

15 APR 1991

For Six Month Period Ending _____

(Insert date)

Name of Registrant

Registration No.

Ellis Associates

2617

Business Address of Registrant

41 Union Square West - 420
New York, NY 10003

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

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

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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:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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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:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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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:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

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

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

South African Tourism Board (SATOUR)
747 Third Avenue
New York, NY 10017

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:

SEE ATTACHMENT I

¹The 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 activity² 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.

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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.

²The 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 other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a 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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
15 October 1990 through 15 April 1991	SATOUR	Fees - Monthly - \$6,500	\$39,000.00
15 October 1990 through 15 April 1991	SATOUR	Expenses Reimbursed See 15 (a)	8,337.14
			Total \$47,337.14

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ 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:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A 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).

⁴Things 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.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHMENT II

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ 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:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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SEE ATTACHMENT III

(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 value⁵ 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:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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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.

⁵Things 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 A⁶ Yes No
- Exhibit B⁷ 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 represent 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.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, 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.

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.)

Peter J. Celliers

PETER J. CELLIERS

Subscribed and sworn to before me at NEW YORK CITY, N.Y.

this 9 day of MAY, 19 91

ROBERT GROSSMAN
Notary Public, State of New York
No. 30-1589730
Qualified in Nassau County
Commission Expires May 31, 1993

Robert Grossman
(Signature of notary or other officer)

⁸The 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.)

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 CRM-154, formerly Form OBD-64 - Supplemental Statement):

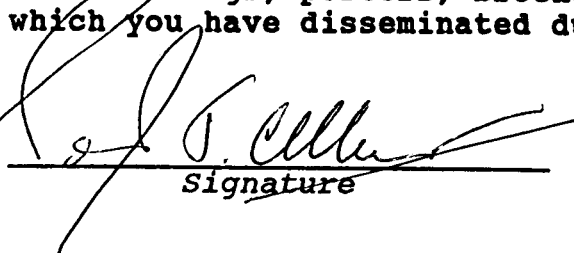
Yes _____ or No X _____

(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.)



Signature

PETER J. CELLIERS

Please type or print name of signatory on the line above

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

May 13, 1991
date
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OWNER

Title

OCTOBER MONTH END REPORT
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S. A. Contacts

- ..Acknowledged receipt of Springbok Atlas offerings for use in the Newsletter.
- ..Wrote Safari Tours at Hazyview to check on their special tour rates for seniors.

Guidance

- ..Roughed an evaluation of the current economic climate and its impact on tourism for Bertus van Zyl.
- ..Reported negatively to Bertus van Zyl on the Travel Agents Owners & Managers Association International and the International Society of Meeting Planners.

Special Group Tour

- ..Supporting Charles Cadieux' initiative of trying to organize a paid group trip for outdoor writers, asked for brochures to be sent to Leslie Gaines and Jack Samson.

American Jewish Congress

- ..In light of total absence of reaction by Jewish Board of Deputies to our request for a simple letter of invitation, suggested we (again) drop the whole idea of encouraging a flow of tourists through the American Jewish Congress.

Then heard that the letter was reported to be sent, but was never received - so asked for a copy to be faxed to us, since that would do the trick.

Advertising

- ..Provided a run-down on a number of radio stations for Bertus van Zyl in Pretoria and an opinion regarding the usefulness of advertising with them. Also contacted Patric Evans at the S. A. Embassy for a corroborating view.
- ..Advised Bertus van Zyl that Eric Friedheim had called to reinforce his earlier explanation that the new owners of Travel Agent Magazine were not anti-S. A.
- ..Conveyed to Bertus van Zyl impressive samples of advertising created by Tom Bulloch which have generated substantial business for S. A. PH David van der Meulen.

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OCTOBER MONTH END REPORT

Page 3

Promotion

- ..Followed up with Orlando (FL) Sentinel to check if used S. A. photo on their new sales manual.
- ..Checked with Ed Elliott to determine if had used S. A. photos in his newsletter promotion.

Photos

- ..Asked Efram Weitzman of Darshan Magazine to be more specific in his request for photos.

Guide Books

- ..Renewed contact with Gerry Ellis - to remind him of his earlier interest in a natural history guide to S. A.

West Coast Press

- ..Sent Nico Steyn several lists of smaller Los Angeles area newspapers and California weekly newspapers in anticipation of visit there.

Directories

- ..Read proof and made corrections on S. A. section of the 1991 Newsweek diary.
- ..Updated SATOUR/New York entry in International ABC Aerospace Directory.
- ..For 1991 edition, reminded Travel Industry Personnel Directory to substitute Nico Steyn for Steve Delpont as manager, Western U. S.

Don Lindsay

- ..Reminded the "Living with Animals" T. V. show that we were still waiting for videotapes of their long interview with PHASA's Donald Lindsay in Washington.

Videos

- ..In response to request from Lori Greene of The Travel Channel TV cable network, asked Audience Planners to lend her all our 3/4" S. A. videos - and also offered Ms. Greene speakers on a variety of S. A. topics.
- ..A lady who saw our "South Africa" video at Paul Grimes (Conde Nast Traveler) asked us to send copies to three couples who were planning a trip to South Africa.

OCTOBER MONTH END REPORT

Page 4

Press Trips - Current

- ..With an easing of the press trip budget, contacted Phyllis Funke (Hadassah Magazine), Dr. Karl Neumann (medical column on travel) and Jill Rigby (Toronto Sun) to advise that we could take them individually to S. A. starting about November 17.

Rigby called to regret that time conflicts made it impossible. Neumann did not reply, nor returned phone calls. Funke accepted - and asked for a November 21 departure.

- ..Outlined a tentative itinerary for Funke and sent this to Head Office - leaving a fair amount of open time for meetings with members of the Jewish community.

Sent in a motivation for her and conveyed our usual media notes.

Press Trips - Future

- ..In order to encourage business travel suggested we invite a group of business writers and asked Head Office to draft an itinerary.

This would be our third group of specialized journalists to be invited in 1991 - for birding magazines, business editors and gardening editors.

- ..Suggested a garden editors tour at the time of the orchid show in 1991 and asked for itinerary to include Namaqualand, Kirstenbosch, Kruger National Park and more, and meetings with top S. A. botanists and floral specialists (and see "Releases").
- ..For press groups covering the 1991 Indaba, suggested a pre-conference itinerary of a week (for journalists ONLY, not with travel agents) including the Blue Train.
- ..Sent a motivation for Tobias Schneebaum and roughed an itinerary for Head Office to improve for his coverage of tribal art for a book and a story on a Ndebele village for Architectural Digest.
- ..Acknowledged receipt of letter from The Village Voice expressing interest in S. A. reportage by Vivian Gornick. Planned a meeting with her to rough out a useful itinerary. Sent in a motivation for her.

Recognizing that Ms. Gornick plans to stay on at her own expense for six or seven weeks after we underwrote

OCTOBER MONTH END REPORT
Page 5

-
- a "once-over-lightly" tour of South Africa, roughed such an itinerary for her as a preliminary to discussion.
 - ..Renewed discussion with Jeffrey and Myrna Blyth about visit to South Africa. She is editor of Ladies Home Journal (circulation five million plus) and he does the New York reports on SABC's South Africa Today. Roughed an itinerary as an inducement.
 - ..Proposed visit to South Africa by Leonard J. Hansen, whose column for seniors goes to some 200 newspapers taking the Copley News Service.
 - ..Since Jill Rigby could not go to S. A. in November (see "Press Trips - Current") suggested mid-June or late August for the travel editor of the Toronto Sun.
 - ..Thanked John Taylor for photos of F. W. de Kerk at Arlington Cemetery in Washington. Confirmed that we'd ask Zambia Airways for trip underwriting in 1991 for mention in his hunt story in Petersen's Hunting. Added that there'd be no problem booking Mrs. Taylor if he paid her fare.
 - ..Asked Lea Lawrence for a breakdown of stories resulting from his 1989 trip and prospects of yield from a 1991 trip so as to justify request for trip underwriting.
 - ..Wrote Durwood Hollis to line up more placements if he wanted to go back to S. A. as our guest a second year in a row (and see "Press Trips - Past").
 - ..Reminded Lou Bignami that even if he couldn't go to S. A. in 1991, we'd still like to have him when he can work out the time.
 - ..Urged Denver Bryan to get some assignments if he wants us to take him to S. A. as our guest.

Press Trips - Negative

- ..Advised Paul Warren of Vancouver, BC that we could not provide trip underwriting on less than six weeks notice without specifying eventual outlets.
- ..Advised Annette Bartle that we had no press trip openings until after April 1, 1991.
- ..Held off request of Hex Teison (Travel Smart Newsletter) for trip underwriting (at Christmas time) and said we could reconsider after April 1, 1991 only.

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Page 6

- ..Advised Susan Suthergreen that there was no way we could provide travel underwriting in the holiday season. Suggested she get the OAG publications to assign her to cover the Indaba.

Press Trips - Past

- ..Followed up with Marie Mattson, Arky Gonzalez and Tony Conboy to check on output following their return from S. A. group press tour.
- ..Sent videotape of the De Wildt Cheetah Breeding Station on loan to Steve Libby to give him added data for article on Ann van Dyk's operation.
- ..Advised Bertus van Zyl that Graham Boynton was coordinating production of a safari story dealing with all of Southern Africa to appear in Conde Nast Traveler in March or April of 1991.
- ..Congratulated Graham Boynton on his balanced article about Winnie Mandela in Vanity Fair.
- ..Thanked Al Yendes for copy of article on his Zululand hunt from the October Petersen's Hunting.
- ..Thanked Vince Egan for his game viewing story in the Thomson newspaper group of Canada.
- ..Congratulated Onne Van Der Wal on evocative piece in Sailing Magazine.
- ..Congratulated Durwood Hollis on story about Capstick hunting knives in Blade Magazine (and see "Press Trips - Future").
- ..Acknowledged Tom Brakefield's enthusiastic report on his return from South Africa, and noted that his books are published in London and Toronto as well as New York.

Newsletter

- ..Have held up production of the next several newsletters because of budget limitations.
- ..Meanwhile have asked three other companies - Argold, Media Distribution Services and Darlington Productions - for estimates on printing and shipping a single sheet newsletter. This both on the textured paper we have been using and on SATOUR release paper we would supply.

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Costs ranged from \$5,200 to \$9,725 for production and distribution of 15,000 newsletters.

..Sent past issues of our Newsletter to John Doig at S. A. Embassy in Ottawa and, at his request, added his name to our mailing list.

Story Placement

..Advised Guenther Dettweiler that Hunt Magazine could only wait another 30 days for the story on his do-it-yourself hunts.

..Reminded Mary Hopkins that Travelife Magazine still had a South Africa story in reserves.

..Thanked Sibby Christensen for including South African item in her "Special Edition" round up for the Associated Press.

..Sent Country Inns booklet to producer of semi-annual "Hideaways International".

Press Contacts

..At request of Paul Grimes (ex New York Times) contacted New York Times deputy editor Donna Laurie to reassure her that her holiday trip to South Africa would not be construed in South Africa as a journalistic enterprise, and gave her Pretoria contacts at SATOUR in case of trouble. Alerted Bertus van Zyl to this so as to advise Head Office.

..Maintained routine contacts with George Martin (American Handgunner), Ray Chanaud (Onboard Services Magazine), Gerald Goodrum (Senior World), Chuck Cadieux (outdoor writers tour), freelancer Hal Swiggett, newsletter editor Dr. Michael Quigley, Mary Hunt (Business Traveler International), freelancer Deborah Williams, Griffin Smith (Arkansas Democrat).

Releases

..Sent release on 1991 orchid show to garden editors of the top 84 newspapers, to convention and trade show magazines, to wire services and news weeklies and to selected home magazines and gardening magazines (and see "Press Trips - Future").

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Page 2

Queries to Pretoria

- ..Advised Bertus van Zyl for meetings department in Pretoria that February, March and April 1991 issues of Physicians' Travel & Meeting Guide would be listing any July, August or September medical meetings we could announce on cholesterol and on hypertension.
- ..For possible newsletter use, asked for amplified details on the offerings (cited in SATOUR News) of Bushlady Trails and Noupoort Farm art workshops.

U. S. Justice Department

- ..Submitted the usual semi-annual report on our activities as an "agent of a foreign government" - a surveillance assigned to the Criminal Division!

Bureau for Information

- ..At very short notice, phoned all New York area travel trade publications to invite them to hear Cas Botha of the Bureau of Information discussing recent RSA political developments.

Two showed up - from Travel Agent and Travel World News.

- ..Provided Bertus van Zyl with some reaction on Mr. Botha's presentation - suggesting that the BFI should have supplied Mr. Botha with a stronger and more pointed talk.

SAA

- ..Conveyed to Bertus van Zyl copies of correspondence of American Handgunner editor Cameron Hopkins, who was charged for excess baggage without justification, in case Bertus wanted to raise the matter with Gavin van der Merwe.

Advertising

- ..At SATOUR/East's request, checked with Golf Life Magazine (Don McGrath) on their advertising expectations and likely editorial exposure of South Africa.
- ..Advised advertising manager Mike Thiel of Hideaways International that we could only consider advertising

NOVEMBER 1990 MONTH END REPORT
Page 3

after April 1, 1991 - and suggested that individual resorts, game lodges and travel services offered more promise for him.

- ..Acknowledged advertising examples received from Tom Bulloch.

Commercial Tours

- ..Checked with Bertus van Zyl whether we had any word on the proposed commercial tour for cattlemen to be led by Paul Andre of Beef Magazine - which has been handed to Solrep to develop.

Videotapes

- ..Having sent a full selection of our promotional videos to The Travel Channel cable television network at their request, was taken aback to have them all returned as "of poor visual quality" and "outdated."

Asked Bertus van Zyl if he wanted me to get a professional opinion on this.

Story Placement

- ..Saw that Family Circle Magazine was showing environmental concern with story on dioxins, so offered editor story on South African conservation effort.
- ..With Bertus van Zyl out of town when The Travel Channel planned a panel on S. A. safety, suggested an alternative date.

Press Contacts

- ..Congratulated Boston Globe travel editor William Davis - who has consistently refused to run S. A. articles - on carrying Rovos Rail article by Gloria Negri.
- ..Checked with Sherilyn Menten on her 1991 lecture plans and if any dates feature her lecture on South Africa.
- ..Maintained contact with Donald Atwell Zoll on his return from South Africa, also with publisher Fred Smith of East-West (in-flight) magazines and freelancer John Metzler.
- ..Acknowledged request for sponsored travel from freelancer John Nash and explained our need for assurance of editorial yield.

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Page 4

- ..On recommendation of the Los Angeles office, added editor John Wilcock of the monthly newspaper Now to our mailing list.

West Coast Press Contacts

- ..In anticipation of Peter Celliers' visit to the West Coast to contact media there with Nico Steyn, issued invitations to group lunches to 34 journalists in the Los Angeles area (January 7) and to 14 journalists in Orange County (January 9).

Also proposed individual meetings with seven key editors in Los Angeles, three signal contacts in Orange County and nine editors and/or writers in San Diego.

Paying Press Groups

- ..Maintained contact with Charles Cadieux, who is trying to organize a pay-your-way group among members of the Outdoor Writers Association of America.

Reassured him that his impatience was understandable - but we were trying to get him the best possible price.

Zambia Airways

- ..Confirming luncheon discussion, roughed letter for Bertus van Zyl's signature to list for Burton Shanzi the journalists we'd like to send via Lusaka - Henry Hill, Durwood Hollis, John Taylor, Tom Turpin, Lea Lawrence, Lee Kinard, Buddy Gough.
- ..Advised Lea Lawrence that he'd have to work out the Kenya detour from Lusaka on his own: we can not promote a competitor.

Press Trips - Future

- ..Beyond the seven prospective travel writers listed as likely guests in the Zambia Airways letter, listed the following candidates for SATOUR sponsorship:

Groups: Six each covering bird watching, flower growing, business travel, and trade press at Indaba.

Individuals: Phyllis Funke (Hadassah) (just back), Chip Brown (Outside), Leonard Hansen (Copley column), Myrna Blyth (Ladies Home Journal) with Jeffrey Blyth (SABC), Tobias Schneebaum (Architectural Digest), Vivian Gornick (Village Voice, New York Woman), Dr. Karl Neuman (columnist), Mary Hunt (Business Traveler International).

Others: Andy Cline, Jim Woods, Grits Gresham, Lou Bignami, Al Yendes, Sheldon Spindel, Ron Bernthal, David Finkelstein.

- ..Acknowledged Leonard Hansen's advice that, in addition to columns, he would do a chapter on South Africa in a book he's working on now dealing with destinations for mature travelers.
- ..Advised Lloyd Billingsley of San Diego that we needed exposure in American (not British) publications to justify our sponsorship of a journalists' trip and sent background to help him shape editorial queries.

Canadian Journalists

- ..Asked Bertus van Zyl whether we can invite any Canadian journalists to S. A. - and noted that I had four who were interested; Jill Rigby (Toronto Sun), Guy Demarino (Edmonton Sun), Marge George (freelancer), Margaret Piton (columnist, Montreal Gazette).

Press Trips - Individual

- ..Thanked Mariana van Rensburg for fine itinerary revising ours for Phyllis Funke (Hadassah Magazine). Double checked on visit to Jewish Museum in Cape Town and on possible meetings with Helen Suzman and Nadine Gordimer.

Also asked for meeting with Raymond and Wendy Ackerman (of Pick 'n Pay) at Funke's request. And suggested Soweto Tour if this was safe.

- ..In support of suggestion that we extend an invitation to editor-in-chief Myrna Blyth of Ladies Home Journal and her husband Jeffrey Blyth, a commentator on SABC's "Radio Today", provided background on them and on the magazine.
- ..Roughed a suggested itinerary for Vivian Gornick starting June 3, 1991. Explained that she'd be staying on at her own expense after our three-week tour. Submitted c.v. with motivation.

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Press Trips - Future (Groups)

- ..Suggestion of garden editors makes three press groups we'd like to invite (plus the travel trade covering the Indaba). Garden editors, business editors, and editors of or writers for bird magazines.
- ..Asked Head Office to suggest an itinerary for garden editors we could invite to cover the orchid show in Durban in September and to see some other floral sites.
- ..Suggested some targets for business editors itinerary.

Press Trips - Future (Indaba)

- ..Assuming an allowance of six invitations for journalists at the 1991 Indaba, noted that we can count on acceptances from Jax Fax, Travel World News, Recommend, the TravelAge group - that Travel Agent and Tour & Travel News are iffy - and if there's any room, I'd like to ask two meetings magazines and a travel newsletter.
- ..Planned to meet new editor of Meeting News, Anthony Rutigliano, to try to sell him on coverage of S. A. game lodges for small meetings.
- ..At Bertus van Zyl's request, summarized results of U. S. travel trade press attendance at the 1990 Indaba in Durban.

Reminded him for 1991 that the media needs to be handled Indaba stories - in daily press conferences and written up in advance as releases.

Hunting Writers

- ..Firmed travel plans for Henry Hill who will be writing up a do-it-yourself hunt on Guenther Dettweiler's ranch for both archery and rifle hunters next July. Also detailed arrangements to report on use of radio collars for CQ Magazine. And contacted Zambia Airways for transportation.

Sent him visa application forms and our usual guidance notes and sent motivation to Bertus van Zyl.

Press Trips - Past

- ..Praised Marie Mattson's "Offbeat" Newsletter covering South Africa - which provides very detailed research that travel agents rely on.

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- ..Thanked Lea Lawrence for sending along copy of 1991 Black Powder Annual with his story on hunting gemsbok
- ..Congratulated Tony Conboy III on stories he did for the Bradenton (FL) Herald.

PJC/br
Att.

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Queries from Head Office

..Roughed a detailed response to Sarel Opperman's objection to our underwriting part of Vivian Gornick's projected trip to South Africa.

Also provided facts and figures providing correct perspective on SAA's ignorant and vicious claim that we are bringing only "low quality" journalists to South Africa.

Guidance

..Sent Bertus van Zyl a most generous letter from the Association of Wall and Ceiling Industries - who were reporting favorably on their meeting in S. A. - with the suggestion that we send this letter to prospective meeting organizers.

New Ideas

..Approached Worldview Systems, who make and rent electronic tape guides to various destinations, to suggest that they consider the considerable potential of South Africa.

Advertising

..Conveyed detail on Golf Life Magazine to Bertus van Zyl, while warning advertising sales staff of the magazine that our fiscal year did not begin until April 1, 1991 - and suggesting they approach SAA.

..Continued to maintain contact with Tom Bulloch who - in my opinion - would bring fresh inspiration to our advertising if we ever resume it.

Video/Film Service

..Advised Merle Richman that we are staying with our present system of distribution.

Media Relations

..Alerted Bertus van Zyl to negative remarks about South Africa's elephant policies by New York zoo director William Conway on ABC-TV. And roughed a suggested letter to Dr. Conway and to the Good Morning America producer Spencer Christian at ABC-TV.

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VIP's

- ..In anticipation of visit of Captour chairman, Cape Town alderman Kreiner, suggested several press people who might like to meet him - provided he had something to say about developments of tourist value in Cape Town. But asked for detail in advance so as to prepare press release/s. Also asked for biographical detail, a b/w head shot and a copy of the award winning video to offer to The Travel Channel.

Calendar

- ..Submitted names and addresses of travel editors and writers who should receive the 1991 SATOUR calendar.

Zambia Airways

- ..Sent Burton Shanzi copies of fine report on Zambia Airways in The Hunting Report.

Special Interest Tours

- ..Asked to be kept advised on development of cattlemen's tour to be led by Paul Andre of Beef Magazine so as to send out a release.

West Coast Trip

- ..Sent out invitations to press lunches January 7 in Los Angeles and January 9 in Newport Beach - to preliminary groups of 34 and 14 respectively - and sent names to SATOUR/West.

At Nico Steyn's suggestion, added seven Los Angeles invitations and six in Newport Beach. Then two more at Newport Beach.

- ..Arranged to have dinner in San Diego with freelancer Arturo Gonzalez and his wife, Maureen (and see "Story Placement").
- ..Tried to reach Durwood Hollis and Cameron Hopkins to extend invitations only to find they'd be away.

Independent Journalists Group

- ..Conveyed Springbok-Atlas itinerary and costing for Chuck Cadieux' proposed group of outdoor writers.

Outlined tentative itinerary for group, limited to Kalahari and Kruger.

Press Trips - Individual

- ..Conveyed request for assistance from Peggy and Erwin Bauer who plan a visit to South Africa to complete their book on "Wild Africa" - leaving in mid-April. Suggested Zambia Airways...and 50% off if not a full comp on rental cars and domestic flights also at Mala Mala and Londolozzi.
- ..Roughed itinerary for Henry Hill who has assignments from CQ, the radio ham's magazine, and from Western Bow-hunter and expects more - for hunting with Gunther Dettweiler and radio collar game management story in KNP.

For Henry Hill and others using Zambia Airways, asked if Head Office would absorb the Lusaka-Johannesburg round trip.

- ..Conveyed to Bertus van Zyl a proposed 21-day itinerary in June/July for Durwood Hollis for stories in Guns & Ammo, The Blade, Black Powder Annual.

Advised Zambia Airways that he planned at least one more, possibly three more articles from this trip.

- ..Roughed "To Whom It May Concern" letter for Nico Steyn's signature on behalf of television film producer Mark Tapish.
- ..Told Grahame Jones that we could ask Head Office for an okay on inviting him to South Africa for Soccer International Magazine.
- ..Roughed tentative itinerary for John G. Nash who has assignments from the Boston Herald and the Los Angeles Times. This trip to start in Europe connecting with SAA.

Indaba - Press Coverage

- ..Specified 17 prospective invitees from the trade press - with reasonably certain acceptances from Tour & Travel News, Recommend, Jax Fax, Business Traveler International, Travel World News, Travel Age East, and Travel Agent.
- ..Drafted letter of invitation to media for signature by Bertus van Zyl and Gavin van der Merwe giving dates, a tentative itinerary and promise from extent of exhibitor attendance.

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.....

..Roughed preliminary itinerary - pre-Indaba on Rovos Rail to KNP, post-Indaba to Natal Parks and Shakaland with a one-day walking trail.

..Tentatively invited Charles Francis, whose Industria Turistica trade journal serves Spanish-speaking agents (and see "Story Placement").

Press Invitations - Canada

..Pending a policy decision on invitations to Canadian media, we continue to hold out the possibility of sponsored travel for those who approach us - the most recent being Guy Demarino of the Edmonton Sun.

Earlier, Jill Rigby of the Toronto Sun had approached us for a March 18-April 3 or 4 trip with BA underwriting her air transportation.

Specialized Media Groups

..Acknowledged fine itinerary roughed by Head Office for proposed group of business editors - but asked why visits to SABreweries and to SASOL had been eliminated.

Press Trips - Negative

..Responded to request from Mary Daily of L. A. West by explaining that we'd not invite two journalists from the same publication - which appears to have ended the matter.

..Acknowledged request for trip from Annette Bartle and tried to discourage this lady who was not notably successful on prior press trip.

Story Placement

..For freelancer Arturo Gonzalez provided detailed information and requested color photos (as used in SARtravel brochure) of the Blue Train for an article in Relax.

..Offered to take the travel editor of McCall's Magazine to South Africa when, as anticipated, sanctions are lifted.

..Sent Alys Bohn of Recommend the Reuters story on the Albert and Victoria Docks development in Cape Town.

..Submitted short article on weekends at private game

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- lodges for visiting businessmen as a possible advertisement for Budget Rent A Car.
- ..For article in Industria Turistica, sent literature to editor Charles Francis and urged him to select photos of use to him whereupon we'd ask Head Office for separations (and see "Indaba").
 - ..Tacked editor Carol Hittner of Golden Years Magazine suggesting a report on the potential for senior citizens in travel to South Africa.
 - ..Reminded Gail Nemecek that we were still waiting for the tape of the eventual "Living With Animals" television show syndicated by Public Broadcasting and featuring Donald Lindsay.
 - ..At request of John Wilcock of Now (Hollywood), sent him several recent Travel Briefs.
 - ..At request of Steve Williams of Newsday (New York), sent him a selected batch of background literature.

Meetings

- ..Offered article on business meetings at private game lodges to Penton Publications' "Executive on the Go" newsletter.

Press Contact

- ..Thanked Alys Bohn for good SAA story in Recommend - based on interviews while our guest at the 1990 Indaba.
- ..Renewed invitation to George Bush to visit South Africa for Mature Outlook, a new magazine launched by Meredith, who also publish (and use Bush's travel stories in) Better Homes & Gardens.
- ..Tackled travel editor David Hartley of Sunset once again, hoping that the change of management might open the doors for S. A. articles.
- ..Advised Cameron Hopkins of American Handgunner that Robert Adair was no longer with SAA - but that Bertus van Zyl would take up with the airline's Tom Miller his claim for refund of unwarranted excess baggage charge.

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Newsletter

- ..Pending any decision on change of newsletter service organization, continued to send names and addresses to IPM in Chicago to be added to our mailing list - the most recent being Bonnie Fogg of Safari Consultants.
- ..Advised the three organizations who had bid on the work of printing and distributing the Newsletter that the job was going without further consideration to the advertising agency serving South African Airways.
- ..Advised Bertus van Zyl that the quality of the Newsletter as developed by IPM in Chicago was not only hard to beat but had won us spontaneous praise from many sources, and wondered why it was necessary to change an already good thing.

Releases

- ..Release dealing with tourist appeals in the four new 50 cent South African postage stamps - and offered first day covers to anyone writing to SATOUR, New York - went to stamp columns and to travel editors of the top 84 newspapers.

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Queries from Pretoria

- ..Provided media lists for Head Office of publications interested in dental conferences, publications interested in medical meetings and publications generally interested in meetings abroad.
- ..Also sent in six suggestions to meet Head Office request for publications of organizations interested in game management.

Requests to Pretoria

- ..For Arky Gonzalez' article on the Blue Train for Relax Magazine, asked for most of the photos that appeared in Panorama.
- ..To update Harold Edmonson's story in the May Trains Magazine asked where rail fans can make arrangements to attend the Steam Festival and requested full festival details (and see "Contacts in South Africa" also "Press Trips - Individual").
- ..Requested photos of South Africa's oldest Dutch Reformed Church, in Paarl, from the December 1990 FOCUS as well as additional detail about the church if available for freelancer Steve Libby.

Contacts in South Africa

- ..For article in Trains Magazine, asked Eugene Armer at Spoornet if study committee has chosen rail line to be largely given over to steam haulage (and see "Requests to Pretoria" as well as "Press Trips - Individual").
- ..Acknowledged letter from Cybele Forest Lodge dealing with helicopter adventures and asked for more details.

Guidance

- ..Provided SATOUR/West with the names and addresses of 22 travel journalists in the San Francisco area worth inviting to any lunch being organized there.

Also provided seven key names and addresses in Tucson and Phoenix for invitations to an Arizona lunch.

Consular Referrals

- ..Referred enquiry from Food Distribution magazine to the trade officer at the S. A. consulate in Houston - and explained that food exports to the U. S. A. would probably start again this year with the expected lifting of

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sanctions. That would include renewed importation of S. A. wines.

- ..For details on the complex business of investing in South Africa, referred freelancer Don Bonhaus to Chris Badenhorst at S. A. consulate.
- ..Referred Max Terry of the Council on International Education Exchange to the consulate for added information on bursaries, student discounts and the like in South Africa.

Television Coverage

- ..Acknowledged receipt of videotape of "Living with Animals" program on the Public Service Network - which used just 3½ minutes of Don Lindsay's 1½ hour interview with Gale Nemecl Tried to reduce to a realistic cost level the grandiose plans of the producer for a documentary on elephants in South Africa.

Advertising

- ..Congratulated Tom Bulloch on his fine advertising for South African professional hunters.

OWAA Conference

- ..Advised program chairman Tom Huggler that SATOUR would again be represented at the annual general meeting of the Outdoor Writers Association of America in June - with Dr. Jeremy Anderson, a highly considered rhino specialist. Although advice came late and this topic did not fit this year's conference theme, offered a talk by Dr. Anderson...possibly on how poachers are being countered today.

West Coast Trip

- ..Spent from January 6 to 12 on the West Coast renewing old contacts together with Nico Steyn - at two group lunches in Los Angeles and Newport Beach (Orange County) and a number of individual meetings with editors.

Among the individual meetings were Barbara Fairchild of Bon Appétit, Craig Boddington of Petersen's Hunting, lecturer Sherilyn Mentec, guide book publisher Andre Gayot, freelance photo/journalist Tom Grimm who's chairman of the Western Chapter of the Society of American Travel Writers, editor-in-chief Neil Morgan of the San Diego Union and Tribune, travel editor Philip Sousa of

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the San Diego Union, Copley News Service columnist Leonard Hansen, freelancer Arky Gonzalez, travel editor Gerry Goodrum of Senior World.

We established contact with but did not meet Gayle Rosenberg, travel editor of Architectural Digest, and Nanette Wisner, managing editor of Copley News Service.

Nico Steyn and Peter Celliers participated in a round-table interview on KABC radio with Paul Lasley and his wife Elizabeth Hansen. Other immediate results: an offer to undertake a Gault Millau Guidebook to South Africa and interest in trips to South Africa by Philip Sousa and Len Hansen.

Paying Groups

..For Chuck Cadieux' proposed group of outdoor writers, drew Head Office's attention to one 17-day tour charging under \$4,000 and wondered if we could not at least match, perhaps improve on this rate.

..For Charles Frank, a member of the Outdoor Writers Association of America, who wants a photo safari like the one being organized for Charles Cadieux, for himself and four friends, provided a rundown on the tour potentials.

Later roughed a proposed itinerary and asked Head Office for a costing.

Independent Travel

..Congratulated editor Cameron Hopkins of American Handgunner on SAA's refund of unwarranted excess baggage charges - largely thanks to Bertus van Zyl.

Undertook to try for air fare and land costs for Hopkins later in 1991 to cover the IPSC World Championship being held in South Africa.

Individual Travel

..In response to last-minute query from Outside Magazine shipped all pertinent background literature to Bob Reiss for his projected game reserves story. Also sent visa application and a proposed itinerary. This covered

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KNP including trail hike, the Kalahari and Langebaan Lagoon - with Lake St. Lucia and Mkuzi as a possible alternative to the Kalahari. And sent a motivation.

Submitted to Pretoria the corrected itinerary requested by Reiss giving him from March 1 to March 11 in Kruger National Park and nearby private game lodge, March 13 to 18 in Cape Town and the Western Cape.

- ..Sent Henry Hill data provided by Head Office on U. S. sources for radio collars. Reassured him that SATOUR would pick up Comair fare and costs of stay in KNP. Stressed need for dates following his hunt with Guenther Dettweiler.

Advised that Zambia Airways' change of schedule would require adjustment of his dates.

Roughed itinerary for Hill to travel via Zambia Airways to Lusaka, nine days of hunting with Guenther Dettweiler, six days in Kruger National Park - this from June 29 to July 17.

- ..Congratulated Hal Swiggett on his S. A. story in the May/June 1990 issue of North American Hunter, which has just come through, and said we'd try to get him to South Africa in August - subject to editorial placements - but warned him that air carriage was going to be a problem.
- ..Maintained correspondence with John G. Nash, who has assignments from the Los Angeles Times and the Boston Herald and is looking to us for air round trip from Europe and S. A. destination expenses in March - and submitted motivation, biography and samples of past work.
- ..Continued to send data on tribal art to Tobias Schneebaum in expectation of eventually getting him to South Africa for a series on native art and culture.
- ..For Jim Niemiec, editor of the SCI regional magazine, The Hunter's Horn, urged that as a first step he make a deal with a professional hunter and we would try to get him air tickets for September or October. We could also ask for SATOUR underwriting of photography in KNP and game fishing off the Eastern Cape. Added he would have to pay for his wife.

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- ..Confirmed to Grahame Jones, editor of Soccer International, our readiness to submit a trip itinerary for approval by Head Office.
 - ..Sent background material to photo/journalist Denver Bryan - and renewed telephone advice that we needed expressions of editorial interest if we are to become involved in even part of his costs.

Press Trips - Future

- ..Followed up meeting at LAX airport with Sherilyn Mentes by confirming in writing the gist of our discussion: (1) to update her present film footage and to make a fresh video; (2) she would like to film with archaeologist Dwayne Merry.

Submitted motivations and biographies.

Press Group - Indaba

- ..Confirmed that as of mid-January we had five acceptances: Travel World News, Travel Agent, Jax Fax, Recommend, Business Traveler International.
- ..Confirmed that instead of going on her own as originally planned, Mary Hunt would join the Indaba group, then if necessary stay on a few days to research her story on business travel for Business Traveler International.
- ..Thanked Eric Friedheim for agreeing to assign a reporter to cover the Indaba for The Travel Agent Magazine - but argued that allowing just one week was too short for effective coverage...and outlined the program we had in mind.

Friedheim wants interviews with Spencer Thomas, Nick Stathakis, Sarel Opperman and Bertus van Zyl and still others.

- ..Extended belated invitations to Harvey Grotsky of Corporate & Incentive Travel.
- ..Tentatively planned the Rovos Rail/Mala Mala excursion as a pre-Indaba trip for the press and the West Coast National Park as a post-Indaba trip - both fresh enough to warrant coverage in the trade press.

Press Trips - Specialized Groups

- ..Acknowledged interest of Mike Peters, managing editor

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of Houston Metropolitan Magazine, in the Durban orchid show and extended a tentative invitation to join our proposed garden editors group.

Press Trips - Past

- ..Thanked Lea Lawrence for fine article in Gun Dog Magazine, an unexpected dividend.
- ..Thanked George Martin for generous mentions of South Africa in his article in the February issue of American Hunter.
- ..Provided Harold Edmonson with address of new Spoornet representative in U. S. (and see "Contacts in South Africa" and "Requests to Pretoria") for story to appear in May issue of Trains Magazine.

Alerted African Travel in Glendale that as the SARtravel representatives they would be cited in Edmonson's article and wrote to check if they had enough literature to respond to queries.

- ..Congratulated former guest Steve Libby on story about South African leprosaorium.
- ..Checked with Tony Conboy on status of his articles for the Fort Meyers newspaper.

Press Contacts

- ..Having been unable to meet with Gayle Rosenberg travel editor of Architectural Digest while in Los Angeles, wrote to confirm gist of our telephone conversation: namely that Cape Dutch architecture is a story for her which will have an added "peg" this year when wine exports to the U. S. are resumed, and also that we'd be glad to help open doors for her son if he goes to S. A.
- ..Confirmed luncheon discussion with editor Margaret Staats Simmons of Travel/Holiday to suggest a visit to S. A. for a story targeted on rewards there for older travelers.
- ..Urged travel editor of McCall's Magazine to consider a story on South Africa in anticipation of a sharply increased flow of visitors with the lifting of sanctions.
- ..Maintained routine contact with media including the Richters, Boston Herald travel editor Stephen Morgan, guidebook

writer Susan Poole, Meeting News editor Anthony Rutigliano and attended luncheon of the New York Travel Writers Association, evening meeting of the American Society of Journalists & Authors, as well as lunch of the Seminar of Foreign Government PROs.

Newsletter

..For the February newsletter, submitted 20 news and feature items designed to appeal to the consumer or to give the trade sales elements to discuss with prospects - these to be approved by Bertus van Zyl, then set in type and roughly fitted by the advertising agency according to an approximate layout accompanying the material, and returned to Ellis for cutting to fit. As pre-arranged, included two items relating to SAA.

pjc/br

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Queries from Pretoria

- ..Advised Mariana van Rensburg that we expected two, possibly three acceptances from garden editors for press tour built around Durban orchid show (and see "Press Trips - Special Interest").
- ..Suggested to Bertus van Zyl that Pretoria's request for birth dates of visiting press would be considered an invasion of privacy and should therefore not be answered.

Embassy

- ..Since Randa Bishop's article in Junior Scholastic would focus primarily on social change, suggested when she came to us for trip underwriting that she should apply to the Embassy for this help.

SAA

- ..Recommended to Bertus van Zyl that SAA be asked to set aside half a dozen seats for travel media to ride to South Africa on the first direct flight JFK-JNB once sanctions are lifted. We could take along notables nominated by SAA and should positively stage an airport press conference with Spencer Thomas and Gert van der Veer to make the most of the occasion.

New York Office

- ..For annual report, advised that our 1990 publicity reached audiences of 224,527,695 for a partial value of \$13,302,549 - excluding mass placements such as Associated Press (1500 outlets) and Cable News Network (27 million viewers in the U. S.)

West Coast Office

- ..In anticipation of Nico Steyn's visit to San Francisco tried to sell TV stations in San Jose and in San Francisco on an interview...and cited various tourism topics that might be addressed.

On later telephone follow-ups, was flatly turned down by all prospects.

West Coast Visit

- ..Thanked the Lasleys for interviewing Nico Steyn and me on their KABC radio travel program.

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- ..Thanked travel editor Philip Sousa of the San Diego Tribune for meeting Nico Steyn and me and for his interest in touring South Africa. Roughed a suggested itinerary and invited him to change this to his needs and to set dates for the trip. Submitted motivation.
- ..Thanked editor Barbara Fairchild of Bon Appetit for seeing Nico Steyn and me and outlined some stories she might write as our guest in South Africa.
- ..Having missed Gayle Rosenberg of Architectural Digest while in Los Angeles, wrote her on my return to New York regretting not seeing her but outlining a possible story on Cape Dutch architecture.
- ..Wrote Nanette Wiser, editorial director of the Copley News Service, regretting having missed her but outlining some story potentials and noting that Nico Steyn and I did visit with two Copley columnists - Leonard Hansen and Phil Sousa (and see "Press Trips - Individual").

OWAA Conference

- ..Advised OWAA headquarters that SATOUR would have three participants at the conference - Bertus van Zyl, myself and Dr. Jeremy Anderson, the rhino expert who is the director of KaNgwane. Detailed arrangements we were making.
- ..Contacted Radisson Hotel at Niagara Falls, NY to arrange for VCRs to show our videos in the registration-day Display Room and in our Hospitality Suite. Ordered bar and snacks to be served in suite.

Promotion

- ..Recommended that SATOUR establish a "press enquiry" 800 telephone line into Ellis' offices: this would be a "first", underscoring our focus on serving the media.
- ..Provided background materials for the newsletter editor of the Royal Viking cruise ship to brief passengers prior to the ship calling at Durban (March 24) and Cape Town (March 27 and 28).
- ..Sent a selection of S. A. materials to the Carman San Diego group - for a geographic game show to be aired starting in September on the Public Broadcasting System.

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Advertising

- ..Submitted to Bertus van Zyl more samples of the fine design skills of Tom Bulloch which develop major impact from small-space advertising - stressing that it would be of benefit to SATOUR to have a small agency able to make the most of a small budget rather than a bigger agency whose focus on commissions would make them less useful to SATOUR.
- ..To illustrate an advertising supplement in Recommend, asked SATOUR/East for a long list of slides on loan and also sent Alys Bohn some necessary background literature.
- ..Provided data on the Great Destinations travel supplement in the 38 suburban newspapers of Chicago's Pioneer Press. Suggested that as advertisers we could demand editorial contributions.
- ..For the president of Hideaways International, Michael Thiel, who publishes a semiannual guide to tourist hideaways, outlined a rough itinerary - but, noting that most of the guide's contents consists of display advertisements by hideaways or would-be hideaways, warned that SATOUR could not underwrite a sales trip.

Newsletter

- ..Revised material to be included in the Newsletter at Bertus van Zyl's request.
- ..Read proof on Newsletter copy - streamlining the uncalled for rotundities added in by the advertising agency.

Videotapes & Film

- ..Further to West Coast meeting with Sherilyn Mentis, who wants to update the film accompanying her very successful lectures, and would like some help also for an assistant, all in some six weeks in the June 15-September 15 period, advised that for now we have no air ticket allowance, that with Zambia Airways out of the picture, we'll have to ask her to pay for overweight on SAA - but that we can surely organize discounts for hotels, car rentals, etc.
- ..Advised Ken Wilson that, with our reduced budget, he should not count on major support from SATOUR for his proposed fourth and final video on South Africa in the Sportsmen on Film series.

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Guide Books

- ..For Bertus van Zyl to refer to Pretoria, outlined (1) the need for a travel guide to South Africa readily available in America, and (2) the gist of a West Coast talk by Nico Steyn and me with Andre Gayot, publisher of the highly considered Gault Millau guides. Noted that asking SATOUR to buy 5,000 giveaway copies each year for the first three years at a \$10 bulk rate was a bit steep, urged that we make a counter-offer of 3,000 copies in each of two years at \$8.50.

Press Trips - Past

- ..Congratulated Barbara Radcliffe Rogers on the splendid children's book she has written about a little girl in Soweto. It paints a very favorable picture. And read galleys of material she is doing for two other books. Encouraged her plan to persuade Bantam to commission her to do a S. A. guide book.
- ..Thanked Lea Lawrence for splendid hunt story in Gun World (and see "Press Trips - Individual").
- ..Sent a selection of slides to Relax Magazine to illustrate Blue Train story by Arky Gonzalez.
- ..Advised Harold Edmonson that his article in Trains Magazine could safely refer interested readers to Africa Travel as sole commercial reps for SARtravel and Spornet.

Press Trip - Cadieux/OWAA

- ..Asked Charles Frank if he was going with Charles Cadieux or, as he had earlier suggested, would he and his wife travel independently to S. A. with another couple.

Acknowledged Frank's decision to travel with the Cadieux group and sent visa application forms to him along with background literature.

- ..Sent "welcome aboard" letters to each tour registrant as Cadieux reported registrations - sending visa application, our media guidance notes and prices.

Indaba Press Group

- ..Roughed an itinerary and incorporated it in a general "welcome aboard" letter for Bertus van Zyl's signature.

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- ..Sent visa application and media notes as well as dates of trip to five editors/writers who have accepted our invitation to the Indaba - Alys Bohn for Recommend, Mary Hunt for Business Traveler International, Sara Southworth for Travel World News, Sherrie Strausfogel for Jax Fax, Frank Rosci for OAG Publications and submitted motivations on these.
- ..Confirmed names, addresses and affiliations of total of seven journalists in group covering Indaba - adding Tour & Travel News and Travel Agent to our list.
- ..Acknowledged substitution of Lesley Dormen for Sara Southworth to report on the Indaba for Travel World News.
- ..Acknowledged Liz Swart's outline itinerary - and asked Bertus van Zyl if we should not incorporate a visit to the new West Coast National Park.
- ..Followed up on luncheon with Meeting News editor Anthony Rutigliano, stressing value of S. A. special venues he could check out before and after Indaba.
- ..At Bertus van Zyl's request, sent him copy of my post-Indaba report last year with suggestions for handling guest media more effectively.

Press Trips - Special Interest

- ..Suggested to Bertus van Zyl that we invite two or three editors each from Birding, Flower and Business magazines - and suggested (a) Bird Watcher's Digest and Birder's World, (b) Flower & Garden, Horticulture and National Gardening, (c) Entrepreneur, Industry Week, Barron's and New Business Opportunities.
- ..Noted that Head Office has provided a tentative itinerary for the Business Editors' trip - but asked for a review and improvement of itineraries we outlined for birders and for garden editors (and see "Queries from Pretoria").
- ..To the Managing Editor of Houston Metropolitan Magazine, who had enquired about press trips to Durban on the basis of our release on the orchid show, suggested he place a flower story in another magazine as a freelance and come with us.

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Press Trips - Independent

- ..Welcomed plan of fishing writer Raiford Trask to spend most of April in Cape Town on behalf of Williamson Lures covering a deep-sea fishing contest and some game fishing on his own for Marlin Magazine. Provided preliminary background information and asked SATOUR to alert Henry Steyn.

Press Trips - Individual

- ..Advised Robert Reiss, writing for Outside Magazine, of some budget limits he'll have to meet from his own pocket. No problem.

Sent Reiss final itinerary received from Pretoria. Reached his wife in London to advise her for him that changes in itinerary at this short notice were unwise.

In light of Reiss' insistence on some days open for independent research and this in Johannesburg, felt it would be wiser to have him sign a letter holding harmless the South African Tourism Board and others involved in his trip for any mishap to him while unescorted.

- ..Outlined a suggested itinerary for travel editor Jill Rigby of the Toronto Sun who will be SATOUR's guest from March 18, arriving on British Air as guest of that airline.

- ..Asked Bertus van Zyl to ask Zambia Airlines for complimentary travel for star wildlife photographers Erwin and Peggy Bauer. Sent him coffee-table book by the Bauers to illustrate their work. Meanwhile advised the Bauers that SATOUR would absorb costs of a week in the Kalahari and some other expenses, also would ask for discounts where they'd be on their own. Provided motivation.

- ..Further to discussion during West Coast trip, confirmed interest of Copley News Service columnist Leonard Hansen in traveling to South Africa for a retirement book he is writing and for both his travel and seniors columns. Roughed a proposed itinerary and outlined some story themes.

Submitted motivation for Leonard Hansen.

FEBRUARY 1991 MONTH END REPORT
PAGE 8

- ..Outlined final plans of Henry Hill for a week's hunting with Guenther Dettweiler and a week in Kruger National Park doing a story on radio monitoring of game. Asked Bertus van Zyl if he could ask Zambia Airways to waive time limits on their excursion fare for the LUN-JNB leg.
- ..For running and walking writer Katy Williams, suggested a story in Runner's World on the Comrades marathon and one in Walking Magazine on South Africa's hiking trails.
- ..Warned Lea Lawrence that, given the lack of Zambia Airways seats, underwritten travel for journalists on SAA may be absent or minimal.
- ..Acknowledged letter from Eric Salzman forwarded from Head Office and explained we could only consider taking him solo (no wives) and with expressions of interest in articles by him from one or two significant publications.

Press Trips - Future

- ..For guidance of Bertus van Zyl, summarized totality of press trips pending or requested, noting that our guess as to SAA trip allowances was for five hunting writers, 2 birders, 2 gardeners, 3 business media, 7 trade magazines to Indaba and 6 individual reporters for consumer publications.

As of mid-February we had invited and had acceptances from 7 trade magazines for the Indaba, 6 participants in the Cadieux group, 8 hopefuls among hunting writers, plus 2 wildlife photographers and 1 fishing writer who is paying his own way. Beside 16 editors/writers on our list for eventual consideration as individual visitors, we listed 7 others who deserve earlier consideration.

Press Trips - Negative

- ..Drafted letter to go out over signature of Bertus van Zyl, advising 8 hunting or wildlife writers that Zambia Airways was suspending service from the U. S. and so we could not take them to South Africa.
- ..In some cases, notably John Nash, wrote to say that we would alert them when (if) the budget pressure eased enough to permit us to reconsider their application.

FEBRUARY 1991 MONTH END REPORT
PAGE 9

..Advised Bertus van Zyl that Myrna Blyth, editor-in-chief of Ladies Home Journal, and her husband Jeffrey, an SABC reporter, could not go on a planned May trip to South Africa because the LHJ chiefs have temporarily banned all air travel by their top executives.

Advised Jeffrey that when new dates can be set, SATOUR will absorb Myrna's costs but Jeffrey would have to pay the trans-Atlantic flights and one-third of the S. A. trip costs.

Press Contacts

- ..Congratulated Steve Libby on getting his cheetah breeding story in Cat Fancy Magazine.
- ..Congratulated Alys Bohn on a fine Cape Town article in the February issue of Recommend.
- ..Thanked Sibby Christensen for using our release on the Durban Orchid Show in her AP Special Edition which reaches 1500 outlets.
- ..Used acceptance of our tourism-stamp offer as carried in their stamp column - 120 so far, 350 later - to highlight interest of Washington Post readers as basis for an invitation to travel editor Linda Halsey. Congratulated columnist Bill McAllister on the 350.
- ..Checked with Marcus Schneck on status of his elephant book.
- ..Checked with Chip Payne, formerly p. r. for Weatherby rifles, on status of his South African safari video.

PJC/br

MARCH 1991 MONTH END REPORT
Page 2

Queries from Pretoria

..In response to delayed query, provided favorable background on Al Ristori - but noted that it was now too late for him to be in S. A. to report on the African Broadbill Challenge. (And see "Press Trips - Independent.")

Queries to Pretoria

- ..Requested biography of Dr. Jeremy Anderson, detail on the KaNgwane Parks and some information as to what he could say at the OWAA Conference with reference to his specialty in rhino. (And see "OWAA Conference".)
- ..In light of planned October game ranching symposium, asked if Head Office could provide a comprehensive article on wildlife ranching in South Africa using the symposium as a "peg."
- ..Asked for "unbeatable rates" at M'Bali, as reported in SATOUR News for March 11 - also for details of horseback safaris by Equus Trails and of the Fancourt Hotel mentioned in that same newsletter.
- ..Asked for detailed specifics on the various trails listed in the December SATOUR News - Fruit, Wool, Scenic, Crayfish, Whale, Game Farm and Golf.

Organized Groups

..Travel writer, Annette Bartle, proposes to try for a group trip from the membership of the Women's National Republican Club in New York. Encouraged her to try this and offered whatever backup she might need (and see "Press Trips - Future"). Referred this to SATOUR/East for follow up.

Advertising

- ..Read copy for accuracy and content of the special S. A. insert to run in Recommend which was written in very brief time by Alys Bohn with substantial factual input from us - and congratulated her on a fine job.
- ..At request of Bertus van Zyl, provided him with b/w and 4/c rates for advertising in Petersen's Hunting - reducing this by 15% if we placed the advertising and refunded commission.

Also submitted examples of designs by Tom Bulloch - suggesting that his small shop was likely to charge lower production costs than a bigger New York agency.

Displays at Lectures

..Advised Bertus van Zyl that, with the receipt of the Richters' lecture itinerary, we could start to arrange for brochure displays at seven lectures in California.

Asked Shirley Richter to phone us since we wanted to be sure that such displays would not be opposed by them.

Videos/Films

..Asked Audience Planners to send a full selection of SATOUR's films and videos to Dennis Demessianos at The Travel Channel - for his evaluation as a candidate for their new "Countries of the World" TV show.

Asked Audience Planners to be ready to make 3/4" or even, preferably, 1" versions of anything selected.

..At request of Bertus van Zyl, advised Ken Wilson of Sportsmen on Film that there was no way we could commit ourselves at this point to underwritten travel in 1992. (Be it noted that his request for five people on trip is likely to go unanswered even in 1992.)

SATW

..Noted that the annual general meeting of the Freelance Council of the Society of American Travel Writers would be held in 1992 at a site in Northern California. Suggested to Bertus van Zyl and Nico Steyn that we offer them a late afternoon wine tasting and dot the room with two or three VCRs playing our videos...bearing in mind not to step on toes of local hosts who are underwriting part of the costs of the meeting for their own purposes.

Convention & Incentive Contacts

..Dr ew up list of all publications in above fields. Before we can invite them to a special tour of South Africa's facilities, suggested that we get approval for air fares for at least seven editors. And that we have specific gatherings of meetings site representatives set up for the editors to address.

MARCH 1991 MONTH END REPORT
Page 4

Guide Books

- ..Advised Andre Gayot that because of this year's tight budget we could only consider a Gault-Millau Guide in 1992.

West Coast Trip

- ..Set September 23-October 8 itinerary for columnist Len Hansen. Sent this to him and to SATOUR for approval.
- ..Asked travel editor Philip Sousa if he had set any dates for his trip on behalf of the San Diego Union.

OWAA Annual General Meeting

- ..Registered Bertus van Zyl and Dr. Jeremy Anderson as well as myself for attendance at the 1991 conference.
- ..Asked for program time for Dr. Anderson but request came too late and we could anyway not provide a synopsis of his likely talk. (And see "Queries to Pretoria".)
- ..Alerted Niagara Falls Convention & Visitors Bureau to our needs for hotel rooms during the annual conference of the OWAA - for Bertus van Zyl, Dr. Jeremy Anderson of KaNgwane and myself at the Radisson Hotel. They will forward requests to hotel.
- ..Advised Conference Service Manager at Radisson Hotel that we'd need the hospitality suite and arrangements for bar, etc., for June 3 only.
- ..Asked OWAA to provide name and address labels for all actives attending conference so as to send out invitations to SATOUR's hospitality suite on Monday, June 3.
- ..Provided SATOUR/East with shipping instructions for material to go to the OWAA Conference.
- ..Advised Eileen King at OWAA our suite number, date and times of hospitality to be publicized in OWAA's internal press kit.
- ..Asked Bertus van Zyl if we could get more detail on the offer of a tour of the KaNgwane Parks so as to offer a drawing at our hospitality suite and to include word of this in a May mailing to all actives to encourage attendance at our suite.

MARCH 1991 MONTH END REPORT
Page 5

Press Trips - Past

- ..To support Blue Train article by Arturo Gonzalez, sent a selection of photos to Relax Magazine. Also sent data on Blue Train frequencies and fares and whom to contact in U. S. for reservations.
- ..Congratulated Jon Sundra on his story in the January Petersen's Hunting - and asked if he had made a placement with Guns & Hunting.

Acknowledged tearsheet we had not seen of Jon Sundra's article in the September 1990 issue of Guns Magazine.
- ..To help Steve Libby make a fresh offering of his game park story provided him with added new literature and offered factual revisions of elements in his original article.
- ..Congratulated Craig Boddington on his Zululand hunt story in Petersen's Hunting - and asked if he was still held in uniform even though spared the Gulf.
- ..Congratulated Phyllis Funke on Hadassah Magazine article covering the Jewish community of Cape Town and asked when the Johannesburg piece might run.
- ..Referred query from Harold Edmonson on possible underwriting of a trip to cover this year's Steam Safari & Festival of Steam to African Travel as SARtravel's commercial U. S. representative.
- ..Acknowledged Lea Lawrence's advice that pressure of assignments precluded his traveling to South Africa this year - but he hoped we could hold a space for him in 1992. Assured him we would. (He already has six article assignments.)

Commercial Newsletters

- ..For the editors of Passport, unchallenged as the outstanding U. S. travel newsletter, read their background letter on South Africa which is available as a planning tool for subscribers. Suggested extensive changes to update the information.

Press Trips - Independent

- ..Suggested SATOUR/East fax Henry Steyn in Cape Town requesting assistance for Raiford Trask, who is traveling to South Africa at his own expense to cover a game fishing tournament for Marlin Magazine. Also provided Trask with Cape Town telephone numbers for Henry Steyn. (And see "Queries from Pretoria.")

MARCH 1991 MONTH END REPORT
Page 6

..Provided answers to a long list of questions on sports and sports integration in South Africa to Jamie Rosenberg, son of a senior editor at Architectural Digest, who is doing a research paper on S. A. sports at his own expense this (U. S.) summer.

Press Trips - Individual

..Editor in Chief Myrna Blyth of Ladies Home Journal is now free to accept our invitation along with her husband Jeffrey, an SABC correspondent who will be paying for himself. Advised Bertus van Zyl that their preferred travel dates were October 12 from New York and October 29 return from Johannesburg.

..Henry Hill offered to pay his own fare if we'd absorb trophy fees on his hunt with Guenther Dettweiler. Advised him this was not possible and reassured him that we were still hopeful of getting his air fare, at least from Europe.

Confirmed to Henry Hill that:

- a. SATOUR would ask SAA for Zurich-Johannesburg rt leaving July 1, returning July 14.
- b. SATOUR would provide one Comair rt to Skukuza; also three nights at KNP.
- c. SATOUR would try for a discounted rental car at Skukuza.
- d. SATOUR will underwrite daily costs of a three-day hunt with Guenther Dettweiler - with additional days at Hill's expense on a discounted charge.

Later advised Henry Hill that SAA had approved his tickets between Zurich and Johannesburg. Added that we were asking Dr. Gus Mills if he could schedule a darting and fitting a radio collar to an animal during his brief visit to Kruger National Park.

..Advised Hal Swiggett, who has been active with Harris Publications and has arranged a hunt for himself in August, that we would ask if we can get a discounted fare from SAA out of Frankfurt or Zurich - but needed some indications of where the resulting articles would run.

..Advised Lea Lawrence that underwriting of his air fare had been approved - just when he had decided to set back his trip to S. A. by a year!

- ..Reported Durwood Hollis' offer to pay his own way to Frankfurt if SAA could take him on from there and SATOUR underwrite his 21 days of research in South Africa except for 7 days spent hunting which he would arrange.

Advised Durwood that with budget cutbacks in the fiscal year immediately ahead there's no way we can underwrite his trip until perhaps 1992. Assured him he stood at the head of the list for next year.

- ..Provided rough itinerary from May 8 to 19 for columnist Norm Chandler Fox and sent him visa application form.

Alerted Bertus van Zyl that Fox was something of a light-weight albeit a "name" on the West Coast.

Warned Fox that we had limits on our budget that would probably preclude our hosting him this year - even though his fare to and from RSA would be taken on by TAP.

- ..Acknowledged advice from photographers Erwin and Peggy Bauer that their trip for a new South Africa wildlife book would have to be set back by a year.

Alerted Bertus van Zyl that we had promised Kalahari accommodations and rental car plus Comair round trips to Skukuza and were also asking for discounts elsewhere.

- ..Re: Eric Salzman, whose letter to Spencer Thomas requesting trip underwriting went to Sarel Opperman and then to Bertus van Zyl, explained that I had already written Mr. Salzman asking for assignments as basis for a trip request and explaining that we would not be able to pay for his wife's trip as well. Probably for this last reason, we had not had any reply in 6½ weeks.

Press Group to Indaba

- ..Sent visa application forms to all participants as well as our media notes.
- ..Asked Bertus van Zyl if the post-Indaba itinerary could overnight at Club Mykonos instead of Marine Protea and also suggested a ranger-escorted tour of the Langebaan Lagoon.
- ..Asked for appointments with 15 "Group A" exhibitors at the Indaba and 5 possible "Group B" to talk over their offerings. Suggested I'd probably have several of the trade press with me.

MARCH 1991 MONTH END REPORT

Page 8

..As requested, faxed tentative itinerary to Alys Bohn of Recommend Magazine.

Asked for air reservations to accommodate changes in itinerary for Alys Bohn to give her more time to prepare a Cape Town story.

..Advised Diane Merlino, reporting for Business Traveler International that we urgently had to know how much longer she'd have to stay in Cape Town and in Johannesburg and who she'd need to interview to complete the S. A. business elements of the story.

Business Editors Group Trip

..Sent invitation with detailed June 7 to June 18 itinerary to editors of Barron's, Inc., and Entrepreneur Magazines.

Birding Magazine Tour

..Extended invitations to editors of four birding magazines - Bird Watcher's Digest, Wild Bird, Birder's World and International Wildlife - and outlined a rough itinerary from October 27 to November 11.

..Acknowledged acceptance of Mary Beacom Bowers, editor of Bird Watcher's Digest and sent her letter of acknowledgment together with visa application and media notes.

Garden Editors Tour

..Prepared an itinerary and a strong sales letter and sent this invitation to participate in a small group tour to Horticulture, Flower & Garden and National Gardening Magazines. Built tour around the Durban orchid show, flowering of Namaqualand, etc.

All prospective participants were sent appropriate SATOUR literature by way of background.

..Acknowledged acceptance by Thomas C. Cooper, editor of Horticulture, and sent him visa application and media notes.

Cadieux Group Tour

..Confirmed to Bertus van Zyl that, so far, we had 12 people going on a pay-your-own-way tour to South Africa organized by Charles Cadieux, most of them members of the Outdoor Writers Association of America. All were sent visa application forms.

Sent "welcome on tour" letter to another five people and requested background literature and visa forms for them.

..Advised Bertus van Zyl that Robert Montgomery of the Cadieux group would stay on after the others headed home, to do some bass fishing to be written up in Bass-master.

Advised him that he would have to make his own bookings from Johannesburg (May 14) to Cape Town and back (May 24) for fishing.

..Philip Larson was also staying on at the end of the tour to do some hunting which he was arranging at his own expense.

..In order to request bulkhead seating for M/M Myron Ackerman, asked for medical certificate for Mrs. Ackerman.

Press Trips - Future

..Advised Ron Bernthal that because of budget we'd not be able even to consider taking him to South Africa for a year or more.

..Advised Annette Bartle that we would certainly consider her for our next general press group - but offered to offer a group trip to her Travel Journalists Guild (and see "Organized Groups") comprising only travel freelancers. Their "gimmick" assuring effective coverage is that if they do not place stories on their return from a sponsored trip, they are not invited on subsequent trips.

Story Placement

..Anticipating a fresh surge of travel to South Africa with the raising of sanctions, suggested that the new "Countries of the World" TV program on The Travel Channel run a show on South Africa.

Press Contacts

..Congratulated Alan Tucker of Penguin Travel Guides on the takeover by Passport Newsletter and the Berlitz guides.

..Met Travel Editor Judi Dash of the Bergen(NJ)Record; Robert Milne, secretary of the Council of Writers Organizations; travel editor Griffin Smith of the Arkansas Democrat and freelancer Dennis Cavagnaro on New York visits.

MARCH 1991 MONTH END REPORT
Page 10

Press Release

..Shaped a press release on tourism growth in S. A. based on our passing the million mark. Release went to all travel trade publications, to our top four computerized lists, to travel editors of the 99 largest newspapers, to wire services and news weeklies and to leading travel consumer magazines.

PJC/br
Att.

ATTACHMENT II

Billed To: South African Tourism Board
 747 Third Avenue
 New York, NY 10017

TOTAL REIMBURSED EXPENSES: \$8,337.14

<u>DATE</u>	<u>FOR</u>	<u>TOTAL</u>
10/25/90	OCTOBER EXPENSES	\$1,331.11
	Miscellaneous*	\$125.85
	Clipping Services	509.91
	Entertainment - Editors & Writers	197.12
	Release Distribution	498.23
12/ 3/90	NOVEMBER EXPENSES	1,685.47
	Miscellaneous*	238.83
	Clipping Services	427.13
	Entertainment - Editors & Writers	334.30
	Travel - Lea Lawrence & Tom Brakefield	350.39
	Release Distribution	334.82
1/ 2/91	DECEMBER EXPENSES	1,181.34
	Miscellaneous*	225.36
	Clipping Services	157.48
	Entertainment - Editors & Writers	314.50
	Travel	484.00
2/ 1/91	JANUARY EXPENSES	2,286.68
	Miscellaneous	254.26
	Clipping Services	271.08
	Entertainment - Editors & Writers	230.55
	Travel	1,317.79
	Release Distribution	213.00
3/ 1/91	FEBRUARY EXPENSES	657.36
	Miscellaneous*	126.22
	Clipping Services	267.64
	Entertainment - Editors & Writers	263.50
4/ 1/91	MARCH EXPENSES	1,195.18
	Miscellaneous*	474.40
	Clipping Services	268.78
	Entertainment - Editors & Writers	187.00
	Registration for OWAA Conference: Bertus van Zyl, Jeremy Anderson, Peter Celliers	265.00

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 SECTION
 REGISTRATION UNIT

*Includes long distance phone, copying, messenger, mail, bank charges, back issues of magazines, newspapers, etc., Federal Express, stationery, magazine subscriptions.

ATTACHMENT III

<u>MONTH</u>	<u>NAME OF PERSON TO WHOM GIVEN</u>	<u>ON BEHALF OF WHAT FOREIGN PRINCIPAL</u>	<u>DESCRIPTION OF THING OF VALUE</u>	<u>PURPOSE</u>
October 1990	Donald Atwell Zoll	South African Tourism Board	Travel to & in SA	Book on conservation of elephants in Southern Africa
November 1990	Phyllis Funke	"	"	Articles about Jewish life in South Africa
February 1991	Robert Reiss	"	"	Articles on game parks in South Africa.

Registrant: Ellis Associates
Registration#: 2617

The following persons in your organization filed short form registration statements on the date indicated by each name. These short forms are still in an active status. Please review and update where appropriate.

Date Filed	Name	Current Role	Termination Date?
8/23/77	Stephanie Stafanssen		
9/15/80	John L. Guenther	Consultant	
11/23/88	Peter J. Celliers		

- (a) Stephanie Stefanssen served this company on a freelance basis for occasional radio/TV placement. She retired to the West Coast several years ago and died in San Francisco early in 1990.
- (b) John Guenther has served this agency on a freelance basis for occasional print placement. He has not been active for us for several years - but we would still call on him in case of need.
- (c) Peter Celliers is the owner of this company and the detailed report herewith reflects his work for the South African Tourism Board.

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

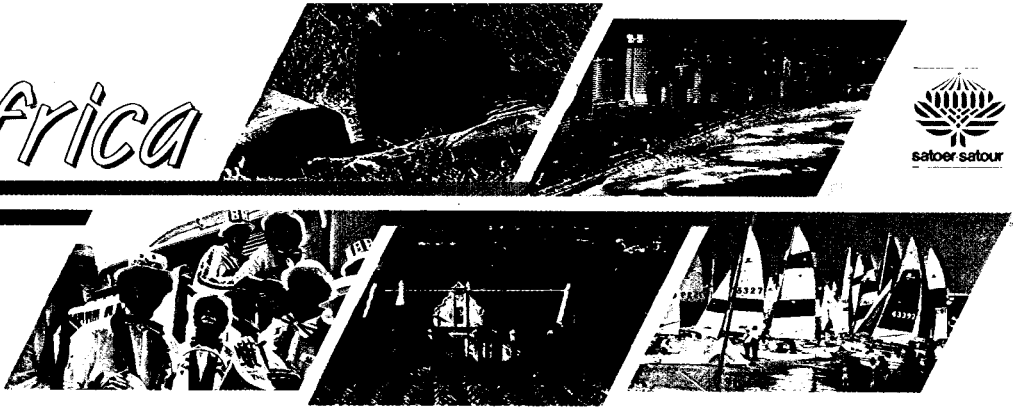
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South Africa



Travel NEWS



Release: Immediate
Contact: Peter Celliers
(212) 645-4440
Fax: 645-4443

SOUTH AFRICAN TRAVEL BRIEFS

South Africa - \$21.50 a Day

Who spends most on travel to South Africa - visiting relatives, vacationing tourists or business travelers? A survey by the South African Tourism Board showed that those visiting friends and family spent least and stayed longest. On average, they stayed three to five weeks and spent about \$661 exclusive of fares. That's \$21.50 a day.

Vacationers, who spent two to three weeks in South Africa, averaged outlays of about \$815 per visitor or roughly \$48 a day. Most of these visitors (78.6%) traveled independently, with 19.4% visiting South Africa in group tours.

Business travelers spend the most money in the shortest time, according to the SATOUR survey. Staying between one and two weeks, they spent an average of about \$1,388 or \$139 per person per day. That's one third of the costs of a visitor to New York or Tokyo!

Buried Bullion

Huge quantities of gold seized by President Paul Kruger for the conduct of the Anglo-Boer war are believed to be buried at various locations in South Africa.

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Computerizing turn of the century records shows that substantial amounts of bullion are still unaccounted for.

Bank of South Africa records show that an October 6, 1899 shipment of 10,249 ounces of gold to Cape Town never arrived. Another time the German Consulate demanded the return of 16,109 ounces of gold - and was reminded that martial law was in force. There are many more such instances, says the Argus newspaper of Cape Town, putting a mysterious dent in the known output of 30 million ounces by Transvaal goldmines between 1886 and 1900,

There is ample documentation that the far-sighted Boer president buried the bullion at various times and places...but no indication as to the specific sites! So the hunt for the Kruger Millions goes on.

For Rail Buffs

South Africa celebrates its pre-eminence in steam haulage with a "Steam Spectacular" festival from July 30 to August 4. Participants in the festival on the Kimberley-de Aar segment will enjoy footplate rides, shed visits, linesiding and more. Accommodations will be aboard a train-hotel staged at Witput.

For visitors with more time, says the South African Tourism Board, a steam drawn rail safari departs Johannesburg July 13 to visit awesome Victoria Falls, for game watching in Kruger National Park, and into the scenic areas of early prospecting in the Eastern Transvaal. The train then parks at Belmont so travelers can enjoy the Steam Spectacular festival before returning to Johannesburg August 4.

Dockside Entertainment

Work has begun on the Cape Town waterfront to transform the Alfred and Victoria Docks into a complex of apartments and offices, and entertainment facilities. The ten-year, \$570 million project will have a one mile rail link to the center of Cape Town.

The port has been in decline with the rise of containerization - but "we still have a working harbor," says David Jack of the developers, Victoria and Alfred Waterfront Company. "The tugs, pilot boats, dry docks, the fishing industry - that's what makes the element of romance."

A cruise liner will be permanently moored in the harbor to function as a conference center, the South African Tourism Board reports. Also planned for the 200-acre complex are seven hotels, a sailing school, a national maritime museum, an aquarium, 15 or 20 restaurants, 10 movie theaters, 1500 apartments and terraced homes, and more than a million square feet of office space.

New Airline

Local service between 17 cities of Southern Africa has been stepped up by the merger of three airlines - Magnum, Citi Air and Border Air - into Link Airways.

Of particular interest in adding flexibility to tourist itineraries are new flights from Durban to Skukuza, the gateway to Kruger National Park, on Thursdays, Fridays and Sundays - and back those same days.

With 298 flights a week, service by Link is aboard 16-seater Swearinger Metroliner turboprops and 9-seater Piper Chieftain

propeller planes. The airline offers economy fares as well as promotional fares, discounted by as much as 40%.

Calendar

Some 2,000 Rotarians from 24 countries voted in Australia to hold their next conference in South Africa in 1992.

September 1-5, 1991: Fourth International South African Cataract and Refractive Surgery Congress is expected to draw over 100 eminent anterior segment surgeons from abroad to the Sandton Sun Hotel in Johannesburg.

September 2-4, 1991: International Conference on Applied Mineralogy at CSIR Conference Center in Pretoria.

September 24-29, 1991: Orchid Show and Conference, Durban Exhibition Center.

From the Winelands

South Africa's fine table wines are not only international prize winners: now, some are also kosher, according to the South African Tourism Board.

A range of five whites running from crisp dry to fruity sweet is produced for a non-Jewish grower, Leon Mostert - who can not be involved in the process except by verbal instructions until the wine is bottled and sealed. The wine is tended by observant Jews following centuries-old laws under supervision of a kosher official appointed by the Beth Din, an orthodox rabbinical body - guided at a distance by Mr. Mostert.

The first Zandwijk kosher red wine, a Cabernet Sauvignon, will be released in 1991.

Zululand Variety

Offering a comfortable base from which to explore Zululand, the 72-room Ulundi Holiday Inn has just completed a \$4 million-plus refurbishing. Known as the smallest Holiday Inn in the world, it stands on the site of the battle of Rorke's Drift, a clash which saw the largest ever number of Victoria Cross medals awarded for gallantry in action. Nearby is Isandlwana, site of another bloody Zulu War battle.

You can tour these sites with a taped audio guide - for rent with a Walkman player for \$10. According to the South African Tourism Board, it offers a self-guiding commentary as well as a reenactment of the battles. Tapes may be had from the Talana Museum.

Near Ulundi, at Ondini, is the KwaZulu Cultural Museum, and there, too, is a showplace Zulu village where visitors can spend the night for about \$10. The Ulundi Inn is close to the Umfolozi Game Reserve, sheltering the world's largest population of white rhino as well as a broad diversity of other game.

For game watching in maximum comfort, the Zulu Nyala Game Ranch offers luxury service at a lower cost. In addition to two game drives daily - at dawn and dusk - a river cruise is included in the daily rate of approximately \$76 to \$88 for a shared cottage and all meals.

Nairobi Service

Expanding service into other African countries, South African Airways now flies into Kenya. This regularly scheduled bi-weekly service between Johannesburg and Nairobi also provides access for Kenyans to the low-cost luxury of South Africa - from sophisticated

theater and shopping to game-rich private reserves. Equipment used for the 4½ hour flight is the Airbus on Mondays and the 737 on Saturdays.

Shelling Tour

Shell collectors have found the beaches of South Africa to be one of the most prolific sources of seashells in the world. About 1500 different species of shells have already been found with the certainty of more.

A tour specially organized for seashell collectors leaves May 15, 1991, for 25 days touring South Africa's shelling locations under the personal guidance of conchologist Joel Greene.

Highlights of the \$5,350 tour from New York include five busy days at a Victorian mansion hotel on False Bay near Cape Town with special permission to shell the Cape of Good Hope Nature Reserve. And, five days at East London in a hotel on a bluff surrounded by rich tidal pools considered the most productive in Southern Africa. Five days will also be spent game watching in Kruger National Park. The tour will be hosted by local chapters of the Conchological Society of Southern Africa.

Sights and Sounds

The spectacular sights and sounds of South Africa are captured on nine colorful films and videotapes for home viewing. And they're yours to borrow at no charge!

Just call the South African Tourism Board and in days you'll have mountain streams and mineral spas in your living room...native

markets and game fishing...bush breakfasts and oysters and champagne on the beach...tribal dances and tranquil architecture...historic towns and gold and diamond mines...thousands of flowering plants and virgin wilderness...hundreds of bird species and the world's best game watching...and still more.

One newly released video titled "This is South Africa" tours the country from historic Cape Town via the thunderous Augrabies Falls and the Kalahari desert to the skyscrapers of Johannesburg, then to Kruger National Park and back to Cape Town by way of Durban and other scenic Indian Ocean resorts.

Call 1-800/822-5368 or 1-800/782-9772 for the "Sights and Sounds of South Africa" flyer that describes films available on loan. Then, borrow the films you desire and travel to Africa without ever leaving home. Better yet, here's a way for you to entertain your friends, or let your PTA or club enjoy a South African evening with films, posters and brochures.

Super Jumbos

Flying between Johannesburg and London is now smoother with South African Airways' new longest-range jumbo jet - the Boeing 747-400.

Some of the unique features of this new aircraft include in-arm videos with 6 channels in addition to the standard overhead VHS and new, electronically operated leather seats in Blue Diamond Class (First). For a more comfortable meal service, swivel tables have been added to both Blue Diamond and Gold Class (Business).

Gold Class also features seven-abreast seating instead of the usual eight with adjustable footrests. And, Silver Class (Economy) has a new type of seat better suited to body contours.

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Editor: For further details on any of the items in this release please contact the South African Tourism Board at 1-800/822-5368. On the west coast, call 1-800/782-9772.

4/1/91

South Africa



Travel NEWS



Release: Immediate
Contact: Peter Celliers
(212) 645-4440
Fax: 645-4443

MAJOR ORCHID SHOW IN SOUTH AFRICA IN 1991

When the collector Francis Masson visited South Africa in 1773 he wrote of the country "being enamelled with the greatest number of flowers I ever saw, of exquisite beauty and fragrance." He was writing of the 25,000 wildflower species that grace this land - but he could have been equally delighted with South Africa's 500 orchid types, 75% of which grow nowhere else in the world.

They will be on show next year in their natural habitat of mountain and forest, meadowland and riverbank as well as in the big exhibition center of the resort city of Durban. There from September 24 to 29, 1991, the South African Orchid Council has scheduled its eighth conference, with the title, "Tropical Orchid Splendor."

While South Africa's spring, starting in early September, is unquestionably the best time to relish the display of orchid blossoms, it is the proud boast of orchid lovers there that somewhere in this varied country an orchid can be found in flower every day of the year.

Expert speakers from overseas as well as local growers will cover professional topics at the conference while booths will be made available at no charge for sale of orchid plans. Tours are

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being organized through the unique floral kingdom of Cape Province, up the Garden Route along the Indian Ocean Coast, into Zululand and among the Drakensberg mountains to see both cultivated plants as well as great numbers of wild blooms.

For more detail, contact conference chairman Colin Silver (P. O. Box 3404, Durban 4000, South Africa - phone 011-27-31/705-1431 or fax 011-27-31/705-1458). Or check with the South African Tourism Board in New York (1-800/Table Mt) or in Los Angeles (1-800/Stay RSA).

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South Africa



Travel



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postage stamps. In the same four languages, the booklet discusses gracious Cape Dutch architecture, South Africa's scenic splendor, the rich bird and fish life along an 1,800-mile coastline, the 290 animal species that roam free in huge game reserves.

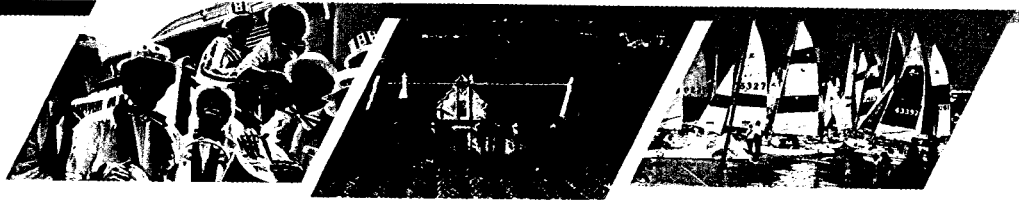
"Wherever you travel," the booklet notes, "you're sure of friendly hospitality, comfort and excellent food and wines . . . exceptional value for money."

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South Africa



Travel NEWS



Release: Immediate
Contact: Peter Celliers
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S. AFRICA TOURISM TOPS MILLION MARK

More than a million visitors came to South Africa in 1990, setting a new record, according to Kent Durr, the Minister of Trade and Industry and Tourism. The "most encouraging" 10.6% improvement, he said, reflects "the present climate of openness and change" in South Africa, notwithstanding the negative impact of the Gulf War and occasional domestic unrest.

This sustained growth promises further improvement in 1991, the Minister added, with the start of South African service this year by Austrian Airlines, China Airlines and Cathay Pacific. He hoped that South African Airways would soon be able to resume service from the U. S.

Of the total of 1,029,093 arrivals in 1990, 51.4% came from other nations of Africa, reflecting a 16.3% growth. Other major generators of foreign tourism included the U. S. with 135,404 visitors (up 4.2%), Germany with 83,443 (up 5%), and the U. S. with 47,425 (up 2.2%).

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"The South African Tourism Board and the tourism trade are understandably very pleased that their marketing efforts have paid

off," Mr. Durr added, "and that they have jointly achieved this noteworthy goal."

Roughly three-quarters of the American traffic went to South Africa as vacation travel. The remaining 23% were traveling on business or for study.

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3/20/91

ZULULAND VARIETY

Offering a comfortable base from which to explore Zululand, the 72-room Ulundi Holiday Inn has just completed a \$4 million-plus refurbishing. Known as the smallest Holiday Inn in the world, it stands on the site of the battle of Rorke's Drift, a clash which saw the largest ever number of Victoria Cross medals awarded for gallantry in action. Nearby is Isandlwana, site of another bloody Zulu War battle.

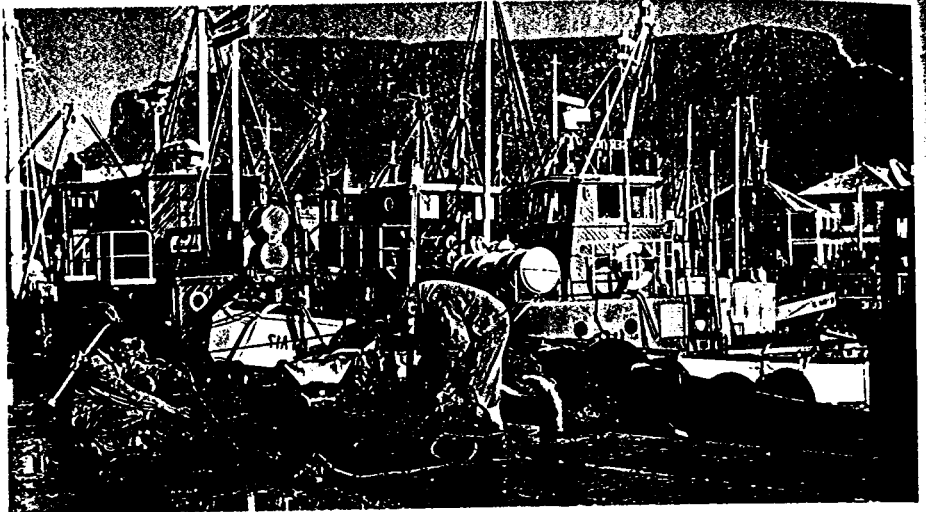
You can tour these sites with a taped audio guide—for rent with a Walkman player for \$10. It offers a self-guiding commentary as well as a re-enactment of the battles. Tapes may be had from the Talana Museum.



Near Ulundi, at Ondini, is the Kwa-Zulu Cultural Museum, and there, too, is a showplace Zulu village where visitors can spend the night for about \$10. The Ulundi Inn is close to the Umfolozi Game Reserve, sheltering the world's largest population of white rhino as well as a broad diversity of other game.

For game watching in maximum comfort, the Zulu Nyala Game Ranch offers luxury service at a lower cost. In addition to two game drives daily—at dawn and dusk—a river cruise is included in the daily rate of approx. \$76 to \$88 for a shared cottage and all meals.

DOCKSIDE ENTERTAINMENT



Work has begun on the Cape Town waterfront to transform the Alfred and Victoria Docks into a complex of apartments and offices, and entertainment facilities. The ten-year, \$570 million project will have a one mile rail link to the center of Cape Town.

The port has been in decline with the rise of containerization—but "we still have a working harbor," says David Jack of the developers, Victoria and Alfred Waterfront Company. "The tugs, pilot boats, dry docks, the fishing industry—that's what makes the element of romance."

A cruise liner will be permanently moored in the harbor to function as a conference center. Also planned for the 200-acre complex are seven hotels, a sailing school, a national maritime museum, an aquarium, 15 or 20 restaurants, 10 movie theaters, 1500 apartments and terraced homes, and more than a million square feet of office space.

SHELLING TOUR

Shell collectors have found the beaches of South Africa to be one of the most prolific sources of sea-shells in the world. About 1500 different species of shells have already been found with the certainty of more.

A tour specially organized for seashell collectors leaves May 15, 1991, for 25 days touring South Africa's shelling locations under the personal

guidance of conchologist Joel Greene.

Highlights of the \$5,350 tour from New York include five busy days at a Victorian mansion hotel on False Bay near Cape Town with special permission to shell the Cape of Good Hope Nature Reserve. And, five days at East London in a hotel on a bluff surrounded by rich tidal pools considered the most productive in Southern Africa. Five days will also be spent game watching in Kruger National Park. The tour will be hosted by local chapters of the Conchological Society of Southern Africa. For details, call 415/776-7199.

FROM THE WINELANDS

South Africa's fine table wines are not only international prize winners: now, some are also kosher.

A range of five whites running from crisp dry to fruity sweet is produced for a non-Jewish grower, Leon Mostert, who cannot be involved in the process except by verbal instructions until the wine is bottled and sealed.



The wine is tended by observant Jews following centuries-old laws under supervision of a kosher official appointed by the Beth Din, an orthodox rabbinical body—who in turn is guided at a distance by Mr. Mostert.

The first Zandwijk red kosher wine, a Cabernet Sauvignon, will be released in 1991.

BURIED BULLION

Huge quantities of gold seized by President Paul Kruger for the conduct of the Anglo-Boer war are believed still buried at various locations in South Africa.

Computerized turn of the century records has yielded clear proof that substantial amounts of bullion are still unaccounted for.

Bank of South Africa records show that an October 6, 1899 shipment of 10,249 ounces of gold to Cape Town never arrived. Another time the German Consulate demanded the return of 16,109 ounces of gold—and was reminded that martial law was in force.

There are many more such instances, says the Argus newspaper of Cape Town, putting a mysterious dent in the known output of 30 million ounces by Transvaal mines between 1886 and 1900. There is ample documentation that the far-sighted Boer president buried the bullion at various times and places . . . but no indication as to the specific sites! So the hunt for the Kruger Millions goes on.

SIGHTS AND SOUNDS

The spectacular sights and sounds of South Africa are captured on nine colorful films and videotapes for home viewing. And they're yours to borrow at no charge!

Drop us a line and in days you'll have mountain streams and mineral spas in your living room . . . native markets and game fishing . . . bush breakfasts and oysters and champagne on the beach . . . tribal dances and tranquil architecture . . . historic towns and gold and diamond mines . . . thousands of flowering plants and virgin wilderness . . . hundreds of bird species and the world's best game watching . . . and still more.

A newly released video titled "This is South Africa" tours the country from historic Cape Town via the thunderous Augrabies Falls and the Kalahari desert to the skyscrapers of Johannesburg, then to Kruger National Park and back to Cape Town by way of Durban and other scenic Indian Ocean resorts.

Just call SATOUR at 1-800/822-5368 or 1-800/782-9772 for the "Sights and Sounds of South Africa Flyer" that describes films available on loan. Then, borrow the films you desire and travel to Africa without ever leaving home. Better yet, here's a way for you to entertain your friends, or let your PTA or club enjoy a South African evening with films, posters and brochures.

FOR YOUR CALENDAR

. . . April 24–27, 1991: Fourth Congress of the South African **Sports Medicine** Association at Sun City, Bophuthatswana.

. . . April 25–28, 1991: **Flower lovers** will gather at Exotica '91 in Durban.

. . . Sep. 1–5, 1991: Fourth International Southern African **Cataract and Refractive Surgery** Congress is expected to draw over 100 eminent anterior segment surgeons from abroad to the

Sandton Sun Hotel in Johannesburg.

. . . Sep. 2–4, 1991: International Conference on **Applied Mineralogy** at CSIR Conference Center in Pretoria.

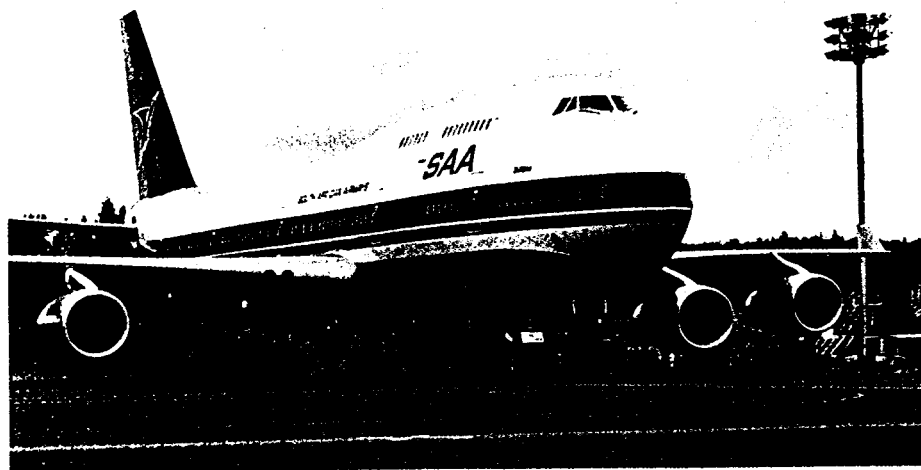
. . . Sep. 24–29, 1991: **Orchid Show** and Conference. Durban Exhibition Center.

. . . Aug. 9–14, 1992: Third International Congress of the South African Society of **Orthodontists**.

. . . Some 2,000 **Rotarians** from 24 countries voted at a Rotary conference in Australia to hold their next conference in South Africa. Rotary's next international conference is scheduled for 1992.

NAIROBI SERVICE

Expanding service into other African countries, South African Airways now flies into Kenya. This regularly scheduled bi-weekly service between Johannesburg and Nairobi also provides access for Kenyans to the low-cost luxury of South Africa—from sophisticated theater and shopping to game-rich private reserves. Equipment used for the 4½ hour flight is the Airbus on Mondays and the 737 on Saturdays.



SUPER JUMBOS

Flying between Johannesburg and London is now more pleasurable than ever with South African Airways' new super jumbo jet — the Boeing 747-400 — the world's largest, most modern and longest-range jetliner.

Some of the exciting new features of this aircraft include in-arm videos with 6 channels in addition to the standard overhead VHS and new, electronically operated leather seats in Blue Diamond Class (First). For a more comfortable meal service, swivel tables have been added to both Blue Diamond and Gold Class (Business).

Gold Class also features seven-abreast seating instead of the usual eight with adjustable footrests. And, Silver Class (Economy) has a new type of seat better suited to the body contour.

With another 747-400 nearing completion, SAA plans to add 11 new aircraft to its fleet this year. For further details on any of the services of South African Airways, call SAA at 1-800-722-4768.

QUITE A DEAL

Savings of \$1,982 for a couple on a South African tour are possible up to September 30 thanks to a "Free Companion" air ticket offer by African Travel Inc. Here's how to close the deal:

- 1.) Book land arrangements of at least \$3,000 per person to be completed by September 30, 1991; then
- 2.) Make a nonrefundable deposit of \$500 per person before March 31.

(In case of cancellation, the deposit, less penalties by destination suppliers, can be applied to a future booking or used by a friend.)

That earns one free ticket between New York and Johannesburg. But if you've got frequent flyer miles, you can do even better:

- 1.) Buy \$3,000 worth of land arrangements per person; and
- 2.) Use your courtesy mileage to get yourself to Manchester, Lisbon or Paris, or to Rio.

And that earns free air tickets onward to Johannesburg and back for every passenger — companion and self. For details call 1-800/421-8907.



TOUR VARIETY

Of the 15 wholesalers who promote tourism to Southern Africa, four have produced exclusive brochures focusing solely on that region.

Esplanade's tours are highly diversified and designed to meet specific demands: a Wine Tour, the Garden Tour, a Military History Tour or a cruise along the African coast on the M.V. Avalon. For wild-life, there's a safari in Kruger National Park or one that combines Londolosi Private Game Reserve and exclusive Cybele Forest Lodge. For further information, call 1-800-628-4893.

Safariworld's "Treasures of Southern Africa" offers unusual combinations to South Africa and neighboring countries. Special features include: stays at deluxe country inns, an historic steam train trip, as well as the world famous Blue Train. For further information, call 1-800-366-0505.

SARtravel's comprehensive 48-page sales guide to Southern Africa covers everything a travel agent or prospective visitor needs to know: hotels, climate, significant places, special attractions and the best value for money. For details on all SARtravel tours call 1-800-421-8907.

Solrep's two feature tours in the "Exclusive Collection" provides all the sights and sounds that makes Southern Africa a unique travel experience. Included in their descriptive brochure is expert commentary on specific attractions such as the Okavango Delta, the Blue Train and Rovos Rail steam Safaris. For further information, call 1-800-231-0985.

For further details regarding any of the information in this newsletter, please contact the South African Tourism Board at
1-800-822-5368
On the west coast, call
1-800-782-9772.



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