-the-know travelers hide themselves away in a Mexican spa and emerge refreshed and ready to get more out of life.

"Taking the cure" is easy here. The pace can be down-right sleepy, but it's up to you. Many spas offer golf, horseback riding and other sports. Others concentrate on massage, baths, swimming or special diets.

- more -

At some spas the accent is on weight control and fitness. Here you'll usually find enough activities to help you get yourself in trim. Anyway, the scenery invites you to go for enjoyable walks.

Walking is a delightful way to take in the gentle atmosphere and the color of a spa. Lining your patch will be poinsettias, tropical azaleas, royal poincianas and bougainvillea. You'll be glad you brought your camera.

Spas are located near easy to get to places, such as Mexico City, Cuernavaca, Guadalajara and even Baja California. Because of this proximity, you could arrange to take a week at a spa after another Mexican holiday or a business trip.

SPAS ARE MANY AND VARIED

Ixtapan de la Sal is actually a resort group with several privately-owned hotels. Located 160 miles southwest of Mexico City, its 105°F water comes from the Green Lagoon, a volcanic cone. You can bathe in the salty mineral waters in one of several pools or in a freshwater pool with fountains. The 250-unit Hotel Ixtapan has the most sumptuous private bath suites in all Mexico. In addition, massages, facials, mud packs, riding, tennis and international cuisine all help to create a new you. If you feel like sightseeing, there's the village of Old Ixtapan. It's non-touristy and very pleasant.

You'll find more pampering at San Jose Purua, three hours' drive west of Mexico City (there's daily limousine service). One of Mexico's best-known spas, it's tucked in a semi-tropical mountain valley. The 89°F, slightly carbonated, water is said to treat

arthritis and stomach disorders. You can take the waters in an Olympic-sized swimming pool, walk, ride, play golf or tennis. When the inner you is treated to the special diet you've requested (you can even have fresh milk from the hotel's own ranch), you can have a mudbath to rejuvenate the outer you. You can stroll slowly among the jacaranda, bougainvillea, coffee and banana plants and get the relaxation you came for.

La Caldera ("The Caldron" in Spanish) is southwest of San Luis Potosi, three hours from Guadalajara. Its main pool is 200°F--that's why it's called La Caldera--and is funnelled into cooler pools. You get a choice of temperatures. There are five outdoor pools and individual baths. La Caldera has trailer facilities with complete hookups.

Hacienda Taboada Spa is just north of San Miguel de Allende--a quaint old village of winding streets and colorful shops with an established art institute that is the center of an active artist colony. Taboada's accommodation is deluxe. It has long been popular with central Mexicans and is crowded on weekends and on Mexican holidays.

These spas cater to the old-fashioned idea that a vacation means a rest. That's why many people come back time and again. When you see what a spa holiday can do for you, you'll want to return, too.

PRINCIPAL SPAS IN MEXICO

La Caldera Spa, Guerrero y Cinco de Mayo, P.O. Box 16, Abasolo Guanajato. Tel: 3-00-20. Reservations at Irapuato, Guanajato. Tel: 6-00-16.

Balneario de la Comanjillo, KM 387 Carretera Panamericana (Mexico 45), P.O. Box 111, Leon, Guanajato 37000. Tel: 2-00-91, 2-09-42.

San Juan Cosala Motel, KM 13 Chapala/Jocotepec Highway (Carretera 35), Jalisco.

Ixtapan de la Sal, Hotel Ixtapan, Ave. Jacarandas, Ixtapan de la Sal, Estado de Mexico. Tel: 3-73, 30021, 30125. Reservations in Mexico City: Reforma 132, Mexico 6, D.F. Tel: 535-76-22, 535-25-53.

Centro Vacacional Oaxtepec. Reservations: Paseo de la Reforma 506, Mexico 6 D.F. Tel: 553-6011, 553-6043. Telephone in Oaxtepec 27-170, 27-212, 26-130.

San Jose Purua, KM 7 Tuxpan/Zitacuaro Highway. If coming from Guadalajara, Toluca/Morelia Highway. If coming from Mexico City, telephone 3-14-55, 3-15-44. Offices in Mexico City Colon 27 Esq., Reforma, Mexico D.F. 06030. Tel: 585-43-44.

Hacienda Taboada Spa, KM 8 Dolores Highway, P.O. Box 100, San Miguel de Allende, Guanajuato. Tel: 208-88. Mexico City office, telephone 575-7177, 575-8604.

Posada Tequisquiapan, Moctezuma 6, Tequisquiapan, Queretaro. Tel: 3-00-10.

Rancho la Puerta, Tecate, California 92080. For reservations, call (714) 478-5341. In Tecate, call 4-10-05.

Agua Azul Spa, Prolongacion 11 Sur 5302, Puebla, Puebla, Tel: 43-12-88, 43-12-36, 43-12-37, 43-12-39.

Hacienda Spa Penafiel, Sucursal "A", Tehuacan, Puebla. Tel: 2-01-90.

MEXICO HAS A SPA FOR YOU
ADD FOUR

Agua Caliente Spa, KM 56 Guadalajara/Barra de Navidad Highway, Jalisco.

La Villa Vegetariana, Apartado Postal 1228, Cuernavaca, Morelos. Tel: 3-10-44.

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AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE IMMEDIATE

News Briefs From Mexico:

HANDY PESO TO DOLLAR CONVERSION TABLE

With the new conversion rates in Mexico, it is sometimes difficult to convert dollars to pesos quickly. Travelers to Mexico might want to clip this handy conversion table and tuck it in their billfold or purse:

Dollars	Pesos	Dollars	Pesos
1	150	90	13,500
2	300	95	14,250
3	450	100	15,000
4	600	150	22,500
5	750	200	30,000
6	900	250	37,500
7	1,050	300	45,000
8	1,200	350	52,500
9	1,350	400	60,000
10	1,500	450	67,500
15	2,250	500	75,000
20	3,000	550	82,500
25	3,750	600	90,000
30	4,500	650	97,500
35	5,250	700	105,000
40	6,000	750	112,500
45	6,750	800	120,000
50	7,500	850	127,500
55	8,250	900	135,000
60	9,000	950	142,500
65	9,750	1,000	150,000
70	10,500	2,000	300,000
75	11,250	3,000	450,000
80	12,000	4,000	600,000
85	12,750	5,000	750,000

- more -

MEXICO CITY ADDS BILINGUAL POLICE BATTALION

Bilingual police, wearing embroidered insignia on their sleeves, are now on patrol in the Zona Rose (Pink Zone), Paseo de la Reforma, Plaza Garibaldi and other areas frequented by tourists. The English-speaking officers are dressed in dark blue uniforms and are specially trained in tourism information.

ACAPULCO ADDS AQUATIC SWEEPERS TO BAY OPERATIONS

Specially designed aquatic sweepers in Acapulco have been placed in daily operation to work offshore, gathering up any debris washing ashore or blowing out from the shore to the bay. The six-meter-long boats drag large nets which operate at a distance of 250 meters (820 feet) from the shoreline, mostly in the areas of the large hotels.

SPECTACULAR RIVERBOAT EXCURSION TRIPS INITIATED

A three-hour riverboat excursion through the spectacular Sumadero Canyon on the Grijalva River in the State of Chiapas is now available to tourists visiting Chiapa del Corso, 20 miles from Tuxtla Gutierrez, the state's capital.

ACAPULCO GUARANTEES SUNSHINE WITH INSURANCE POLICY

The hotels of Acapulco have adopted a guaranteed sunshine policy for their guests. The hotels will provide free room rent for any day on which the sun does not shine--or extend a half-day free for the same reason. The "sunshine insurance policy" plan was created by the Tourism Office of the State of Guerrero.

GUADALAJARA CLUB ARRANGES CAMPING VACATIONS IN MEXICO

Camping vacations in Mexico are now arranged by the Monarch Camping Club, Apartado Postal 31-750, Guadalajara, Jalisco 45050; Attention Carlos Melendez. The club, named after the Monarch butterfly which migrates to and from central Mexico annually, publishes a detailed campground guide and a semi-monthly newsletter with up-to-date information on road conditions, camp sites and wilderness attractions.

NEW COMMUTER AIRLINE CONNECTS MEXICO CITY WITH TAXCO, ACAPULCO AND IXTAPA

A new commuter airline, Aerotaxco, is now providing airline service between Mexico City's Atizapan Airport, north of Mexico City, and Taxco, Acapulco and Ixtapa/Zihuatanejo. Tourists should contact their travel agents for information on flight schedules.

A unique feature of Taxco is that the traveler can get to the mountain-top airport by cable car.

DINOSAURS EXHIBIT IN CHILDREN'S PARK

"Valley of the Dinosaurs" is part of a new amusement park called "Plaza Show" north of Mexico City. Installed in a 90,000-square-meter site on Lago de Guadalupe, the park is described as "the first children's educational park in Latin America."

When it is completed, it will have a zoo of baby animals which visitors may feed, two indoor and two outdoor theatres, a 40-meter-high parachute tower, a Galapagos turtle which the children can climb on, a machine which stimulates earthquakes and a section containing models of the prehistoric animals.

Among the latter is a 35-meter-long, 8-meter-high Brontosaurus that may be entered through the mouth and left through the tail--after the children have made a tour of the animal's internal organs.

The park is reached via the Mexico-Queretaro Highway to the Barrientos detour (about three km north of Puente Arboledas) where the traveler takes a right turn to Lago Guadalupe.

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AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman FOR RELEASE IMMEDIATE

RUFINO TAMAYO INTERNATIONAL MUSEUM

ATTRACTS VISITORS TO MEXICO CITY

MEXICO CITY -- One of Mexico City's most popular tourist attractions is the Rufino Tamayo International Museum in Chapultepec Park.

The museum, barely a year old, contains the personal collection of the world-famous contemporary artist plus the works of 167 other contemporary artists.

Housed in a strikingly modern structure, the museum is located just a few hundred yards from the National Museum of Anthropology and just across the street from the Museum of Modern Art.

The museum consists of two groups of exhibition salons--of different lengths and heights--connected by a central, covered courtyard. The salons contain paintings, engravings and tapestries and the courtyard houses sculpture. In addition, the structure contains an auditorium with a seating capacity for 250. A total of almost 2,500 square meters of exhibition area is contained in the building.

The paintings and murals of Rufino Tamayo, born in Oaxaca, Mexico, in 1899, hang in private collections and in most major museums throughout the world.

RUFINO TAMAYO INTERNATIONAL MUSEUM
ADD ONE

He conceived the plan for the Museum, featuring his own personal collection of paintings, sculpture, tapestries and engravings, and a private foundation, Museo Tamayo Arts Contemporaneo Internacional, was formed. Lic. Miguel Aleman, former President of Mexico and President of the Mexican National Tourist Council, serves as honorary President.

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AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE **IMMEDIATE**

MEXICO ESTABLISHES FIRM HOTEL RATES

MEXICO CITY, March 2, 1983 - Miguel Guajardo, director general of the Mexican National Tourist Council, today announced that the Ministry of Tourism has established firm hotel rates throughout Mexico, effective immediately.

"It was most important that these measures be taken at this time," Guajardo noted, "because of the confusion created by the recent devaluations of the peso. Now, the value of the peso has leveled off and it is possible to establish firm rates. All hotel rates are set in pesos and the dollar rates charged are the equivalent at the current rate of exchange. The rates will be effective through December 15, 1983."

In establishing the hotel rates, the Mexican Government has classified all hotels into categories from super deluxe ocean front resort properties to five, four and three star as well as economy and others. Rates in all cases are for double rooms, European plan.

The incredibily low rates established for accommodations in Mexico unquestionably are a tremendous boom to tourists with prices much below anything equivalent in any destination in the world. For example, a room in a four star hotel in Acapulco, Cancun, Puerto Vallarta or any of the other popular resorts is

only thirty-four dollars tops with a five star hotel only fifty-six dollars. Even the top rated super deluxe ocean front accommodations will cost no more than seventy-three dollars a night for a double room.

It is expected that this announcement by Guajardo establishing Mexico hotel rates will be received with enthusiasm in the United States and Canada not only by the tourists but also by wholesalers, retail travel agents and airlines serving Mexico who now will be able to quote exact prices on package tours.

The Mexican National Tourist Council maintains 16 Mexican Government Tourism offices in the United States and Canada and all of them can provide additional information on these new hotel rates.

# # #

public relations
sales promotion
marketing

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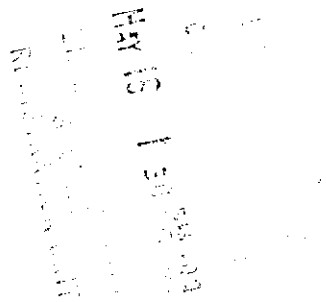

PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF FEBRUARY, 1983

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Developed for Sr. Sanchez-Navarro a list of 25 questions on Mexico that could be used in PATA seminars in the Midwest to stimulate interest in attending the PATA Convention scheduled for April in Mexico.

2. Worked closely with Sr. Sanchez-Navarro and developed the list of press representatives to be invited to a press conference during the visit of Mexican hoteliers to Chicago.

3. Prepared the invitation text for the meeting of the hoteliers and the press conference in Chicago.

4. Wrote for Sr. Sanchez-Navarro remarks for him to present at a Charter International Travel Seminar in Kansas City on February 10.

B. Other Public Relations Projects

1. Arranged for freelance writer Eunice Juckett to be taken on a one day tour of Acapulco and stay at the Regency Hyatt prior to sailing on a cruise February 16. This material will be used for a story on seeing Acapulco before boarding a cruise ship.

2. Completed arrangements for a press trip to Puerto Vallarta to publicize the inauguration of Mexican's direct flight from Chicago.

3. Worked closely with travel writer Jerry Flemmons and provided him with extensive material on Mexico for a story he is writing for Southern Living.

4. Prepared for the travel editor of Lerner Newspapers, Rosanne Lerner Holly, background information on the regulations for single parents traveling with children to Mexico.

5. Provided assistance to John Handley of the Chicago Tribune who was preparing a story on Acapulco as a result of the January SATW trip.

6. Worked with Lionel Kramer of the Chicago Motor Club and provided him with material on Acapulco, Mazatlan, Puerto Vallarta and Ixtapa.

C. Press Visitation Trips

There were no trips in February.

D. Results Achieved In Previous Press Visits

1. RECORD-EAGLE, Traverse City, MI, circulation: 24,405 consumers. Destinations benefited: Los Cabos, Puerto Vallarta, Loreto, Guadalajara. A series of four articles by Gordon Charles who attended the Freelance Council Meeting in September.

2. STAR PUBLICATIONS, Suburban Chicago, circulation: 100,000 consumers. Destination benefited: Acapulco. Story on Acapulco bargains and problems by Madelyn Merwin who attended the SATW Central States meeting in January.

3. OBSERVER & ECCENTRIC NEWSPAPERS, Suburban Detroit, circulation: 155,000 consumers in 12 newspapers. Destination benefited: Acapulco, Mexico City, Taxco, Cocoyoc. Story on Mexico's bargains by Iris Jones who attended the Central States SATW meeting in January.

4. HOUSTON POST, Houston, Texas, circulation: 440,000 consumers. Destination benefited: Acapulco. Travel story by Carol and Gene Barrington which resulted from their attending the Central States SATW meeting in January.

5. CHICAGO TRIBUNE, Chicago, IL, circulation: 1,155,600 consumers. Destination benefited: Acapulco. Major travel story by John Handley who attended the January meeting of the Central States SATW in Acapulco.

6. DEALER WORLD, Detroit, MI, circulation: 80,000 Ford and Lincoln-Mercury dealers. Destination benefited: Mexico City, Acapulco, Cuernavaca. Story on Mexico's food by Nancy Kennedy who attended the Central States SATW meeting in January.

7. THE LION EN ESPANOL, Chicago, IL, circulation: 100,000 Lions. Destination benefited: Guadalajara. Story by Fernando Fernandez who we sent to Mexico earlier this year.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro on preparations for the GoGo Tours Seminar in Southfield, Michigan.

2. Assisting Sr. Sanchez-Navarro with arrangements for the travel industry and press meetings with the group of hoteliers from Mexico.

3. Continuing to make preliminary plans for participating in the Minneapolis Aquatennial to be held in the Summer of 1983.

B. Other Public Relations/Promotions Projects

1. Setting up a radio interview on station WLVW for Sr. Sanchez-Navarro to discuss "Increased Tourism in Mexico."

2. Working with AAA World Magazine to set up a press visitation trip to Mexico to produce a major story on the Independence Route.

3. Talking with People Reaching Productions, a film production house, about working with them on a film of Mexico. The producer has made a preliminary trip on her own and will contact me to discuss the project soon.

4. Working with Robert Lindsey, travel editor for Suburban Newspapers of Greater St. Louis who is interested in doing a series of articles on Mexico City.

5. Continuing to provide Consejo support for press participation in the Tianguis from the Midwest.

C. Press Visitation Tours in Progress or Approved

1. A group of seven Midwest journalists traveled from Chicago to Puerto Vallarta on Mexicana's new direct flight March 4-8. It was a very successful trip and we look forward to excellent publicity results.

2. Arrangements have been finalized for freelance writers Nancy Adams and Raeona Jordan to travel to Ixtapa, March 19-26. Air transportation was arranged with Continental Airlines and hotel accommodations through Westin Hotels. Both writers have commitments from publications for travel articles.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Worked with the regional director in Chicago to develop a letter to airlines which requested information about their monthly traffic which would aid the Consejo in advance promotional planning.

2. Sent to the travel industry information on hotel occupancy in Acapulco, Puerto Vallarta, Cancun, Ixtapa and Mexico City which would aid them in their sales efforts.

B. Other Public Relations/Promotion Services

1. Provided slides of Acapulco to the Beverly Gray Agency, Chicago, to be used in a brochure to publicize the destination.

2. Sent to the editor of the Eccentric and Observer in Farmington Hills, Michigan, additional information to be included in an article on Baja.

3. TravelAge MidAmerica requested Mexico fishing photos which we provided.

4. Background material on Cozumel and the Yucatan was sent to Bill Poirier, editor of Michigan Living Magazine.

5. Color slides of Acapulco and Ixtapa were sent to Rick Sylvain, travel editor of the Detroit Free Press, to be used with his story on Mexico.

6. Freelance writer Dennis O'Brien requested background material on Puerto Vallarta, which we provided.

7. Two color slides of Mexican markets were provided to the photo researcher of the South-Western Publishing Company, Cincinnati, for possible use in a text book.

8. Sent to Addison Travel black and white photos of Cancun and Cozumel for use in a magazine story on these destinations.

9. Working with Ebony Magazine and provided black and white photos of Ensenada, Tijuana, Guaymas and Monterrey.

10. Provided Fleetwood Travel with black and white photos of Baja for use in publicizing that destination.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Sanchez-Navarro a notice to the travel industry announcing that Mexico's airport tax on international flights will be $400 pesos after April 1.

2. Prepared a notice to the travel industry alerting them to the current Mexico television and radio commercials in the Chicago area.

B. Destination Stories

1. The Mexican Riviera - A travel feature promoting the warm winter weather in Acapulco, Ixtapa, Zihuatanejo and Puerto Vallarta was sent to major and suburban publications in the Midwest to promote tourism there.

2. The Pyramids - Feature story on the pyramids in Mexico was sent to Midwest publications to create interest in that tourism aspect of Mexico.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment

1. A noteworthy accomplishment was working with Ebony on a story about tourism destinations in Mexico that are not far from the U.S. border. The readers of this publication are a growing segment of the travel market and we do not have too many opportunities to provide the kind of service we did this month.

B. Significant Contacts

1. In planning the Mexicana/Puerto Vallarta inaugural trip, we made some excellent contacts with Club Med and the Posada Vallarta Hotel. These contacts will be useful for future trips.

2. Among the media, this month we made new contacts with Lerner Publications, Journal & Topics Newspapers and Sandra Beckwith, freelance writer.

C. Promotion Program

1. Participation in the Marshall Field spring promotion has been cancelled by the Consejo.

2. Working with Sr. Sanchez-Navarro on the possible participation in the Minneapolis Aquatennial. The extent to which we participate depends upon budget approval from the Consejo.

3. Continuing to work with the airlines that serve Mexico to develop press visitation trips similar to the March trip with Mexicana.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

January 13, 1983 - RECORD-EAGLE, Traverse City, MI, circ: 24,405, 75 column inches. The first in a series of four articles on Mexico which resulted from Gordon Charles attending the Freelance Council trip

in September. The second article appeared Jan. 20, 83 column inches. The third article appeared Jan. 27, 82 column inches. The fourth article appeared Feb. 3, 66 column inches.

Jan. 16, 1983 - STAR PUBLICATIONS, Suburban Chicago, circ: 100,000, 18 column inches in five newspapers for a total of 90 column inches. Story on Mexico's bargains by Madelyn Merwin which resulted from her attending the Central States SATW meeting in Acapulco.

Jan. 27, 1983 - OBSERVER & ECCENTRIC NEWSPAPERS, Suburban Detroit, circ: 155,000, 82 column inches in 12 newspapers for a total of 984 column inches. Feature story on Mexico tourism bargains by Iris Jones who attended both the Freelance Council trip in September and the Central States SATW trip in January.

Feb. 3, 1983 - OBSERVER & ECCENTRIC NEWSPAPERS, Suburban Detroit, circ: 155,000, 17 column inches in 12 newspapers for a total of 204 column inches. Feature story on the Baja which was sent out by the agency.

Feb. 6, 1983 - KANSAS CITY STAR, circ: 399,305, 53 column inches. The Al Borcover story on Mexico City which resulted from a trip we helped him with was picked up through the Chicago Tribune Syndicate.

Feb. 6, 1983 - HOUSTON POST, Houston, TX, circ: 440,000, 52.5 column inches. Story on travel bargains in Mexico by Carol and Gene Barrington who attended the Central States SATW meeting in Acapulco in January.

Feb. 7, 1983 - TRAVEL TRADE, NY, circ: 30,000, 6 column inches. Photo of Srs. Elorza, Buendia and Sanchez-Navarro at the ASAE Convention in Chicago. Photo was supervised and placed by the agency.

Feb. 13, 1983 - CHICAGO TRIBUNE, Chicago, IL, circ: 1,155,600, 120 column inches. Feature story on Acapulco, its facelift and the low prices by John Handley who attended the Central States SATW meeting in January.

Feb. 23, 1983 - JOURNAL NEWSPAPERS, Des Plaines, IL, circ: 100,000, 21 column inches in 15 newspapers for a total of 315 column inches. Story on the Mexican Riviera which was sent out by the agency.

Feb. 27, 1983 - CHICAGO SUN-TIMES, Chicago, IL, circ: 720,000, 99 column inches. Feature story on the Yucatan which resulted from a trip made by Jack Schnedler, travel editor. The agency assisted him with arrangements and provided background information.

March, 1983 - BETTER HOMES AND GARDENS BRIDES' BOOK, Des Moines, IA, circ: 453,000, 93 column inches. Honeymoon section on Mexico which resulted from the agency supplying information and color photos which were used in the section.

March, 1983 - DEALER WORLD, Detroit, MI, circ: 80,000, 20 column inches. Story on Mexican food by Nancy Kennedy which resulted from her attending the Central States Chapter SATW meeting in Acapulco.

March, 1983 - THE LION EN ESPANOL, Chicago, IL, circ: 100,000, 63 column inches. Feature story on Guadalajara and the Lions by Fernando Fernandez which resulted from sending him to Mexico in 1982.

B. Resulting From Other Sources

Jan. 23, 1983 - DUBUQUE TELEGRAPH HERALD, Dubuque, IA, circ: 40,742, 22 column inches. UPI travel story on the devaluation of the peso and travel bargains.

Jan. 23, 1983 - MINNEAPOLIS STAR AND TRIBUNE, Minneapolis, MN, circ: 573,800, 27 column inches. Story on Mexico's bargains by Jane Morse, syndicated columnist. Similar stories by Ms. Morse appeared in the ST. LOUIS POST DISPATCH, circ: 430,030, 58 column inches.

Jan. 23, 1983 - CHICAGO SUN-TIMES, Chicago, IL, circ: 680,940, 51 column inches. Travel feature on Mexico City and its bargain prices.

Jan. 23, 1983 - SOUTH BEND TRIBUNE, South Bend, IN, circ: 126,175, 108 column inches. Travel feature on Isla Mujeres.

Jan. 23, 1983 - WISCONSIN STATE JOURNAL, Madison, WI, circ: 124,800, 78 column inches. Feature story on Mexico travel.

Jan. 27, 1983 - MONTICELLO TIMES, Monticello, MN, circ: 3,150, 18 column inches. Story on motoring in Mexico.

Jan. 30, 1983 - WILLOUGHBY NEWS HERALD, Willoughby, OH, circ: 37,356, 85 column inches. Feature story on Acapulco and Las Brisas by Jerry Hulse of the Los Angeles Times.

Jan. 30, 1983 - SPRINGFIELD STATE JOURNAL-REGISTER, Springfield, IL, circ: 59,876, 60 column inches. Feature story on Mexico travel bargains by Evelyn Kieran of Copley News Service. Story also appeared in the STERLING (IL) GAZETTE, circ: 13,991, 32 column inches; and ALTAMONT (IL) NEWS, circ: 1,972, 40 column inches.

Jan. 30, 1983 - JACKSON CITIZEN PATRIOT, Jackson, MI, circ: 41,881, 44 column inches. Travel story on Mexico by Marguerite Mitchell of Booth News Service. Other Mexico stories by her also appeared in the KALAMAZOO (MI) GAZETTE, circ: 68,324, 45 column inches; MUSKEGON (MI) CHRONICLE circ: 48,925, 32 column inches; SAGINAW (MI) NEWS, circ: 57,450, 44 column inches; GRAND RAPIDS (MI) PRESS, circ: 150,400, 99 column inches; FLINT (MI) JOURNAL, circ: 106,780, 46 column inches; JACKSON (MI) CITIZEN PATRIOT, circ: 41,881, 33 column inches; and ANN ARBOR (MI) NEWS, circ: 49,318, 47 column inches.

Feb. 6, 1983 - ANN ARBOR NEWS, Ann Arbor, MI, circ: 49,318, 8 column inches. Story on travel bargains in Mexico from the New York Times.

Feb. 6, 1983 - SAGINAW NEWS, Saginaw, MI, circ: 57,450, 44 column inches. Travel feature story on Guadalajara from Booth News Service.

Feb. 6, 1983 - KALAMAZOO GAZETTE, Kalamazoo, MI, circ: 68,324, 24 column inches. Feature story on Mazatlan from Booth News Service. Story also appeared in the SAGINAW (MI) NEWS, circ: 57,450, 30 column inches; ANN ARBOR NEWS, circ: 49,318, 14 column inches; and JACKSON (MI) CITIZEN PATRIOT, circ: 41,881, 20 column inches.

Feb. 6, 1983 - KALAMAZOO GAZETTE, Kalamazoo, MI, circ: 68,324, 18 column inches. Feature story on low prices in Mexico.

Feb. 6, 1983 - SAGINAW NEWS, Saginaw, MI, circ: 57,450, 67 column inches. Two stories on the Yucatan.

Feb. 6, 1983 - GRAND RAPIDS GAZETTE, Grand Rapids, IA, circ: 75,710, 37 column inches. Washington Post feature on Templo Mayor.

Feb. 6, 1983 - GRAND RAPIDS PRESS, Grand Rapids, MI, circ: 150,400, 30 column inches. Travel feature on Cancun.

Feb. 6, 1983 - ANN ARBOR NEWS, Ann Arbor, MI, circ: 49,318, 71 column inches. Three stories on traveling to Mexico.

Feb. 6, 1983 - SAGINAW NEWS, Saginaw, MI, circ: 57,450, 14 column inches. Story on bargains in the Mexican Caribbean.

Feb. 20, 1983 - ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 185,100, 5.5 column inches. Feature story on low prices in Mexico.

Jan./Feb., 1983 - MISCELLANEOUS CLIPPINGS - These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

C. Midwest Television Coverage

Jan. 25, 1983 - WDAF-TV (NBC), Kansas City, MO, Action Four News, 6:00 - 6:30 p.m. Segment on Dan Sanborn's Travel Guide to Mexico.

Jan. 28, 1983 - WPTA-TV (ABC), Ft. Wayne, IN, 21 News Alive, 12:00 - 12:30 p.m. Same segment as above.

Jan. 31, 1983 - WJKW-TV (CBS), Cleveland, OH, Newscenter 8, 12:00 - 12:30 p.m. Report on Acapulco and other destinations in Mexico.

Jan. 31, 1983 - WJBK-TV (CBS), Detroit, MI, Eyewitness News, 12:00 - 12:30 p.m. Same segment as above.

Jan. 31, 1983 - WTHR-TV (NBC), Indianapolis, IN, NewsCenter 13. Travel special by Tim Larson talks about traveling in Mexico.

Feb. 1, 1983 - WLWT-TV (NBC), Cincinnati, OH, Midday, 11:30 - 12:00 noon. Tim Larson, travel expert, talks about shopping bargains in Mexico.

Feb. 1, 1983 - WJKW-TV (CBS), Cleveland, OH, Newscenter 8, 12:00 - 12:30 p.m. Same as above.

Feb. 1, 1983 - WJBK-TV (CBS), Detroit, MI, Eyewitness News, 12:00 - 12:30 p.m. Same as above.

Feb. 1, 1983 - WTHR-TV (NBC), Indianapolis, IN, NewsCenter 13, 6:00 - 7:00 p.m. Tim Larson reports on travel bargains to Mexico.

Feb. 1, 1983 - Cable News Network, 7:54 - 7:56 p.m. Steve Burnbaum talks about the excellent travel buys to Mexico.

Feb. 2, 1983 - WJBK-TV (CBS), Detroit, MI, Eyewitness News, 12:00 - 12:30 p.m. Tim Larson discusses low air fares to Mexico.

Feb. 2, 1983 - WJKW-TV, (CBS), Cleveland, OH, Newscenter 8, 12:00 - 12:30 p.m. Same as above.

Feb. 2, 1983 - WLWT-TV (NBC), Cincinnati, OH, Midday, 11:30 a.m. - 12:00 noon. Same as preceding page.

Feb. 2, 1983 - WTHR-TV (NBC), Indianapolis, IN, Newscenter 13, 6:00 - 7:00 p.m. Tim Larson discusses the rate of exchange in Mexico.

Feb. 3, 1983 - WJBK-TV (CBS), Detroit, MI, Eyewitness News, 12:00 - 12:30 p.m. Same as above.

Feb. 3, 1983 - WTHR-TV (NBC), Indianapolis, IN, Newscenter 13, 6:00 - 7:00 p.m. Tim Larson talks about hotels in Acapulco and Baja.

Feb. 3, 1983 - WLWT-TV (NBC) Cincinnati, OH, Midday, 11:30 - 12:00 noon. Tim Larson discusses the Mexican exchange rate.

Feb. 3, 1983 - WJKW-TV (CBS), Cleveland, OH, Newscenter 8, 12:00 noon - 12:30 p.m. Same as above.

Feb. 4, 1983 - WLWT-TV, Cincinnati, OH, Midday, 11:30 a.m. - 12:00 noon. Tim Larson talks about hotels in Acapulco and Baja.

Feb. 4, 1983 - WJBK-TV (CBS), Detroit, MI, Eyewitness News, 12:00 noon - 12:30 p.m. Same as above.

Feb. 7, 1983 - WXYZ-TV (ABC), Detroit, MI, Good Afternoon Detroit, 4:00 - 5:00 p.m. John Kelly and Marilyn Turner discuss vacationing in Baja.

Feb. 8, 1983 - WXYZ-TV (ABC), Detroit, MI, Good Afternoon Detroit, 4:00 - 5:00 p.m. John Kelly and Marilyn Turner continue a discussion of Baja.

Feb. 10, 1983 - WXYZ-TV (ABC), Detroit, MI, Good Afternoon Detroit, 4:00 - 5:00 p.m. John Kelly and Marilyn Turner talk about water sports in Baja.

Feb. 10, 1983 - WXYZ-TV (ABC), Detroit, MI, Good Afternoon Detroit, 4:00 - 5:00 p.m. John Kelly and Marilyn Turner talk about shopping in Baja.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

COME TO MEXICO AND SEE THE PYRAMIDS

The New World is actually pretty old. Europe and the Middle East have no monopoly on monuments from antiquity.

In Mexico, entire lost cities have been unearthed in the last 40 years. These cities are larger than many of the world's modern cities and some were founded prior to the birth of Christ.

They were built by ancient peoples, many of whom have vanished. Aztecs flourished in Central Mexico. Mayans created a complex and sophisticated culture in central and eastern Mexico. In about 900 A.D., they were conquered by the warlike and restless Toltecs. Scholars still don't know for sure where the Olmecs came from, or, after having left their amazing sculptures, where they went.

Little is known of these peoples because they kept few records which we can understand. Much more of the culture might have survived had not a certain event happened in the 16th century.

Hernan Cortes arrived from Spain in 1519. The Spanish colonizers set about to destroy every trace of the culture that they found in what is now Mexico. Fortunately for us, they did not succeed.

Today there are some 15,000 known archaeological sites, with hundreds still to be excavated. Many are in excellent condition. They're found all over Mexico, even near popular resorts. They give us a good picture of what life was like in Mexico in pre-Hispanic days.

- more -

If you're visiting Mexico City, you're standing right on top of a famous archaeological site. Mexico City is actually built on Tenochtitlan, the capital of the Aztecs, destroyed by Cortes and his men.

The city's National Museum of Anthropology gives a good introduction to Mexico old and new. It has been called the finest museum of its type in the world. By showing the different peoples and cultures of Mexico, it puts the country in perspective. Dioramas and displays depict scenes from daily life. When you visit, don't miss the Aztec Hall with the 27-ton calendar stone.

Pyramids were built in central and eastern Mexico. Tula, old capital of the Toltecs, has a notable one. Cholula, southeast of Mexico City, has the largest one of all.

Teotihuacan's Pyramid of the Sun is a mind-boggling 20 stories high. Founded in 300 A.D., this 90-square-kilometer city once was home to 250,000 people. Standing atop the Pyramid, looking down the Avenue of the Dead, is an experience you're not likely to forget.

Teotihuacan is one of the most accessible archaeological sites. A light and sound show portrays what is known of this awe-inspiring place.

Twenty-four miles southwest of Cuernavaca is Xochicalco. It is believed it was a "university" and indeed does resemble a 20th century university campus. Magnificently restored, Xochicalco was an important religious center in 800-900 A.D.

It, too, has a pyramid. This one is a two-tiered temple 55 feet high.

Xochicalco also has caverns. Scholars are still trying to figure out what they were used for.

The Yucatan Peninsula is a treasure trove of cities of ages past. Most famous is Chichen Itza, a city first Mayan and then Toltec. It's considered one of the archaeological wonders of the world.

Uxmal is said to be one of the most beautiful of the Mayan sites. Its Pyramid of the Magician is rounded at the summit.

About a two-hour drive from Cancun is Tulum, a classic Mayan city. Its 42-meter-high pyramid is the tallest in northern Yucatan. Tulum dates from 600-900 A.D. and is still in excellent condition.

Tropical Palenque, in the State of Chiapas, is very different from the Yucatan sites. Mayan civilization thrived here about 500-900 A.D. Deep in the jungle, now accessible from the city of Villahermosa, Palenque is something of a mystery.

Palenque has a ball court where Mayans played a game believed to be somewhat similar to our modern basketball.

In the northern part of the State of Veracruz, El Tajin was built 1,500 years ago. Some people think the architecture here has an Oriental flavor. Its Pyramid of Niches looks as though it might be at home in a southeast Asian setting.

Tours to Mexico's archaeological sites are available nationally and locally. English-speaking guides are to be found at almost every site.

# # #

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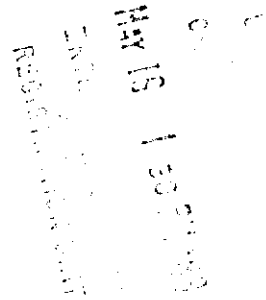

PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF JANUARY, 1983

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Worked with the Regional Director in Chicago and the Regional Director in Denver to develop the list of press representatives who should be invited to the 1983 Tianguis Turistico.

2. Accompanied Sr. Sanchez-Navarro to a meeting with Marshall Field & Company, Hyatt Hotels and Mexicana Airlines to discuss participation in a spring promotion at the department store.

3. Worked closely with Sr. Sanchez-Navarro and put together accurate information on Mexico for inclusion in the 1984 Rand McNally International Business Diary.

B. Other Public Relations Projects

1. Worked with freelance writer Jerry Reedy and provided him with background material and color slides for use in a honeymoon article in Better Homes & Gardens Brides' Book.

2. Made arrangements for Rick Sylvain, travel editor, Detroit Free Press, in Acapulco. Also put together color slides of Acapulco and Ixtapa for him to use with stories upon his return.

3. Worked closely with David Molyneaux, travel editor, Cleveland Plain Dealer, on arrangements for his trip to Acapulco.

4. Arranged for Laura Ebbers of Hart, Schaffner and Marx to meet with Georgia Beach of Hyatt International to discuss shooting a fashion catalog at the Hyatt Galindo in San Juan del Rio.

5. Obtained extensive information on Acapulco and Taxco during the Central States SATW meeting in Mexico for Florence Lemkowitz, editor of the Fisher Guide to Mexico. Upon return, forwarded material to Ms. Lemkowitz for use in an update of the Guide.

C. Press Visitation Trips

The SATW Central States Chapter visited Acapulco January 7-11 which included a post trip to Taxco and Cocoyoc. The trip was very successful and we are already receiving clippings of stories that resulted.

Pat Shelton, fashion editor of the Chicago Sun-Times, and a group of models and photographers had a very successful trip to the Hyatt Galindo in San Juan del Rio, January 23-31. While there, they did extensive photography for the newspaper's Spring Fashion Section which will be published in March.

D. Results Achieved In Previous Press Visits

1. SUNDAY STAR-BULLETIN & ADVERTISER, Honolulu, Circulation: 203,000 consumers. Destinations benefited: Los Cabos, Puerto Vallarta, Guadalajara. Travel tips in Mexico by John McDermott who attended the Freelance Council Trip in September.

2. TORONTO SUN, Circulation: 402,000 consumers. Destination benefited: Puerto Vallarta. Feature story on traveling to Puerto Vallarta by Janet Steinberg which resulted from a trip we sent her on last year.

3. ORLANDO SENTINEL, Circulation: 248,300 consumers. Destination benefited: Guadalajara. Shopping story by Yvette Cardozo which resulted from her attending the Freelance Council trip in September.

4. TORONTO SUN, Circulation: 402,000 consumers. Destination benefited: Acapulco. Travel feature on Acapulco by Janet Steinberg which resulted from a trip we sent her on last year.

5. COSMOPOLITAN, Circulation: 2 million consumers. Destination benefited: Baja. Travel story on Los Cabos by Harriet La Barre in Roberta Ashley's column. This resulted from Ms. La Barre attending the Freelance Council meeting in September.

6. TRAVEL HOUSE NEWSLETTER, Circulation: 2,000 travel agents. Destinations benefited: Club Med, Los Cabos, Mexico City, Taxco, Acapulco. Travel newsletter written by Linnea Smith Jessup who attended the SATW Central States trip to Acapulco, Taxco and Cocoyoc.

7. SUNDAY OREGONIAN, Circulation: 414,000 consumers. Destination benefited: Los Cabos. Travel story by Mary McKernan, the pen name for Geraldine Corbett who attended the Freelance Council meeting in September.

8. THE ABILENE REPORTER-NEWS, Circulation: 58,000 consumers. Destination benefited: Acapulco. Travel story by Bob Bruce who attended the SATW Central States meeting in Acapulco.

9. WISCONSIN STATE JOURNAL, Circulation: 126,200 consumers. Destination benefited: Yelapa. Feature story by Joy Lewis which resulted from her going on a press visitation trip with us last year.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro on arrangements and public relations support for the following travel industry projects:

   A. Charter International Travel, Kansas City, Mo., Feb. 10.

   B. PATA Seminar, Chicago, Feb. 17.

   C. Third Annual Travel Show, Lexington, Ky., Feb. 18-19.

2. Working with Sr. Sanchez-Navarro and coordinating the spring promotion with Marshall Field & Company.

3. Making preliminary plans for participating in the Minneapolis Aquatennial to be held in the summer of 1983.

4. Supporting Sr. Sanchez-Navarro and Sr. Francisco Bayardo with plans and arrangements for the Tianguis Turistico.

B. Other Public Relations/Promotion Projects

1. Working with Posada Vallarta Hotel and Mexicana Airlines on a press visitation trip in March to publicize the new Mexicana direct flights from Chicago to Puerto Vallarta.

2. Coordinating plans for freelance writer Eunice Juckett to do story on Acapulco, Feb. 15, prior to sailing on a cruise Feb. 16. Arranged accommodations with Hyatt.

3. Compiling results from the News Media Questionnaire mailing which went out to the press in the Midwest on January 20. Copies will be sent to Joe Scholnick and Sr. Moreno as directed.

4. Working with Detroit freelance writer Leonard Johnson on a possible assignment in Mexico to do a story for US Air's Inflight Magazine.

5. Providing background material and assistance to Rose Throldahl of Diver's Digest for a feature story on Cozumel.

6. Working with Len Barnes, editor, Michigan Living, on a possible trip to Acapulco where he can gather material and photos for a feature story in his publication.

C. Press Visitation Tours in Progress or Approved

1. Arranged for freelance writers Nancy Adams and Raeona Jordan to travel to Ixtapa, March 19-26. Air transportation was arranged with Continental Airlines and hotel accommodations through Westin Hotels. Both writers have commitments from publications to publish their articles.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Worked closely with the regional director in Chicago and counseled him on handling a situation in which Cartan tour brochures were confiscated by Customs officials in Acapulco. Prepared a letter to the president of Cartan explaining the situation.

B. Other Public Relations/Promotion Services

1. Sent to George Creegan, producer of travel programs at WTOV-TV, Steubenville, Ohio, color slides of Mexico's archeological sites and major cities plus background material for use in television travel programs.

2. Provided freelance writer Robert Wenkam with information on Mexican festivals which he needs for stories he is writing.

3. Sent freelance writer Kenneth Paterson background information on Hermosillo in the State of Sonora.

4. Information on parasailing in Mexico was sent to freelance writer Lee Jones.

5. Slides of Cancun plus material for use in an incentive catalogue were sent to Lisa Criebel of Carlson Marketing Group, Minneapolis.

6. Provided the sales promotion manager of Encyclopedia Britanica with six black and white photos of Acapulco for use in a company brochure.

7. Nineteen black and white photos of Acapulco, Cancun, Mexico City and Cozumel, plus press material, was sent to Emhage Travel, Grand Rapids, Michigan, for distribution to the press media.

8. Three black and white photos of Acapulco, two mariachi photos and five color slides of Acapulco were sent to an art design studio in Chicago for use in printed materials that refer to Mexico.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for the regional director in Chicago a notice to the travel industry in Minneapolis alerting them to Mexico radio commercials on stations WDGY, KDWB, WCCO, and KQRS.

2. Prepared for the regional director in Chicago a notice to the travel industry in Chicago alerting them to Mexico radio commercials on stations WCLR, WMAQ, WGCI, WKQX, WLS, WAIT, and WLOO.

B. Destination Story

1. Isla Mujeres - A travel feature on this destination was sent to Midwest publications to promote travel there.

C. Other Publications/Promotional Activities

1. La Pluma de Plata - A story announcing the final deadline for the writing competition was sent to every publication and writer on our mailing lists to encourage entries.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment

1. The most noteworthy accomplishment this month was accompanying the Central States Chapter, SATW to Acapulco, Taxco and Cocoyoc and assisting them with material that will result in many stories on the area. The trip also provided the agency with an opportunity to personally solidify relations with the active members or working press of this group.

2. Other noteworthy accomplishments were working with Rick Sylvain of the Detroit Free Press and David Molyneaux of the Cleveland Plain Dealer on their trips to Mexico. Since both of these newspapers pay their own way on trips, it is unusual for them to seek advice or assistance from public relations agencies for fear of being influenced. However, because of the agency's reputation for "knowing" Mexico, they both called us for advice and took our recommendations. Their efforts will be forwarded in future reports.

B. Significant Contacts

1. Some of the significant contacts this month were made during the SATW trip to Mexico. They included: Ted Wick, The News, Taxco; Javier G. Morales, director general, Papagayo Park; Manuel Saidi, general manager, Hotel de la Borda, Taxco; Irene Buchanan, public relations director, Hotels Fiesta Americana; Werni Eisen, general manager, Las Brisas.

New press contacts included: Nancy Kennedy, Ford Times, Nelda Pake, Rand McNally Guides and Alan Rosenthal, freelance writer.

C: Promotion Program

1. Continuing to work with Lee Farnham of Mexicana and Marvin Pertin of Posada Vallarta on a joint press trip to mark the inauguration of Mexicana's direct flights to Puerto Vallarta from Chicago.

2. Had a planning session with Marshall Field and representatives of Hyatt and Mexicana on the spring promotion.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

Oct. 17, 1982 - SUNDAY STAR-BULLETIN & ADVERTISER, Honolulu, Hawaii, circ: 203,000, 16 column inches. Travel tips on Mexico by John McDermott which resulted from him attending the Freelance Council trip.

Dec. 5, 1982 - TORONTO SUN, Toronto, Canada, circ: 402,000, 40 column inches. Travel feature on Puerto Vallarta by Janet Steinberg who we sent on a press visitation trip last year.

Dec. 5, 1982 - ORLANDO SENTINEL, Orlando, Fla., circ: 248,300, 30 column inches. Shopping in Mexico story by Yvette Cardozo who attended the Freelance Council trip.

Dec. 5, 1982 - TORONTO SUN, Toronto, Canada, circ: 402,000, 30 column inches. A shopping in Acapulco story by Janet Steinberg which resulted from sending her on a trip there last year.

Dec. 25, 1982 - ST. LOUIS GLOBE DEMOCRAT, St. Louis, Mo., circ: 250,726, 5.5 column inches. Story on monetary situation in Mexico quoting Sr. Guajardo which the agency was directed to send out in September.

Dec. 30, 1982 - SOUTHWEST MESSENGER PRESS, Suburban Chicago, circ: 116,750, 16 column inches in 11 newspapers for a total of 176 column inches. Story on Baja which was sent out by the agency.

Jan., 1983 - BEST YEARS MAGAZINE, Chicago, circ: 100,000, 100 column inches including magazine cover. Feature story on the Yucatan for which the agency provided photos and assisted with information.

Jan., 1983 - HOME & AWAY, Omaha, Neb., circ: 1.3 million, 79 column inches. Travel story on the Yucatan for which the agency provided color photos.

Jan., 1983 - GOING PLACES, Chicago, circ: 120,000, Agency provided two photos of Mexico for use in promoting travel there.

Jan., 1983 - COSMOPOLITAN MAGAZINE, New York, circ: 2 million, 17 column inches. Travel story on Los Cabos by Harriet La Barre in Roberta Ashley's travel column which resulted from Ms. La Barre attending the Freelance Council trip.

Jan., 1983 - INSTITUTE OF EUROPEAN STUDIES, Chicago. Agency provided color photo for use in the Institute's brochure which has been expanded to include Mexico.

Jan. 5, 1983 - MERAMEC JOURNAL, High Ridge, Mo., circ: N/A, 20 column inches. Travel story on Los Cabos which the agency sent out.

Jan. 16, 1983 - ABILENE REPORTER-NEWS, Abilene, Tex., circ: 58,000, 76 column inches. Travel story on Acapulco by Bob Bruce who attended the SATW Central States meeting in January.

Jan. 16, 1983 - SUNDAY OREGONIAN, Portland, Oregon, circ: 414,000, 25 column inches. Travel feature on Baja by Mary McKernan, the pen name for Geraldine Corbett who attended the Freelance Council meeting in September.

Jan. 16, 1983 - TRAVEL HOUSE NEWSLETTER, Cincinnati, OH, circ: 2,000, 8 column inches. Travel piece on Mexico by Linnea Smith Jessup who attended the SATW Central States Meeting in Acapulco in January.

Jan. 16, 1983 - CHICAGO TRIBUNE SYNDICATE, Chicago, Ill., The story on Mexico City by Alfred Borcover was reprinted in the HARTFORD COURANT, Hartford, CT, circ: 285,335, 76 column inches.

Jan. 23, 1983 - WISCONSIN STATE JOURNAL, Madison, Wis., circ: 126,200, 60 column inches. Travel feature on Yelapa by Joy Lewis which resulted from her going with us on a press trip last year.

Jan. 30, 1983 - LAKE COUNTRY NEWS-HERALD, Willoughby, Ohio, circ: 40,000, 100 column inches. Travel story on Acapulco and the Princess for which the agency assisted in obtaining color photos.

B. Resulting From Other Sources

Oct., 1982 - FRONTIER, St. Paul, Minn., circ: 105,000, 180 column inches. Travel features on Puerto Vallarta and Manzanillo with color photos.

Nov. 25, 1982 - WEST BEND NEWS, West Bend, Wis., circ: 10,716, 34 column inches. Feature story on Christmas in Oaxaca.

Nov.-Dec., 1982 - HOME & AWAY MAGAZINE, Davenport, Iowa, circ: , 102 column inches. Feature story on the Mexican Riviera Cruise.

Dec. 11, 1982 - JOLIET HERALD NEWS, Joliet, Ill., circ: 52,312, 48 column inches. Cruise story on Mexico's Pacific coast.

Dec. 12, 1982 - TROY NEWS, Troy, Ohio, circ: 13,295, 54 column inches. Travel story on visiting Tijuana.

Dec. 12, 1982 - DETROIT FREE PRESS, Detroit, Mich., circ: 757,216, 8.5 column inches. Column on the great tourist buys in Mexico.

Dec. 19, 1982 - YPSILANTI PRESS, Ypsilanti, Mich., circ: 16,100, 13 column inches. Travel story on the bargains in Acapulco from the Associated Press.

Dec. 20, 1982 - TRAVELAGE MIDAMERICA, Chicago, circ: 8,800, 27 column inches. Trade magazine story on reported bookings to Mexico.

Dec. 23, 1982 - WISN-TV, Milwaukee, News at 12 Program. Short pieces on the price advantages of traveling to Mexico.

Jan. 1, 1983 - JOLIET HERALD NEWS, Joliet, Ill., circ: 52,312, 70 column inches. Copley News Service story on traveling to Puerto Vallarta.

Jan. 5, 1983 - ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 150,000 (all papers), 30 column inches. Feature story on the new Cultural Center in Tijuana by Gordon Quarnstrom.

Jan. 2, 1983 - SPRINGFIELD STATE JOURNAL-REGISTER, Springfield, Ill., circ: 52,876, 58 column inches. Copley News Service story on Mexico's archeological sites.

Jan. 2, 1983 - ST. LOUIS POST-DISPATCH, St. Louis, MO, circ: 430,080, 12 column inches. Travel story by Murray J. Brown on crossing the border at Tijuana.

Jan. 1, 1983 - STAR PUBLICATIONS, Suburban Chicago, circ: 100,000, 14 column inches in 9 newspapers for a total of 126 column inches.

Jan. 2, 1983 - THE PLAIN DEALER, Cleveland, Ohio, circ: 458,066, 54 column inches. Travel feature on villas and condominiums on the Mexican Riviera.

Jan. 3, 1983 - ASSOCIATED PRESS, travel feature on shopping bargains in Mexico appeared in the CHICAGO TRIBUNE, circ: 1,144,058, 18 column inches; EVANSVILLE (IND.) COURIER, circ: 63,681, 10 column inches; CHAMPAIGN (IL) NEWS GAZETTE, circ: 50,961, 39 column inches; TOPEKA (KS) CAPITAL JOURNAL, circ: 74,379, 12 column inches; OSHKOSH (WIS) NORTHWESTERN, circ: 29,000, 15 column inches; ANDERSON (IND) HERALD, circ: 21,500, 22 column inches; EAGLE AND BEACON, WICHITA (KS), circ: 175,131, 15 column inches and WILLOUGHBY (OHIO) NEWS HERALD, circ: 37,356, 15 column inches.

Jan. 4, 1983 - ABC INFORMATION NEWS - five minute report on bargains in Mexico.

Jan. 9, 1983 - PEORIA JOURNAL STAR, Peoria, IL, circ: 118,808, 45 column inches. Travel story on tourism bargains in Mexico.

Jan. 9, 1983 - JANE MORSE, KING FEATURES. Travel feature on visiting Mexico and the low prices appeared in the FARGO (ND) FORUM, circ: 61,692, 32 column inches; KANSAS CITY (MO) STAR, circ: 399,305, 25 column inches; DAYTON (OHIO) DAILY NEWS, circ: 216,876, 73 column inches and GALESBURG (IL) REGISTER-MAIL, circ: 21,276, 34 column inches.

Jan. 12, 1983 - UPI STORY BY FREDERICK WINSHIP. Story on travel bargains in Mexico appeared in the CRYSTAL LAKE (IL) HERALD, circ: 8,605, 20 column inches; Waukegan (IL) NEWS SUN, circ: 43,576, 28 column inches; SPRINGFIELD (MO) NEWS AND LEADER, circ: 82,192, 8 column inches; DAYTON (OHIO) BEVERCREEK DAILY NEWS, circ: 6,200, 20 column inches and FAIRBORN (OHIO) HERALD, circ: 7,450, 21 column inches.

Jan. 15, 1983 - JANE MORSE. A syndicated story on Mexico City appeared in the FT. WAYNE (IND) NEWS SENTINEL, circ: 70,413, 34 column inches; DAYTON (OHIO) DAILY NEWS, circ: 216,876, 53 column inches; and KANSAS CITY (MO) STAR, circ: 399,315, 32 column inches.

Jan. 16, 1983 - NEW YORK TIMES NEWS SERVICE. Story on peso devaluation appeared in the SPRINGFIELD (IL) STATE JOURNAL REGISTER, circ: 59,876, 9 column inches; and YOUNGSTOWN (OHIO) VINDICATOR, circ: 152,281, 7 column inches.

Jan. 16, 1983 - DETROIT NEWS, Detroit, Mich., circ: 823,500 48 column inches. Feature story on Mexico's archeological sites.

Jan. 20, 1983 - MONTGOMERY SYCAMORE MESSENGER NEWS, Montgomery, Ohio, circ: 3,000, 42 column inches. Travel story on Acapulco and its features.

Jan. 23, 1983 - SUN TIMES, Chicago, IL, circ: 720,000, 78 column inches. Extensive travel feature on Mexico City and its many bargains.

Jan. 31, 1983 - CABLE NEWS NETWORK - Three minute report by Steve Bernbaum on the bargains in Mexico travel.

Dec.-Jan. - MISCELLANEOUS CLIPPINGS - These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE **IMMEDIATE**

THE MEXICAN RIVIERA

With cold winter winds and snow in the Midwest, travelers find the guaranteed sun of Mexico's west coast and the bargain prices, resulting from devaluations of the peso, strong attractions for vacations in Acapulco, Ixtapa, Zihuatanejo and Puerto Vallarta.

In Acapulco in the morning, it's Caleta Beach, where the sun shines brightest. In the afternoon, the sun deserts Caleta, but you can follow it to Los Hornos and La Condesa Beaches. Then, after cocktails at sunset, it's time to sneak away for a siesta and reappear about 8:30 p.m. for dinner at one of the many restaurants that rival the elegance and cuisine of anything to be found in Mexico City, New York or Europe.

After dinner, there are such activities as dancing at one of the many Acapulco discos, watching the cliff divers on the cliffs of La Quebrada, adjoining El Mirador Hotel, or attending the Flying Indians show near the Plaza International Hotel.

For those who miss the morning or afternoon cruise of Acapulco Bay, there's a three-hour trip, which leaves at 10:30 p.m. from the pier near the Zocalo (town square).

- more -

One-hundred-twenty-five miles up the West Coast of Mexico is the new resort of Ixtapa and nearby Zihuatanejo. Here you can find "get away from it all" quiet, or enough activities to keep you on the go.

Ixtapa boasts a palm-lined, 15-mile coastline. There are several new hotels fronting on La Puerta Beach or nearby: Camino Real, Krystal Ixtapa, El Presidente, Holiday Inn, Hotel Aristos, Riviera del Sol, Dorado Pacifico and Ixtapa Plaza. A new Club Med is further up the coast. Nightlife in Ixtapa is centered around the hotel discotheques and shopping is just across the road in a compact shopping centre that offers much of the merchandise available in Acapulco.

For local flavour, Zihuatanejo is as old as Ixtapa is new. Located five miles down the coast, this picturesque fishing village intrigues vacationers with its native charm. Old World Mexico is everywhere . . . cobblestone streets, outdoor cafes, strolling Mariachi bands and fishermen returning with their evening catch.

Small cliffside hotels, such as the Sotavento, Irma and Posada Caracol, are perched above beaches and welcome visitors to the gracious atmosphere of Mexico.

Some 500 km north of Ixtapa/Zihuatanejo is the West Coast resort town made famous by the movie, "The Night of the Iguana"--Puerto Vallarta. Puerto Vallarta is a town that caters to the relaxed life, a place where entertainment ranges from thumping discos to sunset horseback riding on the beach. In Vallarta there is room for anything, for anyone, at any time.

There is a wide range of hotel accommodations from the outlying resort operations of Posada Vallarta, Holiday Inn, Playa de Oro, Camino Real, Fiesta Americana, Sheraton Buganvilias and Garza Blanca to the moderately priced hotels located in the downtown area.

Also available for rent are private homes and apartments. Even the least expensive will include a kitchenette, twin beds and, usually, a terrace.

The beach, which has the most action and local colour, is the broad white Playa del Sol. It's a good place to soak up the sun, water ski, scuba dive and parakite.

On Saturday nights, the Posada Vallarta has a Mexican fiesta, complete with Mexican food and entertainment by Mariachis and dancers.

For shopping in Puerto Vallarta, there are numerous boutiques and shops with pottery, silver and fine resort fashions. Getting around the town is no problem. Taxis are inexpensive and rental cars are available.

If Puerto Vallarta is too modern for you, you will want to take a day long excursion, by launch, down the coast to Yelapa. This small fishing village, with lovely beaches and tropical rustic surroundings, is an ideal refuge from civilization. There are no telephones or television and limited electricity. You can also stay overnight at the rustic Hotel Lagunita. The boat leaves for Yelapa in the monring from the marina pier in Puerto Vallarta and returns in the late afternoon.

Whatever your lifestyle and vacation preference, there is something for everyone along Mexico's West Coast, from Acapulco, the "Mexican Riviera," to Ixtapa/Zihuatanejo, the quiet, get away from it all destination, to Puerto Vallarta, where you can have a little of both

# # #

public relations
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telex 25-4005

January 20, 1983

TO HELP US BETTER SERVE YOU . . .

. . . We ask your assistance in completing and returning the enclosed NEWS MEDIA QUESTIONNAIRE.

As you perhaps know, we are public relations counsel to the Mexican Government Tourism Office in this region.

Our responsibilities include providing to the news media in this area useable information and photographs about Mexico and news about the wide variety of attractions Mexico has to offer to travelers and tourists.

To help us do a better job in meeting your needs and requirements, we call upon you for your help.

The enclosed Questionnaire will require only a few moments of your time to complete. Also enclosed is a stamped, addressed envelope.

Please be as complete and forthright in your answers as possible.

The more information you can provide to us, the better we will be able to assist you in meeting your needs in the future.

Thank you very much for your cooperation, and I hope you'll take the few moments--right now--to complete and return the enclosed Questionnaire.

Cordially,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman

Philip D. Hoffman
Vice President

PDH/kem

MEXICAN GOVERNMENT TOURISM OFFICE

NEWS MEDIA QUESTIONNAIRE

Name:_____ Title:_____

Affiliation:_____ Phone:( )_____

Address:_____ City, State/Prov., ZIP_____

Have you traveled to Mexico? __NO __YES (If YES, date of last visit _____)

If YES: Where?_____

Are you permitted by policy to accept expenses-paid trips? ___YES ___NO

Please indicate (1, 2, 3, etc., by order of preference) areas of activity of greatest interest to your readers/viewers/listeners:

____Archeology; Ancient Civilizations

____Historical Areas and Sites

____Sea/Sun/Sand Resort Areas

____Unique Shopping

____Cosmopolitan Cities

____Museums, Art Galleries, etc.

____Sports (fishing, scuba diving,etc.)

____Festivals, Happenings, etc.

____Other (please list)_____

_____

Please indicate (1, 2, 3, etc., according to importance) those areas of Mexico of greatest interest to your readers/viewers/listeners:

____Baja California

____Guadalajara and Environs

____Monterrey/Northern Mexico

____The Pacific "Gold Coast"

____The Colonial Empire

____Mexico City and Environs

____Oaxaca/Southern Mexico

____Yucatan Peninsula/Caribbean Area

____Other (please list)_____

_____

(Please continue next page)

Are the articles, photographs and other materials provided by Mexican Government Tourism Office of value to you? ___YES ___NO

If YES, please indicate (1, 2, 3, etc., by order of importance) types of materials you find most useful:

____Feature stories about Mexican destinations

____Service articles about traveling to Mexico

____Articles specifically about (__Automotive) (__Air) travel to Mexico

____Calendar of up-coming events, festivals, etc. in Mexico

____Specific data about hotels, resorts, restaurants, prices, etc.

____Other (please specify)_____

_____

Are photographs provided by Mexican Government Tourism Office of value to you? ___YES ___NO

Do you use: ___Black & White ___Repro Proofs ___Color Photos?

What areas/subject matter photographs can you best use? (please list)_____

_____

_____

How can we improve our service to better meet your needs?_____

_____

_____

_____

_____

THANK YOU FOR YOUR COOPERATION

Philip D. Hoffman

IMMEDIATE

ISLA MUJERES FEATURES COMFORTABLE HOTELS, BEAUTIFUL BEACHES, AND TROPICAL PALM-LINED LANDSCAPES

Cozumel and Cancun may get most of the headlines, but a small island on the eastern tip of the Yucatan Peninsula near Cancun is an ideal place for those who want to get away from it all.

Isla Mujeres (Ees-la Moo-hay-res) gets its name from the Spanish explorers who arrived in 1518 and found the five by one-half mile island inhabited only by women. They were unaware that all the men were away hunting and fishing.

What sets the island apart from its more glamorous sister resorts in Cancun and Cozumel is its generally lower price structure in hotels and restaurants and the casual ambience of the residents and visitors.

There are no discos, night clubs or major shopping areas. But there are relaxed surroundings and uncrowded powdery, white, sandy beaches with water that is very possibly the clearest in any ocean. It's a honeymooner's paradise.

The majority of the visitors are in their 20's and 30's--singles, couples and groups. Some are day visitors who take the ferry from Cancun (or fly up on a 25-minute flight from Cozumel), while many are staying on the island. There are tent spaces and even hammocks to rent for a night's sleep.

- more -

ISLA MUJERES FEATURES . . .
ADD ONE

A boat tour of the island is a popular diversion. The boat ride includes breakfast and a lunch of fresh caught fish grilled on the beach.

Motorbiking is popular on the island, as are windsurfing, volleyball, sail boating, and thatched roof snoozing at Garrafon Beach. It is also the site for spectacular snorkeling and shallow water skin diving. Swimmers will find themselves among schools of fish numbering in the thousands. There's also an opportunity to ride a sea turtle or wrestle a harmless sand shark.

The Mayan ruins on the southern tip of the island are frequently visited. However, the major attraction on the island is Acuarama, a $1 million attraction featuring trained porpoises and sea lions.

The marine attraction, the first in Mexico's state of Quintana Roo, is situated on a bluff overlooking the sea. The site was selected not only for its beauty but because of the cooling breezes which sweep the area. A dock adjacent to Acuarama provides easy access for visitors cruising across the blue green waters in sightseeing boats.

Trained porpoises perform every two hours from 11 a.m. to 6 p.m. seven days a week. On the even hour, trained sea lions will stage a special show. All shows are in English and Spanish.

The porpoises sing, play soccer, jump through a hoop, dance, wear "glasses," and perform other tricks. The sea lions specialize in balancing acts in and out of the water. Adjacent to the sea lion tanks is one with sea elephants.

- more -

ISLA MUJERES FEATURES . . .
ADD TWO

Another important attraction at Acuarama is a large tank with underwater windows to view thousands of colorful reef fish.

Nearby is the shark tank where regularly scheduled feedings are held throughout the day.

In addition, visitors are able to learn more about the sea through films in Acuarama's movie theater.

# # #

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AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE IMMEDIATE

DEADLINE NEARING FOR LA PLUMA DE PLATA

TRAVEL WRITING COMPETITION

March 14, 1983 is the deadline for authors who have written articles about Mexico to submit entries to the Seventh Annual La Pluma de Plata (Silver Pen) Mexicana.

Designed to encourage and reward good writing about Mexico, the competition is open to authors world-wide who have had an article about Mexico published in a periodical of at least 25,000 circulation anytime during the 1982 calendar year.

Complete rules and regulations--and Official Entry Form--may be obtained from any of the 37 offices of the Mexican Government Tourism Offices. Articles may be submitted without an official entry blank, also.

For English and Spanish articles published in the U.S.A. and Canada, a "tear sheet" showing date of publication and name of periodical, along with name and address of the author, should be sent to the Mexican Government Tourism Office, 405 Park Avenue, New York, NY 10022. French articles published in Canada should be sent to the Mexican Government Tourism Office, Place Ville Marie, Montreal, P.Q. H3B 3M9, Canada.

- more -

La Pluma de Plata offers $1,000 cash prizes and all-expenses paid trips for two to Acapulco for one week, to writers in 11 geographic areas, writing in six different languages. The awards will be presented during the Mexican National Tourist Council's Tianguis Turistico (Marketing of Tourism) to be held in Acapulco June 5-8, 1983.

The competition was created by Miguel Aleman, former President of Mexico and currently President of the Mexican National Tourist Council.

# # #

public relations
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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF DECEMBER, 1982

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Prepared for Sr. Sanchez-Navarro communications to midwest PATA Chapters to set up programs to promote the Mexico meeting in April.

2. Met with Sr. Sanchez-Navarro and obtained information on activities for the first quarter of 1983 which were incorporated in the First Quarter projections.

B. Other Public Relations Projects

1. Telexed Mexico with 12 questions on Isla Mujeres which freelance writer Beth Reiber, Lawrence, Kansas, requested be answered for an article she is writing.

2. Completed most of the arrangements for the January 9-11 meeting of the SATW Central States Chapter in Acapulco with a post trip to Taxco and Cocoyoc.

3. Worked closely with freelance writer Joy Lewis and provided her with information on hotel and other rates in Yelapa for a major travel piece.

4. Met with both the new travel editors of Chicago's major newspapers, Jack Schnedler, Chicago Sun-Times, and Harriet Choice, Chicago Tribune, and established good relationships for providing Mexico information and assistance.

C. Press Visitation Trips

There were no press visitation trips during the month of December.

D. Results Achieved in Previous Press Visits

1. WOPA RADIO - Listening audience: 200,000 daily Spanish speaking consumers. Destinations benefited: Guadalajara, Puerto Vallarta. Interviews in Mexico by Fernando Fernandez which resulted from his recent press visitation trip there.

2. THE LION EN ESPANOL - Circulation: 100,000 Lions. Destination benefited: Guadalajara. Travel story by Fernando Fernandez which resulted from his recent press visitation trip there.

3. DALLAS TIMES HERALD - Circulation: 335,732 consumers. Destination benefited: Manzanillo. Feature story on Las Hadas and Manzanillo by Janet Steinberg which resulted from sending her on a press visitation trip last year.

4. KMBC-TV, Kansas City, MO - Listening Audience: 972,000 consumers. Destinations benefited: Morelia, Patzcuaro, Urupan. Five 30-minute broadcasts which resulted from sending a crew to Mexico in the fall of 1982.

5. LE MAGAZINE AFFAIRES - Circulation: N/A. Destination benefited: Baja, California. French language article on fishing in Baja by Monique Nuytemans which resulted from her attending the Freelance Council trip in September.

6. TOURISME + - Circulation: N/A. Destination benefited: Baja, California. French language article on fishing and vacationing in Baja by Monique Nuytemans which resulted from her attending the Freelance Council trip in September.

7. MILWAUKEE JOURNAL - Circulation: 513,254 consumers. Destinations benefited: Ixtapa, Manzanillo. Two travel features on west coast destinations by Bill Hibbard which resulted from our assisting him with his trip to Mexico in the fall of 1982.

8. CHICAGO TRIBUNE SYNDICATE - Kansas City Star, Circulation: 399,305 consumers; and York, PA Daily Record, Circulation: 35,998. Destination benefited: Mexico City. Alfred Borcover syndicated story on Mexico as a travel bargain which resulted from our assisting him with his trip to Mexico in the fall of 1982.

9. THE TRAVEL AGENT - Circulation: 33,400 travel agents. Destination benefited: Cabo San Lucas. Travel story on selling fishing trips to Mexico by Dave Bruce and Eunice Juckett, which resulted from their attending the Freelance Council trip in September.

10. CHICAGO TRIBUNE - Circulation: 1,155,600 consumers. Destination benefited: Puerto Vallarta. Travel feature by Abby Rand which resulted from her attending the Freelance Council trip in September.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro on arrangements and public relations support for the following travel industry projects:

a. Central Regional ASTA Conference and Trade Show in Detroit, Jan. 14-16.

b. Travel Showcase '83 sponsored by The Travel Company, Detroit, Jan. 15-16.

c. Presentation to Northeast PATA Chapter, Cleveland, Jan. 18.

d. American Express Travel Agent Workshops, Schaumburg, IL, St. Louis, MO and Oak Lawn, IL.

B. Other Public Relations/Promotion Projects

1. Continuing to work with Lee Farnham at Mexicana on the possible promotion and inauguration of direct flights from Chicago to Puerto Vallarta.

2. Working with freelance writer Eunice Juckett on an Acapulco story in conjunction with a cruise on the Royal Odyssey which sails from Acapulco.

3. Contacted Merrily McCollum, Continental Airlines, Chicago, and we will be meeting in January to discuss some possible press projects now that Continental is flying from Chicago via Houston to eight Mexican destinations.

4. Continuing to work with Fernando Fernandez of The Lion En Espanol on two more articles he has planned. The second on Guadalajara will appear in the March/April issue and one on Puerto Vallarta will appear in the May/June issue.

5. Working with Bern Keating, who attended the Freelance Council Meeting, on upcoming stories in VISTA and FORD TIMES.

6. Working with Edwina Arnold of Club Med on cooperative press trips from the Midwest to Club Meds in Mexico during January or February.

C. Press Visitation Tours in Progress or Approved

1. Chicago Sun-Times - Requested to Mexico that the Consejo provide transportation to and from San Juan del Rio and arrange customs clearance for the newspaper's project to shoot a fashion section in Mexico Jan. 23-31. Hyatt will provide hotel rooms at the Calinda Hotel and American Airlines is providing transportation from Chicago.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Counseled the regional director in Chicago on several matters concerning communications with individuals and the travel industry.

B. Other Public Relations/Promotion Services

1. Provided Jackie Demaline, Sun Newspapers, Cleveland, with nine black and white photos of Puerto Vallarta and Cabo San Lucas for use with articles about those destinations.

2. Sent 19 black and white photos of key destinations in Mexico to National Tour Association for use in their destination book.

3. Provided Communica, Ltd. with six photos of Cozumel and Teotihuacan which they needed to service to the press.

4. Three photos of Acapulco were sent to United Insurance of America for use in their monthly publication to promote Mexico.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

There were none during December

B. Destination Story

1. Mexico News Items - A compilation of tourism activities throughout Mexico of interest to the traveler was sent to Midwest publications as an update on what's new in Mexico.

C. Other Publications/Promotional Activities

1. Mexican Arts & Crafts Stores - A story on the FONART Stores and what they offer tourists was sent to Midwest publications to create interest in Mexican handicrafts.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment

1. A noteworthy media accomplishment was working with the Chicago Sun-Times and freelance writer Judy Hevrdejs on a Mexico City story which resulted in being used on the cover of the newspaper's travel section, Sunday, Dec. 5. This was also tied into the trip made by Sun-Times photographer Henry Gill to Mexico in November.

2. Another accomplishment was the publication of the Guadalajara story in The Lion En Espanol and the commitment by the magazine to publish two more Mexico stories in the March/April and May/June issues.

B. Significant Contacts

1. A significant contact this month was Merilly McCollum of Continental Airlines in Chicago. This provides us with another airline in the Midwest with whom we can set up joint press promotions.

2. Another significant contact was Robert Lindsey, Travel Editor, St. Louis Suburban Newspapers. Mr. Lindsey's newspapers have a total circulation of 400,000 and he is interested in doing more stories on Mexico.

3. A third significant contact was Edwina Arnold of Club Med, who wants to cooperate with us on press trips to their facilities in Mexico. This affords us another opportunity to send press to Mexico without incurring airfare and hotel expenses for the Consejo.

C. Promotion Program

1. We are awaiting final word from Marshall Field and Company about their spring Mexico promotion. We have been unable to find out if it will be held or has been cancelled and of what magnitude it will be.

2. Awaiting word from Sr. Sanchez-Navarro on the status of participation in the Minneapolis Aquatennial in 1983.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

September, 1982	- WOPA RADIO, Chicago, listening audience 200,000 daily. Interviews in Mexico by Fernando Fernandez who the agency sent on a press visitation trip.
Oct. 6, 1982	- DALLAS TIMES HERALD, Dallas, Texas, circ: 335,732, 36 column inches. Travel feature on Manzanillo by Janet Steinberg who we sent to Mexico.
Nov. 10, 1982	- SOUTHWEST MESSENGER PRESS, Suburban Chicago, circ: 107,250, 12 column inches in 10 newspapers for a total of 120 column inches. Story on Mexico's golf courses which was sent out by the agency.

Nov. 11, 1982 - SUN NEWSPAPERS, Suburban Cleveland, Ohio, circ: 213,809, 23 column inches in 11 newspapers for a total of 253 column inches. Story on shopping in Mexico which was sent out by the agency.

Nov. 17, 18, 22, 23 - KMBC-TV, Kansas City, MO, listening audience for five television shows, 972,000. These five, 30 minute shows on Mexico resulted from the agency sending PM Magazine on a press visitation tour. (Video tapes will be forwarded under separate cover.)

November, 1982 - LE MAGAZINE AFFAIRES, Montreal, Canada, circ: N/A, 36 column inches. French language article on fishing in Baja by Monique Nuytemans who attended the Freelance Council trip in September.

Nov. 25, 1982 - TOURISME +, Montreal, Canada, circ: N/A, 12 column inches. French language article on fishing and vacationing in Baja by Monique Nuytemans who attended the Freelance Council trip.

Nov. 28, 1982 - MILWAUKEE JOURNAL, Milwaukee, WI, circ: 513,255, 135 column inches. Travel feature on the Pacific coast of Mexico by Bill Hibbard who we assisted with his trip to gather the material for this piece.

December, 1982 - MICHIGAN LIVING, Dearborn, MI, circ: 820,000, 38 column inches. Feature story on the Pacific coast resorts which resulted from the agency working with the editor, Len Barnes, and convincing him to run the story.

Dec. 5, 1982 - CHICAGO TRIBUNE SYNDICATE, Chicago, IL. The two stories by Alfred Borcover which originally appeared in the Chicago Tribune were reprinted in the Kansas City Star, circ: 399,305, 12 column inches and the York (PA) Daily Record, circ: 35,998, 51 column inches. The agency worked closely with Borcover on the original story from which these subsequent stories were printed.

Dec. 5, 1982 - CHICAGO SUN-TIMES, Chicago, IL, circ: 750,000, 45 column inches. Feature story on Mexico City in which the agency worked closely with freelance writer Judy Hevrdejs and sent photographer Henry Gill to Mexico to shoot accompanying photos.

Dec. 6, 1982 - THE TRAVEL AGENT, New York, circ: 33,400, 28 column inches. Story on selling fishing trips to Cabo San Lucas by Dave Bruce and Eunice Juckett who attended the Freelance Council trip in September.

Dec. 12, 1982 - CHICAGO TRIBUNE, Chicago, IL, circ: 1,155,600, 36 column inches. Travel feature on Puerto Vallarta by Abby Rand who attended the Freelance Council trip in September.

Jan./Feb. - THE LION EN ESPANOL, Chicago, IL, circ: 100,000, 81 column inches. Travel story on Guadalajara by Fernando Fernandez who the agency sent on a press visitation trip to Mexico.

B. Resulting From Other Sources

Oct. 31, 1982 - WATERLOO COURIER, Waterloo, Iowa, circ: 55,594, 24 column inches. Mexico tourism story by Joel Sleed, Newhouse News Service, which resulted from the press conference held by Rosa Luz Alegria in New York.

Nov. 7, 1982 - CINCINNATI ENQUIRER, Cincinnati, OH, circ: 282,990, 27 column inches. Travel feature on increased values in Mexico by Gordon Mott, Knight News Service.

Nov. 8, 1982 - TRAVELAGE MIDAMERICA, Chicago, IL, circ: 8,800, 88 column inches. A variety of stories on Mexico Travel.

Nov. 11, 1982 - SUN NEWSPAPERS, Suburban Cleveland, OH, circ: 213,789, 44 column inches in 11 newspapers for a total of 484 column inches. Travel stories on the Baja and Mexican spas.

Nov. 13, 1982 - WALLACES FARMER, Des Moines, Iowa, circ: 181,300, 14 column inches. A travel story on the Mexico cruise being sponsored by Farm Progress Publications.

Nov. 18, 19, 22, 23 - KMBC-TV, Kansas City, MO, listening audience: 972,000. These are transcripts of the four television broadcasts mentioned in the previous section, "Resulting From Agency's Direct Efforts" on page 6.

Nov. 21, 1982 - SOUTH BEND TRIBUNE, South Bend, IN, circ: 125,175, 142 column inches. Travel feature story on Guadalajara.

Nov. 21, 1982 - CHICAGO SUN-TIMES SYNDICATE, feature story on Cozumel appeared in the following newspapers: Rochester (NY) DEMOCRAT AND CHRONICLE, circ: 227,320, 21 column inches; OMAHA (NEB) WORLD HERALD, circ: 274,023, 20 column inches; RALEIGH (NC) NEWS AND OBSERVER, Circ: 167,141, 21 column inches; KENOSHA(WI) NEWS, circ: 31,443, 28 column inches.

Nov. 22, 1982 - TRAVELAGE MIDAMERICA, Chicago, IL, circ: 8,800, 11 column inches. Story on American Express re-entering the Mexico market. Story about the office on the Fairsea Cruise ship that changes dollars to pesos, 7 column inches.

Nov. 27, 1982 - JOLIET HERALD NEWS, Joliet, IL, circ: 52,312, 50 column inches. Travel feature on Yelapa by Claude Walbert, Copley News Service. Story also appeared in the SPRINGFIELD (IL) JOURNAL-REGISTER, circ: 59,876, 50 column inches.

Nov. 27, 28, 29 - UNITED PRESS INTERNATIONAL, Story on the opening of the Great Temple appeared in the following newspapers: SALEM (OH) NEWS, circ: 11,035, 11 column inches; GRAND HAVEN (MI) TRIBUNE, circ: 9,921, 20 column inches; JEFFERSON CITY (MO) NEWS AND TRIBUNE, circ: 22,350, 6 column inches; KANSAS CITY KANSAN, circ: 23,533, 11.5 column inches; KIRKSVILLE (MO) EXPRESS AND NEWS, circ: 9,960, 23 column inches; MOLINE (IL) DISPATCH, circ: 38,062, 21 column inches; HAYS (KS) NEWS, circ: 14,310, 36 column inches; TOLEDO (OH) BLADE, circ: 210,512, 14 column inches.

Nov. 29, 1982 - DAVENPORT QUAD-CITY TIMES, Davenport, IA, circ: 82,400, 4.5 column inches. Associated Press story on the opening of the Great Temple in Mexico City.

Dec. 5, 1982 - MINNEAPOLIS TRIBUNE, Minneapolis, MN, circ: 573,795, 32 column inches. Travel story on vacationing in Acapulco by Soll Sussman, Associated Press.

Dec. 5, 1982 - KANSAS CITY STAR, Kansas City, MO, circ: 399,305, 50 column inches. Feature story on Puerto Vallarta.

Dec. 19, 1982 - POINTER NEWSPAPERS, Suburban Chicago, circ: 85,000, 7 column inches. Short item on Acapulco and story on eating and staying well in Mexico by Gordon Quarnstrom.

Dec. 19, 1982 - ECONOMIST AND SUN STANDARD NEWSPAPERS, Suburban Chicago, 3 column inches. Story on arts and crafts stores in Mexico.

Dec. 20, 1982 - NATIONAL PUBLIC RADIO, three minute television item on the devaluation in Mexico and what it means to tourism.

Dec. 20, 1982 - ABC INFORMATIONAL NEWS, 15 second television item on the devaluation of the peso.

November/December - MISCELLANEOUS CLIPPINGS. These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE IMMEDIATE

NEWS ITEMS FROM MEXICO:

FIFTY PESO COIN ISSUED BY MINT

A fifty peso coin has been issued by the Mexican Mint. Measuring 33mm in diameter, it has the image of the Coyolxauqui moon goddess as represented on the monolith recently discovered at the Aztec Major Temple in Mexico City excavations. On the flip side is the Aztec Eagle.

MEXICO CITY ADDS BILINGUAL POLICE BATTALION

Bilingual police, wearing embroidered insignia on their sleeves, have begun patrol in the Pink Zone, Paseo de la Reforma, Plaza Garibaldi and other areas frequented by tourists. The English speaking policemen are dressed in dark blue uniforms and are specially trained in tourism information.

ACAPULCO ADDS AQUATIC SWEEPERS TO BAY OPERATIONS

Specially designed aquatic sweepers have been placed in daily operation to operate offshore and gather up any debris washing ashore or blowing from the shore to the bay. The six meter long boats drag large nets which operate at a distance of 250 meters from the shoreline mostly in the large hotel areas.

- more -

BARGAIN HOTEL, RESTAURANT, SHOPPING RATES CONTINUE IN MEXICO

Mexico continues to afford hotel and restaurant rates one to two thirds below prices of a year ago. Shopping items, particularly crafts and leather goods, also continue to be excellent bargains. Visitors from the U.S. have no restrictions on the amounts of money going in or out but are reminded that they should convert dollars to pesos on an as-needed basis to avoid having many pesos on the day of their departure. Airport exchange booths may be short on dollars on certain heavy travel days.

ACAPULCO GUARANTEES "SUNSHINE" WITH INSURANCE POLICY

The hotels of Acapulco have adopted a guaranteed sunshine policy. Hotels will provide free room rent for any day on which the sun does not shine--or extend a half day free for the same reason. The "sunshine insurance policy" plan was created by the Tourism Office of the State of Guerrero.

SPECTACULAR RIVER BOAT EXCURSION TRIPS INITIATED

A three hour river boat excursion through the spectacular Sumadero Canyon on the Grijalva River in the state of Chiapas is now available to tourists visiting Chiapa del Corso, ten miles from Tuxtla Gutierrez, the state's capital.

- more -

NEWS ITEMS FROM MEXICO
ADD TWO

CAMPING VACATIONS IN MEXICO ARRANGED BY GUADALAJARA CLUB

Camping vacations in Mexico are now arranged by the Monarch Camping Club, Apartado Postal 31-750, Guadalajara, Jalisco 45050, attention Carlos Melendez. The club, named after the Monarch butterfly which migrates to and from central Mexico annually, publishes a detailed campground guide and a semi-monthly newsletter with up-to-date information on road conditions, camp sites and wilderness attractions.

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FOR RELEASE IMMEDIATE

MEXICAN ARTS AND CRAFTS STORES

OFFER FOLK ART TREASURES

There is a recently created system of government stores in Mexico called FONART (an acronym which translates as "National Fund for the Development of Crafts").

The FONART stores (where prices are firmly fixed) "were created to revitalize, preserve and diffuse authentic Mexican crafts, as well as to strengthen the economy of thousands of Mexicans who produce them.

"FONART provides craftsmen with technical assistance in raw materials, tools, techniques, design, production costs, as well as advice on forming production units. When you purchase an article at a FONART Distribution Center you are guaranteed that you are acquiring a piece of genuine Mexican folk art which has passed a meticulous quality control test and is distinguished from other ordinary handcrafts by its authenticity and high artistic value."

-more-

The FONART stores of Mexico cover the country. There are nearly 20 branches spread from Mexico City to Acapulco, Cancun, Oaxaca, San Miguel de Allende, Ensenada and Tijuana.

There are two branches in Tijuana. One carries arts and crafts from all over Mexico, the other stocks only items from the state of Puebla. The profile kept by the FONART shops is very low -- no music blasting, no carny shills -- yet they are where the treasures are to be found.

In the Tijuana FONART branch at Avenida Revolucion 1020-A, for example, there are fine textiles from Oaxaca and Merida, leather goods from all over the country (including exquisitely soft cowhide luggage) and exceedingly complex multiple candlestick holders from the mountain villages north of Mexico City. Also fascinating are the lacquer pieces from the tiny village of Temalacatzingo in the state of Guerrero.

Lacquering is a pre-Hispanic technique used mostly to decorate gourds. Long before Cortez, the early Mexicans would apply a fine coat of natural dolomite (a mixture of manganese and calcium) and vegetable dyes mixed with oils to the surface of the gourds. The result was a glossy surface which hardened in just a few hours. The craftsmen of Temalcatzingo are particularly skilled at painting a design in lacquer over another layer of lacquer. These elegant and colorful gourds were sold as sewing and powder canisters, salt shakers, spoons and toys. They are utterly unique to this FONART sotre in Tijuana, and they are reasonably priced.

-more-

Not far away, at Avenida Revolucion 635, the State of Puebla Government Store sells items every bit as distinctive: fine, spidery silverwork of Amozoc; lovely Talavera pottery; and ceramics from Acatlan, Izucar and Barrio de la Luz. There are beautiful tea cups carved from onyx, worked with swirls of tan and brown. And there are witty, ironic pieces made for the Day of the Dead.

At this government store, they have brownish pottery mugs with a skeleton for a handle and a case filled with miniscule coffins, each with a skeleton in a wry pose. In one, the skeleton is eating a stew, in another he's drinking beer.

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public relations
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MAY 15

PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF NOVEMBER, 1982

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Followed up on a letter sent to Sr. Sanchez-Navarro and provided material to the Milwaukee Journal/Sentinel editorial material and photos for use in special sections, November 28 and December 3.

2. Alerted the travel industry and the travel press that the Chicago office of the Consejo had moved to Illinois Center and changed its telephone number.

B. Other Public Relations Projects

1. Coordinated travel arrangements for a group of models and photographers who went to Mexico to shoot photos for the 1983 Spiegel Catalog. This trip was arranged by Global Concepts & Travel and they needed help with their arrangements because of the Mexicana strike.

2. Telexed Mexico concerning the investigation of a UPI story which originated in Mexico City and contained erroneous information about tourists selling unused pesos upon leaving the country.

3. Sent to Sr. Moreno and Sr. Buendia all the materials that were produced and provided to journalists before and during the recent Freelance Council trip to Baja, Puerto Vallarta and Guadalajara.

C. Press Visitation Trips

Henry Gill, chief photographer, Chicago Sun-Times, successfully completed a photographic trip to Mexico City and Acapulco November 6-13 where he took photos for the special Sun-Times Mexico section. He also made these photos, in black and white and color, available to the agency.

PM Magazine, Kansas City, Missouri, successfully completed its press visitation trip to Mexico City, Morelia and Urapan, November 1 to November 6. Television station KMBC-TV produced five 30 minute broadcasts from this trip which were on the air November 17, 18, 19, 22 and 23. Video tapes of the broadcasts will be sent to Mexico as soon as they are received.

D. Results Achieved in Previous Press Visits

1. AIR CAL MAGAZINE - Circulation: 400,000 consumers. Destination benefited: Baja California. This feature story on Baja by Tom and Michele Grimm was a result of their attending the Freelance Council trip in September.

2. HOME & AWAY MAGAZINE - Circulation: 1.3 million. Destination benefited: Manzanillo, Puerto Vallarta. Travel feature story by Iris Jones which resulted from sending her to the west coast of Mexico last year.

3. OBSERVER-ECCENTRIC NEWSPAPERS - Circulation: 155,000. Destinations benefited: All of Mexico. Travel story about travel dollars going farther in Mexico by Iris Jones which resulted from attending the Freelance Council trip.

4. MEMPHIS COMMERCIAL APPEAL - Circulation: 289,000. Destinations benefited: Guadalajara. Feature story on the peso devaluation providing bargains for travelers by Bern Keating which resulted from his attending the Freelance Council trip.

5. LE DEVOIR - Circulation: 43,000. Destination benefited: Puerto Vallarta. Travel story with photos by Monique Nuytemans which resulted from her attending the Freelance Council trip.

6. LE NOUVELLISTE - Circulation: 51,500. Destination benefited: Loreto. Travel story with photos by Monique Nuytemans which resulted from her attending the Freelance Council trip.

7. LE NOUVELLISTE - Circulation: 51,500. Destination benefited: Mexico. Article on Mexico travel comparing it to Canada. This story by Monique Nuytemans resulted from her attending the Freelance Council trip.

8. LE NOUVELLISTE - Circulation: 51,500. Destination benefited: Puerto Vallarta. Feature story on Puerto Vallarta by Monique Nuytemans which resulted from her attending the Freelance Council trip.

9. CHICAGO TRIBUNE - Circulation: 1,155,600. Destination benefited: Mexico City. Travel feature story on Mexico City by Alfred Borcover which resulted from the agency providing him with assistance for his recent trip. The color photo in the article was purchased by the newspaper from Milton Mann who traveled to Mexico with the Freelance Council.

10. WILKES BARRE (PA) TIMES LEADER - Circulation: 47,468. Destination benefited: All of Mexico. Alfred Borcover story on the benefits of the devalued peso which was written from information provided by the agency.

11. PRESS PUBLICATIONS - Circulation: 40,000. Destination benefited: Cuernavaca. Travel story by Paul Martin which resulted from sending him there last year.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro to provide slides to the Northwest Bank, St. Paul, Minnesota, for a Christmas in Mexico promotion.

2. Supporting a promotion by Loyola University which consists of a religious travel package to the Virgin of Guadalupe in Mexico City, December 12.

3. Working with Sr. Sanchez-Navarro and RSVP Travel on a basketball coaches clinic in Mexico City in December.

4. Coordinating arrangements with Sr. Sanchez-Navarro for the Cancun trip of Stuart Sellers, Archar International, Minneapolis. Mr. Sellers will gather material for an illustrated map of the area similar to the one he produced for Acapulco.

5. Continuing to work with Sr. Sanchez-Navarro and providing public relations support for PATA Chapter presentations. The first is December 9 in Cincinnati.

B. Other Public Relations/Promotion Projects

1. With the end of the Mexicana strike, we are still working with Lee Farnham of Mexicana on a possible press visitation trip when the airline begins direct service from Chicago to Puerto Vallarta.

2. Jack Schnedler, the new travel editor, Chicago Sun-Times, who was scheduled to make his first trip to Mexico in December, has had to postpone until early 1983. We are continuing to work with him on that project.

3. We have provided photographs and are continuing to work with the editor of BEST YEARS on an upcoming feature story on Mexico.

4. We are now in the final stages of arrangements for the January press visitation tour of the SATW Central States Chapter in Acapulco with post trips to Taxco and Cocoyoc.

5. Working with Bob Wallace, Channel 2, the CBS outlet in Chicago, on a Mexico story. Provided information to him in preparation of coverage. Station is also working directly with CBS affiliate in Mexico City on arrangements.

6. Talking to several journalists who are interested in going to Mexico to do stories after the first of the year when we have specific information on Consejo travel policy.

C. Press Visitation Tours in Progress or Approved

1. Chicago Sun-Times is planning to shoot a fashion section in Mexico, January 23-31. Airline arrangements have been made with American and Hyatt will provide hotel rooms in San Juan del Rio. Agency has requested transportation to and from San Juan del Rio and customs clearance for boxes of clothing that will be brought into Mexico for the project and returned to the U.S.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Prepared remarks for Sr. Sanchez-Navarro to present at an Eastern Airlines and travel agency seminar in Cleveland, November 10.

2. Hand delivered to Sr. Sanchez-Navarro the slide presentation on the PATA Conference to be held in Acapulco April 19-22. Also discussed with Sr. Sanchez-Navarro plans for these presentations.

B. Other Public Relations/Promotion Services

1. Sent to freelance writer Louis Di Iorio, several stories on Christmas in Mexico which he requested.

2. Provided Geran Travel with information on Los Flamingos Golf Club in Puerto Vallarta, which they plan to publicize.

3. Black and white photos of Tulum were sent to the editor of Collage Magazine, Wheeling, Ill., to be used in a travel story.

4. Steve Carlson of Home & Away Magazine, Omaha, was sent color photos of Cancun to use in a story scheduled for the January-February issue.

5. Provided Beverly Earl, New Ulm, Minnesota, with photos of Mexico City, Puebla, Cuernavaca, Taxco, Guanajuato and Guadalajara which will be used to publicize those destinations.

6. Black and white photos of Baja were sent to the Messenger Newspapers to be used with a story on the area sent out by the agency.

7. Color slides of Puerto Vallarta were sent to Creative Universal, Southfield, Michigan, to be used in printed materials to promote that destination.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared a notice for Sr. Sanchez-Navarro to send to the travel industry announcing the new address and telephone number of the Consejo's Chicago office.

2. Prepared for Sr. Sanchez-Navarro a letter to Sol Polk, president of Polk Brothers, informing him of anti-Mexico drawings that were on an envelope sent to the Consejo. Mr. Polk has responded with an apology and informed Sr. Sanchez-Navarro that appropriate disciplinary action has been taken.

3. Prepared for Sr. Sanchez-Navarro a letter to a travel agent client of Pink Holidays apologizing for recent inconveniences that were experienced in Mexico.

B. Destination Story

1. Baja Travel - A feature story on the rising popularity of the Mexico Destination was sent to daily and suburban publications throughout the midwest to create interest and travel to the area.

C. Other Publications/Promotional Activities

1. Ballet Folklorico - A feature story on the ballet and its interesting history was sent to publications throughout the midwest to remind travelers of this popular attraction.

2. New Office Release - A short news release announcing the new Chicago office of the Consejo was sent to our entire mailing list.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishments

1. Working with the Sun-Times to shoot their fashion section was a noteworthy media accomplishment because we were able to accomplish this with little expense to the Consejo. Through arrangements with American Airlines and Hyatt, the hotels and transportation will be taken care of and Mexico will benefit from the exposure.

2. Another noteworthy media accomplishment was the completion of five 30 minute television segments on KMBC-TV in Kansas City which resulted from the PM Magazine trip we set up.

B. Significant Contacts

1. A significant contact this month was a meeting held with Jesus A. Careaga from Westin Hotels in Mexico City. Mr. Careaga is very interested in the continued cooperation of Westin and the Consejo in bringing press representatives to Mexico. I was able to provide Mr. Careaga with recent photographs of the Camino Real in Mexico City and Acapulco which were taken by Henry Gill, chief photographer of the Chicago Sun-Times during his recent visit there.

2. Another significant contact was Bob Wallace of Channel 2, the CBS affiliate in Chicago. Mr. Wallace is planning to shoot a program in Mexico and will use the agency as his primary source of information.

C. Promotion Program

1. The most significant program at this time is the upcoming Mexico promotion that will be held by Marshall Fields in the spring.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

October 1982 - PLUS 60 MAGAZINE, Davenport, IA, 132 column inches; circ:
Color cover of Acapulco plus inside stories on Cancun, Guanajuato and Puerto Vallarta. Agency provided color photo plus information for three travel features.

October 2, 1982 - GLOBE & MAIL, Toronto, Canada, circ: 360,000, 102 column inches. Feature story on Taxco and information on the peso exchange for which the agency provided assistance.

October 6, 1982 - ST. LOUIS SOUTHSIDE JOURNAL, St. Louis, MO, circ: 80,000, 8 column inches. Story on currency regulations which was sent out by the agency.

October 3, 1982 - ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 150,000, 2 column inches. Short item on the currency rules which was sent out by the agency.

October 13, 1982 - SOUTHWEST MESSENGER PRESS, Suburban Chicago, circ: 101,650, 5 column inches in 8 newspapers for a total of 40 column inches. Story on peso guidelines quoting Sr. Guajardo which was sent out by the agency.

October 21, 1982 - WILKES-BARRE TIMES LEADER, Wilkes-Barre, PA, circ: 47,468, 25 column inches. Chicago Tribune feature on bargain travel in Mexico by Alfred Borcover with which the agency provided assistance.

October 21, 1982 - OBSERVER & ECCENTRIC NEWSPAPERS, Suburban Detroit, circ: 155,000, 37 column inches. Story by Iris Jones on bargains for travelers to Mexico which resulted in her attending the Freelance Council trip in September.

November 2, 1982 - CHICAGO SUN-TIMES, Chicago, circ: 720,000, 15 column inches. Story on the financial situation in Mexico which resulted from a press conference set up by the agency for the Mexican ambassador to the U.S., Sr. Bernardo Sepulveda Amor.

November 5, 1982 - PRESS PUBLICATIONS, Suburban Chicago, circ: 60,000, 41 column inches. Feature story on Cuernavaca by Paul Martin which resulted from sending him to Mexico last year.

November 6, 1982 - LE NOUVELLISTE, Montreal, Canada, circ: 51,500, 82 column inches. Travel story on Loreto by Monique Nuytemans, which resulted from her attending the Freelance Council trip in September.

November 7, 1982 - THE COMMERCIAL APPEAL, Memphis, TN, circ: 289,000, 19 column inches. Feature story on Mexico's bargains as a result of devaluation by Bern Keating which resulted from his attending the Freelance Council trip in September.

November 10, 1982 - MILWAUKEE SENTINEL, Milwaukee, WI, circ: 188,000, 2 column inches. Short item quoting Sr. Sanchez-Navarro on the bargains in Mexico which resulted from his attending a Milwaukee travel show.

November 12, 1982 - LE DEVOIR, Montreal, Canada, circ: 43,000, 52 column inches. Travel feature on Puerto Vallarta by Monique Nuytemans which resulted from her attending the Freelance Council trip in September.

November 13, 1982 - LE NOUVELLISTE, Montreal, Canada, circ: 51,500, 67 column inches. Travel story on Puerto Vallarta by Monique Nuytemans which resulted from her attending the Freelance Council trip in September.

November 20, 1982 - LE NOUVELLISTE, Montreal, Canada, circ: 51,500, 50 column inches. Story on the effects of the devaluation in Mexico which resulted from her attending the Freelance Council trip in September.

November 21, 1982 - CHICAGO TRIBUNE, Chicago, circ: 1,155,600, 180 column inches. Mexico City travel feature by Alfred Borcover who the agency assisted with information and travel contacts in Mexico.

November, 1982 - AIR CAL, Laguna Beach, CA, circ: 400,000, 40 column inches. Story on Cabo San Lucas by Michele and Tom Grimm which resulted from their attending the Freelance Council trip in September.

November/December 1982 - HOME & AWAY MAGAZINE, Minneapolis, circ: 1.3 million, 80 column inches. Travel story on Mexico's west coast including Manzanillo and Puerto Vallarta which resulted from sending Iris and Mickey Jones there last year.

November/December 1982 - CONSUMERS DIGEST, Chicago, IL, circ: 800,000, 10 column inches. Story by Paul Martin on the bargains in Mexico which resulted from information supplied by the agency.

Fall/Holiday, 1982 - GOING PLACES, Chicago, IL, circ: 120,000 39 column inches. Feature story on the pyramids of Teotihuacan which resulted from the agency supplying information and photo.

Fall, 1982 - INSTITUTE OF EUROPEAN STUDIES BROCHURE, Chicago, IL. The institute has expanded its program to Mexico City and the agency provided a photo for use in its brochure.

B. Resulting From Other Sources

Fall, 1982 - ADVENTURE ROAD, Chicago, circ: 1,583,360, 81 column inches. Feature story on the Yucatan.

October, 1982 - HOOSIER FARMER, Indianapolis, IN, circ: 250,000, 30 column inches. Story about post convention trip of the American Farm Bureau to Mexico.

October 3, 1982 - RACINE JOURNAL TIMES, Racine, WI, circ: 38,739, 78 column inches. Feature story with two photos on Puerto Vallarta.

October 6, 1982 - ST. CLOUD TIMES, St. Cloud, MN, circ: 24,500, 15.5 column inches. Travel story on Ixtapa and the hotels there.

October 9, 1982 - ST. CLOUD TIMES, St. Cloud, MN, circ: 24,500, 26 column inches. Travel piece on Acapulco, Ixtapa, Cancun, Mazatlan and Puerto Vallarta.

October 10, 1982 - ASSOCIATED PRESS, Mexico City. Story on Acapulco and how it is trying to lure Americans back this year. Story appeared in the following publications: APPLETON (WI) POST CRESCENT, circ: 60,400, 16 column inches; WILLOUGHBY (OH) NEWS-HERALD, circ: 37,356, 20 column inches; BATTLE CREEK (MI) ENQUIRER AND NEWS, circ: 40,800, 13 column inches; GRAND RAPIDS (MI) PRESS, circ: 150,400 14 column inches; LANSING (MI) STATE JOURNAL, circ: 79,855, 25 column inches; KOKOMO (IN) TRIBUNE, circ: 29,462, 19.5 column inches; ELKHART (IN) TRUTH, circ: 31,155, 10 column inches; CEDAR RAPIDS (IA) GAZETTE, circ: 75,710, 20 column inches; ST. LOUIS POST DISPATCH, circ: 430,030, 16 column inches.

October 14, 1982 - MACOMB DAILY, Mt. Clemens, MI, circ: 51,550, 24 column inches. Story on traveling in the Yucatan.

October 17, 1982 - SOUTH BEND TRIBUNE, South Bend, IN, circ: 126,434, 108 column inches. Travel feature on cruise ships and the Mexican ports at which they stop.

October 17, 1982 - SOUTHTOWN ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 68,300, 11 column inches in 4 newspapers for a total of 44 column inches. Travel story on low prices in Mexico.

October 21, 1982 - PIONEER PRESS, Suburban Chicago, circ: 82,240, 16 column inches in 14 newspapers for a total of 224 column inches. Travel feature story on Puerto Vallarta.

October 24, 1982 - DETROIT NEWS, Detroit, MI, circ: 823,500, 60 column inches. Feature story on the Chihuahua Railroad and the Copper Canyon.

October 24, 1982 - EAGLE AND BEACON, Wichita, KS, circ: 175,131, 25 column inches. Travel story with photo on Puerto Vallarta and Guadalajara.

October 24, 1982 - EAGLE AND BEACON, Wichita, KS, circ: 175,131, 35 column inches. Feature story with color photo on Ixtapa.

October 24, 1982 - COLUMBUS DISPATCH, Columbus, OH, circ: 334,900, 40 column inches. Stan Delaplane travel feature on Mazatlan. Same story also appeared in the DAYTON OHIO DAILY NEWS, circ: 216,876 and the ST. LOUIS POST DISPATCH, circ: 250,726.

October 25, 1982 - WJKW-TV (CBS), Cleveland, OH, Newscenter segment covered a cruise to Mexico during the 12:00 noon to 12:30 program.

October 26, 1982 - WJKW-TV (CBS), Cleveland, OH, Newscenter segment on Mexican cruise continues from 12:00 noon to 12:30 p.m.

October 27, 1982 - SAVANNA TIMES-JOURNAL, Savanna, IL, circ: 2,000, 12 column inches. Travel story on Cabo San Lucas.

October 27, 1982 - WCCO-TV (CBS), Minneapolis, MN. The noon report from 12:00 noon - 12:30 p.m. covered a cruise in Mexico with emphasis on Puerto Vallarta and Cabo San Lucas.

October 27, 1982 - WTHR-TV (NBC), Indianapolis, IN. Newscenter Thirteen from 5:00 - 6:00 p.m. covered a Pacific Ocean cruise with emphasis on stopping in Puerto Vallarta.

October 28, 1982 - WITI-TV (CBS), Milwaukee, WI. Life At Five from 5:00 - 5:30 p.m. Travel segment on cruising in Mexico with emphasis on Puerto Vallarta and Cabo San Lucas.

October 28, 1982 - WLWT-TV (NBC), Cincinnati, Midday Show from 11:30 a.m. - 12 noon. Travel segment on cruising in Mexico with stops at Puerto Vallarta and Cabo San Lucas.

October 29, 1982 - WJKW-TV (CBS), Cleveland, OH, Newscenter Show from 12:00 noon - 12:30 p.m. Promotion of a cruise to Mexico.

October 30, 1982 - FT. WAYNE NEWS SENTINEL, Ft. Wayne, IN, circ: 70,413, 21 column inches. UPI story on bargain rates for travelers to Mexico.

October 31, 1982 - GRAND RAPIDS PRESS, Grand Rapids, MI, circ: 150,400, 12 column inches. Newhouse News Service story on tourism in Mexico with quotes from Rosa Luz Alegria, Mexico's former minister of tourism. Story also appeared in BAY CITY (MI) TIMES, 22 column inches, circ: 45,263; MANHATTAN (KS) MERCURY, circ: 14,043, 13 column inches; and SUNDAY JOURNAL AND STAR, Lincoln, NE, circ: 72,905, 21 column inches.

November 1, 1982 - WXYZ-TV (ABC), Detroit, Good Afternoon, Detroit Show from 4:00 - 5:00 p.m. Travel story on Mexico with Marilyn Turner and John Kelly.

November 3, 1982 - COLUMBUS CITIZEN-JOURNAL, Columbus, OH, circ: 114,390, 21 column inches. Scripps Howard story on the Chihuahua Railroad.

November 3, 1982 - WXYZ-TV (ABC), Detroit, Good Afternoon, Detroit Show, 4:00 - 5:00 p.m. Marilyn Turner and John Kelly do another travel segment on Acapulco.

November 5, 1982 - WXYZ-TV (ABC), Detroit, Good Afternoon, Detroit Show, 4:00 - 5:00 p.m. Concluding segment of Acapulco travel feature by Turner and Kelly.

November 7, 1982 - SUN-TIMES, Chicago, Circ: 720,000. Special section on Mexico contained the following features: feature on Cozumel, 40 column inches; feature on Oaxaca, 24 column inches and feature on Puerto Vallarta, 22 column inches.

December, 1982 - CRUISE TRAVEL, Chicago, circ: 100,000, 90 column inches. Travel feature with color photos on cruising the Mexican Riviera.

October/November 1982 - MISCELLANEOUS CLIPPINGS. These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

LUXURY IN MEXICO'S RUGGED BAJA

Los Cabos! The Cape! That's the name designated by the Mexican Government when referring to the southern tip of the Baja Peninsula. Actually it covers a coastal area of approximately 30 miles from San Jose del Cabo to Cabo San Lucas.

Mexico's Baja California is a rugged playground with everything from impregnable mountains to lonely deserts; thousands of isolated beaches down both sides of the slender finger of land extending a thousand miles south from California; occasional no-nonsense fishing camps and handsome new luxury resorts. Some of the most magnificent stretches of white sand beach are at Los Cabos.

Until recently, the lure of Baja Sur was vastly related to the fabulous sport fishing and fishing resorts. And the only way to reach the tip of the Cape was by private plane or private boat. Only the super adventurous would dare attempt to drive down the peninsula to challenge some of the most torturous terrain in the world.

Then in 1973, the quiet beauty of Baja opened its frontiers to auto travel with the completion of the Transpeninsula Highway #1. Starting at Tijuana, the two land highway (which the gringos call the frijole freeway) continues to the very tip of Baja at Cabo San Lucas, 1,508 miles. One of the last unspoiled areas on the North American

Continent opened up, making her scenic and recreational treasures available to the average tourist in their campers and motor homes.

Four years later, a splendid new international airport was inaugurated at San Jose del Cabo just a few minutes from the town and jet service began immediately from Los Angeles and Mexico City first via Aeromexico, then followed by Mexicana.

El Presidente's magnificent new 250 room luxury hotel at San Jose del Cabo is now in full operation catering to the new influx of tourists. This hotel and the El Presidente that opened a little over a year ago at Loreto to the North are the first major properties to open in Baja under the auspices of Fonatur, the government agency responsible for the development and financing of resorts in Mexico. Their rambling architecture reflects the fact that both properties are the first on long stretches of sandy beach and that land is obviously not yet at a premium.

The Y-shaped El Presidente Hotel at San Jose del Cabo is open to the sea with a large pool enclosed in the open Y and surrounded by a cactus studded rock garden.

Adjacent to the hotel is the estuary of a river creating a lagoon with many inlets bordered by coconut palms and lush foliage reminiscent of the locale for a Tarzan movie. Separated from the Sea of Cortez by a sand barrier the lagoon is sometimes breached by heavy waves, but normally it is calm providing a series of water ways for El Presidente guests to ride in small sail and paddle boats. The estuary also provides excellent fishing opportunities.

Construction has already started on a golf course in the Fonatur complex at San Jose del Cabo as well as a commercial center which will have a large variety of shops in addition to several which are located in the lobby area of the El Presidente.

A large choice of fishing boats is available to hotel guests who wish to try their skill or luck in one of the most fabulous sport fishing areas in the world--where gigantic Sail, Marlin and Tuna abound.

Many will probably wish to visit the nearby city of San Jose del Cabo which in recent years has undergone an urban renewal program resulting in the key streets in the center of town being paved with brick, pools with fountains being constructed in the middle of its wider avenues and the opening of additional duty-free shops oriented toward tourist needs.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

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FOR RELEASE Immediate

MEXICAN GOVERNMENT TOURISM OFFICE RELOCATES

The Midwest Mexican Government Tourism Office in Chicago has moved to Two Illinois Center. Formerly located in the Hancock Building, the new office address is 233 North Michigan Ave., Suite 1413, Chicago, IL 60601. New telephone numbers are (312) 565-2785 and 565-2786 for travel information. The travel industry number is (312) 565-2787.

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF OCTOBER, 1982

FOR THE

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Set up press conference for the Ambassador of Mexico Bernardo Sepulveda during his visit to Chicago. Sent out an alert to the press and attended the event.

2. Accompanied Sr. Sanchez-Navarro to a luncheon in honor of Ambassador Sepulveda.

3. Alerted the press to the departure of the Stick & Rudder Club of Waukegan for Mexico on Saturday, October 30.

4. Sent a Spanish language travel story, which Sr. Sanchez-Navarro provided, to Sr. Walter Briseno, editor of La Raza.

B. Other Public Relations Projects

1. Sent to Sr. Moreno several letters recapping the success of the Freelance Council trip to Los Cabos, Puerto Vallarta and Guadalajara. Clippings are beginning to come in and are reported in another section of this report.

2. Provided to Peggy Dyer a copy of the story on Manzanillo which Nancy Adams wrote under the name of Katy Werner for the October issue of Chicago Magazine. Dyer had provided a hotel room at Las Hadas.

3. Obtained and forwarded to Mexico cost estimates for updating and changing the Tianguis audiovisual to be used in the upcoming PATA Convention in Acapulco.

4. Worked with Willoughby, Ohio, News Herald and obtained color transparencies of the Princess Hotel for use in an upcoming story on Acapulco.

5. Provided Joe Scholnick with a list of recommended journalists to be invited to the PATA Conference in Acapulco.

6. Compiled a list of individuals who hosted the Freelance Council group and sent it to the organization so that they could write thank you letters.

C. Press Visitation Trips

There were no press visitation trips during the month of October.

D. Results Achieved in Previous Press Visits

1. ST. PAUL PIONEER PRESS - circulation: 249,259; and LEXINGTON, (KY), HERALD-LEADER - circulation: 111,400 consumers. Destinations benefited: Mexico City, Oaxaca. Feature on Mexico's great travel bargains by Alfred Borcover which resulted from our working closely with the writer, suggesting destinations he should visit and providing him with updated material on the values in Mexico.

2. CHICAGO MAGAZINE - circulation: 215,000 consumers. Destination benefited: Manzanillo. Feature story on the west coast of Mexico by Nancy Adams, writing under the name of Katy Werner, which resulted from our sending her to Mexico earlier this year.

3. ST. PAUL PIONEER PRESS - circulation: 249,259 consumers. Destination benefited: Veracruz. Travel story by Paul Martin, freelance writer, we sent there earlier this year.

4. MEXICO CITY NEWS - Destination benefited: Baja. Two articles in the October 10 and October 17 issues which resulted from the visit of the Freelance Council.

5. ATLANTA JOURNAL - circulation: 499,300 consumers. Destination benefited: Acapulco. Major feature story with photos by Gordon Quarnstrom which resulted from his attendance at the Tianguis in June.

6. POINTER PUBLICATIONS - circulation: 85,000 consumers. Destination benefited: Acapulco. Vacationing in Acapulco story by Gordon Quarnstrom which resulted from his attendance at the Tianguis in June.

7. WBNC RADIO - Destination benefited: Baja. Erma Perry, who attended the Freelance Council trip to Baja, was interviewed October 5 and talked about her trip on this Conway, New Hampshire radio station.

8. SUNDAY OREGONIAN - circulation: 413,000. Destination benefited: Guadalajara. Ralph Friedman, who attended the Freelance Council trip, wrote this feature on Guadalajara and its low tourism prices.

9. LE DEVOIR - circulation: 43,000. Destination benefited: Baja. Monique Nuytemans, who attended the Freelance Council trip, prepared a travel article on the secret of Baja California.

10. ADVERTISING AGE - circulation: 76,800. Destination benefited: Mexico tourism sites. Ralph Friedman wrote this story on tourism promotion in Mexico from information he received during the Freelance Council trip.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Providing public relations support for Sr. Sanchez-Navarro for the following travel industry projects:

- Milwaukee Journal & Sentinel Travel Trade Show November 9.

- Eastern Airlines Seminar, Cleveland, OH, November 10.

- St. Louis Fall Travel Expo '82, November 11.

2. Continuing to work closely with Sr. Sanchez-Navarro on special promotions for Mexico that will continue to increase tourism during the upcoming winter season.

B. Other Public Relations/Promotion Projects

1. Working with Lee Farnham of Mexicana Airlines on a possible press visitation trip in December when it is anticipated Mexicana will begin direct service from Chicago to Puerto Vallarta.

2. Making arrangements with Westin hotels for Jack Schnedler, the new travel editor, Chicago Sun-Times, who will make his first trip to Mexico in early December.

3. Holding discussions with a new publication, BEST YEARS, about an upcoming feature story on Mexico. Story is being written by a freelancer and we will provide assistance and photographs.

4. Continuing to work on arrangements for the January meeting of the SATW Central States Chapter in Acapulco. Preliminary figures indicate there will be 75 persons attending.

C. Press Visitation Tours in Progress or Approved

1. PM Magazine from Kansas City, MO, press visitation tour planned for November 1 to November 6 will visit Mexico City, Morelia and Urapan to tape five shows. These will be broadcast over KMBC-TV November 17, 18, 19, 22 and 23.

2. Henry Gill, chief photographer, Chicago Sun-Times, will photograph in Mexico City, Acapulco and Ixtapa November 6-13. These photographs will be used in an upcoming Mexico section.

III. SERVICES PERFORMED

A. Service on Behalf of Regional Director

1. Provided Sr. Sanchez-Navarro with updated information on monetary changes in Mexico so that telephone calls to his office could be answered with accuracy.

2. Met with Sr. Sanchez-Navarro to discuss the contents of his remarks at upcoming travel seminars and other industry events.

B. Other Public Relations/Promotion Services

1. Sent 11 black and white photos of Puerto Vallarta, Mazatlan and Cancun to Corporate Communications in Minneapolis for use in promoting these destinations.

2. Two black and white parasailing photos were sent to McKnight Publishing Company for possible use in a textbook.

3. Black and white photos of Las Hadas, Acapulco and Puerto Vallarta were sent to freelance writer Janet Steinberg for placement with her travel articles.

4. Tourism photographs were sent to the Chicago Tribune business editor to accompany a tourism article.

5. Ralph Friedman, who accompanied the Freelance Council to Baja, requested 10 black and white photos of the area for placement with his articles.

6. Provided additional information on Los Cabos to Robert Scott Milne, a member of the Freelance Council who went to Baja.

7. Provided hotel prices in Baja to Abby Rand, one of the freelance writers on the SATW trip.

8. Freelance writer, Kathy Rodeghier, was sent honeymoon information on Acapulco, Puerto Vallarta and Manzanillo which she requested.

9. Referred freelance writer, Carol Barrington of Houston, to Cal Jones for assistance in planning a January trip to the Yucatan.

10. Sent photos taken in Puerto Vallarta to Florence Lemkowitz for inclusion in ASTA Travel News.

11. Gerry Corbett, a member of the Freelance Council, requested background material on Tlaquepaque and color slides of shopping, which we provided.

12. Provided freelance travel writer Iris Jones with a set of Baja photos and three photos of shopping in Mexico.

13. Sent to Cindy Kelly at the Wichita Eagle Beacon 10 slides of Puerto Vallarta, Acapulco and Ixtapa/ Zihuatanejo for use in a travel section.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared a letter for Alicia Lopez Collada to send to members of the National Association of Review Appraisers who will be meeting in Ixtapa in November.

2. Assisted Sr. Sanchez-Navarro with travel industry correspondence.

B. Destination Stories

1. Acapulco - A feature on the new look at this port city was sent out to more than 4,000 newspapers in the Midwest to stimulate winter travel to this destination.

2. Mexico Spas - A travel story on the well-known spas in Mexico was sent to daily and suburban publications throughout the Midwest to create interest and travel to these destinations.

C. Other Publications/Promotional Activities

1. Train Ride Feature - A travel story on the Ferrocarril de Chihuahua was sent to Midwest publications to remind travelers of this unique mode of travel in Mexico.

2. Miguel Aleman Travel Award - The story on the presentation of the award to Manuel Sosa de la Vega at ASTA was sent out to publications throughout the Midwest.

3. La Pluma de Plata - A news release on the competition with a brochure on the rules and regulations was sent to our entire list of journalists and travel writers.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment

1. The most noteworthy media accomplishment in October was finalizing the arrangements for PM Magazine of Kansas City, MO, to shoot five programs in Mexico. At the beginning of the year, one of our goals was to obtain more television coverage from the Midwest. With most of the television coverage coming from the East and West Coasts, Midwestern television coverage is not so easy to obtain. We hope this is the first of more coverage in the future.

B. Significant Contact

A significant contact was Ann Cade, editor of Best Years Magazine. This is a relatively new magazine published by Montgomery Ward & Company with a circulation of more than 100,000 readers. We are already working with Ms. Cade on a Mexico story and provided her with black and white and color photos.

C. Promotion Program

1. We are continuing to work with David Snyder of Marshall Fields and his staff on the spring Mexico promotion.

2. We are discussing with Sr. Sanchez-Navarro plans for a special wholesaler incentive program in the Midwest to encourage increased sales of trips to Mexico.

VI. INDEX OF CLIPPINGS

A. Resulting From Agency's Direct Efforts

September 12, 1982 - HOUSTON CHRONICLE, Houston, TX, circ: 459,500, 18 column inches. Story on Taxco by freelance Chicago writer Gloria Charnes for which the agency provided assistance.

September 12, 1982 - DALLAS MORNING NEWS, Dallas, TX, circ: 345,700, 45 column inches. Cruise story about the Mexican Riviera for which the agency supplied assistance.

September 12, 1982 - ATLANTA JOURNAL, Atlanta, GA, circ: 499,300, 71 column inches. Feature travel story on Acapulco by Gordon Quarnstrom which resulted from his attendance at the Tianguis. The agency also provided photos for the story.

September 14, 1982 - LA RAZA, Chicago, IL, circ: N/A, 96 column inches. Feature story on tourist attractions in Mexico which resulted from the agency and Sr. Sanchez-Navarro supplying information and photos.

September 19, 1982 - LEXINGTON HERALD-LEADER, Lexington, KY, circ: 111,400, 24 column inches. Travel story on the bargains in Mexico by Alfred Borcover which resulted from his trip to Mexico and assistance provided by the agency. Story also appeared September 26 in the ST. PAUL PIONEER PRESS, circ: 249,259, 88 column inches.

September 26, 1982 - YOUNGSTOWN VINDICATOR, Youngstown, OH, circ: 152,740, 20 column inches. Feature story and photo on the Fiestas de Octubre which the agency sent out.

September 26, 1982 - ST. PAUL PIONEER PRESS, circ: 249,259, 42 column inches. Travel story on Veracruz by Paul Martin which resulted from the agency sending him there earlier in the year.

October, 1982 - CHICAGO MAGAZINE, Chicago, IL, circ: 215,000, 40 column inches. Travel story by Nancy Adams, writing under the name of Katy Werner, which resulted from our sending her to Mexico earlier in the year.

October 3, 1982 - CHICAGO ECONOMIST AND SUN STANDARD NEWSPAPERS, Suburban Chicago, IL, circ: 185,000, 2 column inches. Brief travel item by Gordon Quarnstrom on currency exchange which the agency provided.

October 3, 1982 - THE PLAIN DEALER, Cleveland, OH, circ: 457,111, 63 column inches. Feature story by freelance writer Randy Mink on bargains in Mexico which resulted from information and photos supplied by the agency.

October 3, 1982 - POINTER PUBLICATIONS, Suburban Chicago, IL, circ: 85,000, 12 column inches. Travel story on Acapulco by Gordon Quarnstrom which resulted from his attendance at the Tianguis.

October 5, 1982 - WBNC RADIO, Conway, NH, interview of Erma Perry on Mexico which resulted from her trip with the Freelance Council.

October 10, 1982 - MEXICO CITY NEWS, Mexico, 50 column inches. Stories on the Freelance Council visit to Baja and Guadalajara by Letty Klein and Gail Benedict which resulted from trip that was set up and supervised by the agency.

October 15, 1982 - LE DEVOIR, Montreal, circ: 43,000, 42 column inches. Travel feature story on Baja by Monique Nuytemans which resulted from her attendance on the Freelance Council trip.

October 17, 1982 - SOUTHTOWN ECONOMIST NEWSPAPERS, Suburban Chicago, IL, circ: 185,000, 7 column inches. Travel story on the low prices in Mexico by Gordon Quarnstrom which resulted from information supplied by the agency.

October 17, 1982 - MEXICO CITY NEWS, Mexico, 35 column inches. A column by Letty Klein with impressions of Baja from some of the participants in the Freelance Council trip.

October 17, 1982 - SUNDAY OREGONIAN, Portland, OR, circ: 413,000, 48 column inches. Feature story on the low cost of travel in Mexico by Ralph Friedman who was a participant in the Freelance Council trip.

October 24, 1982 - CHICAGO ECONOMIST AND SUN STANDARD NEWSPAPERS, Suburban Chicago, IL, circ: 185,000, one column inch. Brief item, supplied by the agency, on the new bus service from the Mexico City airport.

October 25, 1982 - ADVERTISING AGE, Chicago, IL, circ: 76,800, 13.5 column inches. Story on MNTC tourism advertising by Ralph Friedman which resulted from information he gathered on the Freelance Council trip.

October 31, 1982 - STAR PUBLICATIONS, Suburban Chicago, IL, circ: 100,000, 100 column inches. Cover photos on Mexico and travel stories on various destinations which resulted from agency supplying photos and stories.

B. Resulting From Other Sources

September, 1982 - SAILING, Port Washington, WI, circ: 40,200, 65 column inches. Photos and copy on the Newport to Ensenada race.

September, 1982 - SATURDAY EVENING POST, Indianapolis, IN, circ: 666,100, 75 column inches. Feature story with color photos on Oaxaca.

September 6, 1982 - KTVI-TV (ABC), St. Louis, MO, Television news comment on the nationalization of Mexico's banks with a closing comment that Mexican travel is still a bargain.

September 13, 1982 - TRAVELAGE MIDAMERICA, circ: 8,800, 80 column inches. A variety of stories on Mexico including one by Morley Gillian on Fiestas de Octubre, new Club Med at Guaymas, new Royal Viking Cruises to Mexico and luxury hotels in Baja.

September 13, 1982 - TRAVELAGE MIDAMERICA, circ: 8,800, 19 column inches. Story on Mexico wholesalers waiting for peso to stabilize before adjusting winter rates.

September 16, 1982 - DAILY SOUTHTOWN ECONOMIST, Suburban Chicago, IL, circ: 16,275, 2 column inches. UPI story announcing that U.S. tourists can take dollars out of Mexico when they leave.

September 18, 1982 - ST. LOUIS GLOBE DEMOCRAT, St. Louis, MO, circ: 264,603, 33 column inches. Jerry Hulse feature story on low prices in Acapulco.

September 19, 1982 - SOUTH BEND TRIBUNE, South Bend, IN, circ: 126,434, 45 column inches. Feature story on devaluation and bargain prices in Mexico.

September 19, 1982 - ST. LOUIS POST-DISPATCH, St. Louis, MO, circ: 433,317, 16 column inches. Story about tourists returning from Mexico with information about bargain prices.

September 19, 1982 - THE PLAIN DEALER, Cleveland, OH, circ: 457,111, 20 column inches. LA Times feature with questions and answers monetary exchange in Mexico. The same story appeared in the MUSKEGON (MI) CHRONICLE, circ: 48,260, 13 column inches.

September 26, 1982 - ST. PAUL PIONEER PRESS, St. Paul, MN, circ: 249,259, 46 column inches. Two stories on the bargains in Mexico travel.

September 27, 1982 - BARABOO NEWS-REPUBLIC, Baraboo, WI, circ: 5,500, 17 column inches. Travel story on El Templo Mayor.

October, 1982 - FAMILY MOTOR COACHING, Cincinnati, OH, circ: 27,500. 48 column inches. Story on the spring caravan of motor coaches to Mexico.

October, 1982 - CHICAGO MAGAZINE, Chicago, IL, circ: 215,000, 40 column inches. Travel story on Puerto Vallarta.

October 2, 1982 - CABLE NEWS NETWORK, 3 minutes. News commentary which explains that travelers to Mexico do not get sick from the water but some food contamination and warns travelers not to buy from street vendors.

October 3, 1982 - DUBUQUE TELEGRAPH HERALD, Dubuque, IA, circ: 40,742, 17 column inches. Knight-Ridder story on advantages tourists enjoy with peso devaluation.

October 3, 1982 - THE PLAIN DEALER, Cleveland, OH, circ: 457,111, 28 column inches. Travel story on Isla Mujeres.

October 3, 1982 - THE PLAIN DEALER, Cleveland, OH, circ: 457,111, 22 column inches. Travel story on the CREA Hostel in Cancun.

October 3, 1982 - PLAIN DEALER, Cleveland, OH, circ: 457,111, 13 column inches. Syndicated writer Marie Mattson writes about Ixtapa and bargains in Mexico. Story also appeared in Lansing, MI STATE JOURNAL, circ: 79,855; Lafayette, IN, JOURNAL AND COURIER , circ: 39,803; and Green Bay, WI, PRESS GAZETTE, circ: 71,865.

October 10, 1982 - OMAHA WORLD HERALD, Omaha, NE, circ: 212,700, 40 column inches. Washington Post feature on the Templo Mayor.

October 9, 1982 - ASSOCIATED PRESS, travel story on the lowered prices in Mexico. Story appeared in the Alton, IL, TELEGRAPH, circ: 38,300; 12 column inches; KALAMAZOO (MI) GAZETTE, circ: 67,275, 13.5 column inches; ROCKFORD (IL) STAR, circ: 82,041, 15 column inches; JACKSON (MI) CITIZEN PATRIOT, circ: 41,444, 9.5 column inches and OWENSBORO (KY) MESSENGER INQUIRER, circ: 32,813, 16 column inches.

October 13, 1982 - JASPER HERALD, Jasper, IN, circ: 11,190, 25 column inches. Positive travel story on Mexican hospitality to visitors.

October 21, 1982 - PIONEER PRESS, Suburban Chicago, IL, circ: 100,000, 13 column inches. Travel story on Puerto Vallarta.

October 25, 1982 - TRAVELAGE MIDAMERICA, circ: 8,800. Mexico and Mexicana travel supplement was included with this issue.

Sept./Oct., 1982 - MISCELLANEOUS CLIPPINGS. These are clippings from a variety of Midwest newspapers. Many are round-up stories with Mexico mentions.

AARON D. CUSHMAN & ASSOCIATES, INC., 333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60601 312/263-2500

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman FOR RELEASE IMMEDIATE

BALLET FOLKLORICO CELEBRATES MEXICAN HISTORY IN DANCE

MEXICO CITY -- A "must see" for visitors to the nation's capital, the Ballet Folklorico de Mexico is a unique interpretation of Mexican life through the centuries. It interprets vividly and creatively the mingling of the traditions of the pre-Columbian Mexicans, the Spanish conquistadores and of today.

The person who translated those distinctive art forms into colorful dances is Amalia Hernandez, founder, choreographer and guiding force of the 29-year old Ballet Folklorico de Mexico.

The former ballerina, daughter of a ranch owner and former senator, was once a teacher and choreographer with the National Institute of Fine Arts. Though intensely involved in classical ballet as well as modern dance earlier in her career, her love of Mexican folk dances prodded her to form the Ballet Folklorico in 1952.

Thrice weekly the ballet's resident company performs what Sra. Hernandez calls "the choreography of the people" in the Palacio de Bellas Artes (Palace of Fine Arts) in Mexico City. The troupe performs regularly to full houses of people from every state in Mexico and many foreign countries.

- more -

Performances are drawn from a 60-ballet repertoire that is still being expanded by Sra. Hernandez, who recently lived for weeks with a remote tribe in the State of Sinaloa to study customs and traditions.

Her demand for authenticity is total and embraces the smallest details. Tribal musicians have been transported to Mexico City to teach Ballet Folklorico musicians how to duplicate the scale, a musical sound and cadence unknown to westerners.

And since the tribes in Sinaloa dance beneath a huge umbrella of towering foliage, the natural lighting is essentially an earthy green tone. Sra. Hernandez is attempting to create the same color in stage lighting for the Sinaloa dance scenes.

The Ballet Folklorico, not surprisingly, has won international acclaim in the United States and Europe and now numbers about 400, including international touring companies. There's a huge wardrobe, state art and a circus tent used when the ballet tours remote areas.

Mexico's dance heritage is also kept alive and vigorous in a ballet school supervised by Sra. Hernandez. Students enroll from every part of Mexico for a four-year course of study. Many become members of the Ballet Folklorico companies after completing programs mixing classical, modern and native dance forms.

Mexico's rich heritage can and will provide unique interpretations for present and future audiences.

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PROGRESS REPORT

Client: Canadian Government Office of Tourism

Date: April 13, 1983

Reported By: Dennis L. Cline

The following activities were undertaken on behalf of the Canadian Government Office of Tourism by Aaron D. Cushman and Associates, Inc. during the month of March 1983.

I. MEDIA ACTIVITIES

A. The article written by Richard Dunlop on camping at L'Anse-aux-Meadows in Newfoundland was the lead portion of a section in the April issue of Popular Mechanics entitled "10 Family Camping Adventures." This full-page story in Popular Mechanics (circulation 1,670,000) carries an ad dollar equivalent of $20,863. Mr. Dunlop was a VCP media guest last fall (see enclosed copy). Another story by him about his Newfoundland trip will appear in the May issue of Success Magazine.

B. Beryl Ann Brownell, travel editor of the Gary, Ind., Post-Tribune used a two-page cover story on Ottawa based on her VCP media experiences there during Winterlude. The story, with its four-column, four-color photo of the Rideau Canal, is worth $5,039 in ad dollars (see enclosed copy).

C. Better Homes & Gardens will be running their story on Eastern Canada in its August issue and another one on the Canadian Rockies sometime next year. George Bush, contributing writer for the magazine, was a VCP media guest late last summer.

D. There is renewed interest on the part of Joann Barwick, editor of House Beautiful magazine, to return to Victoria this year to do a feature on Victorian architecture. We will be scheduling a trip for her there for sometime this summer.

E. Jack Schnedler, travel editor of the Chicago Sun Times, indicates he would like to take in the Stratford Festival early in the season (allowing sufficient time for the story to appear). Although his newspaper will be paying his expenses, we will be coordinating contacts for him once a date has been selected.

F. We provided assistance with CGOT-Detroit in scheduling a trip for Iris Jones and her photographer husband for their April trip to Alberta and Vancouver. Ms. Jones will be writing a story for Home & Away magazine.

G. At the request of the Milwaukee Journal, we sent a listing of major events in Canada for 1983 to the newspaper's travel bureau to handle queries from the general public.

H. The Agency provided Consumer Digest Magazine with information on low rate package tours to Canada and also information about the Blue Nose Ferry for use in the publication's May issue. Richard Dunlop also will have a story on the Canadian Rockies in that issue.

I. We provided Ms. Dorothy Austin with information on Ottawa's Festival of Spring to augment information she obtained during her VCP media trip for Winterlude. Her story will be appearing in the Messenger Newspaper chain sometime in April. Her story on Winterlude will appear next winter.

J. "Real People," the network t.v. show, unfortunately was again unable to schedule a feature on heli-skiing. They, however, remain receptive to the story for next winter.

K. A photo and caption on the Canadian Country Fair were sent to meeting planner trade publications.

L. All arrangements for "PM Magazine" were secured for the t.v. crew to visit Regina and Banff/Lake Louise/Calgary in April. The results of their filming will be shown during an entire week in May. We will be obtaining a copy of the video tape.

M. Special feature letterhead was designed and printed for our series of border automobile destinations motorists can take from Northern U.S. cities. While in Ottawa for our series of meetings, we met with CGOT staff regarding the securing of map artwork for use in accompanying these series of stories entitled: "Border Break-Away Trips."

II. SATW FREELANCE COUNCIL TRIP TO TORONTO

All is progressing well with the scheduled meeting in Toronto of the Freelance Council of the Society of American Travel Writers. Dates for the meeting and associated post trips are May 22-29. We are coordinating with Toronto and Ontario Tourism, the Council, American Airlines and Air Canada, in conjunction with CGOT.

III. CANADA DAY AT THE BALL PARK

We are working with the Public Affairs Division of the Canadian Counsulate General's office in Chicago in arranging a promotion at Wrigley Field on July 1 during the Cubs-Expos game. Citing Dominion Day, America's Independence Day (three days later) the 150th birthday of Chicago and 450th anniversary of Quebec, plans are proceeding to have the Mayor of Montreal and Chicago be at the ball park that day to help kick off the festivities.

IV. CANADA ASSOCIATION OF TRAVEL

- The Agency is preparing to produce the summer issue of C.A.T. (Canada Association of Travel) News, which this time will include paid advertising in an expanded eight-page format.

- At the suggestion of the Agency, a special trophy was made up in the form of a brass cat figure perched atop a crown with two brass maple leafs flanking the trophy's base. We recommended to the C.A.T. Board that the award, "The Top C.A.T.," be presented to the C.A.T. member who has served the Association and Canada above and beyond the call of duty.

V. MEETING PLANNER SEMINAR

After discussing our idea with Ron Merrick, we contacted two meeting planner publications: Meetings and Conventions and Meeting News, with the thought of one of them sponsoring a meeting planner seminar for U.S. meeting planners in Montreal this fall. Both publications were receptive (although Meeting News is the preferred choice). We are now awaiting the go-ahead from CGOT/Ottawa before proceeding. A similar strategy used by our agency in St. Louis a few years ago proved very successful.

VI. MISCELLANEOUS

- John McGuire of the St. Louis Post-Dispatch won the American Express/TIAC "Travel Canada" writer's award based on his feature writing on the Quebec Winter Carnival he did as a result of his VCP media trip there a year ago. This marked the second successive year that a journalist from the Midwest has won this prestigious award. Last year, Kermit Holt of the Chicago Tribune won the award.

- An article we prepared, based on a Robert Gayner speech on U.S./Canada relations, appeared in the Chicago Sun Times editorial page column "Personal Views." (see attached)

- The Agency met with Quebec Tourism to assist in securing publicity for its reception and evening at the Grand Canada Ballet performance in Chicago. We arranged for a photographer to take photos of dignitaries attending the event and also personally invited Al Borcover (and Mrs. Borcover), travel editor of the Chicago Tribune, to attend.

- At the request of Mr. Martel, we contacted the manager of promotions and merchandising for Melvin Simon & Associates, a major U.S. shopping center developer. The company had earlier written Mr. Martel suggesting there might be some basis for joint promotions of Canada at some of their principal shopping centers. In our follow-up, we have requested more specifics from them in order that we might better evaluate their proposal.

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PHOTO CAPTION

March 25, 1983

DRIVING HOME A POINT: Jonni Demsey, left, tries her hand at the "Loggers Luck" game at the Canadian Country Fair, held in Chicago. Ms. Demsey, National Fraternal Congress of America, was among more than 200 meeting and association executives attending the Fair, designed to stimulate meeting and conventions business to Canada. Looking on is Ms. Margot McFarlane, sales manager of the Hyatt Regency Hotel in Montreal.

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FOR IMMEDIATE RELEASE

March 10, 1983

ART GOES UNDERGROUND IN MONTREAL

There's buried art treasure in Montreal and anyone can search for it for the price of a subway ticket.

The treasures? Murals and sculptures, stained glass windows, enameled steel frescoes and ceramics which are spread throughout the city's bright and efficient subway system, the Metro.

From its inception, planners felt that the city's subway network should offer not only comfort and efficient service but also a pleasurable environment. Planners opted for the idea of assigning different architects to each of the stations with the aim of creating a lively and diverse whole. In addition, some stations included areas which later could be enhanced by works of art. Municipal authorities had envisioned that art works would be sponsored by private corporations and that, thematically, the art would depict the history of Montreal. The corporate community responded positively. When the first stage of the below-ground transportation system opened in 1966, the public found striking differences among the 28 stations along 14 miles of track, and the system soon became known as Montreal's underground art gallery.

- more -

The subway system quickly boasted eight major works including two back-lighted murals in stained glass honoring the city's founders and telling the story of music in Montreal; and a towering bas-relief in ceramic, highlighted by three wrought iron masks, paying homage to Canadian poetry. Interesting use of design and clear lighting had proven popular with subway riders, so the idea of varied architecture increased in importance. Art work, also, was used more frequently as more stations were creatively designed.

Integration, not addition, had become the ideal, according to Jean Dumontier, the person in charge of architecture for the Montreal Urban Community's (MUC) "Bureau de Transport Metropolitan." Mr. Dumontier's contention was that the artist and architect must work together at the conception of any new subway station. This concept became the norm as the art works moved toward the abstract from figurative depictions of history. Designs representing "movement" increased in popularity. Art also began to be commissioned by MUC, rather than leaving the work to the generosity of private industry.

Many of the stations, themselves, are regarded as works of art. Among some of the more interesting ones are:

- Joliette, featuring an illuminated mural in glass and stainless steel opposite the entrance turnstyles. The work is composed of six elements (covering together about 10 x 40 feet) representing solar movement.
- l'Assomption, with both sides of its 125-foot corridor having brightly-colored shapes representing mechanical elements.

- Pie IX, showing a 72-foot concrete mural of detailed textures and flowing movements highlighted by a mythological figure in aluminum.
- Langelier, with its resonant tube sculpture which sway when trains arrive and depart, creating melodic sounds.
- Snowdon, a red brick building featuring imposing murals consisting of 130 joined panels rising eight feet above the platform to depict "winter" on one level and "spring" on another.
- Vendome, resembling the shape of the subway's trains, is a space-age structure of concrete and stainless steel highlighted by a modern glass mural whose reflected colors dance across the spiralling steel sculpture next to it.

Not only are the stations works of art, but also the Metro cars, with many of the new ones having etched murals of the city.

The transit commission now retains a full-time design consultant and the popularity of the underground art gallery has become well established. Temporary museum exhibits at the stations may be included in the gallery for the future.

All this art and architecture, with a quick transportation system to boot--that's the Montreal Underground Art Gallery!

# # #

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March 10, 1983

PHOTO CAPTION

UNDERGROUND ART GALLERY: Large art murals, seen here, are commonplace sites throughout the subway system in Montreal. The city's transit commission retains a full-time design consultant to assure the artistic quality of "Montreal's Underground Art Gallery."

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MAY 16 1 30 PM
REGISTRY

FOR IMMEDIATE RELEASE

WORLD UNIVERSITY GAMES TO BE HELD IN EDMONTON, ALBERTA JULY 1-11

EDMONTON, ALBERTA, March 1, 1983 -- The World University Games--largest single sporting event to be held anywhere in the world in 1983--will be conducted in Edmonton, Alberta, July 1-11.

Some 4,500 athletes and officials from 85 countries will take part in the sports spectacular, also called "Universiade '83," which is expected to be seen by 700,000 spectators. A total of 10 events will be held including track and field, swimming, diving, cycling, fencing, basketball, gymnastics, volleyball, tennis and waterpolo over 10 days of competition.

The Games at Edmonton will be held one month prior to the Pan American Games and 13 months prior to the Olympics in Los Angeles. Because the U.S. has no international events scheduled in 1984 prior to the Olympics, the World University Games will take on added significance as the major world sporting event in the 13 months prior to the Olympics.

- more -

"The scheduling of the University Games and Olympics in North America just 13 months apart virtually guarantees us the best university athletes from around the world," said Ed Zemrau, Universiade '83 president. "The Soviets, Chinese and Americans will all send full representative teams to Edmonton. In the case of China, their 300 athletes will be the largest team put together for any competition outside their own country."

The most significant differences between the World University Games and the Olympics are related to their staging and eligibility of competitors. The University Games are held every two years--the Olympics every four. While the Olympics have no age limitations, University Games competitors must be between the ages of 17 and 28 and must have attended a post secondary school no more than one year prior to competition.

The large majority of athletes who competed in previous Olympiads also competed in the University Games. At the 1980 Moscow Olympics, for example, 20 of the Soviet gold medal winners and seven of the eight gold medalists from Italy also competed in the University Games.

This year will mark the first time the Games have been held in North America since they were organized as a modest event for a few European schools in 1923. Since that time, they have grown to become one of the world's most important sporting events, second in scope only to the Summer Olympics and twice the size of the Commonwealth Games.

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sales promotion
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PROGRESS REPORT

Client: CANADIAN GOVERNMENT OFFICE OF TOURISM

Date: February 1983

Reported By: Dennis Cline

The following activities were undertaken on behalf of the Canadian Government Office of Tourism by Aaron D. Cushman and Associates, Inc. during the month of February 1983.

I. MEDIA ACTIVITIES

A. Although Air Canada turned down our request to provide complimentary transportation to "PM Magazine" to Saskatchewan and Alberta, the trip is still planned, with the t.v. crew paying their own fare. We are providing a van for the crew in both provinces, courtesy of the CGOT, and also have arranged for complimentary accommodations through CP Hotels for their stay in Alberta. They will be paying for their own lodging in Regina. The trip will begin April 8 and extend for 10 days.

B. We provided photos of the Polar Bear Express (via assistance from CGOT/Ottawa) to the Boston Herald for use in accompanying a story written by Chicago freelancer Serita Stephens. Ms. Stephens also has secured commitments from the Herald, Milwaukee Journal, Avenue M and Collage magazines to do stories on Nova Scotia. We will be assisting her in her travels there in July.

C. A luncheon interview for Gordon Roston was arranged for Chicago Tribune travel editor Al Borcover.

D. We are working with CGOT/Detroit to put together accommodations for Iris Sanderson Jones (freelancer) who has been assigned by Home & Away magazine to do a story on Western Canada. She is seeking to travel there in April.

E. Syndicated photo columnist D.J. Herda, whom we arranged to go to Whistler a year ago, reports that his article on Whistler skiing has been syndicated to 1,025 newspapers, including such newspapers as the Chicago Tribune and Milwaukee Journal.

F. The article by Hal Butler, whom accompanied us to Winter Carnival a year ago, appears in the February issue of Travel Holiday (see attached). It is a two-page story with two color photos.

G. TravelAge MidAmerica ran several stories we placed in its February 14 issue including a two-page story on Toronto (including two photos), written by Elizabeth Brewster whom we took there last September; a one-page story on a Jasper Alberta outfitter, written by Kathy Rodghier, who went with us to Alberta last July; and a one-page story on Stratford, resulting from an interview we arranged for representatives from Stratford when they were recently in Chicago.

H. We have sent a query to The Sporting News, a nationally syndicated sports newspaper based in St. Louis, concerning their doing a major story on the World University Games--particularly a pre-Game story talking about how the City of Edmonton has prepared for this big event.

I. The agency provided information about Vancouver to Jack Biesterfeld, of the Elgin Courier-News. His writing also is syndicated nationally by the Copley Feature Wire.

J. Jack Parry, outdoor editor of the Gary (Ind.) Post-Tribune, ran a full-page story on Quetico National Park, resulting from the interview we set up with Robin Stuart, Atikokan Chamber of Commerce representative who visited Chicago in February (see attached).

K. The Chicago Sun-Times informs us that the op-ed article we prepared with Robert Gayner on the subject of U.S.-Canada relations will be used.

L. The trip to Ottawa's "Winterlude" by Beryl Brownell of the Gary Post-Tribune and Dorothy Austin of the Chicago Messenger Newspaper chain went very well, according to reports by the two travel journalists. Both had high compliments for City of Ottawa personnel and CGOT representatives who assisted them.

M. Feature articles were prepared and distributed on "Montreal's Underground (subway) Art Gallery" and the "World University Games" to travel editors and art magazines and travel and sports editors, respectively.

II. "CANADA DAY" AT THE BALL PARK

We have submitted queries to both Chicago baseball teams to determine what interest there might be on their part for doing a promotion tied into a game with a Canadian team. Ideally, something can be arranged for Dominion Day when the Expos are hosted by the Chicago Cubs. We hope to coordinate with the Cubs, Expos and Mr. Gayner's public affairs office.

III. SATW FREELANCE COUNCIL MEETING

A meeting was held with the agency, American Airlines, Canadian Consulate General/Tourism office, Ontario Tourism and Stratford Tourism regarding our proposal to sponsor a post-trip for the Freelance Council of the Society of American Travel Writers to Ontario following their May meeting in Chicago. All were in accordance that the proposal was a valid one and that the matter should be turned over to the tourism offices of Toronto and Ontario to work out details.

However, soon after that meeting, we learned that the meeting in Chicago had been cancelled. We then contacted Dale Remington, chairman of the Freelance Council, to see if they would consider holding their meeting in Toronto and then take post-trips from there afterward. Mr. Remington was very receptive to our alternate recommendation and we in turn notified Mr. Richard, Toronto, Ontario, et al, to modify their planning. Plans are currently progressing.

IV. CANADA ASSOCIATION OF TRAVEL

Dennis Cline accompanied the Board of Directors of the Canada Association of Travel to Montreal for its February meeting. During the meeting, it was expressed by all that the C.A.T. quarterly newsletter is an excellent informative resource and sales tool, and that the publication should not only be expanded, but also begin accepting advertising to defray its costs. We are now examining formats for producing an expanded version of C.A.T. News.

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FOR IMMEDIATE RELEASE

January 20, 1983

REACHING GREATER HEIGHTS: Two members of the Canadian Mt. Everest Climbing Expedition team were on hand to greet visitors to the hospitality suite of the Canadian Government Office of Tourism (CGOT) during the 25th Annual Meeting of the Joint Conference on Medical Conventions, held in Chicago. Theme of the conference was "Reaching Greater Heights." From left are: Bill March, expedition member; Ron Merrick, manager of conventions and incentive travel for CGOT; John Amatt, expedition member, and William G. Janzen, manager of meeting services for the American Academy of Pediatrics.

# # #

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FOR IMMEDIATE RELEASE

January 10, 1983

CANADA MARKETPLACES

SET FOR FEBRUARY 8, 9, 10

IN CHICAGO, MILWAUKEE

Travel agents in the Chicago and Milwaukee areas will have an opportunity to see what Canada has to offer in the new year through a series of three February marketplaces.

Sponsored by the Canada Association of Travel (C.A.T.), in conjunction with the Canadian Consulate General/Tourism, "Canada Marketplace '83" will be held February 8 and 9 in Chicago at the Westin Hotel and Ramada Inn O'Hare, respectively, and February 10 at the Marc Plaza in Milwaukee. More than 30 exhibitors, representing some of the top hotels, tour operators and attractions selling Canada, will be participating, according to Fred Richard, C.A.T. chairman.

"We're very encouraged by the number of excellent exhibitors that will be taking part in the Marketplaces," said Richard, "and we are confident that their presentations will be worthwhile to the attending travel agents."

- more -

In each of three locations, the Marketplace will be held from 5:30 p.m. until 7 p.m., followed by dinner and an audiovisual presentation: "Canada '83." The Marketplaces are open to all travel agents. However, dinner is limited to two persons per agency (admission is by ticket).

C.A.T., formed a year ago in Chicago by the Canadian Consulate General/Tourism, consists of more than 200 members working together to promote travel to Canada.

For further information about the Marketplaces, please contact the Canada Association of Travel at 312/922-5778.

# # #

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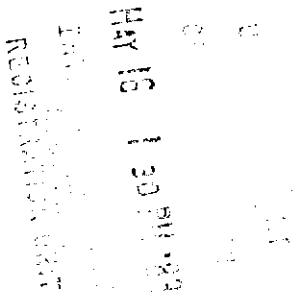
FOR IMMEDIATE RELEASE



COUNTRY FAIR SALUTING CANADA-COUNTRY

DEBUTS FEBRUARY 8

CHICAGO, IL, January 29, 1983 -- A country fair atmosphere--complete with exhibit booths, Canadian livestock and a carnival midway--will highlight the "1983 Canadian Country Fair" scheduled for February 8, 1983 at the Westin Hotel in Chicago.

The annual Canadian marketplace in Chicago, sponsored by the Canadian Government Office of Tourism (CGOT) and suppliers to the Canadian Conventions industry is expected to attract more than 500 meeting planners and association executives who will view more than 50 exhibits.

"We're trying something different this time," explained Ron Merrick, manager, Conventions and Incentive Travel for CGOT, "a change of pace from our customary marketplace theme. We wanted to create an exciting atmosphere whereby we could showcase the many features of Canada to our attendees. With that in mind, we chose the country fair theme, with the emphasis being on the word 'country'--that country, of course, being Canada."

- more -

The indoor fair, held in the Cotillion Room of the Westin between 10 a.m. and 3 p.m., will feature:

- Fifty exhibits encompassing Canadian lodging, convention centers, attractions, transportation
- A real Canadian "livestock" exhibit
- A picnic area featuring country-style cooking, accented with many authentic Canadian dishes
- Entertainment by the Canadian Country Fair roving band
- A "sideshow" called "Everything You Wanted (Needed) to Know About Canada Customs" (an on-going presentation)
- A carnival "midway" with Canadian-themed games of chance, complete with prizes

All attendees will have the opportunity to win a trip for two to Montreal by competing in the "Exhibitors Round-Robin."

For further information on the Fair, contact Ron Merrick at 312/922-5778.

For nearly 50 years, the Canadian Government Office of Tourism has taken a leading role in developing, stimulating, encouraging and coordinating joint marketing programs to promote Canada as a travel destination. CGOT has 14 offices in major urban centers across the U.S. staffed by trade commissioners skilled in working with travel industry partners to help them build a lucrative business to Canada.

# # #

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FOR IMMEDIATE RELEASE

December 27, 1982

PHOTO CAPTION

SMILES FOR THE SNOWMAN: Bonhomme Carnaval, the friendly snowman and official symbol of the Quebec Winter Carnival, greets participants in the recent Henry Davis Show in Chicago. Dates for the neat Carnival are February 3-13, 1983. From left are: Normand Hall, Tourism Quebec; Bonnie Loach, Lefte Banque Travel; Bonhomme Carnival; Janice Martin, M.P. Worldwide Travel; Larry Kogut, Canada Tourism; and Jean Guy Ouimet, Quebec Winter Carnival.

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FOR IMMEDIATE RELEASE

December 20, 1982

LIVING SNOWMAN REIGNS AT QUEBEC WINTER CARNIVAL

The Snowman will again be king next February in Quebec, Canada, as the world famous Winter Carnival casts its magical spell over the million attendees.

Named Bonhomme Carnaval, the "living" snowman will, as always, be the focal point of the many activities in this annual event, held in Quebec City February 3-13. Among the more than 100 events scheduled are:

- Inauguration of the Carnival and Queen Coronation -- The festivities begin with a formal opening ceremony at Bonhomme's majestic Snow Castle, constructed of more than 700 tons of snow. The Carnival Queen also is chosen, with the Queen's Ball celebrated the next night (February 4).
- International Snow Sculpture Competition -- Sculptors from more than a dozen countries create life-sized figures, surrounding Bonhomme's Snow Palace (February 1-6).

- more -

- The Carnival Parades -- The first parade winds throughout the streets of Quebec's Lower-Town (February 5), while the second delights spectators in Upper-Town a week later. The parades feature dozens of floats, marching bands, clowns and costumed characters.
- The Canoe Race -- Teams battle floating ice chunks and a swift current in their race across the St. Lawrence River (February 13).

At Place des Enfants, children can delight to a multitude of activities, and sports enthusiasts can take part in various contests at Place Carnival on the St. Charles River, including cross-country skiing, skating and snowshoeing.

Artists and craftsmen can be found in their own surroundings at Place des Arts, while a variety of social activities, each with specific themes, are busily in progress at Place due Manege. Other family sporting events are held at Place Rive Sud.

At Quebec Winter Carnival, there's literally something for everyone.

# # #

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MAY 15 1 20 PM '83
REGISTRATION UNIT

FOR IMMEDIATE RELEASE

December 20, 1982

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PROGRESS REPORT

Client: CANADIAN GOVERNMENT OFFICE OF TOURISM

Date: November 1982

Reported By: Cher Patric, Dennis Cline

The following activities were undertaken on behalf of the Canadian Government Office of Tourism by Aaron D. Cushman and Associates, Inc. during the month of November.

I. MEDIA ACTIVITIES

A. As a result of our contact with Ms. Jo Ann Barwick, editor of House Beautiful Magazine (circ. 870,000) several months ago, the publication will be running a six-page color spread on a Quebec country cottage in its January issue. (An advance copy of the article is attached.)

B. More ski story results, based on our media work last year, continue to appear. Cross-Country Skier magazine ran a three-page spread on the skiing at Banff, based on the experiences of D.J. Herda and Yvonne Smith, whom we sent. According to Mr. Herda, other stories will begin appearing shortly in his photography column ("In Focus") that is syndicated to 2,000 newspapers across the country. Jeff Frees, freelance writer, whom we arranged to accompany Doug Burgon to Whistler/Blackcomb, also made his first placements -- the Dallas News, Houston Chronicle and St. Louis Post-Dispatch with combined circulation of 1,261,200. A copy of the Dallas News article is enclosed (we have no copies of the other clippings yet). His story also is due to appear shortly in Ski magazine.

C. Our abbreviated Ski Canada "kit" was distributed to Mid-western newspapers and freelance ski writers. The information consisted of a round-up story on all of Canada's many ski locations, a locator map and a black and white photograph showing skiers at Whistler Mountain. Originally the kit was to have contained a ski directory and other stories -- such as one on the economic impact on Canada from skiing -- but due to the unavailability of information, we chose to proceed with what we had rather than delay the mailing.

D. At the request of Consumer Digest magazine, we provided information on budget travel in Canada.

E. We prepared a story on the 1983 Winter Carnival. It has been approved by Mr. Richard and will be distributed to newspapers, magazines and travel trades next week. A photograph showing a montage of Winter Carnival activities will accompany the feature release.

F. A photograph and caption, showing Bonhomme Carnival at the Canada booth at the Henry Davis Show in Chicago, was sent to travel trades.

G. The agency sent a note to more than one dozen fashion-oriented magazines suggesting Canada as the site of their next fashion photo shoot. A color spread in a Vogue or Harper's, showing Canada's magnificent scenery as a backdrop for their fashion feature can be very effective in showing off your country's beauty. If any of the magazines were to pursue this idea, we will assist in making their arrangements.

H. As a follow-up to the offer from Robert Gayner to be available for media interviews, we contacted Chicago area radio and television stations having talk show formats. As a result we were able to schedule Mr. Gayner on WCIU-TV Chicago for that station's half-hour "Business Newsmakers" feature. Subject matter, besides business-oriented topics about Canada, also included mention of the new Chicago-Toronto rail service.

II. 1983 CANADA PUBLIC RELATIONS PROGRAM

Cher Patric, Dennis Cline, Fred Richard and Pat Coyle met to discuss thoughts for the public relations plan that will be executed by Aaron D. Cushman and Associates during the first six months of 1983. A final, written plan will be completed in December.

III. 1983 CANADIAN COUNTRY FAIR

The agency is proceeding in its role in development of the Canadian Country Fair concept, meeting with Ron Merrick to work out details for the event. We are working with a designer to create a special logo for the Fair. We also are developing a special invitation. Our plan is to publicize the Fair in not only the travel trades, but also in the local Chicago media. It is our feeling that the concept of a "Country Fair" in Chicago in the middle of winter will be a nice contrast and worthy of the attention of the press.

IV. JOINT CONFERENCE ON MEDICAL CONVENTIONS

In another project we are involved in with Mr. Merrick, we designed a special invitation to invite guests to the Canadian Hospitality Suite of the Joint Conference on Medical Conventions in Chicago on January 4, 5 and 6. The interesting angle of the Hospitality Suite is that two members of the Canadian Mt. Everest Climbing Expedition Team will be hosting it, tying in nicely with the Conference theme "Reaching for Greater Heights." We will attempt to secure media interviews for the two climbers while they are in Chicago.

V. MISCELLANEOUS

At the request of the Public Relations Society of America (PRSA), which is having a Mardi Gras party in February, we secured a weekend get-away package for two in Toronto, to be used as a prize for attendees.

Dennis Cline attended the regular monthly board meeting of the Canada Association of Travel.

The approximate ad dollar equivalent reported earlier for the media trips the agency escorted to Quebec, Manitoba and Alberta was an incorrect figure. The value we quoted of $72,000 was not multiplied by the PR factor of "4;" which would bring that figure up to $288,000.

Canada

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Chicago, IL 60601

FOR IMMEDIATE RELEASE

November 24, 1982

CANADA OFFERS SKIERS

100-PLUS SKI SPOTS

Sporting more than 100 ski resorts in nine of its 10 provinces, Canada will again be the scene of a full winter of ski activities during the 1982-83 season, with more than 700,000 U.S. skiers expected.

In the Canadian Rockies, the Lake Louise ski area--claimed to be Canada's largest--will be able to accommodate more skiers this season due to the newly refurbished Chateau Lake Louise which previously was closed during the winter months. Ten minutes from the Chateau is the mighty Mount Temple-Ptarmigan-Whitehorn ski complex. First-time visitors to this expansive three-mountain lift and trail network are advised to take advantage of the "Friends of Lake Louise" program at the base lodge. A free guiding-escort service, the program provides an introductory tour of the trail system.

The new Paradise triple chair servicing the backside of Eagle Ridge not only increases the area's lift capacity to 1,800 skiers

- more -

per hour, but also opens up ego-tripping bowl skiing for intermediate-expert class skiers. Combined with some great powder-hounding and glade skiing through trees toward the bottom, this area possesses terrain as good as the already popular Boomerang and Saddleback runs.

While the Lake Louise off-mountain facilities and accommodations continue to expand and become more varied each year, it is Banff, just 33 miles down the Trans-Canada Highway, that remains the downhill ski capital of the Canadian Rockies. Mount Norquay and Sunshine Village, with runs stretching up to 1½ and 5½ miles respectively, are both favorites of skiers.

Heli-skiing also is a popular sport in Alberta with packages available for the Bugaboos, Cariboos and Monashees.

A strong rival to the Lake Louise ski areas in Alberta is the equally spectacular snowy slopes found at Whistler-Blackcomb, 75 miles north of Vancouver in British Columbia. These two majestic mountains, flanking the quaint town of Whistler Village, continue to expand lift, trail and base facilities--$50 million spent there this past year alone. The village is strategically situated to provide direct lift access up either mountain. Whistler Mountain has the highest lift-serviced vertical drop (4,280 feet) in North America.

Opening for the new season is the year-round resort and conference center--Delta Mountain Inn, Crystal Lodge, Carlton base lodge and the final phase of the Whistler Village Inn.

Elsewhere in British Columbia, there's Big White, located 35 miles east of Kelowna, B.C., where a half-dozen motels and hotels will offer overnight accommodations and a one-day lift ticket for $20.25 per person. Bus transportation to and from the slopes is available at a comparable saving. For the less economy-minded, Big White's ski village, right on the mountain, rates as one of the most scenic alpine spots in the whole Okanagan Valley.

Not yet a legend in the North American ski world, Panorama Mountain, near Invermore, B.C., is rapidly gaining in popularity. With 3,200 feet of lift-serviced vertical drop, the mountain offers a unique opportunity for skiers to do heli-skiing. Two other mountains in British Columbia offering helicopter skiing are Purcell and Selkirk, with seven operators having programs ranging from one day to a full week.

Ontario lists 19 ski areas, with the Thunder Bay region being among the most popular with some of the finest alpine ski spots to be found in mid-continental North America. At Mount McKay, a new 30-unit snowmaking system has been installed, capable of blanketing the mountain within a 24-hour period.

Equally impressive is the multi-million dollar snowmaking system installed at the top of the 2,000-foot peak of Mont Tremblant in the fabled Quebec Laurentians--the site of extensive trail widening and terrain grading over the past several years. Two dozen ski areas can be found throughout the Laurentians and another dozen elsewhere in the province.

CANADA OFFERS SKIERS . . .
ADD THREE

The remaining five Canadian provinces offering a wide array of ski resorts and activities are Manitoba, New Brunswick, Newfoundland, Nova Scotia and Saskatchewan, which collectively have 28 winter resorts.

Altogether, Canada has a ski area to suit everyone's taste and pocketbook.

# # #

public relations
sales promotion
marketing

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PROGRESS REPORT

Client: CANADIAN GOVERNMENT OFFICE OF TOURISM

Date: October 1982

Reported By: Dennis Cline, Cher Patric

The following activities were undertaken on behalf of the Canadian Government Office of Tourism by Aaron D. Cushman and Associates, Inc. during the month of October.

I. MEDIA ACTIVITIES

A. Erma Perry, freelance travel writer, appeared on a radio talk show on WNBC in New Hampshire during which she talked about her experiences in Prince Edward Island (we arranged trip with CGOT/Ottawa). A copy of the radio tape is enclosed. Ms. Perry also has been preparing several stories on her trip for use by The Christian Science Monitor, Portland Telegram, Washington Times and a string of suburban Philadelphia newspapers.

B. George Bush informs us that his article on family travel in West and Eastern Canada is scheduled to appear in Better Homes and Gardens next July. Meanwhile, he requested an assortment of color transparencies from us to be used with his article (since the weather on his trip was not always condusive to good photography). His request was passed on to CGOT/Ottawa who will comply by sending the artwork to the magazine directly.

C. Freelancer Gordon Quarnstrom contacted our office to check out a rumor about a media trip to Chateau Lake Louise, coinciding with the official opening of the hotel's remodeled portion. We checked with our local CP Hotels contact who explained that no press party was planned; only a reception for employees and certain key corporate clients.

D. The story on Vancouver we helped coordinate with the Kansas City Star appeared (see enclosed). In addition, we also assisted the Star in obtaining a photograph of Cobalt, Canada, for use in a story they will be running on that city (CGOT/Ottawa sent the photo directly to the newspaper).

E. We prepared a news release on the appointments of Pat Coyle, Bob Rannard and Don Hodgson by CGOT in Chicago. The release was distributed to Chicago newspapers and to travel trade publications.

F. The Agency again contacted the network television prohram "Real People" concerning their doing a feature on heli-skiing with the focus on Hans Gmoser. The producers (withwhom we had arranged for the feature last March but was later cancelled) are currently reviewing our proposal. Hopefully, we will be successful in rescheduling the feature for this winter season.

G. In our follow-up with the travel writers we took to Toronto in late September, we have learned that TravelAge MidAmerica will be publishing their story in a special Canada issue next January. The story for the Lerner newspaper chain has been written and is due to be printed sometime over the next few weeks. The story in Mobile Motorist is unscheduled to date but most likely will appear before next summer.

II. SKI CANADA

We are in the process of developing a "Ski Canada" press packet that will go out to ski writers and sports editors. The packet will consist of a general story on the diverse major ski areas available in Canada, a "fact sheet" on Canada ski areas and their unique features, a map showing the top 10 ski areas, a story on the economic impact of skiing to Canada, a skiing directory and black and white glossies of skiers and ski resorts. In addition to the sports writers and editors, travel page editors and business editors will also be serviced with the general ski and economic stories, respectively.

III. BOB GAYNER

At the request of Robert Gayner, Consul General of Canada in Chicago, via Fred Richard, we have developed a plan for using Mr. Gayner as an added dimension for obtaining exposure for Canada tourism. Our plan will include preparing op-ed page articles for him and scheduling him for interviews with news-papers, radio-TV talk shows and for public speaking engagements. Subject matter will include his comments on a variety of topics relating to Canada, including trade, the arts, culture and, of course, tourism.

IV. CANADA MARKETPLACE

The Agency has developed a program for the February 8 marketplace in Chicago based on our suggested theme "The 1983 Canadian Country Fair." The fair, designed in the spirit of a county fair, will be targeted at increasing exposure for Canada as the prime destination for association and meeting executives. That same theme, complete with games, balloons, popcorn, etc., will also be carried out for two more "country fairs" run by the Canada Association of Travel in Chicago and the suburbs for the benefit of its members and area travel agents. We are working with Ron Merrick and Fred Richard in putting the whole program together.

V. CANADA ASSOCIATION OF TRAVEL (C.A.T.)

A. The winter issue of the C.A.T. newsletter was published and distributed (see enclosed).

B. The special C.A.T. membership brochure was printed and will be distributed this month to current and potential members (see enclosed).

C. We attended the regular monthly meeting of the C.A.T. Board of Directors.

VI. MISCELLANEOUS

- At the request of CGOT/Ottawa, the Agency's reporting responsibilities will henceforth be to them, with copies of our monthly progress report going to Louis Rocque in addition to Fred Richard. Our on-going working relationship will continue to be with the CGOT office in Chicago.

- We prepared a report for CGOT/Ottawa affixing approximate advertising dollar value to print and broadcast exposure garnered thus far from the three media trips we escorted to Alberta, Manitoba and Quebec. The total, at this point, stands at $72,000 with more results anticipated.

Canada

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FOR IMMEDIATE RELEASE

THREE APPOINTMENTS ANNOUNCED AT

CANADIAN CONSULATE GENERAL/TOURISM IN CHICAGO

CHICAGO, IL, October 28, 1982 -- Three new staff persons have joined the Canadian Consulate General/Tourism office in Chicago. Transferring from the Canadian Government Office of Tourism headquarters in Ottawa were Patrick Coyle, Donald Hodgson and Robert Rannard. Coyle will be responsible for media relations; Hodgson for tour operations and Rannard for consumer travel information.

# # #

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D. C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

   Yes _____ or No X

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

   Yes X or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Edward D. Cushman
Signature

May 5, 1983
Date

Aaron D. Cushman, President
Please type or print name of signatory on the line above

_____
Title

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