

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MAY 1989
PAGE NINE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Cathy Cook TAXI	General Destination	Discussed an individual trip to Finland. Are very interested as they are planning a Scandinavian issue for next April. RK sent information on adventure trips, spas, shopping and design tours. RK to follow-up and find out what they would like to cover.
Gary Ford SOUTHERN LIVING	General Destination	Invited on July trip. Unable to go then, but might want to go on a later trip. RK to keep advised of press trip dates.
Barbara Coats CURRENTS	General Destination	Discussed possibility of her going a press trip. RK sent information and will follow-up.
Judith Newman DIVERSION	Shopping	Wanted some names of stores in in Helsinki for "Diversiory Tactics" column she writes. RK made some suggestions, but suggested she speak to Riitta Tammisto as well.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Charles Passy OVATION	Savonlinna Opera Festival	Discussed 350th Anniversary of Savonlinna and this summer's festival. RK sent information.
Jane Levere FREQUENT FLYER	Spas	Is doing a spa round-up around the world. Interested in Hank Herman's angle -- "Spa-ing for men in Finland." Asked if Hank would call her. RK called Hank Herman and asked him to get in touch with Jane Levere. He said he would do so, and advise if something was worked out.
Walter McQuade CONNOISSEUR	General Destination	Pitched a trip to Finland. Said he he has been before, but would like to go again. Will get in touch when is convenient.
Judy Wade	Bicycle Trips	Interested in bicycling tours. RK sent information and will follow-up. May want to go on an individual trip.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Michael Carlton SOUTHPOINT	General Destination	Can't go on July trip as is starting up a new publication -- Southpoint -- for which he will be editor. However 1/3 of the magazine will be travel, and he would be interested in covering Finland at a later date. RK to stay in touch.
Colin Bessonette ATLANTA CONSTITUTION	Finland on a Budget	Invited to go on July trip. Unable to attend. Perhaps will go on next one. RK to keep advised of dates.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WODS Radio (Boston)	Station sent proposal.	RK sent to Pentti Rosenberg for approval. Pentti said would prefer to do in the fall.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
AM shows and Evening Magazine shows	General Destination	Agency wrote to 15 AM & PM shows in our key markets pitching Finland for remotes. Letters sent with supporting literature. Will follow-up with phone calls.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
MacNeil/Lehrer Proposal	On Top of the World -- The Nordic Experience	Matti Linnoila asked agency to review. Agency felt proposal could be very good for government or trade, but not best way to spend our "travel dollars."
KUSC-FM	Finland Festivals	Ulla Pakarinen asked agency to write credit proposals for this special radio program that FTB and consulate were involved with. RK wrote and sent to Pekka Karhuvaara, per Ulla's request.
Promotion Copy	General Destination	Ulla requested that agency write ad copy for a radio promotion in LA. Wrote and sent to Ulla.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Finland #1 Meeting Destination"	Meeting and Travel agent trade.	Nino de Prado approved. RK mailed out. Completed.
"Finlandia March and Helsinki Marathon"	Travel editors, consumer and trade.	RT felt was not necessary to do again.
"Winter Adventure and Unique Activities"	Travel editors, consumer.	RK wrote and sent to FTB for for approval. RK to mail to magazines. Will mail out to newspapers at end of summer. FTB trying to get good photo for mailing. Being sent from Finland.
"New Winter Literature"	Travel trade.	RK wrote and sent to Nino de Prado for approval. RK will mail out as soon as approval given.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Finland A Great Place to Live"	Travel trade and business travel editors.	RK wrote release based on Swedish newspaper article. Nino de Prado has for approval. Once approved RK to mail out.
"Christmas Tours"	Travel editors, consumer.	RK wrote and sent to FTB for approval. When approved RK will mail out.
"Helsinki Museums"	Sue Hack, Finnair.	Sue Hack at Finnair asked RK to print out a special copy of this release for her as she wants to send it out with a mailing she is doing. RK ran off on computer and mailed to Sue Hack.
"New Silja Line Ship"	Travel editors, consumer	RK to write when information is available on what is new and different on ship.

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Press Visits

Action

"Finland on a Budget"
July 22 - Aug. 1 (NY)
July 22 - 29 (LA &
Seattle)

Status

RK continued to make follow-up calls.
Trip filled as per the following
writers:

Connie Emerson (Reno) -- contributes
to Baltimore Sun, San Francisco
Examiner, Oakland Tribune.

Robert Fried (Novato, CA) -
contributor to Relax magazine.

Sally Moore (Pennsylvania) --
contributor to Saturday Evening Post.

Judy Babcock Wylie (Pasadena) --
travel editor for Pasadena Star and
contributor to Travel & Leisure.

Pat Hanna Keuhl (Denver, Colorado) --
contributor to Rocky Mountain News.

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Press Visits

Action

"Finland on a Budget"
(Continued)

Status

Carla Waldemar (Minneapolis, MN) --
travel editor for Twin Cities Reader.

Jim LeVeque (New Jersey) --
contributor to the Boston Globe and
Los Angeles Times.

Jane Milza (New York) -- food &
travel editor for the Staten Island
Advance and columnist for Newhouse
News Service.

Guy DeMarino (Edmonton, Canada) --
travel editor for the Edmonton Sun.
RK called to let him know that Matti
Metsalampi would call him to
coordinate his arrangements.

Heather Doran (Seattle) -- editor of
Washington magazine had to cancel for
this trip. Said she would like to go
on December trip.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Teague Jackson GOLF ILLUSTRATED	Agency invited to cover the Midnight Sun Golf Tournament.	RT had arranged trip. However, Jackson had to have last-minute eye surgery and was unable to go. Would definitely want to cover next year.
Joanna Pruess NEW YORK TIMES ENDLESS VACATION	Agency invited to Finland.	RT made Joanna's arrangements for trip at end of June.
Andrew Nemethy DIVERSION WASHINGTON POST	Agency invited to Finland.	RT making arrangements for Nemethy's trip to cover the Arctic Canoe Rally.
John Mariani ESQUIRE	Agency invited to go on an individual trip.	RK spoke to Mariani about the problem of bringing his wife on a trip. Mariani said not necessary for wife to go. RT called to discuss trip. He wants to go August or September and RT to make his arrange- ments.

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Press Visits

Dan Zevin
WALKING MAGAZINE

Action

Agency suggested he
cover Finlandia March
in September.

Status

RT contacted and will set up
itinerary.

Walter Roessing
SAN DIEGO UNION
SATURDAY EVENING POST

Agency invited to Finland.

RK memoed Ulla regarding an
individual trip for Walter Roessing,
a top freelancer who lives in
California. He is very interested in
making a trip to Finland and RK told
him that Ulla would be in contact.

Press Trip Results

Joan Dunlop, who went on the July '88
trip to Finland had her story on
Karelia run in the June 18 issue of
the Chicago Sun Times.

Horace Sutton, who was in Helsinki in
May, has written his syndicated
column, which has appeared in the June
4 issues of the Los Angeles Times, and
the Dallas Morning News.

Rita Jacobs wrote an article on the
overnight cruise to Leningrad for the
May/June '89 issue of Side Streets of
The World. Rita made an individual
trip to Helsinki in July '88.

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Press Visits

Action

Press Trip Results
(Continued)

Status

Lisa Beebe's article "Finnish Dimensions" appeared in the June 1989 issue of Palm Beach Life. Lisa attended the July '88 press trip. Lisa also had a piece on Hvittrask in May '89 issue of Side Streets.

Diana and Bill Gleasner, who went to Finland on the July '87 press trip, had an article appear on the front page of the June 25 issue of the Buffalo News travel section.

Media Liaison

Story Angle

Action/Status

Allyson LaBorde

Fall Programs

RK arranged lunch interview for Nino de Prado and Allyson for July 14.

Suzanne Murphy
ROBB REPORT

Festivals

Would prefer to go on an individual trip. However, might consider December trip as she also writes about crafts. RK to invite for December.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Marina Sturdza TORONTO GLOBE & MAIL	General Destination	Met with and discussed a possible individual trip. Very interested in going to Finland and will send samples of her articles. Marina to let Risa know what dates she'd like to go.
Cathy Cook TAXI	General Destination	RK called to find out if they received material that was sent. Cathy said she got everything and definitely wants to organize a trip. She will call in early July to discuss dates.
Alix Witchel MIRABELLA	General Destination	Contacted this newly published magazine about press trips to Finland. RK to invite on future trips.
Dominick Gatto CORPORATE & INCENTIVE	General Destination	Sent Finland Incentive Travel Manual and release for inclusion in Scandinavian issue. Offered to set up interview with Nino de Prado. Mr. Gatto said would let us know if wanted to do.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
David Collins TORONTO STAR	General Destination	Matti Metsalampi suggested we invite on July trip. RK invited. Mr. Collins had surgery, so not a good time for him to go. Asked that we invite later on. RK to invite on December trip.
Leslie Li NEW YORK TIMES	General Destination	RK met with to discuss possible placements for upcoming stories on Finland. When she returns with story angles, agency will help her with suggestions and contacts.
Barbara Coats CURRENTS	General Destination	RK followed-up regarding a trip to trip to Finland. Apparently her publication is doing a special trip with Wartsila, so wouldn't be practical for her to go.
Kiki Olson JEWISH EXPONENT	General Destination	Interested in a Finland visit. RK to keep apprised of dates.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Evelyn Kieran SAN DIEGO TRIBUNE	General Destination	Pitched July trip. Didn't think she would be able to go. Perhaps in December. RK to invite.
Patti Pietschman PALM SPRINGS LIFE	General Destination	Might want to visit Finland in the fall. Will let us know if she can arrange to go.
Mary Ann Hemphill FOOD & WINE	General Destination	Very much wants to go to Finland. Probably in December. RK to invite.
Judith Newman DIVERSION	General Destination	Had very much wanted to go on July trip. However, was unable to get an assignment and won't go otherwise. Will try for December trip.
Geri Bain MODERN BRIDE	General Destination	Pitched July trip. "Finland on a Budget" not right for their readers. May want to join December trip. RK to follow-up.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- JULY 1989

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Winter Adventure and Unique Activities"	Travel editors, consumer	RK mailed out to magazines. Will mail out to newspapers at end of August. RT to try and get good photo when in Finland.
"New Winter Literature"	Travel trade	Approved by FTB. RK mailed. Completed.
"Finland a Great Place to Live"	Travel trade and business travel editors	Approved by FTB. RK mailed. Completed. Ulla requested 50 extra copies. RK sent.
"Christmas Tours"	Travel editors, consumer	Approved and mailed to magazines. Will mail out to newspapers at end of August. RT to try and locate new Christmas photo in Finland.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Cultural Crossroads Packages"	Travel editors, consumer and trade	RK writing.
"Nordic Hotel & Tourist Cheque"	Travel editors, consumer and trade	RK writing.
"Moneysavers '90"	Travel editors, consumer and trade	RK to update according to to new information to be provided by the FTB.
"World's Biggest Ferry"	Travel editors, consumer and trade	Nino de Prado suggested we put out a release about. RK to write.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

1. Name of Registrant Karen Weiner Escalera Associates 104 Fifth Avenue, 11th Floor New York, NY 10011	2. Registration No. 3405

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☒ To correct a deficiency in

☐ Initial Statement

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☒ Supplemental Statement for 3/88, 9/88, 3/89,
9/89, 3/90

☐ Other purpose (specify) _____

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:
Exhibit A for Public Relations Services.
Exhibit B for Money received and spent.

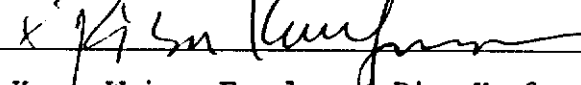
5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

To correct failure to include FTB in said supplemental statement.
Exhibit A and B detail Services rendered, moneys received and spent
on behalf of FTB since September 1987.

RECEIVED
DEPT OF JUSTICE
CRIMINAL DIVISION
90 MAY -3 09:45
INTERNAL SECURITY
REGISTRATION UNIT

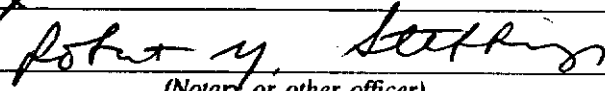
The undersigned swear(s) or affirm(s) that he has *(they have)* read the information set forth in this amendment and that he is *(they are)* familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his *(their)* knowledge and belief.

(All copies of this amendment 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.)



Karen Weiner Escalera & Risa Kaufman

Subscribed and sworn to before me at New York, NY

this 24th day of April, 1990


(Notary or other officer)

My commission expires May 2, 1991

ROBERT Y. STEBBINGS
Notary Public, State of New York
No. 31-4949309
Qualified in New York County
Commission Expires May 2, 1991.

EXHIBIT A

RECEIVED
DEPT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL
-90 MAY -3 119:46

INTERNAL SECURITY
MAY 3 1946

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Pat Gonzalez COPELEY NEWS SERVICE	General Destination	Discussed upcoming fam trip and obtained additional information on outlets for Ritta Tamisto.
David Scott LONDON FREE PRESS in Ontario	Winter Adventure Packages	Contacted Riita Tamisto for additional information on contacts for Canadian consumers. Forwarded information.
Peter Greenberg Syndicated Columnist	Sauna and Reindeer Driving School	Followed up regarding possible press visit in '88 and story ideas. Will contact him again in late October
Gene Schroeder ASSOCIATED PRESS	Santa Claus	Forwarded material on writing to Santa for Christmas .To be considered for Christmas section, which runs over wire on October 24.
Frank Riley (Elfriede) Freelancer, contributor to Los Angeles and San Diego Magazine, also LOS ANGELES TIMES	Winter Sports	Discussed possibility of a spring trip. Is very interested. Will follow up when dates are set.
Roger Cox Freelancer	Winter Adventure Package	Discussed possibility of March trip. Sent background on winter adventure packages. He will query editors to get an assignment

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Press Visits

Peter Andrews
Freelancer, contributor to
CONNOISSEUR, GOLF DIGEST

Story Angle

General Destination

Status

Contacted regarding December press trip. Is very interested and requested that we call him at the end of October.

Ginny Puzo
Freelancer, contributor to
BRIDAL GUIDE

Marriage Ceremony in Finland

Followed up and forwarded additional materials for consideration in this new publication to appear Jan. '88.

Don Niece
CITY PUBLISHERS GROUP

Contest/Winter Finland

Contacted and pitched contest for City Publishers' magazines (40-magazine network tied in with advertising supplement), featuring winter sports vacation. Will follow up.

Joe Maso
TRAVEL TODAY

Holiday Weekend

Pitched Finland's exciting holiday weekend package. He requested information for consideration.

Gary Walther
Freelancer on assignment
for NEWSWEEK INTL.

Weekend Packages

Talked about special weekends to give as a gift. Proposed Helsinki Weekend and Shopping Tour. Sent information

Shirley Slater/ Harry Basch
Freelancers - LA TIMES

General Destination

Discussed Finland cruises to Stockholm and Leningrad. Possibility of a spring press trip. Will follow up.

Ruth Beggren - freelancer
for Toronto GLOBE AND MAIL,
CLEVELAND PLAIN DEALER,
etc.

Architectural design

Discussed her trip arrangements. She insisted on first class air and other arrangements which were unrealistic. We accepted her offer to postpone the trip.

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Radio Promotions

Radio Mailing

Action

Began follow-up to pitch letter sent to 124 radio stations, proposing trip to Finland in exchange for air coverage.

Status

To date we have developed the following opportunities: WRKO RADIO (Boston) -- Wants to do a Santa Claus promo in November, Station to send confirming letter.

KIEV RADIO (Los Angeles) -- Does not run promotional contests. But would be interested in discussing a straight advertising agreement. Sent Ulla Pakarinen KIEV letter to review.

KKHI RADIO (San Francisco) --
-- called to get more information on dollar value of trip. Will call back after discussing with management.

WMCA RADIO (New York) --
Called us for additional details. Will get back to us if interested.

XTRA RADIO (San Diego) ^{Ken's Conf/Notes}
Discussed possibility of contest tied in with interviews of Finnish Tourist Board West Coast Representative on winter sports (they have a sports program in the afternoon) and on various subjects for morning drive-time shows.

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PUBLIC RELATIONS ACTIVITIES - SEPTEMBER 1987
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Radio Promotions

Action

Status

Phil Rappaport
WPIX RADIO

Promotion director discussed
list of prizes with Phil
Rappaport, station head.

Sent an updated list of prizes
and Winter Finland release.

Promotion took place August 31 -
September 10. Winner: Ms. Joan
Olsen of Ft. Myers, Florida.

Wrote to Pentti Rosenberg at
Finnair requesting tickets for
Ms. Olsen. Ms. Rosenberg to
advise whether tickets to be
sent directly or through
agency.

WGBH (Boston) -- Discussed
possibility of major promotion
with this PBS station which
would also involve other
Public Broadcasting Company
affiliates throughout the
U.S. Promotion director will
discuss this with IBM, the
sponsor.

Grand Channel
1 letter
Walland Sports - LA
Walla - Sports - LA

<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
David Sloan GOOD MORNING AMERICA	General Destination	Sent proposed 3-day itinerary for '88 visit to Finland.
Jodi Roth LIFESTYLES OF THE RICH AND FAMOUS	Winter Sports	Sent proposed itinerary and negotiated final arrangements for Dec. '87 trip to do filming of the Runaways of the Rich and Famous. Will prepare letter of agreement for their signature.
Travel News Network	General Destination	Expressed interest in filming a show in Finland. We requested references from other Tourist Boards.

sent letter of agreement for Dec. '87 trip to do filming of the Runaways of the Rich and Famous. Will prepare letter of agreement for their signature.

<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
<i>Special Agent Newsletter</i> Travel Agents Newsletter	<i>News Photo Review</i> Sent FTB final copy for Fall.	FTB printed and mailed.
Agency Report on the marketing of Finland in North America	Revised report from Karen Weiner sent to Pekka Kurki.	Completed.

TO: Mr. Y. PEKKA KURKI
FROM: KAREN WEINER ESCALERA ASSOCIATES, INC.

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PUBLIC RELATIONS ACTIVITIES REPORT - OCTOBER 1987

<u>Releases</u>	<u>Sent to</u>	<u>Status</u>
"Write Santa a Letter..."	Lifestyle editors and TV news directors with captioned photo.	Completed
"15th Annual Finlandia Ski Race..."	Sports Editors with captioned photo.	Sent to Pekka Kurki for approval.
"Tourism to Finland From U.S. Up Over 30%"	For special FTB mailing to European Travel Commission.	Revised per FTB's request and sent to Riitta Tammisto for printing and mailing.
"Finnish Tourist Board Names Canadian Rep..."	Matti Metsalampi for distribution to Canadian travel press.	Approved and printed by FTB and distributed by Matti Metsalampi.
"Moneysavers..."	Travel editors, consumer and trade.	Being prepared by Risa Kaufman.
<u>Press Visits</u> Sept. 24 - Oct. 1 Press Food/Design/Major Cities	Frances Borden hosted press group, which included Pat Gonzalez, COPLEY NEWS SERVICE; Stan Allen, RETIREMENT LIFE; Nancy Kennedy, FORD TIMES, FORD WORLD; Betty Lowry, freelance, BOSTON GLOBE; Thelma Dickman, HOMEMAKER'S, Toronto's GLOBE AND MAIL.	Trip completed. Follow-up continues.

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<u>Press Visits</u> December - Shopping	<u>Action</u> Janet Steinberg, freelance, CINCINNATI ENQUIRER	<u>Status</u> Spoke to Risa Kaufman about about going to Finland in Dec. Risa referred to Riitta Tammisto, who is organizing trip with Maebeth Fenton.
March -- Winter Adventure	Karen Weiner Escalera Associates developed 1988 Hit List.	Risa Kaufman contacting Hit List for March press trip.
<u>Media Liaison</u> Patrick Sarver NEW JERSEY MONTHLY	<u>Story Angle</u> Adventure Travel -- especially winter sports.	<u>Action/Status</u> Is possibly interested in going on March press trip, maybe an individual visit. Risa Kaufman to follow-up in November.
Charles Greenfield, freelancer, CRUISE & TRAVEL	Interested in winter vacation ideas like cross country skiing -- with family vacation emphasis. Readership Spanish speaking.	Might be interested in March press trip. Depends on arrangements he can make to get to New York from Miami.
Susan Flynn Kennedy DIVORCE	This is a new publication that will debut in January 1988. They will carry travel features.	Talked about the magazine doing a travel piece on Finland. Susan suggested inviting the magazine's publisher, John Hirsch on a press trip. Maybe March or individual visit. Risa to follow-up.

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<u>Media Liaison</u> Steve Novack TRAVEL-AGE EUROPE	<u>Story Angle</u> General Destination	<u>Action/Status</u> Asked for photos. Referred to Riitta Tammisto.
Tom Traska TRAVEL-HOLIDAY	"Hot Times in the Old Towns"	Article to appear in special section on the member countries of the European Travel Commission. Needed background info on main cities of Finland and glossy photos. Told Riitta Tammisto who said she would call and take care of.
Margaret Moore CORPORATE MEETINGS & INCENTIVES MAGAZINE	Incentive Travel	Fulfilled request for photo of Nino dePrado.
Jane Lasky LA TIMES SYNDICATE	Business Travel	Doing weekly column. Discussed possible angles for Finland. Will send her all releases.
David Roberts Freelancer for Conde Nast and ATLANTIC MONTHLY	Winter Adventure	Discussed March press trip. Is very interested. Will follow-up.
Margie Kkrishala NEW HAVEN REGISTER	Food	Would be interested in a press a food press visit.
Woody Hochswender Freelancer, for HARPER'S BAZAAR	Winter Adventure	Discussed March press trip. Is very interested. Will send more information.

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Media Liaison
Barbara Bersell
Fashion Photographer

Story Angle
Photo credits

Action/Status
Talked about organizing a photo shoot in Finland for one of the Department Store catalogs Barbara photographed. She will discuss with clients.

Clyde Taylor
Literary Agent
Curtis Brown Inc.

Friendship Year

Discussed possible author visits with idea of writing major piece for Friendship Year. Has some ideas. Will send information.

Bob Tabian
Literary Agent - ICM

Design/Architecture

Has a client in mind who be interested in making a press trip in order to write an article for Connoisseur.

Edward T. Chase
Editor-in-Chief
Scribners

Friendship Year

Asked him to think about authors to write a travel piece about Finland for Friendship Year.

Karen Mender
PR Director
St. Martin's Press

General

Discussed authors who might be be interested in writing about Finland. Will be sending agency their '88 catalog.

Jonathan Dolger,
Literary Agent

General

Has a couple of authors in mind who might be possible candidates to write Finland articles. Will follow-up.

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<u>Radio Promotions</u>	<u>Action</u>
Radio Mailing	Follow-up Calls
	<u>Status</u>
	Q101 Radio in Chicago -- Featured Finland vacation for two in on-air promotion Oct. 9 - 13. Interviewed Nino de Prado
	Confirmed XTRA RADIO (San Diego) for Dec. Waiting for copy lines.
	Confirmed CJOR Radio (Vancouver). Promotion to run Nov. 3 - December 13. Will interview Matti Metsalampi.
	Confirmed WIP radio in Philadelphia. Promotion to run in December. Will inter- view FTB or Finnair reps. Waiting for copy lines.
	Confirmed promotion with WRKO RADIO in Boston for early Dec. Risa Kaufman wrote confirming letter. Waiting for their confirmation and copy lines.
	KSFO RADIO (San Francisco) sent proposal. Pekka would like for them to give us more value. Risa Kaufman to negotiate.

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Radio Promotions

Action

Status

KLUV Radio (Dallas)
interested in having Finland
as part of an ongoing
promotion. Turned down as
value much too low.

KMGK RADIO in Minneapolis.
Interested in working out a
January promotion. Will
call with proposal.

Discussed December promotion
KRLA RADIO (LA). Will get
back to us if can do
something.

KIQQ RADIO (LA): Is
interested, but not now.
Asked that we call back for
Spring.

KGO RADIO (San Francisco): Is
going to discuss with Program
Director. Will call back if
can work something out.

WLVE RADIO (Miami): Might be
interested. Aren't sure they
can offer much dollar-wise.
Will contact us if can work
something out.

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Radio Promotions

Action

Status

WNWS RADIO (Miami): Are trying to develop a package for us. Are very interested. Will send a written proposal soon as they work everything out.

WQXI RADIO (Atlanta): Is considering. Will contact us if can do something.

KBIG RADIO (LA): Would like to do -- but will have to wait for a spring promotion, if we have one.

Television Liaison

Pamela Clancy
KQED TV (San Francisco)

Story Angle

KQED Auction

Joyce Schachter
Travel Channel

Finnair's flights to Russia

Status/Action

Would like to offer a Finland vacation in spring auction. Risa Kaufman to discuss with Pekka Kurki.

Risa Kaufman referred her to Maebeth. Resulted in interview with Finnair Rep. on Oct. 26.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Jodi Roth LIFESTYLES OF THE RICH AND FAMOUS	Winter Sports	Sent letter of agreement for their signature. Few more details to work out: Restaurants they will be going to -- complimentary meals. Risa Kaufman memoed Riitta Tammisto re: requests. Riitta to let Risa know what is confirmed. Risa to advise Jodi Roth. Finnair has confirmed flights.
Thomas J. Martin EN ROUTE PRODUCTIONS	General Destination	Discussed new service for cable television. Want video tapes for video library, which may be used in new cable series "En Route." Will discuss with Pekka Kurki and get back to them.
<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Special Interest Newsletter	Sent Nino de Prado revised copy.	Waiting for FTB approval.
Lunch & Reception Invitations for Canadian press	Drafted invitations. Sent to FTB for printing and mailing.	Completed

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<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Canadian Press List	Researched and compiled Canadian Press list for press lunch and reception to introduce Matti Metsalampi. Sent to FTB.	Completed
Sibelius Concert List	Researched media "friends" list for Sibelius Concert on November 10.	Sent to FTB for mailing.
Agency Report on '87 PR	Presented at meeting with Pekka Kurki and Bengt Pihlstrom.	Completed
Agency Memo on Tourism & PR for Friendship Year	Sent to Pekka Kurki.	Agency waiting for more materials and info on Friendship Year '88.
Preparation of 1988 "Hit List"	Agency to follow-up for press trips and features. Copy sent to FTB.	In progress

TO: Mr. Y. PEKKA KURKI
FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

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<u>Releases</u>	<u>Sent to</u>	<u>Status</u>
"15th Annual Finlandia Ski Race..."	Sports Editors with captioned photo	Completed
"Moneysavers..."	Travel editors, consumer and trade	Being prepared by Risa Kaufman. To include adventure packages as discussed with Pekka Kurki and Nino de Prado.
"Finland Festivals"	Travel editors, consumer and trade	Being updated by Risa Kaufman. Waiting for additional information on Pori Jazz.
"Friendship Year Packages & Departures"	Travel editors, consumer and trade	Agency recommended writing release in order to benefit from Sweden event on December 3. Unable to do anything as nothing is being offered. We lose major opportunity.

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Sept. Press Food/Design/Major Cities	Included Pat Gonsalez, COPLEY NEWS SERVICE; Stan Allen, RETIREMENT LIFE; Nancy Kennedy, FORD TIMES, FORD WORLD; Betty Lowry, freelance, BOSTON GLOBE; Thelma Dickman, HOMEMAKER'S.	Trip completed. All photos from trip and recipes from Alexander Nevsky sent out.

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Press Visits

March - Winter Adventure

Action

Hit List of 30 Travel/Trade
Sports media compiled and
letter developed pitching
winter sports/adventure
travel angles and Finnish
Friendship Year. Emphasis on
ski writers and travel editors.
Package material enclosed.

Status

Risa Kaufman to follow-up and confirm
attendees. Waiting for dates
from Finnair.

Media Liaison

Amy Berger
WOMAN

John De Mers
UPI

Gil Gjersvik
THE TRAVEL AGENT

Tim O'Keefe
DIVERSION

Jerry Tutunjian
LEISURE WAYS (Toronto)

Story Angle

Inexpensive Spring Vacations
for March issue.

General interest Finland
story with Santa angle -
interview with P. Kurki.

Ski Race

Husky Dog Safari

General Destination

Action/Status

No information available as yet,
so lost opportunity.

Followed up to determine status of
story; advised will move on wire
Dec. 1.

Received release; told to call Riitta
for color slides to accompany story.

Riitta Tammisto handling; must have
assignment in hand as he already made
a trip this year.

Spoke to Risa Kaufman. Discussed
possible angles and will send
releases.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Laura Kelly SOUTH FLORIDA MAGAZINE and freelance, D.C. POST	Spring in Finland and Romantic Hideaways	Has outlets for Spring story and will do story on Romantic Hideaways for Washington Post.
Ty Harrington, freelancer	Winter/Adventure	Very interested in March Press press trip. Sent him information.
Doris Kennedy, freelancer SAN DIEGO UNION, DENVER POST	General Destination	Wants very much to go to Finland in '88 - with photographer husband. Has sent list of publications and articles. Will send to Riitta Tammisto for consideration.
Gail Zweigenthal GOURMET	Turku Destination	Is interested in visiting Turku. Risa to send information and follow-up.
Richard Alleman VOGUE	Adventure/Travel	Interested in making a trip in April. Will follow-up.
Harvey Chipkin TRAVEL WEEKLY	Honeymoon Packages	Will send information on Lapp Wedding ceremony.
Marcelle Fischler, BALTIMORE SUN	Design	Sent information.
Percy Rowe, freelancer	General Destination	Talked about writing something on Friendship Year. Sent information.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dave Bruce, freelancer	Food	Talked about possible trip to Finland. Sent information.
Gordon Garrison Radio Show Host, Canada	General Destination	Send information on Finland and will talk about on show.
Gregg Stott, freelance DESTINATIONS, EN ROUTE	Adventure/Travel	Discussed March trip.
Len Barnes, MICHIGAN LIVING	Adventure/Travel	Might want to go on March trip. Will follow-up.
Nicholas Von Hoffman, GENTLEMAN'S QUARTERLY	General Destination	Writing to regarding individual trip.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Radio Mailing	Follow-up Calls	Q101 Radio in Chicago -- Riitta Tammisto arranging seats for winner.
		XTRA RADIO (San Diego) writing copy copy lines for Dec. promo. Will send us finished copy for approval.
		CJOR Radio (Vancouver) promo in progress. Will interview Rainer Viisainen, from Finnair, on Dec. 1.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
		WIP Radio (Philadelphia) sent copy lines for approval and has begun promo, which will run for six weeks. Will arrange for an FTB or Finnair rep to be interviewed.
		Followed-up with WRKO Radio in Boston. Waiting for their confirmation and copy lines.
		KSFO Radio (San Francisco) revised proposal to \$29,000. Waiting for copy lines.
		KSTP Radio (Minneapolis) said that they like to send their listeners to warmer climates as it is so cold there in the winter. Declined promo.
		KRTH Radio (Los Angeles) may be interested at a later time. But not now.
		KING Radio (Seattle) is considering. Will get back to us if interested.
		KIRO Radio (Seattle) might want to do. RK to follow-up.

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● Radio Promotions

Action

Status

KGO Radio (San Francisco) is interested -- but at a later date. Don't want to do now as KSFO Radio is doing.

WNWS RADIO (Miami) is still trying to work out a proposal. Will get back to us when they have something.

Television Liaison

Story Angle

Status/Action

Marty Ryan
TODAY

Friendship Year '88

Sent letter suggesting making Willard Scott an honorary Finn. Finnish Ambassador to present him with authentic Lapp hat on air during morning segment (Alternative: straight interview with Finnish Ambassador).

David Sloan
MORNING AMERICA

Friendship Year '88

Followed up once again status of GOOD remote in Finland.

● ESPN & Other Sports Shows

Sports Events

RK spoke to Fred Laphen at Finnair to request sports video that we could use to lure TV sports coverage for Finland. Tape is being improved. RK to call again mid-December.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Jodi Roth LIFESTYLES OF THE RICH AND FAMOUS	Winter Sports	Wanted two more first class tickets for star. Referred to Riitta Tammisto to work out final details. Not possible to get two more first class tickets. Show may consider getting a new star. Will advise.
Jane Morton AROUND TOWN NETWORK	Finnish Friendship Year	Met with Jane Morton and Carol Nashe of new travel show on cable TV in Boston -- Suggested radio promotion for Finnish Friendship Year to launch show. She is most interested and will send proposal.
Leigh Ann Stokes DAUPHIN INT'L (makers of portable Sauna)	Sauna	Suggested they contribute a sauna as part of a TV promotion for Finnish Friendship Year. She was interested and requested specific proposal.
WGBH TV	New Years Eve Promotion	Followed up regarding national promotion on all public TV stations scheduled for New Year's Eve. Promotion Director said IBM sponsor was unwilling to underwrite promotional costs so event cancelled.

<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Special Interest Newsletter	Sent Nino de Prado final copy.	Nino de Prado to have printed.

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<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
North American Marketing Day - Nov. 6, 1987	Presentation by Karen Weiner Escalera before the Finnish Travel Industry. Special summary of speech highlights prepared for Bengt Pihlstrom.	Completed
Agency memo to Patrick Humphreys	Suggested themes for video on Finland that he is producing.	He is going to incorporate agency ideas in video.
Joel B. Grossman PLATINUM TOURS	Suggested he develop ultra luxe package to Finland on Concorde for Christmas '88. Would include several days London and one day Lapland.	Is interested. Will get back to us when he gets something worked out.
Agency Memo Re: Press Kit Releases	Wrote Pekka Kurki a memo on outstanding releases for press kit that must be written.	Agency waiting for word on how FTB wants to proceed.

TO: MR. Y. PEKKA KURKI
FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
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4 December 1987

Releases

"Finland Festivals"

Sent to

Travel editors, consumer
and trade.

Status

Completed.

"Summer Packages"

Travel editors, consumer
and trade

Sent to Riitta Tammisto for approval.
Packages are from Finland Vacation
Guide '88. Maebeth sending out a
release announcing Finnair summer
packages.

Finland Guide '88

Trade

RK writing.

"Free Things To Do In
Helsinki"

Travel editors, consumer
and trade

Waiting for information from FTB.

Press Visits

March 10 - 17
Winter-Adventure

Action

Follow-up calls to hit
list of 30 Travel/Trade
Sports media

Status

Trip nearly filled.

So far those participating are:
Cornelia Dodge, Town & Country; Paul
Fichtenbaum, Sport; Laura Kelly,
Miami/South Florida Magazine and
contributor to the Washington Post;
Benjamin Epstein, Orange County
Magazine; Joseph Rosendo, Los Angeles
Times, San Diego Union; Jill Rigby,
Toronto Sun; Ty Harrington, Greenwich
Times, Stamford Advocate.

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Press Visits

March 10 - 17
Winter-Adventure
(continued)

Action

Follow-up Calls

Status

Frank Riley, freelancer for LA Times (and his wife) were supposed to go. However, he spoke to his editors at the LA Times and they decided they would rather have Mr. Riley go on another trip so that they can print his story before next winter, tying in with Friendship Year. Risa has advised Ulla of the situation and she will help organize an individual trip for him.

Detroit News just ran a winter piece on Finland and would prefer to cover another kind of story. Will follow-up.

European Travel and Life also ran a piece on Lapland. Too soon to do another.

Vince Aversano of Inside Sports is considering. He said he would let us know soon.

Barry Hollister of Ski America is considering and will let us know.

Clive Hobson of Ski Canada said he would think about sending someone. He isn't sure he can do now, but will let us know.

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Press Visits

Action

Status

Paul Jackson of the New York Post said he was interested but would have to get back with an answer.

Robert Jenkins, Travel Editor of the St. Petersburg Times would like to go but doesn't think the dates will be convenient. In the event he can't make this trip, he would like to go on another later on.

Have left messages and still waiting to hear from Hillel Levin, Chicago Magazine; Harold Glicker, Long Beach Press Telegram; John MacDonald, Seattle Times.

Riitta Tammisto requested that we invite writers to attend.

February 14 - 15
Traditional Food Week
Press Trip

Barbara Gibbons, United Features syndicate will go. Riitta Tammisto to follow up and plan itinerary.

Tom Passavant who writes for Diversión said that he would like to go to Finland sometime, but not interested in a food story. Sent him information on Winter Adventure. Said he might want to go. Would let us know.

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Press Visits

February 14 -15
Traditional Food Week
Press Trip (continued)

Action

Stopped making calls for Food Trip as Riitta informed Agency that FTB would only send one writer on this trip afterall, as it would be too expensive to send more.

Status

Madeline and Emanuel Greenberg, who write for Playboy and 50 Plus said they would not be able to make it.

Lorna Sass, who writes for Food and Wine and The Washington Post is unable to go.

Media Liaison

Peter Greenberg
LOS ANGELES TIMES

Susan Grodnick,
Cookbook author and
contributor to DIVERSION

Richard Alleman
VOGUE

Story Angle

Reindeer Driving School

Food

General Destination

Action/Status

Ulla Pakarinen to call and organize individual trip.

Will send her information and follow up regarding press visit.

Is interested in a Finland visit. Will advise us as to his availability.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Helen Brann Literary Agent	Finland Festivals	Helen represents ballet dancer Brigitta Lieberson, who was married to George Ballanchine. We talked about the possibility of Brigitta going to Finland this summer to cover some of the cultural festivals and writing a piece that might be published in the <u>New York Times</u> . Helen is sending Brigitta's most recent book (she will have another one published next year) and we will discuss trip further.
Beverly Beyer (SATW) LOS ANGELES TIMES	General Destination	Is interested in Finland. Always travels with her husband Ed Rabey. She will call with dates.
Pat Brooks TRAVEL & LEISURE	Food	Is very interested in an individual trip. Agency to follow-up to coordinate visit.
Kevin McKean MONEY	General Destination	Pitched Finland destination story. Magazine isn't interested in any more destination articles but rather general service pieces and "theme" articles. Promised to develop ideas based on his guidelines and send them to him.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Charles Lockwood NEW YORK TIMES, Airline Inflight	General Destination	Not a story he will be able to do for awhile.
Norman Goldstein ASSOCIATED PRESS	Lapp Marriage Ceremony	Sent information on Lapp Wedding for Special Edition called "Bride and Groom." He says he is very interested in using our material.
Barbara Gillam GLAMOUR	Spa Vacations, Helsinki Card	Not interested in Spa Vacations as not sports oriented. Glamour no longer interested in destination pieces, no interest in adventure travel either.
Carl Sommers NY TIMES Travel Advisory	Moneysavers	Discussed Helsinki card and other moneysaving ideas. Will consider for news item.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Radio Mailing	Follow-up	XTRA RADIO (San Diego) -- Winner Chris Tuthill. RK organized tickets with Sue Hack of Finnair.
		WIP Radio (Philadelphia) -- winner Lee Skomsky. RK spoke to winner and coordinated travel arrangements with Sue Hack.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Radio Mailing (continued)	Follow-up	KSFO Radio (San Francisco) winner -- Al Balsa. RK spoke to winner and coordinated travel plans with Sue Hack.
WNEW RADIO (New York)	Initiated promo using Heikki Sarmento's performance at Carnegie Hall as angle.	WNEW Radio winner Irj Asumaa. RK spoke to WNEW promotion manager and forwarded information to Sue Hack, who is organizing trip.
WRR Radio (Dallas)	Wants to do a Finland promotion. Would prefer a summer package.	RK to discuss with Pekka Kurki and get back to station.
WMCA Radio Interview (New York)	Arranged for Pekka Kurki interview on Curtis Ellis Travel Show 1/13/88 (a taped telephone interview).	Completed
<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
LIFESTYLES OF THE RICH AND FAMOUS	Winter Sports	Trip completed. Show to air February 26. Riitta Tammisto waiting for copy of video tape.
Round Town Network Cable (Boston)	TV promo	Wants to use a trip to Finland as a giveaway. Will discuss with Pekka Kurki and get back to station.

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Television Liaison

Group W

Story Angle

Peter Greenberg, freelance travel writer is consultant to Group W's new getaway program, which will begin broadcasting in September. Peter is interested in off-beat ideas for the show and wants to recommend that they do a Finland segment.

Status/Action

Will let us know when is ready to consider ideas. Will follow-up.

Video News Release

Spoke with Peter Shure, former publisher of Meeting News, about doing a video news release on what's new in meeting sites. Discussed possibility of major sponsor.

Said he would get back to us.

International Television Productions

Friend of Ulla. Called to tell us about his corporate video production house (they don't do VNR's -- only feature videos).

Told him that we did not have a need for a travel video at the present time. But would be in contact if that changed. He is sending information.

Special Projects

Freelance Council of SATW

Action

Pursued possibility of hosting Freelance Council of SATW

Status

Based on clippings seen from a recent trip decided it was not worth investment.

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<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
LIFESTYLES OF THE RICH & FAMOUS	Drafted letter to show's director for Riitta Tammisto concerning unauthorized bills from recent trip.	Sent to Riitta for her use.
Ann Mane Victory, Packager	Spoke to Anne Mane Victory, a packager of <u>exclusive</u> European Vacations.	Passed on the lead to Nino de Prado so that Nino can find out what she might do to Finland, as all her tours are very newsworthy.
Patrick Humphreys	KWE spoke with Humphreys about video and gave him additional advice on script.	Is working on video and will keep KWE advised.
Cocktail Party for Anna Maila Tantt	RK and KWE attended cocktail reception held at home of Pekka Kurki.	Completed.
FTB Marketing Meeting	RK and KWE attended FTB Marketing Meeting that was also attended by Ulla Pakarinen and Matti Metsalampi.	Completed.
Scandinavian Craft Show	RK attended press viewing of Scandinavian Craft Show.	Completed

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Scandinavian Craft Show

RK and KWE attended
black-tie reception opening
Scandinavian craft exhibit at
American Craft Museum.

Completed.

"Moneysavers Newsletter"

Went over with Nino
de Prado.

Waiting for up-to-date information
from FTB so RK can prepare for
printing.

TO: MR. Y. PEKKA KURKI
FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT

Releases

Sent to

Status

"Summer Packages"

Travel editors, consumer
and trade.

Completed.

"Finland Guide '88"

Trade

Completed.

"Finland Cruises"

Trade

Sent to Nino de Prado for final
approval.

"New Publications"

Trade

RK writing.

"Tall Ships Race"

Travel editors, consumer
and trade.

RK writing.

"Arctic Canoe Race"

Trade

RK writing.

"Free Things To Do In
Helsinki"

Travel editors, consumer
and trade.

Waiting for information from FTB.

Press Visits

Action

Status

February 14 - 15
Traditional Food Week
Press Trip

Invited Barbara Gibbons,
who writes a food column
for United Features
Syndicate.

Trip completed. Barbara Gibbons
plans to write a few columns about
about trip. Others on food tour were
food writers from Sweden, Norway,
Denmark, Germany and France.

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Press Visits

March 10 -17
Winter-Adventure

Action

Follow-up calls to ^{and}
list of 30 Travel/Trade
Sports media.

Status

Jill Rigby of the Toronto Sun had to cancel, as well as Paul Fichtenbaum of Sport magazine. Joseph Rosendo, who writes for the Los Angeles Times and San Diego Union also can't go.

However we've found replacements and to date those participating in the trip include Cornelia Dodge, Town & Country; Laura Kelly, Miami/South Florida Magazine and contributor to The Washington Post; Benjamin Epstein, Orange County Magazine; Ty Harrington, Greenwich Times, Stamford Advocate; Ian Lennie, Ski Canada Magazine; Carma Wadley, Desseret News (Salt Lake City Utah); Reed McMannus, Sierra Magazine.

Vince Aversano, Editor of Inside Sports is unable to go, and said one of his editors Mike Herbert. In the event of a cancellation we will call. They may be able to go in April.

that he has given our material

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<u>Press Visits</u> March 10-14 Survival Tour	<u>Action</u> Riitta Tammisto requested that we invite a writer to attend as the publication that was going, <u>Adventure Travel</u>, is being discontinued.	<u>Status</u> Called several writers to see if they could attend, including Reed us Reed McMannus, <u>Sierra</u> (decided to go on Winter-Adventure instead), Clare Conly of <u>Outdoor Life</u>; T.H. Watkins <u>Wilderness</u>; John Herlin at <u>Backpacker</u>; Laura Honhold at <u>Outside</u>; and Natalie West at <u>Adventure</u>. Writers called unable to go at this time.
<u>Media Liaison</u> Paul Jackson NEW YORK POST	<u>Story Angle</u> Wants to go to Finland in April with his wife. He wants to write about things you can do in the summer.	<u>Action/Status</u> Memoed FTB with details in order to organize itinerary
Robert Jenkins ST. PETERSBERG TIMES	Wants to visit Finland in May for five days on return from Russia. Wants to write a general destination story.	Memoed FTB with details in order to organize itinerary.
Beverly Byer, columnist LOS ANGELES TIMES TORONTO STAR	Interested in visiting Finland early June.	Memoed Ulla with details.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Doris Kennedy DENVER POST SAN DIEGO UNION	Would like to visit Finland spring or summer, in order to write a general destination story.	Memoed Riitta Tammisto to contact and organize trip.
Bard Lindeman 50 PLUS MAGAZINE	Interested in a June trip. Wants to focus on elderly.	Memoed Riitta Tammisto to contact and organize trip.
Gena Reisner	Summer Adventure	Pitched water sports available in Finland. Will let us know if she can go.
Pat Brooks TRAVEL & LEISURE	Food	Is very interested in an individual trip, but can't go for six months. RK to follow up.
Peter Greenberg <i>LA Times, Group W, etc.</i>	Reindeer Driving School	Ulla Parkarinen is meeting with him organize trip.
Terry Marsili ROBB REPORT	General Destination	Discussed July press trip. Will call when dates are confirmed.
Martha Begley BACKPACKER	Hiking	May want to go this summer. RK sent Adventure Holidays brochure. Will advise.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
John MacDonald SEATTLE TIMES	General Destination	Very interested in a summer adventure trip -- hiking or boating in July. RK sending Summer Adventure Holidays and will follow up.
Mary Lu Abbott HOUSTON CHRONICLE	General Destination	Pitched trip to Finland this summer. Unable to go this year. She will call us if her plans change.
Susan Spedale JOURNAL NEWSPAPERS	Food	Went to Finland last year for <u>Choclatier</u> -- but felt it was too rushed. Would love to go back if we organize a food press trip. RK will let her know.
Pat Conova	Winter-Adventure	Wants to do a winter adventure trip-- either group in April or individual trip. RK to arrange.
Bob Hill TRAVEL REPORT	Summer Vacations	Uses news shorts and feature stories. RK sent piece written for LA advetorial as well as summer packages release.
David Morse	General Destination	Riitta Tammisto asked agency to review writer's request to go to Finland. Agency memooed Riitta recommending a visit.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Carl Sommers NY TIMES Travel Advisory	Moneysavers	Put in touch with Nino de Prado to get further information. Resulted in piece on Finnecheques in Feb. 21 issue of <u>New York Times</u> .
Warren Pierce WJR Radio	General Destination	Would be interested in a press visit. Would tape a number of stories and do interviews. RK to follow up.
Brenda Fine NATIONAL LAW JOURNAL DIVERSION, NEW YORK DAILY NEWS	General Destination	Might like to go this summer. RK to let know July press trip dates.
Rusty Unger HARPER'S BAZAAR	Adventure Travel	May be interested in going on next press trip. RK to follow up.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Fall-Winter Radio Mailing		Completed.
Spring-Summer Radio Mailing	RK developing list and letter.	Waiting for meeting with Pekka to determine what the prizes will be.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
PM MAGAZINE WCIA-TV (Champaign, Illinois)	General Destination	RK sending segment ideas for months of May and July.
Edythe C. Baker WGBH-TV (CH. 2), Boston	Channel 2 Auction	Sent material to agency. Agency has declined participation -- deal not good enough.
David Sloan GOOD MORNING AMERICA (ABC-TV)	General Destination	RK and Lois Neufeld met David Sloan to discuss opportunities for Finland coverage when the show does its remote from Sweden in May. He said that they would be doing a "Scandinavian Wrap-Up." Will give us the lion's share of the segment. If Reagan stops to Helsinki on his way to Moscow that week, there may be further opportunities for coverage -- on other stations as well. RK and Lois to follow up and help show with arrangements.
LIFESTYLES OF THE RICH AND FAMOUS	Winter Sports	Trip completed. Have made two and requests for video tapes to be sent to Riitta Tammisto.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
WHAT'S COOKING WITH BURT WOLF - Cable TV	Food	Would like to send a crew to Finland. RK requested a copy of tape and will review with Lois Neufeld to determine feasibility.
KENS-TV	Summer Adventure	Both RK and Lois Neufeld have requested that a video tape be sent to Riitta Tammisto. It was supposed to have been sent Federal Express.
<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Moneysavers Newsletter	Received up-to-date information from Nino; made necessary changes and had mechanicals made.	Turned over newsletter mechanicals to FTB for printing.
Canadian Press List	RK sent Matti Metsalampi list of Canadian Travel Press -- Consumer and Trade.	Completed.
FAM Trip For RK	RK went to Finland Feb. 11 - Feb. 17 for FAM trip. She accompanied food writer Barbara Gibbons on Traditional Food Week post tour.	Completed.

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<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Salt Lake City Press	Ulla requested names of travel press in Salt Lake City to invite to her seminar. Agency complied.	Completed.
TV Opportunities Meeting	Meeting at FTB with RK, KWE and Lois Neufeld.	Information being gathered.
Trade Commission Meeting	FTB and agency met with Trade Commission to see if there were areas where we might be helpful to each other.	Trade Commission reluctant to give out information.
Meeting with FTB Staff	FTB and agency met to discuss ways we can better work together.	RK to type up notes.
I Love New York	For Nino, KWE checked out "I Love NY" campaign originator, Charlie Moss, V.P. at Wells, Rich & Greene, ad agency for "I Love NY."	Completed.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Finland Cruises"	Trade and Consumer	Completed.
"New Publications"	Trade	Approved by Riitta Tammisto. Sent sent out by agency. Completed.
"Tourism Up"	Travel editors, consumer and trade.	Sent to Pekka Kurki for approval.
"Tall Ships Race"	Travel editors, consumer and trade.	RK writing.
"Arctic Canoe Race"	Travel editors, consumer and trade.	RK writing.
"Philatelic Conference"	Trade	RK writing.
"Programs for Handicapped"	Travel editors, consumer and trade.	RK writing.
"Free Things To Do In Helsinki."	Travel editors, consumer	Waiting for information from FTB.

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Press Visits

March 10 - 17
Winter-Adventure

Action

Riitta Tammisto and Risa Kaufman hosted press group. Participants included: Cornelia Dodge, Town & Country; Laura Kelly, South Florida Magazine; Benjamin Epstein, Orange County Magazine; Ty Harrington, Greenwich Time, Stamford Advocate; Ian Lennie; Ski Canada Magazine; Carma Wadley, Desseret News (Salt Lake City, Utah); Reed McMannus, Sierra Magazine; Dave Hauser, LA Times.

Status

Trip Completed. Riitta and Risa to select photos taken by Dave Hauser and Ty Harrington. Riitta to send to group members who requested.

March 10 - 14
Survival Tour

Mark Mardon of Sierra Magazine was able to participate in Survival Tour after all.

Trip Completed.

July 22 - 29
Savonlinna Opera Festival

Hit list of 35 Travel/Trade media compiled and letter developed pitching Finland Festivals and highlights of southeastern lake district. Package material enclosed.

Risa Kaufman to follow-up and confirm attendees.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Individual Visits	Hit List of 25 Food editors compiled and letter developed pitching Finnish cuisine.	Risa Kaufman to follow-up and confirm attendees.
<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jill Rigby TORONTO SUN	Summer Festivals	Pitched July trip. Is considering going. Will let us know.
Pucci Myer NEW YORK POST	Finnish Design	Talked about possible individual trip. RK to send material.
Paul Plawin CHANGING TIMES	General Destination	May be interested in visiting Finland early in '89. Will follow-up.
Bill Flanagan FORBES	General Destination	Talked about July trip. Asked for additional information. RK to follow-up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Larry & Valere Althouse THE PARK CITY NEWS (Dallas)	General Destination	Expressed interest in going to Finland. RK to follow-up.
Patti Pietschmann PALM SPRINGS LIFE	Spa Holidays	Pitched September Spa trip. RK to let her know dates.
G.S. Bush TRAVEL & LEISURE	Adventure Travel	Discussed his going on a summer trip. Will let us know if can go.
Rusty Unger HARPER'S BAZAAR	Adventure Travel	Might be interested in going on July press trip. RK to follow up.
Terry Marsili ROBB REPORT	General Destination	Pitched July trip. RK sent sent information and will follow up.
Judy Williamson DALLAS MORNING NEWS	General Destination	Will be stopping in Helsinki on arranged cruise. Asked for information on Helsinki and shopping.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Ed Wojtas FORT LAUDERDALE NEWS/ SUN SENTINEL	Senior Citizen Travel	Expressed interest in senior citizen programs in Finland. RK to send information.
Carla Hunt	Adventure Travel	Unable to go on an April winter-adventure trip -- may be able to go on an adventure in fall. Will let us know.
Barbara Kafka VOGUE	Food	Pitched a food trip. Unable to go in near future. Maybe later on. Will contact us when schedule changes.
COSMOPOLITAN	Summer Packages	Called to double check information from our summer packages release. Are using in their June issue.
Beverly Beyer LA TIMES	General Destination	Had wanted to go to Finland in June. But unable to do so now. Would like to go another time and will call back with dates.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Mike Shoup PHILADELPHIA INQUIRER	Friendship Year	Pitched local angle for Friendship Year. Said would look into it. RK sent information. Will follow up.
Kevin McKean MONEY MAGAZINE	Moneysavers	Pitched on Finncheques. Agency to follow up.
Charles Oberdorf CITY & COUNTRY HOME	General Destination	Invited on July press trip. Will let us know.
Ron Butler	General Destination	Discussed the July trip. Unable to go this year.
Rick Sylvain DETROIT FREE PRESS	General Destination	Talked about his going to Finland. Can't send anyone. No budget.
Janet Fullwood SACRAMENTO BEE	General Destination	May go on July trip. Will advise.
Laura Bly ORANGE COUNTY REGISTER	Adventure	Might be interested in an adventure trip. RK sending information and will follow up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
John Engstrom SEATTLE POST INTELLIGENCER	Adventure	Invited to go on July press trip. Will let us know.
James Yenckel WASHINGTON POST	Friendship Year	Pitched local angle of Friendship Year. Will look into.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Spring-Summer Radio Mailing	RK ready to develop list and letter.	Pekka Kurki said that we will not do Spring-Summer radio promotions as Finnair has no space. We will double our fall efforts instead.
Potuck Delsi WSSJ Radio (Camden, New Jersey)	Discussed possibility of their doing a remote from Finland for a week in the fall (a preview of Santa) and kicking off the promo by doing something in conjunction with Sea Fin- land in May.	He is sending a media kit with with information about the station. RK to look over and follow up.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Jennifer Reansch GOOD MORNING AMERICA ABC-TV	General Destination	Called to say that GMA would be in Finland May 2 & 3 to film our segment of their "Scandinavian Wrap-up" (to be aired the week of May 16). Wants to know what we want included and what tapes we might already have on hand. Riitta Tammisto to gather tapes. Lois Neufeld to discuss "best shots" with Pekka Kurki.
Background Memo on Video News Releases	Helsinki -- to coincide with Reagan visit in May.	Sent to Pekka Kurki by Lois Neufeld to take to Helsinki to help get financial backing.
Breakdown memo on May Video News Release	Helsinki (Reagan visit)	Lois Neufeld provided Pekka Kurki with a memo breaking down budget and schedule for pending May video news release. Also included bios of VNR team, network possibilities, and suggestions for press packets for electronic media. Waiting for word from Pekka Kurki as to whether we can get started.
Runaway With the Rich and Famous	Winter Sports	RK requested another tape for Riitta Tammisto, as she needs 3/4" to make copies for Finland.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
KENS-TV	Summer Adventure	Lois Neufeld made another request for video tape to be sent to Riitta. They promised to send.
Connie Chung Special NBC-TV	Aging	Tried to get information on over 65 travelers to Finland from FTB. Unable to get necessary figures in time.
<u>Special Projects</u>	<u>Action</u>	<u>Status</u>
Incentive Newsletter	RK ready to start	Waiting to meet with Nino de Prado to get information and content.
Press trip to Finland Winter-Adventure	RK co-hosted March press trip with Riitta Tammisto (March 10-17).	Completed
Story Ideas	RK sent to Riitta Tammisto	Completed.
Agency Memo	Notes from joint FTB-Agency meeting to discuss ways of enhancing PR results in the New Year.	Completed.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- APRIL 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Tourism Up"	Travel Editors, consumer and trade.	Completed.
"Tall Ships Race, Arctic Canoe, Finlandia Relay"	Travel editors, consumer and trade.	Completed.
"Philatelic Conference"	Amusements Editors, Stamp and trade traveleeters.	Completed.
"Programs for Handicapped"	Travel editors, consumer and trade.	RK writing.
"Free Things To Do In Helsinki"	Travel editors, consumer and trade.	Waiting for information from FTB.

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Press Visits

March 10 - 17

Action

Riitta Tammisto and Risa Kaufman hosted press group. Participants included: Cornelia Dodge, Town & Country; Laura Kelly, South Florida Magazine; Ty Harrington, Greenwich Times, Stamford Advocate; Ian Lennie, Ski Canada Magazine; Carma Wadley, Desseret News; Reed McMannus, Sierra Magazine. Dave Houser, LA Times.

July 22 - 29

Risa Kaufman following up hit list of 35 travel/trade media to whom she had written about trip.

Status

Trip Completed. Riitta and Risa reviewed photos taken by Dave Houser and Ty Harrington. Nino de Prado to look at as well. Riitta to send to group members who request.

Carma Wadley, Desseret News (Salt Lake City, Utah), sent Riitta article she wrote about trip. She used her own photographs. Riitta to send agency a copy of article.

To date, RK has confirmed the following writers for the trip:

Jill Rigby, Travel Editor, Toronto Sun;

Nancy Belcher, contributor to Travel & Leisure, Newsday, and LA Times. She lives in South Pasadena, CA.

Joan Dunlop, contributor to Chicago Sun Times and Michigan Living. Joan Lives in Arlington, Hts., Illinois.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
July 22 - 29 Savonlinna Opera Festival (Continued)	RK following up.	Lisa F. Beebe, contributor to The Toronto Globe & Mail. Lisa lives in New York City. Everett Potter, contributor to The New York Post. Everett lives in New York. Beverly Beyer, columnist for LA Times. Lives in LA. Mim Schwartz of the Rocky Mountain News and syndicated by Scripps Howard, would like to go. But can't accept press trips. Needs a press rate, and would like to bring her husband. RK to discuss with FTB. Peter Rose, Travel Editor of the Arizona Republic, would like to go. But may have conflict. May want to go on an individual trip if can't do July trip. John Macdonald, Seattle Times says July trip is a possibility. But summer plans still up in the air. Will let us know.

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Press Visits

Individual Visits

Action

RK following up with
hit list of food and
adventure writers.

Status

So far, we have had requests for
individual trips from:

Paula Freschet, of Sunset Magazine
has been assigned to go. RK memoed
Ulla, who will contact and make
arrangements.

David Falconer, adventure writer/
photographer, who contributes to
National Geographic, USA Today,
Travel/Holiday, The Oregonian and
Time. David lives in Portland,
Oregon, and RK has memoed Ulla, who
will coordinate his plans.

Media Liaison

Erwin Bauer
OUTDOOR LIFE

Story Angle

Adventure

Action/Status

Pitched summer or winter adventure
trip to Finland. Will let us know.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Bruce Macomber OVATION	Savonlinna Opera Festival	Invited to go on July trip. Said that magazine being bought. Didn't know if someone would be able to go or not. Thinks it would be great -- but won't know until end of May.
Hal Butler MICHIGAN LIVING	General Destination	Unable to go on July trip, but would be interested in going to Finland at some future time. RK to follow-up.
Anna Keefe TRAVEL/HOLIDAY	Adventure	Pitched an adventure itinerary for sometime in '88. Unable to go this year -- but would like us to contact her for an '89 trip.
Julia Ritchey THE ILLUSTRATED	Cruises	Sent information, as well as color photos of Silja cruise liners, for special "Sea" issue.
Lillian Africano CALIFORNIA BRIDE	Honeymoons	Sent her information on possible honeymoon vacations in Finland.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dorian Dizon SELF	Spas	Interested in September press trip. RK to let her know specific dates.
George Lang TRAVEL & LEISURE	Food	Invited to go on an individual trip to Finland. Unable to go in '88. Asked to go in in '89. RK to keep in touch.
John Mariani ESQUIRE	Food	Very interested in visiting -- at the end of the summer. RK to follow-up.
David Morse Freelancer	General Destination	Had written to Riitta re: an individual trip. Agency recommended Riitta invite. Mr. Morse called RK to get handles. RK sent story idea list.
Richard Alleman VOGUE	Savonlinna Opera Festival	Invited to go on July trip. Won't be able to go or to send anyone. May be interested in September press trip if spa angle. RK to let him know dates.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Deborah Murphy ROBB REPORT	Savonlinna Opera Festival	Might want to go, but won't be able to have a firm answer until May.
Robert Shoffner WASHINGTONIAN	Food	Pitched possibility of an individual trip. RK to follow-up.
Ginny Puzo VIRGIN ISLAND POST	Helsinki	Sent release and photos of Helsinki for piece she is doing.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Fall Radio Mailing	RK ready to develop list and letter.	RK to meet with Pekka Kurki to determine markets.
<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
MacNeil/Lehrer News Hour (Ch. 13)	Reagan's Trip	Pitched doing a show on Finland while Reagan is in Helsinki. Would be interested only in hard news angle -- relations with Russia, etc. Would appropriate spokesperson.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
VNR Meeting w/ FTB Nancy Montoya, & Agency	Discussed Reagan's visit to Helsinki and TV opportunities.	Pekka Kurki to decide how VNR and TV pitches will be handled.
VNR Memo to Pekka RE: Distribution of VNR/s and National Placement	Lois Neufeld wrote Pekka further outlining VNR and TV strategy.	FTB decided to have Nancy Montoya produce VNR and handle national TV news stories.
Good Morning America (ABC-TV)	Lois Neufeld works with GMA production staff to put together Finland segment for "Scandinavian Round-up."	Consults with FTB for their input on best shots.
	Lois wrote Pekka regarding needs of GMA crew filming segment in Helsinki.	FTB to get materials and organize shoot for GMA.
Good Morning America	Lois alerts FTB that GMA wants to make sauna experience highlight of the shoot.	FTB makes sauna arrangements.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Good Morning America	Pekka Karhuvaara called from LA to say that he would be very happy to help out in our efforts with GMA in any way we saw fit.	RK thanked and told him that we'd be in touch if necessary.
Debra Haven PM MAGAZINE (National Office)	Putting together travel seminar for presentation to all 30 stations in PM Magazine Group. Purpose is to teach producers how to plan travel for on location shoots, tradeouts, etc.	Agency sent background information and photos.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Incentive Newsletter	RK revised July '87 Meetings Newsletter and added cruise information. Nino wants to send out as "Meetings and Incentives Newsletter."	Sent to Nino de Prado for approval. Once approved, RK will have typeset for printing by FTB.
Travel Agents Newsletter	RK ready to write.	Waiting for information from Nino de Prado.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Preview Luncheon Finnish Food Week	Preview of Finnish Food Week -- foods, chefs and table settings.	RK attended.
Food Editors Finnish Food Week	FTB requested that agency invite press to lunches and dinners during Finnish Food Week.	Agency invited 15 food writers, and and received acceptances from: Margaret Happel, food editor, Redbook Jan Hazard, food editor, Ladies Home Journal; Susan Kessler, food editor, New Woman; Jane Milza, food editor, Staten Island Advance; Mildred Ying, food editor, Good Housekeeping; Elizabeth Schneider, contributor to Gourmet; Also invited Nola Safo, 20-20 (ABC-TV) and Donald Dunn, <u>Business Week</u> .
producer		
Sea Finland	Lois looking into TV possibilities.	Riitta Tammisto called consulate to find out what is happening for this. Was told that a Philadelphia PR person is handling -- Fred Stein. Risa called Fred Stein to learn what he is doing. He is handling local and national TV -- local print too. He said he has done little with national print media -- said that perhaps we could be helpful there. Fred to send Risa information for follow-up. RK waiting for information.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- MAY 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Programs for Handicapped"	Travel editors, consumer and trade.	Completed
"Submarine Tour"	Travel editors, consumer and trade.	RK writing.
"Cheap Places to Eat in Helsinki"	Travel editors, consumer and trade.	Waiting for additional information from FTB in Helsinki.
"Helsinki City Museums."	Travel editors, consumer and trade.	Waiting for information from FTB.
"Rally of 1,000 Lakes"	Travel editors, consumer and trade.	Waiting for information from FTB.
"Finlandia March"	Travel editors, consumer and trade.	Waiting for information from FTB.

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Releases

Action

Status

"10 Driving Routes
in Finland

Travel editors, consumer
and trade.

Waiting for information from
FTB.

"Baltic Herring
Festival"

Travel editors, consumer
and trade, Food editors

Waiting for information from
FTB.

"New Products"

Travel editors, consumer
and trade

Waiting for information from
FTB and Finnair.

Press Visits

Action

Status

July 22 - 29
Savonlinna Opera

Risa Kaufman following up
hit list of 35 travel/trade
media to whom she had
written about trip

To date, RK has confirmed the
following writers for the trip:

Jill, Rigby, Travel Editor,
Toronto Sun;

Nancy Belcher, contributor to
Travel & Leisure, Newsday. She
lives in South Pasadena, CA.

Joan Dunlop, contributor to
Chicago Sun Times. She lives in
Arlington Hts., Illinois.

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Press Visits

July 22 - 29
Savonlinna Opera
Festival (Continued)

Action

RK following up.

Status

Lisa F. Beebe, contributor to the Toronto Globe & Mail. She lives in New York City.

Everett Potter, contributor to The Dallas Times-Herald.

Beverly Beyer, columnist for LA Times. Lives in LA.

Paula Freschet, of Sunset Magazine. Lives in California.

Peter Rose, Travel Editor of the Arizona Republic can't go on July trip. But would like to arrange individual trip later on. RK will follow up.

Mim Schwartz of the Rocky Mountain News and syndicated by Scripps Howard, may want to go on an individual trip later on (was no room for two on group trip). Will let RK know by mid June.

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Press Visits

July 22 - 29
Savonlinna Opera
Festival (Continued)

Action

RK following up.

Status

John Macdonald, Seattle Times
may still want to go on July
trip. Won't know until late
June.

Jane Doerfer, who writes for the
Robb Report is interested in
going on July trip. RK to
follow up.

Richard Kagan, Editor Pan Am
Clipper, may want to go on July
trip. Won't know until end of
June. RK to follow up.

Individual visits

Phyllis Haynes, food editor
Christian Science Monitor,
wants to go to Finland.

Discussed a trip in
October for Herring Festival and
mushroom hunt. RK to organize
with Riitta Tammisto.

Ann McDuffy, food editor of the
Tampa Tribune also wants to go
on trip in October. RK to
organize with Riitta.

FINNISH TOURIST BOARD
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PAGE FIVE

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Individual Visits (Continued)		Jean Suite, food editor of the Atlanta Constitution would like to make a food trip in October. RK & RT to organize. Daniel & Sally Grotta, who are writing Fodor's Cruise book would like to visit Finland. When they have dates, RK will follow-up.
<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Rita Jacobs SIDE STREETS OF THE WORLD	Visa Free Cruise	Discussed a visit to Helsinki & Visa Free Cruise. Is interested in making trip after a scheduled trip to Denmark. Will call Riitta to make definite plans.
Nathan Farb LIFE, Author of <u>Adirondacks</u>	General Destination	Pitched trip to Finland and great photo opportunities. May want to consider for a book project. Will talk to editor at Rizzoli's. RK to follow up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Anne Murphy PARENTS MAGAZINE	Family Vacations	Pitched family vacations (farm-house holidays). Also discussed possibilities for <u>Good Food</u> (she is outgoing editor) such as smorgasbord. Said they've already done, but said that kind of piece has appeal.
Ed Sullivan TRAVELAGE EAST	Tourism Statistics	Discussed projected visitors. Will interview Nino.
Diane Hodges BRIDAL GUIDE	Honeymoons	Pitched Finland as an exotic honeymoon destination.
Mildred Ying GOOD HOUSEKEEPING	Food	Talked about a food trip in the in the fall. Is very interested. RK to follow up.
John Mariani ESQUIRE	Food	Interested in making an individual trip at end of summer. Will let RK know.
Louise Weiss Author of <u>A Travel Guide for the Handicapped</u> .	Handicapped Travel	Discussed handicapped travel in in Finland. Asked to see our release. RK sent.

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<u>Media Liaison</u>	<u>Action</u>	<u>Status</u>
Michael Iachetta NY DAILY NEWS	Visa-Free Cruise	Requested photo of Visa-Free Cruise. Riitta Tammisto sent.
Judy Colbert SPA GUIDE	Spa Vacations	Discussed September Spa trip. Is very interested. RK to send information.
Deborah Muncey BOATRACING	Boat Races	Is going to incorporate our release on Tallships and Canoe Races.
Don Dunn BUSINESS WEEK	Finncheques	Pitched how to save on your hotel bill by buying Finncheques. Sent press kit.
Judy Hammond MONTEREY PENINSULA HERALD	General Destination	Had wanted to go on July trip, but not good time. Would be interested in going later on. Will work out dates with Ulla.
Suzy Gershman Co-author <u>Born To Shop In Scandinavia</u>	Shopping	Is sending proofs of Finland section for us to check. RK to forward to Riitta.

FINNISH TOURIST BOARD
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Radio Promotions

Fall Radio Mailing

Action

RK developed list of target markets and drafted letter with themed promotional ideas and "runners up prizes."

Status

RK & KWE to present at Finnair Meeting with FTB on June 2.

Television Liaison

GOOD MORNING AMERICA

Story Angle

Helsinki

Status

GMA spent two days in Helsinki taping Finland segment for "Scandinavian Round-up" Segment ran May 18.

TV News Desks

Lois Neufeld prepared and mailed pitch letter, with supporting literature on Finland, to 88 stations in 10 targeted markets.

Lois is currently following up by phone and to date, has gotten the following responses:

KING-TV, Seattle: Interested possibly in visiting Finland this summer. A new executive producer is being hired. We should have answer at end of June.

KYW-TV, Philadelphia: Are holding on to our material, as don't have a budget for much travel.

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Television Liaison

Story Angle

TV News Mailing
(Continued)

Status/Action

WBZ-TV, Boston: the crew just returned from Bali. Won't travel again until winter. LN to follow up in September.

KPIX-TV, San Francisco: Just returned from 5 country tour. Won't travel 'til Winter. LN to speak with in December.

KFVS-TV, Cape Girardau, Mo: News Director considering, though have never done before. LN to follow up.

KDKA-TV, Pittsburgh: discussing. LN to follow up June 6.

KHOU-TV, Houston: Have never done a travel story, but will consider.

KXAS-TV, Fort Worth: Want LN to call back week June 6.

KTRK-TV, Houston: Good Morning Houston considering. Will call LN mid-June.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Incentive Newsletter	RK revised July '87 Meetings Newsletter and added cruise information. Nino wants to send out as "Meetings and Incentives Newsletter."	RK had typeset -- sent to Nino de Prado for mailing. Completed.
Travel Agents Newsletter	Handicapped Travel	RK met with Nino to discuss subject matter. Nino would like to concentrate on handicapped travel. RK writing. Waiting for any additional info on special features at hotels in Finland for handicapped travelers. Nino to get.
Reagan Stopover in Helsinki on way to Summit	General Destination	Agency provided counsel on press materials on tourism for Reagan's visit -- also ideas for maximizing coverage of tourism, including press briefing and free sauna for press.
Reception for Prime Minister in New York	Friendship Year	KWE attended.

FINNISH FRIENDSHIP YEAR
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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Finnish Food Week	Friendship Year	Agency hosted lunches with the following: Jane Milza, Newhouse News Service; Margaret Happel, Redbook; Jan Hazard, Ladies Home Journal; Susan Kessler, New Woman; Elizabeth Schneider, Gourmet; Nola Safro, features producer, 20-20 (ABC-TV); Donald Dunn, Business Week; and Hartmut Stauss, VP of the Grand Hyatt, to introduce him to Finnish Food Festival for possible interest in a future promotion.
Call to Matti Korho	Reagan Press Conference with Finnish Prime Minister	RK called to find out what took place in order to see if there was a news story that we should follow up on. Discovered Reagan had wanted to know if it was possible to meet Santa at end of May. Reported findings to FTB.
Canadian Version of Tallships Release	Tallships Release	Matti Metsalampi has requested that agency send out releases with Canadian dollar values. RK prepared special version of this release with Matti as FTB contact.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- JUNE 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Submarine Tour"	Travel editors, consumer and trade.	Completed.
"Helsinki City Marathon -- Finlandia March"	Travel editors, consumer and trade.	Completed.
"Helsinki City Museums"	Travel editors, consumer and trade.	Received some information. Need more details for RK to write.
10 Driving Routes in Finland"	Travel editors, consumer and trade.	Received information from FTB. RK to write.
"Baltic Herring Festival	Travel editors, food editors, consumer and trade.	Received information from FTB.
"New Products"	Travel editors, consumer and trade	Waiting for information from FTB and Finnair.

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Releases

"Cheap Places to
Eat in Helsinki"

Action

Travel editors, consumer
and trade

Status

Insufficient information available.
Cannot be written.

Press Visits

July 22 - 29

Action

Riitta Tammisto has
written to all writers
going on trip with
itineraries and
information.

Status

RK has confirmed the following
writers for the trip:

Jill Rigby, Travel Editor,
Toronto Sun.

Nancy Belcher, contributor to Travel
& Leisure, Newsday. She lives in
South Pasadena, CA.

Joan Dunlop, contributor to Chicago Sun
Times. She lives in Arlington Hts.,
Illinois.

Lisa F. Beebe, contributor to the
Toronto Globe & Mail. She lives in New
York City.

Everett Potter, contributor to The
Dallas Times-Herald.

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Press Visits

Action

July 22-29
Savonlinna Opera
Festival (Continued)

Status

Beverly Beyer, columnist for LA Times. Lives in LA.

Paula Freschet, of Sunset Magazine. Lives in California.

Rusty Unger, Harper's Bazaar. Lives in New York City.

September 29 - Oct. 6
Spa Trip

RK developed letter and hit list of 25 travel/beauty editors.

Letter has gone out and RK will begin making follow-up calls.

Individual visits

Rita Jacobs, contributor to Side Streets of the World, will be visiting Finland July 28 to August 1. She will tour Helsinki and take a visa-free cruise to Leningrad. FTB has made all of her arrangements.

Phyllis Haynes, food editor Christian Science Monitor, wants to go on a food trip to Finland. Especially interested in mushroom rooms. RK and Riitta Tammisto to organize for mid-September.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Individual Visits (Continued)		
		Ann McDuffy, food editor of Tampa Tribune also wants to go on food trip in mid-September. RK to organize with Riitta Tammisto.
		Jean Suite, food editor of the Atlanta Constitution would like to go on food trip in September. RK & RT to organize.
<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Judy Williamson DALLAS MORNING NEWS	Helsinki	Requested press kit and Helsinki information for story she is doing. She visited Helsinki this summer on a cruise ship. RK to send.
Carol Eannarino TRAVEL WITH YOUR CHILDREN	Winter Adventure	Interested in Winter/Adventure trip. RK sending Finnair brochure.
Nathan Farb, LIFE, author of <u>Adirondacks</u>	General Destination	Said might be interested in going to Finland at end of summer on a fact-finding mission, for possibility of doing a book. An article might come out of it, but can't commit. RK said unlikely FTB would pay, but will ask.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jack Schnedler CHICAGO SUN TIMES	Submarine Tour	Requested additional information for piece he was writing on our Submarine Tour release. RK sent.
Buddy Basch Buddy Basch Syndicate	Winter Adventure	Interested in going on a Winter Adventure press trip. RK to keep him advised of dates.
Yvette Cardozo & Bill Hirsch CHICAGO TRIBUNE	Winter Adventure	Definitely want to be included in a Winter Adventure press trip. RK gave them literature and will talk with them again in the fall.
Ginnie Puzo NEIMAN MARCUS	Spas	Discussed a spa trip. -RK to send information.
Scott Daube TRAVEL WEEKLY	Tall Ships Race	Requested additional information on Tall Ships Race release. RK sent.
Jim Simmons, author BIG BOOK OF ADVENTURE TRAVEL	Adventure	Wanted information on cross country skiing in Finland. RK suggested he call FTB.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dena Kaye Freelance CONNOISSEUR	Husky Dog Safari	Pitched winter adventure. She Expressed interest in Husky Dog Safari. RK sent information. Will follow-up.
Malachy Duffy FOOD & WINE	Spa Trip	Pitched spa trip. Said was too specialized for magazine.
Jane Kirby GLAMOUR	Food	Discussed possibility of a food trip Might be interested. RK to send information.
Marty Leshner WESTWAYS and HOUR MAGAZINE (TV)	General Destination	Talked about a trip to Finland. Said Has already been, and feels too soon to go back.
Jeff Aronson BALTIMORE SUN	General Destination	Is interested in visit to Finland. RK sending information.
Dinah Witchel SNOW COUNTRY	Winter Adventure	Pitched winter adventure trip. Is very interested. Asked for dates of winter trip and information. RK to send.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
David Butwin SELF	Spas	Talked about Finland and spa trip. Said wasn't interested in going to Finland at this time.
Steven Raichlen FOOD & WINE, Boston	General Destination	May be interested in a fall trip. RK to follow-up.
AROUND & ABOUT TRAVEL	Handicap Travel	Sent our press release to this California-based newsletter for the disabled.
Jeff Aronson ISLANDS MAGAZINE	General Destination	Interested in trip to Aland Islands. Will let us know when he wants to go.
Daniel Ford BOSTON GLOBE	Winter Adventure	Discussed winter adventure trip. RK to let know dates.
Andrew Nemethy SKIING	Winter Adventure	May be interested in Winter Adventure trip. RK to keep advised.

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Radio Promotions

Fall Radio Mailing

Action

RK developed list of target markets and drafted letter with themed promotional ideas and "runners-up prizes."

Status

RK & KWE presented at Finnair - FTB meeting on June 2. Agreed mailing would go out at end of July. RK wrote and circulated memo with points raised at meeting.

Riitta Tammisto sent names of contacts at Finlandia Cheese

FinnCrisp, Iittala Glass and Fiskars. RK has written to each to discover interest in participating in radio promotions.

RK to follow up by phone.

Television Liaison

TV News Desks

Story Angle

Lois Neufeld prepared and mailed pitch letter with supporting literature on Finland, to 88 stations in 10 targeted markets.

Status

Lois is currently following up by phone and to date, has gotten the following responses:

KING-TV, Seattle: New Executive producer in place. Is very interested and will try to work out a trip. Lois to follow up.

Television Liaison

Story Angle

Status

WTVT-TV, Tampa: Asked for additional material. Also wanted to know rate of tourism from area. RK called regional head in D.C. to find out. No numbers available. Show may be interested in sending Alan Wendt, a very popular field reporter to Finland. Lois to follow up.

KDKA-TV, Pittsburgh: Have said no to a summer story. But might be interested in a winter story. Lois to stay in touch.

KROU-TV, Houston; KIRO-TV, Seattle; WCAU-TV, Philadelphia; KOMO-TV, Seattle. WCPX, Orlando; WESH, Orlando; WFTV, Orlando; KFSN, Fresno; KCRA, Sacramento; KCST, San Diego; KGTV, San Diego; WGRZ, Buffalo; WIVB, Buffalo; No interest -- these stations only interested in local angles.

No interest from WABC-TV, WNBC-TV, WNEW-TV, WNYW-TV, WPIX-TV, WCBS-TV and WWOR-TV -- all New York.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK has written. But is waiting for additional information on hotels from Nino.
Sally Grotta CRUISE BOOK	Mega Ships	Sally Grotta writing about Mega FODORS ships and wanted to talk to someone from Wartsila. RK got name from FTB put Sally in touch with Peter Noble in Vancouver.
Macy's Parade	Rudolph the Reindeer	Risa spoke with Bob Logan, special projects director of Macy's about bringing Santa over for the parade. Macys has its own Santa. But Risa suggested that we bring Rudolph. Mr. Logan liked idea and RK memoed FTB. Waiting for answer.
Marketing Lunch	To Present New Products	Tentative dates of August 24 & 25 discussed. RK investigated possible places. Grand Hyatt New York most popular choice. Now disagreement over dates and focus. Agency waiting for final word before it proceeds.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- JULY 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"A Gastronomic Adventure Too"	Travel and food editors.	Completed
"10 Driving Routes in Finland"	Travel editors, trade.	RK has written and sent to FTB for approval.
"New Products"	Travel editors, consumer and trade.	Waiting for information from FTB and Finnair.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to write.
"Helsinki's Fall Cultural Season"	Travel editors, consumer and trade.	Received information from FTB. RK to write.
"Finnish Christmas -- Christmas Park & Charity Market"	Travel editors, consumer and trade.	Asked for specific information from FTB Helsinki on Christmas Park and Charity Market. Don't see in English. Perhaps in Finnish literature. Will go over with Riitta.

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PUBLIC RELATIONS REPORT - JULY 1988
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Releases

Action

Status

"Special Train Cars"

Travel editors, consumer
and trade.

Received information from FTB
in Helsinki. RK to write.

"Golf Ice Tournament"

Travel editors, consumer
and trade.

RK to write.

Press Visits

Action

Status

July 22 - 29
Savonlinna Opera

Riitta Tammisto and Risa
Kaufman accompanied press
group to Savonlinna Opera.
Group included Jill Rigby,
travel editor, Toronto Sun;
Nancy Belcher, contributor to
San Diego Union; Joan Dunlop,
contributor to Chicago Sun
Times; Lisa F. Beebe, Toronto
Globe and Mail; Everett Potter,
contributor to Dallas Times-
Herald; Beverly Beyer, columnist
for LA Times; Paula Freschet,
Sunset Magazine; and Rusty Unger,
Harper's Bazaar; Dave Houser,
Sacramento Union.

Trip Completed. FTB to
to supply writers with photos
and additional information upon
request as needed to write
stories.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1988
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Press Visits

September 29 - Oct. 6
Spa Trip

Action

RK has sent letter
to hit list of 25 travel/
beauty editors.

Status

RK has begun making follow-up calls.
So far we have commitments from:

Peter Rose, Arizona Republic

Mary Ann Flynn, Connoisseur

Douglas Meadow, Spotlight (a very
upscale Westchester, NY magazine).

Individual Visits

Rita Jacobs, contributor to Side
Streets of the World visited Finland
July 28 to August 1. She toured
Helsinki and took a visa-free cruise
to Leningrad.

Lisa Beebe, contributor to Toronto
Globe and Mail, went on a visa-free
cruise to Leningrad after Savonlinna
Opera press group tour.

Bard Lindeman, editor of 50 Plus
will tour Finland in August. Riitta
Tammisto has organized his itinerary
and has arranged interviews for him.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1988
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Press Visits

Action

Individual Visits

Status

Doris and Gary Kennedy contributors to Denver Post and numerous other papers will visit Sept. 2 - Sept. 12. Ulla Pakarinen's office has made their arrangements.

their

Frank and Elfriede Riley, (LA Times), will be in Finland Aug. 4 - 18. Ulla Pakarinen's office has made their arrangements.

Phyllis Hanes, food editor Christian Science Monitor, will go on a food trip in mid-September. She is especially interested in mushrooms. RK and Riitta Tammisto to organize dates and trip.

Ann McDuffy, food editor of Tampa Tribune also wants to go on food trip in mid-September. RK to organize with Riitta Tammisto.

Jean Swaithe, food editor of the Atlanta Constitution wanted to go on food trip in September as well. However, other work commitments won't make this possible. She would like to go at another time.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Ray Chatelin CHATELIN FEATURES	Music Festivals	Would be interested in attending one of Finland's music festivals. RK to send material.
William Flanagan FORBES	Santa Claus	Might be interested in doing a story about "the marketing of Santa Claus." RK to send information on the Santa Claus Convention.
Tim Blumenthal CROSS COUNTRY SKIER	Winter Adventure	Pitched winter adventure trip. Will let us know if interested.
Charles Barnard MODERN MATURITY	General Destination	Discussed Finland trip. Said always interested in Finland. But can't write a feature story. Could include information in "Travelog" column.
Robert Schienberg DESERT MAILER	General Destination	Might be interested in a trip. Wants us to keep him posted on upcoming trips.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
John Mariani ESQUIRE	Spas and Food	Would like to go on spa trip and would like to take his wife. RK to discuss with FTB.
Rebecca Sawyer COUNTRY LIVING	General Destination	Might be interested in going on spa trip. RK to send information.
Margaret Hart CHIEF EXECUTIVE	Sauna	Is very interested in a sauna story, especially angle that executive meetings are held in Saunas. RK to follow-up.
Pamela Lechtman SHAPE	Spas	Wanted to go on spa trip, but dates of our spa trip not convenient. May want to go on an individual trip. Will advise.
Patrick Sarver NEW JERSEY MONTHLY	Spas	Can't send anyone on spa trip. Would like to be considered for future trips.
Mim Schwartz ROCKY MOUNTAIN NEWS	General Destination	Discussed an individual trip this summer, but schedule wouldn't permit. Can't go on spa trip either. Will try to set up something for '89.

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PUBLIC RELATIONS REPORT -- JULY 1988
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Lynne Schnurnberger GLAMOUR	Design	Interested in writing about special packages, but prefers not to travel. Keep posted on new news.
Leah Krakinowski RESORTS & INCENTIVES	Special Interest Trips	Would like to have more information on special interest travel in Finland. RK to send.
Judy Colbert SPA GUIDE	Spas	Wanted very much to go on spa trip, daughter getting married weekend of our trip. Might want to go on an individual trip. RK to follow-up.
Jane Lasky, Contributor ESQUIRE	Spas	Would very much like to go on spa trip. Will have definite answer in August.
Richard Alleman VOGUE	Spas	Cannot send anyone on spa trip. Keep posted on future trips.
Judy Williamson DALLAS MORNING NEWS	Helsinki	RK sent pres kit with information on Helsinki for story she is writing.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1988
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Radio Promotions

Fall Radio Mailing

Action

RK mailed pitch letter with themed promotional ideas and "runners-up prizes" to 85 stations in targeted markets.

Status

RK is currently following up by phone and to date has gotten responses from the following stations:

KBIG Radio (Los Angeles):
Would like to offer the Finland Cultural Tour. Has written a proposal with total value of \$33,000. RK to discuss with Pekka Kurki.

WWDB Radio (Philadelphia): Very interested in working out a promotion for "Shop Early For Christmas" trip. Needs estimated value of trip. RK to discuss with Pekka Kurki.

KSDO Radio (San Diego): Would like to work out a promotion. Station to send RK a proposal.

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Radio Promotions

Action

RK wrote to contacts provided by Riitta Tammisto at Finlandia Cheese, Finn-Crisp, Iittala Glass and Fiskars, to invite to participate in radio promotions.

Status

RK followed up by phone. Only Finlandia Cheese and FinnCrisp interested in participating. FinnCrisp would like to discuss other marketing ideas. RK to set set up meeting with FTB and Finnair.

Television Liaison

Story Angle

TV News Desks

General Destination

Status

Lois Neufeld has been following up pitch letter she mailed to 88 stations in 10 targeted markets inviting news crews to cover Finland.

"PM Magazine" at KING-TV has expressed definite interest in going to Finland in September. Lois memoed Pekka Kurki regarding show's interest and what they are looking for in terms of help with airfare and accommodations.

Lois discussed details with Pekka and Pentti Rosenberg. Waiting for final decision from Finnair and FTB.

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Special Projects

Travel Agents
Newsletter

Story Angle

Handicapped Travel

Status/Action

RK has written. Asked for additional information on hotels from FTB-Helsinki. Sent info on spas. Not what RK is looking for. Must discuss with FTB-NY.

FTB-NY memoed FTB-Helsinki re: bringing Rudolph over. FTB Helsinki did not respond in packet left for RK.

RK & KWE met with Banquet Manager at Carlyle to discuss details of lunch on Sept. 9. Hotel to draft a proposal. Agency to put together guest list and have invitation designed. Agency will also put together press kit and consult on luncheon presentation.

KWE memoed Pekka Kurki regarding specific information agency needs in order to arrange publicity for Trade Minister. Waiting for answers from FTB.

Macy's Parade

Rudolph the Reindeer

Marketing Lunch

To Present New Products

Trade Minister Visit

NY Publicity

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- AUGUST 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"10 Driving Routes in Finland"	Trade.	Completed.
"New Products"	Travel editors, consumer and trade.	Written by Finnair for Marketing lunch. at Pekka Kurki's request.
"Moneysavers '89"	Travel editors, consumer and trade.	Updated by RK for Marketing lunch. Waiting approval from FTB.
"Tourism in '88"	Travel editors, consumer and trade (including <u>ASTA Congress Daily</u>)	Two versions written by RK -- one for Marketing lunch, the other for <u>ASTA Congress Daily</u> . Waiting approval from FTB.
"Unforgettable Adventure"	For insertion in luncheon kit.	Updated for Marketing luncheon.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to write

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PUBLIC RELATIONS REPORT -- AUGUST 1988
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Releases

Action

Status

"Finnish Christmas"

Travel editors, consumer and trade.

Material translated to English and sent to RK by Riitta Tammisto. RK to write.

"Special Train Cars"

Travel editors, consumer and trade.

RK to write.

"Golf Ice Tournament"

Travel editors, consumer and trade.

RK to write

Press Visits

Action

Status

July 22 - 29
Savonlinna Opera

Riitta Tammisto and Risa Kaufman accompanied press group to Savonlinna Opera. Group included Jill Rigby, travel editor, Toronto Sun; Nancy Belcher, contributor to San Diego Union; Joan Dunlop, contributor to Chicago Sun Times; F. Lisa Beebe, contributor Toronto Globe & Mail; Everett Potter, contributor New York Times Syndicate; Beverly Beyer, columnist for LA Times; Paula Freschet, Sunset Magazine; Rusty Unger, Harper's Bazaar; and Dave Houser, Sacramento Union.

Trip Completed. Article by Lisa Beebe appeared in Toronto Globe & Mail. Jill Rigby wrote two articles in the August 28 issue of the Toronto Sun, with color photos. Was the cover story of the travel section of the paper.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
September 29 - Oct. 6 Spa Trip	RK sent letter to hit list of 35 travel/fitness editors.	RK making follow-up calls. So far we have commitments from: <u>Peter Rose, Arizona Republic.</u> <u>Douglas, Meadow, Spotlight (a very upscale Westchester, NY magazine).</u> <u>Bernard Burt, contributing editor, American Health Magazine; author, Fodor's Guide Book to Health & Fitness Centers.</u> <u>Hank Herman, contributor to Runner's World.</u> <u>Judy Hammond, contributor to Gold Coast Magazine and Santa Barbara News Press.</u> <u>Randy Johnson, contributor to Ski magazine.</u> <u>Dan Logan, contributor to Orange Coast magazine.</u>

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Press Visits

Sept. 29 - Oct. 6
Spa Trip (Continued)

Action

Status

Mary Ann Flynn of Connoisseur, had to cancel, as she is leaving the magazine. No one else could go at this time.

Individual Visits

Bard Lindeman, editor of 50 Plus toured Finland. Riitta Tammisto organized his itinerary and arranged interviews for him.

Frank and Elfriede Riley (LA Times), visited Finland August 4 - 18. Ulla Pakarinen's office made their arrangements.

Phyllis Haynes, food editor of Christian Science Monitor, said would rather go to Finland in October. RK & Riitta Tammisto to organize.

Ann McDuffy, food editor of Tampa Tribune also wants to go on food trip in mid-October. RK & Riitta Tammisto to organize.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dolly Nielsen BOSTON GLOBE	Foods & Crafts	Might be interested in making a trip. Asked for background information in areas of interest. RK sent.
John Mariani ESQUIRE	Food	Is considering an individual trip this year. Will let us know dates that are most convenient.
Ruth Palombo ART IN AMERICA	Art	Is going to live in Tampere, where her husband will be teaching. Asked for story ideas, as she wants to file stories while she is there. RK sent.
Steve Novack TRAVELAGE EUROPE	Winter Adventure	Is writing about adventure and needed new information. RK asked Maebeth to send.
Selma Exton Von Blum BERKLEY GAZETTE	General Destination	She and her husband, Peter Von Blum are interested in traveling to Finland (they write together). Credentials do not look impressive. Advised that we are unable to send this year.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Margaret Pierpont SELF	General Destination	Discussed a trip to Finland. Said Might be interested in '89. Will let us know.
Stanley Carr NEW YORK TIMES	Food	Wrote to let us know that he would use our release on "Finland Gastronomy" in his "Travel Times" radio report on WQXR August 31.
Marina Sturdza TORONTO GLOBE & MAIL	Spas	Discussed the possibility of her Sept. Spa trip. Unable to go on those dates. But might want to go at another time. Asked us to keep her in mind. Matti Metsalampi recommended that we contact her.
Judith Newman SAVVY	General Destination	Talked about her going to Finland. love to go in '89. Asked us to please advise her of future trips.
Carol Borden CONDE NAST TRAVELER	General Destination	Invited to go on Sept. trip. Unable to go now. But might want to go at another time.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- AUGUST 1988
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Robert Fried SAN FRANCISCO EXAMINER	Spas	Invited to go on Sept. trip. Not this time. Keep in mind for the future.
Lori Buckle BON APPETIT	General Destination	May want to send someone to Finland in in '89. Will advise of future trips.
Colleen Ballard Hayes ELLE	Adventure	Is interested in going on adventure trip. RK will invite for winter.
Jolee Edmondson ENDLESS VACATION	General Destination	Might want to go to Finland. Will let her know of future trips.
Marion Fox, Freelance CONNOISSEUR, CHRISTIAN SCIENCE MONITOR	Spas	Is very interested in spa trip. must check her schedule (she will be in Europe around that time) to see if she can manage it. Will advise.

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Radio Promotions

Fall Radio Mailing

Action

RK mailed pitch letter with themed promotional ideas and "runners-up prizes" to 85 stations in targeted markets.

Status

RK following up by phone, and to date has gotten responses from the following stations:

KBIG RADIO (Los Angeles): Wrote proposal, offering Finland Cultural Tour, worth \$33,000. Pekka Kurki and Pentti Rosenberg approved. Station to begin promotion Sept. 3. Are using FinnCrisp and Finlandia Cheese for qualifying prizes. RK has arranged for products to be sent to station.

KSDO RADIO (San Diego): Definitely want to do a promotion. Trying to get a retail outlet involved as well. As soon as all elements together, they will send proposal for approval.

WRKO RADIO (Boston): Has sent proposal, worth over \$30,000. Has been approved by Pekka Kurki and Pentti Rosenberg. Station needs photos and copy for Fantasy Tour to Santa Claus Land (trip they will offer). RK to send.

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Radio Promotions

Fall Radio Mailing
(Continued)

Action

Status

KIKI RADIO (Seattle): Sent proposal offering Finland Cultural Tour. Pekka Kurki said to try and get more air time. RK to negotiate.

WGMS RADIO (Baltimore): Interested in promotion. Will send a proposal.

Television Liaison

"PM MAGAZINE"
KING-TV

Story Angle

General Destination

Status

Pekka Kurki and Pentti Rosenberg approved show's visit to Finland in September 11 - 25, after numerous conversations with Lois Neufeld regarding arrangements.

Agency put together list of story ideas for special meeting at FTB with Lois Neufeld to discuss segment possibilities for show.

Lois Neufeld has discussion with KING-TV regarding Finland segments and come up with 15 story ideas.

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Television Liaison

Story Angle

Status

RK & Riitta Tammisto track down information for KING-TV so that they can firm up segment ideas.

Riitta Tammisto sends memo to Helsinki with KING-TV requests for filming, and makes request for Finnair flights. Riitta coordinates itinerary with KING-TV.

Special Projects

Travel Agents
Newsletter

Story Angle

Handicapped Travel

Status/Action

RK has written. Has received information from Silja Line, and incorporated into newsletter. Will send to Nino de Prado for approval upon his return to New York in September.

Macy's Parade

Rudolph the Reindeer

Riitta Tammisto has advised that Helsinki says "no" to exporting Rudolph.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Marketing Lunch	To Present New Products	Agency met with Carlyle hotel to discuss plans for lunch, and requested that hotel send a proposal for FTB - Finnair approval. Agency drafted suggested guest list and sent copies to FTB and Finnair for approval and their additions. Agency met with FTB and Finnair to discussed plans for luncheon. Agency wrote up program agenda and each constituent's responsibilities for luncheon. RK met with Pekka Kurki, Riitta Tammisto and Maebeth Fenton to sample suggested luncheon menu. Menu approved, except for wine, which Pekka Kurki changed. Agency designed invitation. Sent to FTB and Finnair for approval. Agency addressed and mailed invitations and followed up by phone to confirm guests. Agency coordinated, wrote several releases and collated press kits, including Finnair material sent by Maebeth.

TO: MR. Y. PEKKA KURKI

FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- SEPTEMBER 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Moneysavers '89"	Travel editors, consumer and trade.	Updated by RK for Marketing lunch. Approved by FTB. Included in Marketing lunch press kit. Also general distribution to newspapers. RK asked Matti Metsalampi for Canadian values. RK to send a special version with these values to Canadian press.
"Tourism in '88"	Travel editors, consumer and trade (including <u>ASTA Congress Daily</u>).	Two versions written by RK -- one Marketing lunch, the other for <u>ASTA Congress Daily</u> . Approved by FTB. Included in Marketing lunch press kit. Completed.
"Unforgettable Adventure:	For insertion in luncheon kit.	Updated for Marketing luncheon. Approved by FTB. Included in kit. Completed.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Helsinki"	Travel editors, consumer and trade.	Included in luncheon press kit. Completed.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to write.
"Write Santa a Letter"	Travel editors, consumer and trade.	RK to write.
"Santa Claus Land"	Travel editors, consumer and trade.	RK to write.
"Special Train Cars"	Travel editors, consumer	RK to write.
"Golf Ice Tournament"	Travel editors, consumer and trade. Sports editors.	RK to write.

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Press Visits

September 29 - Oct. 6
Spa Trip

Action

Riitta Tammisto and Risa accompanied press group to Naantali Spa and Haikko Manor. Group included Peter Rose, Arizona Republic; Douglas Meadow, Spotlight magazine; Bernard Burt, contributing editor, American Health Magazine, author, Fodor's Guide Book to Health & Fitness Centers; Hank Herman, contributor to Runner's World; Judy Hammond, contributor to Gold Coast Magazine and Santa Barbara News Press; Randy Johnson, contributor to Ski magazine; Dan Logan, contributor to Orange Coast magazine.

Status

Trip completed. FTB and agency to fill requests for photos and additional information as needed by writers.

Individual Visits

Frank Riley, who visited Finland in August, wrote an article -- "Finland's Endless Lakes Are for All Seasons" -- which appeared in the October 2 issue of the Los Angeles Times.

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Press Visits

Individual Visits
(Continued)

Action

Status

Riitta Tammisto organized itinerary for Phyllis Haynes, food editor of Christian Science Monitor, who will visit Finland October 16 - 30.

Riitta Tammisto organized itinerary for Ann McDuffie, food editor of Tampa Tribune. She will be travelling with Phyllis Haynes.

Doris and Gary Kennedy visited Finland September 2 - 12.

Media Liaison

"Paul W. Smith Show"
WMCA Radio

Warren Pierce
WJR Radio

Story Angle

General Destination

General Destination

Action/Status

Paul Smith Show ran news from marketing lunch on Sept. 17, 4-6 p.m.

Is very interested in making a trip to Finland, especially if there is something special coming up. RK to keep them up-to-date on happenings.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Gil Jersvik TRAVEL AGENT	General Destination	Requested FTB press kit. Sent.
Mike Iachetta NEW YORK DAILY NEWS	General Destination	Called to inform us that <u>Houston Post</u> will run his story on Finland as the lead in their Christmas day paper.
Kate Rice TOUR & TRAVEL NEWS	General Destination	Requested FTB press kit from luncheon. RK sent.
Benjamin Epstein ORANGE COUNTY MAGAZINE	Winter Adventure	Called to inform us that his article will appear in the <u>Washington Post</u> on Christmas Day. Will also appear in <u>Orange County</u> . Benjamin went on March winter-adventure press trip.
Paul Lasley LA TIMES	Christmas	Is interested in doing a remote from Finland on Christmas day for new radio show. Asked Helen in LA office to call him to see what arrangements can be worked out.

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Media Liaison

Story Angle

Action/Status

Robert Fried
RELAX

Spas

Pitched spa trip. Unable to go on September trip. But would like to go some other time. Asked that we keep him informed of other trips.

Radio Promotions

Action

Status

Fall Radio Mailing

RK mailed pitch letter with themed promotional ideas and "runners-up prizes" to 85 stations in targeted markets.

RK following up by phone, and to date has gotten responses from the following stations:

RKO Radio (Boston): RK sent photos and copy for Fantasy Tour (trip they are offering). RK re-wrote copy. Promotion began end of September. Winner to be selected October 20.

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Radio Promotions

Action

Status

Fall Radio Mailing
(Continued)

KBIG RADIO (Los Angeles) -- Station ran promotion Sept. 3 - 16. RK arranged for "runners-up prizes" to be sent to station from Finncrisp and Finlandia Cheese. RK also re-wrote promotional copy. Arrangement for trip being handled by Sue Hack at Finnair.

WPEN Radio (Philadelphia): Sent proposal worth \$19,000 (and will try to include an interview with Finnair or FTB). Pekka and Pentti approved. RK re-wrote station copy for Fantasy Tour giveaway. Promotion to run October 1 - 27.

KIKI Radio (Seattle): RK negotiated more airtime. Pekka Kurki and Pentti Rosenberg approved. Station to send promo copy for approval.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Fall Radio Mailing to (Continued)		KFMB Radio (San Diego): Want to do a Finland promo. Are sending a proposal for approval.
		KSDO Radio (San Diego): Said were interested and would send a proposal. Haven't received yet. RK will follow up.
		WGMS Radio (Baltimore): Are supposed to be sending a proposal. RK to follow-up.
"Paul W. Smith Show" WMCA RADIO	Requested interview with Y. Pekka Kurki for October 3.	RK organized and developed interview questions.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status</u>
"PM MAGAZINE" KING-TV	General Destination	Show visited Finland September 11 25. Lois Neufeld wrote show with letter of agreement and FTB organized itinerary with FTB- Helsinki. Ritva Muller accompanied crew and said it went very well. Ritva says that show would be interested in doing a winter adventure trip in 1990. She thinks this would be a terrific opportunity.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
"Santa Express"	Santa Convention	Checked again with Ulla's office. Learned that Santa Express had been cancelled.
Travel Agents Newsletter	Handicapped Travel	RK has written and has given to Nino de Prado for approval.
ASTA Congress Daily	Tourism Up	RK revised ASTA release a second time, according to Y. Pekka Kurki's request. FTB sending new photo of Pekka under separate cover.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Marketing Lunch	To Present New Products	Marketing lunch took place at the Carlyle hotel on Friday, September 9. Agency brought press kits, which were given out after the lunch.
		Agency also sent press kits, along with covering letter to those who were invited, but were unable to attend.

TO: MR. Y. PEKKA KURKI
FR: KAREN WEINER ESCALERA ASSOCIATES, INC.

FINNISH TOURIST BOARD
PUBLIC RELATIONS ACTIVITIES REPORT -- OCTOBER 1988

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Moneysavers '89"	Travel editors, consumer and trade.	Received Canadian values from Matti Metsalampi. RK incorporated in a special Canadian version. Will send to Canadian press.
"One-of-a-Kind Adventure"	Consumer	Requested by FTB to write a special release for European Travel Commission press kit on packages, and trends. RK wrote, got approval from FTB. Agency printed 100 copies, per ETC request and sent over to Donald Martin. Completed.
"Matti Linnoila"	Travel editors, consumer and trade.	RK wrote release announcing the appointment of Matti Linnoila and the departure of Pekka Kurki. Waiting for approval from FTB. Riitta Tammisto to have Matti Linnoila's photo printed so it can be mailed out with release.

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PAGE TWO

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Santa Claus Land"	Travel editors, consumer and trade.	RK wrote (included packages recommended by Sue Hack at Finnair). Sent to FTB for approval.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to write.
"Special Train Cars"	Travel editors, consumer and trade.	RK to write.
"Golf Ice Tournament"	Travel editors, consumer and trade.	RK to write.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write

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Press Visits

September 29 - Oct. 6
Spa Trip

Action

Riitta Tammisto and Risa accompanied press group to Naantali Spa and Haikko Manor. Group included Peter Rose, Arizona Republic; Douglas Meadow, Spotlight magazine; Bernard Burt, contributing editor American Health Magazine, author, Fodor's Guide Book to Health and Fitness Centers; Hank Herman, contributor to Runner's World; Judy Hammond, contributor to Gold Coast Magazine and Santa Barbara News Press; Randy Johnson, contributor to Ski magazine; and Dan Logan, contributor to Orange Coast magazine.

Status

Trip completed. FTB and agency filling requests for photos and additional information as needed by writers. RK sent material on winter adventure to Douglas Meadow and Riitta Tammisto sent color color transparencies.

Peter Rose wrote a column piece about the Ladies Choice Dance, which appeared in the October 16 issue of The Arizona Republic. He will write a feature article about the trip at a later date.

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Press Visits

Action

Status

Individual Visits

Phyllis Haynes, food editor,
Christian Science Monitor, visited
Finland October 16 - 30.

Ann McDuffie, food editor of Tampa
Tribune visited Finland October 16 -
30.

Paul Lasley, who writes for the
Los Angeles Times and is doing a new
radio show in LA, asked about the
possibility of doing a remote from
Finland on Christmas Day. Agency
suggested he call Ulla and contacted
Ulla's office suggesting they try to
call him. Helena called and got
message machine and left a message.
Lasley did not return call. Ulla has
no budget anyway, and will call to
suggest he go in '89.

FINNISH TOURIST BOARD
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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Individual Visits (continued)		Donald Dunn, "Personal Business" editor of <u>Business Week</u> visited Finland in September (on the recommendation of KWE). As a result, he wrote a travel piece about the Viking Line's overnight cruise between Helsinki and Stockholm, which appeared in the October 10 issue of <u>Business Week</u>.
Agency has been advised by FTB that there is no money left for press visits in '88. Agency has suggested that we schedule a meeting to discuss press visit themes and dates for '89. Pekka Kurki said meeting will take place in early December with Matti Linnoila in attendance.		
<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Ted O'Brien WRKO Radio (Boston)	Winter Adventure	Interested in visiting Finland with his family (a private vacation that he will pay for himself). He asked for information and said he would talk about trip on his show. Became interested because of Finland promo that just ran on station.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Mary Ann Hemphill FOOD & WINE	Food	Discussed a food trip to Finland. RK to follow-up.
Jay Brunhouse Contributing Editor INTERNATIONAL TRAVEL NEWS	Train Travel	Pitched special car for children. Is Is very interested. Sent information.
Erma Perry COUNTRY HOMES TRADITIONAL HOMES	General Destination	Especially interested in Library at Tampere. Also crafts and contemporary architects.
Bill Davis BOSTON GLOBE	Shopping	Discussed doing a story on Finland's "seconds shops." Will follow-up.
Michael Carlton ATLANTA JOURNAL	Winter Adventure	Might want to go on a winter adventure trip. Will let know dates of next trip.
Jerry Goodrum SENIOR NEWS SERVICE	Adventure	Wants information on adventure travel. RK sent.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Guy DeMarino EDMONTON SUN	General Destination	Very interested in service from Toronto. Would like Matti Metsalampi to call him. RK has written to Matti with the request.
Candye Stapen NEWSDAY, USA TODAY	Train Travel	Would like information on special cars. RK sent.
Phyllis Meras PROVIDENCE JOURNAL	Adventure	Pitched an adventure trip. Will keep posted on future press trips.
Lis Rogak SPORT TREK	Winter Adventure	Asked for information on winter adventure trips. RK sent.
Jonathan Auerbach Freelance, CHRISTIAN SCIENCE MONITOR SATURDAY EVENING POST CHICAGO TRIBUNE	Winter Adventure	Interested in skiing. RK sent info on winter adventure trips.
Barbara Brass ROMANTIC HIDEAWAYS	Romantic Hideaways	Looking for packages for Christmas Valentines Day. RK sent info on Lapp Wedding Ceremony.

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Media Liaison

Story Angle

Action/Status

Phillip Dryan
THE INSIDER

General Destination

Very interested in visiting Finland in '89. RK to keep advised of press trip dates.

Radio Promotions

Action

Status

Fall Radio Mailing

RK mailed pitch letter with themed promotional ideas and runners-up prizes" to 85 stations in targeted markets.

RK following up by phone, and to date has gotten responses from the following stations:

WRKO Radio (Boston): Promotion ended October 20. Info on winner being sent to Finnair for ticketing. Said was one of most successful promos ever.

WPEN Radio (Philadelphia): Promotion ran October 1 - 27. Winner info sent to Finnair for ticketing.

KIXI Radio (Seattle): Station sent promo copy for approval. RK re-wrote and sent to FTB and Finnair for approval. Pentti Rosenberg approved. Promo to begin November 7.

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Radio Promotions

Action

Fall Radio Mailing

Status

WSNI Radio (Philadelphia): Was interested in doing a promotion. But had already committed to an Iittala promotion. Maybe later on.

XTRA Radio (San Diego): Worked with us last year. Want to do another. Will be sending us a proposal.

KFMB Radio (San Diego): Would like to do a Finland promotion. Are trying to get a local retailer involved. Will send a proposal as soon as they get entire package together.

WGMS Radio (Baltimore): Are supposed to be sending a proposal. RK to follow-up.

WALK Radio (New York): RK discussing a Finland promotion. Station considering.

"Paul W. Smith Show"
WMCA RADIO

Interested in having someone from FTB on in December.

RK has suggested an interview about Santa Claus Land. RK to follow-up.

FINNISH TOURIST BOARD
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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status</u>
"Good Morning America" ABC-TV	Outstanding bill	Lois Neufeld, at Riitta Tammisto's request, spoke to GMA producer about \$176 airfare bill that wasn't authorized by FTB. GMA to send check for amount to FTB.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK waiting for approval from Nino de Prado.
Union Bank of Finland	Maxi Boat	At request of FTB, KWE set out to assist Union Bank of Finland in publicizing New York visit of Maxi-boat "Union Bank of Finland." Our efforts included consulting with Outi Hirvikangas as to what to do and writing a media alert, advising the media of a special press viewing and cruise. KWE to handle printing and distribution to Metro area sports editors at newspapers and television stations and appropriate magazines. At last minute, entire project was scrapped. Maxi-boat did not come to New York afterall.

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Special Projects

Story Angle

Status/Action

Status Report

Print & Broadcast

At the request of Pekka Kurki, the agency prepared a 14-page status report of our current standing with the print and broadcast media on behalf of the FTB since the beginning of the year. Completed.

TO: MR. MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD
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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Moneysavers '89"	Travel editors, consumer and trade.	RK incorporated Canadian values from Matti Metsalampi in a special Canadian version. Sent release out to Canadian press, with extra copies to Matti. Completed.
"Matti Linnoila"	Travel editors, consumer and trade.	RK wrote release announcing the appointment of Matti Linnoila and the departure of Pekka Kurki. Approved by FTB. Sent out with photo of Matti Linnoila supplied by Riitta Tammisto. Completed.
"Santa Claus Land"	Travel editors, consumer and trade.	Approved by FTB. Sent out with a photo of Santa on a reindeer safari. Completed.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Ice Golf Tournament"	Travel editors, consumer and trade; sports editors.	RK to write. Needs more information.
"Finlandia Ski Race"	Travel editors, consumer and trade; sports editors.	RK writing.
"Special Train Cars"	Travel editors, consumer and trade.	Information received from FTB Helsinki was in Finnish. Need translation before RK can write. RK will discuss with Riitta Tammisto.
"Helsinki City Museums"	Travel editors, consumer	RK to write. Will talk to Riitta about best ones to include.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write.

FINNISH TOURIST BOARD
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Press Visits

September 29 - Oct. 6
Spa Trip

Action

Riitta Tammisto and Risa accompanied press group to Naantali Spa and Haikko Manor. Group included Peter Rose, Arizona Republic; Douglas Meadow, Spotlight magazine; Bernard Burt, contributing editor American Health Magazine, author, Fodor's Guide Book to Health and Fitness Centers; Hank Herman, contributor to Runner's World; Judy Hammond, contributor to Gold Coast Magazine and Santa Barbara News Press; Randy Johnson, contributor to Ski magazine; and Dan Logan, contributor to Orange Coast magazine.

Status

Trip completed. FTB and agency filling requests for photos and additional information as needed by writers. Douglas Meadows went up to FTB to select more photos for his story, which is to appear in the January issue of Spotlight.

July Press Trip
Savonlinnla Opera
Festival

Followed up with writers who went on trip.

Everett Potter has written about Finnish furniture for his New York Times syndicate shopping column. He has also just gotten an assignment to write an article about the Czar's summer summer house for Travel & Leisure (it is scheduled for Spring publication. Jill Rigby did a third article for the Toronto Sun on shopping.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Peter Greenberg Columnist, LA TIMES SYNDICATE Reporter, GOOD MORNING AMERICA (ABC-TV)	Peter Greenberg called agency regarding a visit to Lapland early in December. Agency relayed lead to Ulla Pakarinen who contacted him to work out details for trip.	Ulla organized for December 5 - 8.
Paul Lasley, LA TIMES, RANCH AND COAST, HOLLYWOOD REPORTER, and others	Agency wrote to Paul Lasley, who is doing a new radio show in LA, explaining that budget couldn't support his desire to do a remote from Finland on Christmas Day. Perhaps in '89, and that he would be contacted by Ulla.	

Agency was advised by FTB that there is no money left for press visits in '88. Pekka Kurki said that a marketing meeting will take place on December 7, with Matti Linnoila in attendance to discuss press visit themes and dates for '89.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Barbara Brass ROMANTIC HIDEAWAYS	Romantic Hideaways	Sent info. on Lapp Wedding ceremony for Valentine's issue. Is interested in going on a press trip to Finland. Will keep her advised of future press trips.
Jolee Edmondson BON APPETIT	General Destination	Is very interested in going to Finland in '89. RK sent large package of material for her to look at and will advise of upcoming press trips as soon as dates are set.
Phillip Dryan THE INSIDER	General Destination	May want to visit Finland in '89. Asked for information. RK to send.
Tina Houlihan BOCA RATON MAGAZINE	Romantic Hideaways	Is doing a special feature on offbeat romantic destinations. Pitched Lapp Wedding Ceremony and sent information.
Lydia Moss MCCALLS MAGAZINE	General Destination	Magazine is starting a travel page in February '89. Will cover a variety of destinations and will be doing press trips. Might be interested in going to Finland. RK will keep updated on trips.

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<u>Media Liaison</u>	<u>Action</u>	<u>Status</u>
Herb Silverman ART NEWS	General Destination	Asked to be kept informed about FTB news, as he writes a lot about Scandinavia. RK to make sure he is on new data base release list.
Mary Hunt BUSINESS TRAVEL NEWS	Dollar Stretchers	Is using Finland Moneysavers release. Asked for some additional information and RK referred her to Nino de Prado.
Barbara Radcliffe Rogers KEENE NEW HAMPSHIRE SENTINEL	Skiing	Requested ski information from Finland for special ski issue. RK sent Finnair brochures and releases.
Dinah Wichtel SNOW COUNTRY	Finlandia Ski Race	Writing a piece on Finlandia Ski Race and requested a color slide. Suggested she call Riitta as agency only has black and white photos.
Patricia Brown DOCTOR'S REVIEW	Family Holidays	Will be covering Scandinavia as travel destination in '89. RK to send information.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Prudence Heller ASSOCIATED PRESS	Submarine	Looking for offbeat travel stories. Suggested submarine tour in Ranua. Was very interested. RK sent submarine release.
Joanna Pruess NEW YORK TIMES	Food	Discussed possibility of an individual press visit to Finland in '89. She is very excited about food angles (she writes food for the <u>New York Times</u>), and the overnight cruise to Leningrad. RK and Joanna to organize after the first of the year.
Steve Silk HARTFORD COURANT and syndicated	General Destination	Said he was holding a Finland piece piece by a freelancer for consideration. Said couldn't go himself in '89, but might ask for photos to illustrate story he has in hand. RK to follow-up.
Marsha Dubrow <u>LOS ANGELES HERALD</u> <u>EXAMINER</u> , <u>PUNCH</u> , others	Spas	Interested in spa treatments. Pitched on spa trip. Will let us know if interested.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT - NOVEMBER 1988
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dan Carlinsky Freelance	General Destination	Pitched trip to Finland in '89. Said he might be interested. Likes to travel by himself -- doesn't even like to be met at the airport. He's a top freelancer, with no regular beat and no regular outlet. He has no special interests either, but tends to lean toward Europe. RK will follow-up regarding an individual trip in '89.
Laura Powell CABLE NEWS NETWORK	Moneysavers	Will be focusing on "how-tos" early early in year. RK sent info on "how to" save money on a Finland vacation in '89.
Sally Campbell LaFevre TRAVEL WITH YOUR CHILDREN	General Destination	Working on Travel With Your Children ski and cruise guides. Pitched her on what is available in these areas in Finland. May be interested in a trip. Will let us know.
Lee Stanley KNWZ RADIO (Palm Springs, CA)	Food	Has a one hour show on food, wine and travel. Wants to receive Finland releases. RK to put on list.

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Radio Promotions

Fall Radio Mailing

Action

RK mailed pitch letter with themed promotional ideas and "runners-up prizes" to 85 stations in targeted markets.

Status

RK following up by phone, and to date has gotten responses from the following stations.

KBIG (LA); WRKO (Boston); WPEN (Philadelphia); KIXI (Seattle) -- All these stations have completed their Finland promos and have sent winner info to Finnair.

XTRA Radio (San Diego): Sent a proposal with a total value of \$26,500. RK discussed with Pekka Kurki, who approved. Station asked for copy points, which RK sent. They are promoting Saariselka ski trip.

WALK Radio (New York) said that they can't do a promotion this year, but definitely want to do a "Fantasy Tour to Santa Claus Land" as their Christmas promotion in '89. Will call us early in summer to start working out details.

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Radio Promotions

Action

Status

WMCA Radio (New York) -- Is very interested in doing a promo. Like Spa Trip and Two City Special. Would like to give away both. Would give us a month promotion. RK to discuss with FTB and Finnair.

WXTG Radio (New Haven) -- Are considering a promotion. Are going to send a proposal.

WCFS Radio (Westport) -- Would like to work something out. Are putting together a promotion for our consideration.

Television Liaison

Story Angle

Status

KING-TV
(Seattle, Washington)

General Destination

November 14 - 18 show ran the Finland segments it taped on trip to Finland in September. Three segments are being placed in the national system.

"Good Morning America"

Outstanding Bill

GMA sent check for amount to Lois Neufeld instead of FTB by mistake. New check is being drawn.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK waiting for approval from Nino de Prado.
Top Events for '89	ETC	Riitta Tammisto requested RK to select top events for '89 for ETC questionnaire. Completed.
Hello-Goodbye Party Village Gate		FTB requested address list from agency for Hello-Goodbye party being planned at Village Gate. RK prepared and sent to Riitta. Completed.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Snow Sculpture"	Travel editors, consumer and trade.	RK wrote and sent to Riitta for approval. Photo supplied by FTB and mailed out with release. Completed.
"Finland Sales Guide"	Travel trade.	RK wrote and sent to Nino de Prado for approval. RK made changes and mailed release with copy of Sales Guide. Completed.
"Summer Packages"	Travel editors, consumer and trade.	RK wrote and sent to FTB for approval. Riitta making captioned copy prints of photo (of Land Rovers in North Cape). As soon as photos ready, release will be mailed. RK sent faxed copy of release to Ulla for her seminar.
"Finland Vacation Guide"	Travel trade.	RK writing.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Finland Festivals"	Travel editors, consumer and trade.	RK writing.
"Friendly Finland Tours"	Travel editors, consumer and trade.	RK writing.
"Ice Golf Tournament"	Travel editors, consumer and trade. Sports editors.	RK to write. Needs more information.
"Special Train Cars"	Travel editors, consumer and trade.	Information received from FTB-Helsinki. Was in Finnish. Need translation before RK can write. RK will discuss with Riitta Tammisto.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to write. Will talk to Riitta about best ones to include.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write.

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Press Visits

Writers who attended
'87 & '88 press trips.

Action

Riitta Tammisto asked
agency to follow up with
writers who attended '87
and '88 press trips, and
whose stories we have not
yet seen, to find out when
stories will be coming out.

Status

RK has followed up with writers and
so far has gotten the following
response.

Betty Lowry, who went on the
trip has a piece coming soon in
Travelage. She is also doing a
whole chapter on Finland for the
book she is doing for Harper & Row
Publishers -- The '89 - 90 edition
of Country Inns and Back Roads of
Europe.

Barbara Gibbons, who we sent to
Finnish Food Week in February '88,
has written a column about Finnish
soups for United Media Syndicate,
that has thus far appeared in 67
newspapers, with a total circulation
of 12,076,764. She says that
additional articles are scheduled
to run, about Helsinki's Russian
restaurants.

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Press Visits

'87 & '88 Press
Follow-up (Continued)

Action

Status

Cornelia Dodge has left Town & Country to work for a design firm. However, all her notes and preliminary work is in the file, and the magazine intends to run a story next winter. (Cornelia attended the March '88 winter/adventure trip).

Ty Harrington, who attended the March '88 winter/adventure trip filed his story with the Stamford Advocate months ago. Thinks it should run this winter, but is up to his editor. He will try to get a firm answer.

Bard Lindeman, editor of 50-Plus magazine, who we suggested for an individual trip this past summer, has referred to his visit in Finland in his "Your Prime" column, which is syndicated by the Chicago Tribune Syndicate to over 80 newspapers.

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Press Visits

'87 & '88 Press
Follow-up (Continued)

Action

Status

Nancy Belcher, who attended July '88 trip to Savonlinna, has submitted her story to the LA Times. They have indicated that they will run the story as a page one in the spring, to coincide with the 350th anniversary of the Opera Festival. She said she was also working on placements in the Oakland Tribune, Miami Herald, Houston Chronicle and Baltimore Sun. She will keep us posted on developments.

Joan Dunlop, who writes for the Chicago Tribune, amongst others, said it was still too early for her to tell us anything specific. She will stay in touch.

Diane & Bill Gleasner, who went to Finland during the summer of '87 had their article published in Side Streets of the World, a monthly travel newsletter with a circulation of 70,000 physicians across the U.S.

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Press Visits

Action

'87 & '88 Press
Follow-up (Continued)

Status

Buddy Mays, who went to Finland in the summer of '87 already had his article appear in the Staten Island Advance. He is hopeful that it will also run in Dallas as well.

Chandler Forman, who went on a summer '87 press trip, says that he is unable to write an article.

Have put calls into Janet Hayes, Jim Eckes and Paula Freschet, but they have not been in. Will keep trying.

September 29 - Oct. 6
Spa Trip

Followed up with writers who went on trip.

Hank Herman has completed his story for Runner's World. Will advise us as to issue when he knows.

Douglas Meadow's story has appeared in Spotlight's January issue. Copies were on the stands in December.

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Press Visits

March 9-16 1989
Winter/Adventure

Action

Agency & FTB met to discuss group trips for '89. First trip to be a Winter/Adventure in March.

Status

Riitta Tammisto reserved seats on Finnair for March 9-16. RK prepared list of invitees and sent to Finnair and FTB for approval. RK mailed out invitation letter and supporting literature to list. RK currently making follow-up calls and so far, we have acceptances from the following writers:

Jolee Edmondson, freelance writer who lives in South Carolina. She has assignments from Endless Vacation (Horace Sutton wants her to write a feature on Helsinki and a piece on snowmobiling), and from New Jersey Monthly.

Pat Canova, a photojournalist who lives in Florida and writes for Diversión and the Miami News, amongst many others.

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Press Visits

September 29 - Oct 6
Spa Trip (Continued)

Action

Status

Judy Hammond wrote two articles, a short piece on the Ladies Choice Dance and a feature on the Sauna. Both appeared in the Santa Barbara News.

Frank Riley
LOS ANGELES TIMES

His third article on trip to Finland (he went on an individual trip in August) appeared in the December 18 issue of the Los Angeles Times. Article is entitled "Checking Out Santa Claus Workshop in Lapland."

Peter Greenberg, Columnist
LA TIMES SYNDICATE
Reporter, GOOD MORNING
AMERICA (ABC-TV)

Visited Finland December
5-8

RK called to find out how everything went. Said had great visit. Has written article. Will appear either this winter or next November.

Benjamin Epstein
ORANGE COUNTY MAGAZINE

Attended March '88 Trip

Article appeared on front page of Washington Post on Christmas Day. Same article that appeared in the October issue of the magazine.

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Press Visits

Action

Status

Jerry Goodrum (Calif.), travel editor for Senior World, which has a circulation of 700,000. His story will be the lead story for their special Adventure issue, scheduled for April.

Lois Friedland (Colorado), who is western ski editor for Ski Magazine. The Denver Post is interested in seeing her story on Finland. She is trying to get other assignments prior to the trip.

Arthur Harris, who is a freelance writer, whose articles appear in a number of New England newspapers.

Media Liaison

Harvey Chipkin
TRAVEL WEEKLY

Story Angle

Honeymoon Packages

Action/Status

Sent information on Lapp Wedding Ceremony for story he is writing for Travel Weekly.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Edward Meyers CHRISTIAN SCIENCE MONITOR & Italian Photography Magazines	General Destination	RK to meet for lunch to discuss individual or group trip to Finland.
Martin Pine Syndicated Columnist	General Destination	Wants to write about Finland in his column. Sent information.
Joanna Pruess Freelancer, NY TIMES	General Destination	Called again regarding an individual trip. Very anxious to organize something. Told her we'd be in touch after planning meeting.
Jane Milza STATEN ISLAND ADVANCE Columnist, NEWHOUSE NEWS SERVICE	Food	Would very much like to visit Finland in '89. RK to discuss a trip early in year.
Kiki Olsen JEWISH EXPONENT, Also Radio Broadcaster in Philadelphia	General Destination	Wants to be included on a press trip. RK will be in touch if something appropriate for her.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Bea Riemschneider TRAVEL & MEETING GUIDE	General Destination	Thinks Finland would be a great destination story for her. RK to send information.
Pat Canova MIAMI NEWS	Winter Adventure	Might want to go if we plan a winter adventure trip. RK to advise of opportunities.
Ann Lerner	Honeymoon Packages	Writing a Feb. supplement on weddings. Sent info on Lapp Wedding Ceremony.
Prudence Heller ASSOCIATED PRESS	Dollar Stretchers	Pitched moneysaving ideas from Finland.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Gwen Cohan BOCA RATON MAGAZINE	Romantic Hideaways	For special feature on Romantic Hideaways, in which she is using material we sent on Lapp Wedding Ceremony, she called to request photos. Suggested she call Riitta.
Tom Bross TRAVEL/HOLIDAY TRAVEL AGENT	General Destination	Expressed interest in a visit to Finland. Will keep him advised of trips.
Kathy McCarthy WASHINGTON DOSSIER	Summer Packages	Is writing a short piece on unusual summer travel for March issue. Sent information.
Judy Williamson DALLAS MORNING NEWS and Syndicated	General Destination	Pitched trip to Finland in '89. May be interested. Will keep advised of trips.
Janet Fullwood SACRAMENTO BEE and Syndicated	Design	Can't go on winter/adventure trip. However, wants to send a staff writer who writes on design -- probably on July or September trips.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jim LeVeque LA TIMES, PORTLAND OREGONIAN, CHICAGO TRIBUNE	General Destination	Very interested in going to Finland Has sent clips and information about self. Is a friend of Dave Houser. Agency to invite on July trip.
Bob Krist ISLANDS MAGAZINE	Finland's Islands	Writes a monthly column for <u>Islands</u> . Pitched Finland's Islands. Might want to do. Will let us know.
Ty Harrington STAMFORD ADVOCATE	Winter-Adventure	Asked for winter photos to send with article on Finland. RK and Riitta Tammisto both sent.
Joyce Fredo TRAVELAGE	Romantic Hideaways	Sent info on Lapp Wedding Ceremony for story she is doing on romantic hideaways.
Lillian Africano Freelancer SOUTH BAY ACCENT & others	Cruises	Writing a story on offbeat cruises. RK sent info and suggested she call Bergen Line regarding their press conference on Feb. 2.

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PAGE FOURTEEN

<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
XTRA Radio (San Diego, CA)	Copy points sent to Pentti Rosenberg for approval. Station to begin promo.	Promotion completed. Station to send winner info to Su Hack at Finnair for fulfillment.
WMCA Radio (New York)	Interested in doing a promo offering Spa Trip and Two City Special. RK asked for written proposal.	RK waiting for promised proposal.
WXTC Radio (New Haven)	RK met with promotion manager to discuss. They are to develop a written proposal	Waiting for written proposal for FTB/Finnair approval
WERA Radio "GARDEN STATE VIEW" (New Jersey)	RK met with promo manager to discuss a promotion. Are interested in Saariselka ski package as giveaway.	Sent proposal. RK has discussed with FTB and Finnair and gotten approval. Station to send copy points for approval.

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Radio Promotions

Action

Status

WCFS Radio
(Westport, CT)

RK spoke with promotion manager regarding a promotion offering a Saariselka ski package.

RK sending information and they are sending a proposal.

KLDE-FM
(Houston, TE)

FTB asked agency for opinion on this radio promotion, in which accommodations at Naantali Spa would be given away as prize.

Agency checked out. Not listed in any directories. Advised that FTB do only if there is no cost to FTB (if Naantali would give for free). Riitta Tammisto to check with Naantali.

Television Liaison

Story Angle

Status

ABC, CBS, NBC, CNN
in London & Frankfurt

Snow Sculpture
World Championships

Lois Neufeld wrote to the the Foreign Desks in London and Frankfurt pitching coverage of the Snow Sculpture World Championships in Savonlinna. Riitta Tammisto advised listing Marjatta Haapio (FTB - London) as the contact. Riitta to call Marjatta to let her know of our efforts.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Roy Walkenhorst NEWS TRAVEL NETWORK	General Destination	Lois Neufeld contacted regarding a trade story on Finland as well as design and architecture. These are areas in which he is especially interested. Will follow-up.
Bob Chandler SCENIC PRODUCTIONS "The Great Escape"	General Destination	Agency sent story ideas. Will follow-up to see what interest is.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK waiting for approval from Nino de Prado
FTB Marketing Meeting	1989 Publicity Plans	Agency attended FTB Marketing Meeting and outlined past year's accomplishments as well as Publicity suggestions for 1989.
Hello-Goodbye Party	Matti Linnoila-Pekka Kurki	RK attended fabulous party at Village Gate, given by FTB.;

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
FTB Planning Meeting	First Quarter of Year	Agency met with Matti Linnoila and Riitta Tammisto to discuss PR effort for first quarter of year. Press trips, releases, radio promotions and release letterhead discussed. Newsletters to be discussed at a later date with Nino de Prado in attendance. RK circulated memo with points raised at meeting.
FTB-Finnair Meeting	Press Trips	Matti Linnoila, Riitta Tammisto and Risa Kaufman met with Pentti Rosenberg to get Finnair input on '89 Press Trips. Also discussed continuation of radio promos and trips Finnair wants to promote.
FTB/Finnair/Agency Meeting	Press Trips & Radio Promos	RK met with Matti Linnoila, Riitta Tammisto and Pentti Rosenberg to discuss Finnair's thoughts on press trips and radio promos.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Journalists Guild & Food, Wine & Travel Writers Association	Press Trips	Riitta Tammisto asked agency to review requests from both groups for FTB to sponsor press trips to Finland for their membership. Suggested FTB request to see results from past trips and get feedback from other Tourist Boards who have sponsored such trips.
Finnish Film Festival		RK attended Finnish film screening at Museum of Modern Art and reception afterward given by the Finnish Consulate.
Benjamin Epstein ORANGE COUNTY MAGAZINE		RK and Riitta Tammisto entertained Benjamin Epstein and his editor, who were visiting in New York. Talked about Benjamin covering another Finland story in '89.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Summer Packages"	Travel editors, consumer and trade.	RK wrote release. RT made captioned photos of Land Rovers in North Cape. Mailing completed.
"Finland Festivals"	Travel editors, consumer and trade.	RK wrote and sent to FTB for approval. Release has been mailed out, with a copy sent immediately from KWE to Vernon Kidd at <u>The New York Times</u> . Completed.
"Finland Vacation Guide"	Travel trade.	Nino de Prado and Riitta Tammisto felt that since Guide was mentioned in "Summer Packages" release, not necessary to do a special release.
"Finland for Visitors"	Travel editors, consumer and trade	Nino de Prado suggested a release on a few of the packages from Finnair's "Finland for Visitors" brochure. RK writing.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Helsinki '89"	Travel editors, consumer and trade.	RT to send RK information about goings on in Helsinki in '89. RK to write.
"Midnight Golf"	Travel editors, consumer and trade. Golf and sports pubs.	RK to check with Finnair for further information.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK to visit in Helsinki on March press trip -- per RT's suggestions. Will write release on return to New York.
"Special Train Cars"	Travel editors, consumer and trade.	RT and RK to go over material from Helsinki. RK to write.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write."
"New Silja Line Ship"	Travel editors, consumer and trade.	When info is available on what new and different on this ship -- discos, restaurants, etc. -- RK to write.

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Press Visits

March 9 - 16
Winter/Adventure

Action

Agency mailed out
invitation letter to
list approved by FTB
and Finnair.

Status

RK followed up with writers by
phone. RT sent out itineraries and
additional information to writers
who are going on trip. Those
attending are:

Jolee Edmondson, freelance writer
from South Carolina. She has
assignments from Endless Vacation
(On Helsinki and snowmobiling), and
from New Jersey Monthly.

Pat Canova, a photojournalist from
Florida, who writes for Diversión
and the Miami Herald, amongst
others.

Jerry Goodrum (California), travel
editor for Senior World, which has a
circulation of 700,000. His story
will be the lead story for their
special Adventure issue, scheduled
for April.

Arthur Harris (Vermont), whose
articles appear in a number of New
England newspapers, including the
Rutland Herald and Keene Sentinel.

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Press Visits

Winter/Adventure
March 9 - 16

Action

Status

Lois Friedland (Colorado), western ski editor for Ski Magazine. Denver Post interested in her story on Finland.

William Flanagan (New York), Forbes Magazine.

David Miller (New York), who writes for Modern Photography (Invited by Riitta Tammisto).

Carmen Anthony (New York), Travelage Europe (Invited by Riitta Tammisto).

Press Trip Results
& Follow-up

Everett Potter, who was on the July '88 trip called to say his Finland article will appear in Travel & Leisure in April.

Pete Rose, who attended the Oct. Spa trip wrote a feature article about Sauna in the Jan. 8 issue of the Arizona Republic.

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Press Visits

Action

Status

Press Trips Results &
Follow-up (Cont'd)

Buddy Mays, who went to Finland in the summer of '87 wrote an article that appeared in the February issue of SR Dallas.

Elizabeth Harryman writing article for the June issue of KCET Magazine (magazine of Public TV station). Is writing with her husband Paul Lasley, with whom she went on Sept. '87 press trip.

Media Liaison

Story Angle

Action/Status

W. Lynn Seldon Jr.
FLORIDA HOME & GARDEN

General Destination

Very interested in joining a press trip. Will keep him advised.

Brian McCallen
GOLF MAGAZINE

Golf

Pitched Midnight Sun Golf Tournament and possibility of his covering for the magazine. Said might be very interested. Will consider for an individual visit.

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<u>Media Liaison</u>	<u>Action</u>	<u>Status/Action</u>
Margo Hammond NEW YORK TIMES SYNDICATE	General Destination	Pitched winter/adventure trip. Unable to attend -- however is very interested in going to Finland in '89. RK to invite on July trip.
Paul Robbins ASSOCIATED PRESS	Ski Championships	Since was going to be in Lahti to cover ski championships, RK called to say that FTB would be glad to sponsor him in Helsinki for a few days if he'd like. Said wouldn't have the time. RK to keep apprised of future adventure trips.
Martie Olmsted SAN FRANCISCO FOCUS	General Destination	Pitched trip to Finland in '89. Said would have loved to have gone on winter adventure trip, but had conflict. RK will invite on future trips.
Sibby Christensen ASSOCIATED PRESS	Summer Travel	RK sent information on summer travel for special travel edition.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Marina Sturdza TORONTO GLOBE & MAIL HEARST INTERNATIONAL PUBS.	General Destination	Invited on March trip. Wanted to go, but said March was busiest month, and needed longer lead time to plan trip. Is interested in July trip. RK will call with dates as soon as confirmed by Finnair. Said she will soon be moving to New York from Toronto, though she will still be writing her column for <u>Globe & Mail</u> .
Steve Veale LEISURE WAYS	Adventure	Definitely wants to go to Finland Unable to go in March due to conflict. RK to let know dates as soon as possible.
Steve Raichlen DIVERSION, BOSTON GLOBE, BON APPETIT	General Destination	Pitched trip to Finland. Would love to go on another group trip. Needs more advance notice. RK to call with future dates.
Michael Carlton ATLANTA CONSTITUTION	General Destination	Definitely wants to be considered for July trip. RK to call with confirmed dates.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Christine Lyons TOWN & COUNTRY USA TODAY	Festivals	Doing a piece on Summer Festivals for <u>Town & Country</u> . Sent Festivals release and background information on Savonlinna.
Helen Amendola NEWSDAY	Helsinki	Requested photos of Helsinki for article they are running. Suggested she call Riitta. Riitta sent color and black and white.
Betsy Braden Freelance Contributor to ATLANTA MAGAZINE	General Destination	Wanted very much to go on Finland trip, but couldn't afford to get to a gateway. Perhaps she can organize something in the future. RK to keep advised of trip dates.
G.S. Bush Freelance Contributor to BETTER HOMES & GARDENS	General Destination	Would have like to have gone on March press trip, but was unable to get an assignment. RK will try to organize an individual visit.
John MacDonald SEATTLE TIMES	General Destination	Interested in going on July trip. RK to advise of dates.

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<u>Press Visits</u>	<u>Story Angle</u>	<u>Action/Status</u>
John Engstrom SEATTLE POST INTELLIGENCER	General Destination	Is having budget problems. May not be able to go to Finland this year. However, he asks to be advised of trips, in case situation improves.
Janet Fullwood SACRAMENTO BEE	Design	Wants to send a writer to do a design story. RK to organize either an individual visit, or will include on a press trip.
Phyllis Meras PROVIDENCE JOURNAL	Adventure	Had wanted to go on winter/adventure trip, but had a conflict for that week. Perhaps in July.
William A. Davis BOSTON GLOBE	General Destination	Very interested in going to Finland this year. RK to invite on July trip.
Guy Demarino EDMONTON SUN	General Destination	Unable to go on winter/adventure due previous invitation. However, would definitely like to go in July. Must have advance notice. RK to advise of dates as soon as.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WERA Radio "Garden State View" (New Jersey)	Station to send copy points for approval.	Had to postpone for a couple weeks. Will do promo in March.
WMCA Radio (New York)	RK had further discussions and found out that they wanted to get paid, in addition to free trip. RK said that we didn't work that way.	Not going to work out at this time.
WNSR-FM (New York)	Discussed doing on-air promotion.	Would like to do something later in year. RK to stay in contact.
WFAS Radio (White Plains)	Pitched promotion.	Station interested. Are going to send proposal.
WOBS Radio (Boston)	Station sending a proposal. Are very interested in doing.	RK to discuss with FTB and Finnair as soon as proposal is in hand.

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<u>Television Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Gary Wagner JEWISH ENTERTAINMENT HOUR	General Destination	Discussed Jewish-related angles for TV program. Was interested in knowing more about tours to Finland being sponsored by American Jewish Congress. RK to find out.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK waiting for approval from Nino de Prado.
FTB Meeting -- Washington	Friendship Year	Riitta Tammisto asked Karen to write out her appraisal of the "Friendship Year" promotion. Agency sent to RT for discussion at FTB Washington meeting.
Washington D.C. Reception	Consulate	Riitta asked agency to suggest some D.C. writers to be invited to Consulate reception. RK sent.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
FTB/KWE Planning Meeting	1989 Plans	Agency and FTB met to discuss plans for coming year. Press trips, stretching dollars, TV, radio promotions and interviews, photography discussed. RK circulated memo with points raised at meeting.
1989 Hit List		Agency compiling. Will send to FTB for approval.
Bergen Line	50th Anniversary Press Conference & Reception	RK attended.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- MARCH 1989

Releases

"Family Travel"

"Experience Spring
This Summer: Finland"

"Things To Do Under The
Midnight Sun"

Action

Travel editors, consumer
and trade.

For Ulla's Luncheon Press
Kit.

Travel editors, consumer
and trade.

Status

RK wrote release, incorporating
packages from "Finland for Visitors."
Approved by FTB and mailed out.
Completed.

Ulla Pakarinen requested that RK
write a background release on Summer
in Finland, to be included in the
press kit for her marketing luncheon
on April 5. RK wrote and submitted
for approval. RK had releases
printed and mailed to LA with
"Moneysavers" release. As per request
RK will have printed and sent to RT
for general use.

RK met with Nino de Prado to discuss.
RK writing.

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PUBLIC RELATIONS REPORT -- MARCH 1989
PAGE TWO

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Helsinki '89"	Travel editors, consumer and trade.	Information is in Finnish. FTB needs to translate in order for RK to write. Pending.
"Midnight Golf"	Travel editors, consumer and trade.	RK contacted Finnair to get further information. Person with info. out of town. RK will speak to when he returns.
"Helsinki City Museums"	Travel editors, consumer and trade.	RK visited Applied Arts Museum, Amos Anderson, Art Museum of the Ateneum & National Gallery while in Helsinki. Need to get info on upcoming exhibitions in order to make release timely. RK requested from museums directly (info not ready til end of April). However, Riitta Tammisto to request from head office as well. RK to begin writing release. Will include exhibition details when received.

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PAGE THREE

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Special Art Exhibits"	Travel editors, consumer and trade.	While in Finland, learned that gallery at Santa Claus Village will house largest Salvador Dali exhibit in Europe this summer. Also, Hotel Kalastajatorppa to have Faberge collection on exhibit this summer. Further details expected (Riitta to check with head office for further info.). When received will write release.
"Special Train Cars"	Travel editors, consumer and trade.	RK and Riitta going over material. RK to write.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write.
"New Silja Line Ship"	Travel editors, consumer and trade.	When info is available on what is new and different on this ship -- discos, restaurants, etc. -- RK to write. When in Helsinki RK discussed with Jorn Hoving, who would very much appreciate any help we can give in getting publicity for new ship.

FINNISH TOURIST BOARD
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Press Visits

March 9 - 16
"Winter - Adventure"

Action

Riitta Tammisto and Risa Kaufman hosted press group. Participants included: Jolee Edmondson, Endless Vacation, New Jersey Monthly; Pat Canova, Diversión, Miami Herald; Jerry Goodrum, Senior World; William Flanagan, Forbes; Arthur Harris, Newsday, Daily News; Lois Friedland, Ski, Denver Post; David Miller, Modern Photography; and Carmen Anthony, Travelage Europe.

"Finland on a Budget:
July or August

New Hit list compiled and approved.

Horace Sutton
ENDLESS VACATION
HEARST SYNDICATE

Will be in Helsinki on April 22, and requested a meeting for his new publisher with Pekka Kurki.

Status

Trip completed. Riitta Tammisto sent winter photos to Bill Flanagan, and Jerry Goodrum.

RK to start making follow-up calls as soon as Finnair confirms dates. They want to give us tickets for end of August. Riitta Tammisto to try and get July dates instead.

RK memoed Pekka Kurki to see if he would be available to meet with Horace and his publisher on the day he is there. Pekka to take them out to dinner.

KWE pitched Horace on "Finland on a Budget" column. He like idea and will do for his syndicate. RK sent background and photos.

FINNISH TOURIST BOARD
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PAGE FIVE

Press Visits

Press Trip Results
& Follow-up

Action

Status

Phyllis Hanes, food editor for the Christian Science Monitor, went to Finland in September '88. Her article "Finns Savor Flavor" has gone out over the Christian Science Monitor News Service to 180 newspapers. She is writing another on restaurants.

Ty Harrington, who went on March '88 Winter-Adventure Trip. His story appeared in the March 26 issue of the Boston Herald (to which agency recommended he submit). Will also appear in the April 2 issue of the Stamford Advocate.

Media Liaison

Dan Zevin
WALKING MAGAZINE

Story Angle

Finlandia March

Action/Status

Interested in Finlandia March as focal point for a trip to Finland. RK to follow-up and see what can be arranged.

FINNISH TOURIST BOARD
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PAGE SIX

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Charles Monaghan FOOD & WINE TRAVEL & LEISURE	Golf	Writes a lot of golf stories. Might be interested in covering golf in Finland. RK to send information.
Edward Myers PHYSICIANS TRAVEL & GUIDE	Sauna	He met with Bea Riemschneider at of <u>Physicians Travel & Meeting Guide</u> and pitched doing a picture story on "The Art of Sauna" He has an underwater camera that he thinks will work in the sauna. RK to check out interest with FTB.
William Morgan NEW YORK TIMES	Soul Island	Per RT's suggestion called agency to ask if we could recommend outlets for an article he has written on Soul Island. Sent a copy to RK, who will get back to him with ideas. Met in Finland as well in March. He was in Finland on personal business.
Joshua David TRAVEL & LEISURE	Lapp Wedding Ceremony	Pitched Lapp Wedding ceremony and gave him information. He specializes in honeymoons.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Penny Kjellberg ELLE, HARPER'S BAZAAR, NEW WOMAN	Spas	KWE met with this freelance special ist on beauty. Pitched her on spas. RK sent spa information. Kjellberg has pitched her various outlets and will advise if she gets a definite "bite."
Mickey Charles COMMUNICATIONS TEAM, INC.	General Destination	Thought Finland sounded like an an intriguing destination. RK to send information.
Liz Logan HOUSE & GARDEN	General Destination	Discussed different story ideas for Finland. Might be interested in a visit. RK to invite.
Richard & Deena Carroll COPELEY NEWS SERVICE CALIFORNIA MAGAZINE	General Destination	Very interested in going to Finland. Would have liked to have gone on March trip, but had previous plans. RK to invite in July.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Erwin & Peggy Bauer NATIONAL GEOGRAPHIC OUTDOOR LIFE, AUDUBON	Adventure	Really wanted to go on March trip, but had previous commitment. Would very much like to go next year if we do another winter adventure.
Michael Carlton ATLANTA CONSTITUTION	General Destination	Interested in joining July trip. RK to invite as soon as dates are set.
David Dunbar TRAVEL & LEISURE	Adventure	Finland is the kind of destination he would be interested in visiting. RK to keep advised of trips.
Rick Sylvain DETROIT FREE PRESS	General Destination	Couldn't go on March trip, as needs faster turn around time on stories. Asked that we keep him apprised of other opportunities.
Barry Hollister SKI AMERICA	Winter Adventure	Would like to go on one of our winter adventure trips. Unfortunately this year inconvenient. Asked that we invite him next year.
Andrew Nemethy BOSTON GLOBE, DIVERSION	Adventure	Invited on March trip. Unable to go, but would love to go on another.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1989
PAGE NINE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
John Viehman CROSS COUNTRY SKIER	Winter Adventure	Discussed March trip. Had already made other plans. But would like to be invited next year.
David Burnett Contributor NEW YORK TIMES, GEO, NEW YORK	General Destination	Pitched photo opportunities. Thought sounded very interesting, and would like to consider a future trip. RK to keep advised.
Brian Clark SAN JOSE MERCURY, SACRAMENTO BEE	Adventure	Invited to go on March trip. Couldn't go as wife having a baby. But would like to go another time.
Susan Farlow BUFFALO NEWS	Adventure	Couldn't make March trip. But thinks Finland sounds like a great story. RK to invite on future trip.
Dan Guravich CONNOISSEUR, OUTSIDE	Adventure	Discussed the possibility of an a trip this year. RK to keep informed of adventure trips.
Mary Ann Hemphill BOSTON HERALD, FOOD & WINE	General Destination	Would be interested in visiting Finland. RK to send information.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT --- MARCH 1989
PAGE TEN

<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WERA Radio "Garden State View" (New Jersey)	Agency wrote copy and sent to station for promo.	Promotion underway. Steve Kotch did a one half hour interview with Matti Metsalampi on March 30. RK sent forms, so when promo completed, station can get trip fulfillment directly from Finnair.
WFAS Radio (White Plains)	Pitched promotion.	RK contacted Finlandia Cheese and Finnecrisp and arranged for them to send product to WERA as qualifying prizes.
WOBS Radio (Boston)	Station said would be sending proposal.	Said are still interested, and will send a proposal. Still have not received. RK to call again.
		Have not yet received proposal. RK called again and left message. Waiting to hear from station.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Handicapped Travel	RK waiting for approval from Nino de Prado.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1989
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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Travel Agents Newsletter	Meetings & Conventions	Nino de Prado says he'd like a new Meetings & Conventions newsletter. As soon as he pulls information together, RK to write.
Finlandia Cheese & Finnncrisp	Press Trip Partnership	In order to stretch "our" travel dollars, RK spoke to Vince Montori at Finlandia Cheese and Roy Peterson at FinnCrisp about the possibility of working out some joint promotions. RK and RT to meet for lunch with both gentlemen on April 5 to discuss further.
Intercontinental Hotels	Press Trip Partnership	KWE had preliminary discussion with Deborah Bernstein, public relations director for Intercontinental Hotels about working together on press trips. RK & RT to meet with Ms. Bernstein on April 26 for further discussions.
Wartsila	Press Trip	FTB asked agency to evaluate opportunity to participate with Wartsila in a press trip they are organizing. KWE thought list of press was impressive and thought would be worth doing.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
American-Scandinavian Society Art Exhibit (March 2)		Risa Kaufman attended.
Christer Haglund Reception (March 14)		Karen Weiner attended reception given in Mr. Haglund's honor by Leena Peltola.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- APRIL 1989

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Things to Do Under The Midnight Sun"	Travel editors, consumer and trade.	RK wrote and sent to FTB for approval. Completed.
"Midnight Golf"	Travel editors, consumer and trade.	Was decided to incorporate into the "Things to Do Under The Midnight Sun" release.
"Helsinki City Museums"	Travel editors, consumer and trade.	Riitta Tammisto received additional information necessary for Risa to write. Included information on Faberge exhibit at Kalastajatorppa and Salvador Dali exhibit at Polar Art gallery in Rovaniemi. FTB approved. RK waiting for Faberge slides. Met with Carl Sommers, editor of <u>New York Times</u> "Travel Advisory" and pitched piece about Faberge exhibit. He wants to run it -- but wants a photo. RK to send as soon as.

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PAGE TWO

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Special Train Cars"	Travel editors, consumer and trade.	Riitta Tammisto said that she would request releases prepared by train company as material sent to us (all in Finnish) too disconnected and confusing. Train company has not responded to request. Riitta said that we should put a hold on this release until better information can be acquired.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write.
"New Silja Line Ship"	Travel editors, consumer and trade.	RK to write when information is available on what is new and different on the ship.

FINNISH TOURIST BOARD
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Press Visits

March 9 - 16
"Winter - Adventure"

Action

Riitta Tammisto and Risa Kaufman hosted press group. Participants included: Jolee Edmondson, Endless Vacation, New Jersey Monthly; Pat Canova, Miami Herald; Jerry Goodrum, Senior World; William Flanagan, Forbes; Arthur Harris, Newsday, Daily News; Lois Friedland, Ski, Denver; David Miller, Modern Photography; and Carmen Anthony, Travelage Europe.

Status

Trip completed. Riitta Tammisto supplying writers with photos. Article on Helsinki by Arthur Harris appeared in the April 23 issue of the Post-Crescent (Appleton-Neenah-Menasha, Wisconsin).

David Miller says that his first column is scheduled to appear in the June issue of Modern Photography.

"Finland on a Budget"
July 22 - Aug. 1 (NY)
July 22 - 29 (LA & Seattle)

RK composed letter and sent to hit list of 60 writers with supporting literature.

Riitta Tammisto able to get July dates from Finnair. RK making follow up calls. To date the following writers have said they would like to join July trip:

Sally Moore (lives in Pennsylvania), contributor to the New York Times, Ski, Saturday Evening Post.

FINNISH TOURIST BOARD
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Press Visits

Action

"Finland on a Budget"
(Continued)

Status

Jeff Pierce (Seattle), editor for Washington Magazine.

Jim LeVeque (lives in New Jersey) -- contributor to Boston Globe, LA Times, NY Daily News.

Connie Emerson (Lives in Reno) -- contributes to Baltimore Sun, Oakland Tribune.

Guy De Marino (Lives in Edmonton, Canada) -- is travel editor for the Edmonton Sun.

Dan Zevin
WALKING MAGAZINE

Agency suggested he cover the Finlandia March in September. He is very interested in going.

RK sent memo to Riitta Tammisto recommending an individual trip. Riitta to contact Zevin to make arrangements.

Richard & Donna Carroll
COPLEY NEWS SERVICE
CALIFORNIA MAGAZINE

Agency invited to go to Finland. Are very eager to do so.

RK memoed Ulla recommending that she arrange an individual trip. Ulla to contact.

FINNISH TOURIST BOARD
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PAGE FIVE

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Erwin & Peggy Bauer OUTDOOR LIFE NATIONAL GEOGRAPHIC	Agency invited to Finland. Interested in going.	RK memoed Ulla recommending that she contact them for an individual trip.
Ed Schmidt GOLF WEEK	Is very interested in covering Midnight Sun Golf Tournament.	RK waiting to find out if he can can get additional assignment to Golfweek. If does, will contact RT about sending on individual trip.
Fly Fishing Competition July 3-7	RT asked that agency invite writers to attend.	RK to call fishing publications to invite.
Horace Sutton ENDLESS VACATION HEARST SYNDICATE	Was in Helsinki on April 22. Agency arranged for him to have dinner with Pekka Kurki. RT made sure Horace and his publisher would have a guide to show them around Helsinki.	Trip completed. Will be writing a column on "Finland on a Budget" for his syndicate.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- APRIL 1989
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Press Visits

Action

Status

Press Trip Results
& Follow-up

Nancy Belcher, who went on the July '88 press trip has had her article on Savonlinna published in San Diego Union (on the front page of the travel section with full-color photos), the Oakland Tribune, and the Toronto Star.

Everett Potter, who also went on the July '88 press trip has his article on Langinkoski published in the April issue of Travel & Leisure.

Media Liaison

Story Angle

Action/Status

Michael Manheim
BOSTON HERALD

General Destination

Might be interested in a visit. Will
Will let us know.

Barry Winniker
NEW YORK TIMES
TRAVEL & LEISURE

General Destination

Pitched a photo trip to Finland.
Might want to do at some point
especially if FTB has a need.

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FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- APRIL 1989
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Karen Jordan DALLAS MORNING NEWS	General Destination	Pitched July press trip. Thought sounded very interested. But can't go. Asked that we keep her posted on other trips. Maybe later on.
Lewis Burke Frumkes "The Lewis Burke Frumkes Show" (WNWK Radio) NEW YORK TIMES	General Destination	Said that he would like to go to Finland. RK sent information and will follow-up regarding an individual trip. Gave set of his clips to FTB.
Carl Sommers "Travel Advisory" NEW YORK TIMES	Moneysavers	Provided with information on dollar stretchers for possible inclusion in the "Travel Advisory" of the issue that featured Finland. RK also sent info on Finnair's expanded service.
Stacey Stamper GOURMET REPORTS	Family Travel	May use our release on family travel in their June issue (this is the newsletter of Gourmet magazine). They asked for additional info and RK suggested they speak with FTB. RT sent brochures on farm holidays. RT says FTB doesn't have much info on family travel.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Holly Reich NEW YORK DAILY NEWS	Spas	Requested information on Finnish spas. Is very interested in a visit. Individual trip might work out best. RK to discuss further and will put in touch with RT if can work out.
David Molyneaux CLEVELAND PLAIN DEALER & NEWHOUSE NEWS SYNDICATE	Midnight Sun Golf	Pitched Midnight Sun Golf Tournament, as he is an avid golfer. Asked for info, which RK sent. Will follow-up.
Kit Snedeker COPLEY NEWS SERVICE Louise Vaughn HOUSE & GARDEN	Spas	Might want to go on an individual trip to do a spa story. Would like to go with Louise Vaughn, who is contributing editor to HG, and who often writes with Kit. RK sent info on spas to both and will follow-up.
Steve Raichlin BON APPETIT DIVERSION	General Destination	Can't join group trip in July, but is very interested in an individual trip. Asked for information on food. RK to follow-up and pin down dates.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- APRIL 1989
PAGE NINE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Rick Sylvain DETROIT FREE PRESS	Midnight Sun Golf	Pitched on individual visit to cover tournament. Said couldn't go, but said if we sent release would use as a short. RK sent information.
Malabar Hornblower NEW YORK TIMES	Food	Sent story idea list and food brochure. Will follow-up as to a trip.
Maria Durell Stone SPA VACATION	Spas	Pitched on Finnish Spas for possible coverage in this new magazine, which comes out with its first issue in September. Sent info on Naantali and Haikko Manor.
Lee Tyler GOLF ILLUSTRATED LA TIMES and Others	Midnight Sun Golf	Invited to Midnight Sun Golf. Unable to go at that time. However, is very interested in golf scene in Finland would definitely like to go at some point. RK to stay in contact.

FINNISH TOURIST BOARD
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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Paul Robbins SKI BOSTON GLOBE	Finland on a Budget	Invited on July trip. Can't go. Perhaps later. Will let us know.
Loralee Wenger SEATTLE TIMES SAN FRANCISCO EXAMINER	Finland on a Budget	Just had a baby. Won't be travelling this year. Hopefully, she will be able to join us on a trip next year.
Richard Alleman VOGUE	General Destination	Won't be able to go on any trips to Finland in '89.
Mim Schwartz ROCKY MOUNTAIN NEWS & SCRIPPS HOWARD SYNDICATE	General Destination	Might be able to go to Finland later in year. But not for awhile.
Michael Carlton ATLANTA CONSTITUTION & COX SYNDICATE	General Destination	Very much wants to go. Isn't sure if it will be a group trip or an individual trip. Will talk to Colin Besonette and let us know.
Janet Fullwood SACRAMENTO UNION & MCCLATCHEY NEWS SERVICE	General Destination	May want to send a writer on our July trip. Has to find out availability. will let us know.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- APRIL 1989
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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WERA Radio "Garden State View" (New Jersey)		Promotion Completed. Winner contacted Finnair for fulfillment.
WODS Radio (Boston)	station sent proposal.	RK sent copy to Pentti Rosenberg for approval (RT said to send to him as Matti Linnoila was out of town). Agency waiting for Pentti's approval.
Harvey Chipkin "Travel Show" WMCA Radio	Pitched Midnight Sun Golf Tournament.	Interested in using on travel segment he does on the "Travel Show." RK sent release.
<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
Gail Kirkpatrick "GREAT ESCAPE" ESTV ENTERPRISES	General Destination	Not sure of production schedule. RK to follow-up to see if they can plan a trip to Finland.

FINNISH TOURIST BOARD
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<u>Special Projects</u>	<u>Story Angle</u>	<u>Status/Action</u>
Finlandia Cheese & Finnecrisp	Press Trip Partnership	RK and RT met with Vince Montori of Finlandia Cheese and Roy Peterson of Finnecrisp for lunch to discuss joint partnership ideas. Would be willing to sponsor a day in Helsinki for press trips (hotel, meals, etc.). In return, we would plan tour of their factories. Also interested in co-sponsoring cocktails at an SATW function.
SATW Cocktails	Joint Cocktail Party	RK called Andre de la Varre re: idea FTB-Finlandia Cheese-Finnecrisp-Finlandia Vodka cocktail party at upcoming SATW lunch. He liked idea and thought lunch in mid-September would be best opportunity. RK to follow-up with all concerned.
Luncheon for Finnish Ambassador		Karen Weiner Escalera attended.
Bonaventure Travel Productions	General Destination	This travel magazine TV show wrote to Ed Conradson re: a trip to Finland. RT asked agency to review. Suggested they ask to see sample video and get references.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- MAY 1989

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Helsinki City Museums"	Travel editors, consumer and trade. Art editors.	Faberge slides arrived. RK had dupes made. Sent slides to Carl Sommers, editor of New York Times "Travel Advisory," who used in the May 28 column. Completed.
"Finland Incentive Travel Manual"	Incentive and travel agent trade.	RK wrote. Nino de Prado approved. Completed.
"Finland #1 Meeting Destination"	Meeting and Travel agent trade.	RK wrote. To Nino de Prado for approval.
"Finlandia March and Helsinki Marathon"	Traveled editors, consumer and trade.	RK writing.

FINNISH TOURIST BOARD
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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Christmas Tours"	Travel editors, consumer and trade.	New brochure arrived from Finnair. Maebeth to send copy of her release for Finnair and RK to write one with varied angle.
"Winter Adventure and Unique Activities"	Travel editors, consumer and trade.	New brochure arrived from Finnair. Maebeth to send copy of her release for Finnair and RK to write one with varied angle.
"Ladies Choice Dance"	Travel editors, consumer and trade.	RK to write.
"New Silja Line Ship"	Travel editors, consumer and trade.	RK to write when information is available on what is new and different on ship.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MAY 1989
PAGE THREE

Press Visits

Action

March 9 - 16
"Winter - Adventure"

Status

Trip completed. RT continues to
to supply writers with photos and
additional information.

David Miller's first article
appeared in the June issue of
Modern Photography.

"Finland on a Budget"
July 22 - Aug. 1 (NY)
July 22 - 29 (LA &
Seattle)

RK making follow-up calls.
To date the following writers have
accepted our invitation:

Connie Emerson (Lives in Reno) --
contributes to Baltimore Sun, San
Francisco Examiner, Oakland Tribune.

Heather Doran (Seattle), editor of
Washington Magazine.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MAY 1989
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Press Visits

Action

"Finland on a Budget"
(Continued)

Status

Robert Fried (San Francisco) --
contributor to Relax.

Sally Moore (lives in Pennsylvania),
contributor to the New York Times,
Ski, Saturday Evening Post.

Jim LeVeque -- contributor to
Boston Globe, LA Times, NY Daily
News.

Jane Milza, food & travel editor
Staten Island Advance, columnist for
Newhouse News Service.

Guy De Marino (Lives in Edmonton,
Canada) -- travel editor for the
Edmonton Sun. Matti Metsalampi to
contact and make his arrangements.

FINNISH TOURIST BOARD
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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Richard & Donna Carroll COPLEY NEWS SERVICE CALIFORNIA MAGAZINE	Agency invited to go to Finland. Memoed Ulla.	Ulla contacted. Has arranged a lunch to discuss.
Erwin & Peggy Bauer OUTDOOR LIFE	Agency invited to Finland. Memoed Ulla.	RK received letter from Erwin Bauer saying that he and his wife would like to visit Finland in the fall. They don't take paid trips, but need help with land arrange- ments. Ulla to help organize.
Teague Jackson GOLF ILLUSTRATED	Agency invited to Finland to cover the Midnight Sun Golf Tournament.	RK memoed RT, who has arranged trip.
Michael Schwanz SPORTS AFIELD	Agency invited to cover Fly Fishing Competition July 3 - 7.	RK memoed RT, who is making making his arrangements.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MAY 1989
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Press Visits

Action

Status

Joanna Pruess
NEW YORK TIMES
ENDLESS VACATION

Agency invited to
Finland.

Accepted our invitation to go
on individual trip. RK memoed RT,
who has met with Joanna and is
making her arrangements for the end
of June.

Andrew Nemethy
DIVERSION
WASHINGTON POST

Agency invited to Finland.

Wants very much to cover the
the Arctic Canoe Rally. RK
suggested that he contact RT to
help him organize trip.

John Mariani
ESQUIRE

Agency invited to go
on an individual trip.

Very much wants to go in either
August or September. RK memoed RT
and told her to call after Memorial
Day. If wants to bring wife, RK to
ask for a letter of intention, so
can get ticket from Finnair. RK to
call first.

Dan Zevin
WALKING

Agency suggested he cover
Finlandia March in September.

RK memoed RT. RT to contact
Zevin to make arrangements.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Bob Krist ISLANDS	General Destination	Wants very much to go to Finland. Can't go in July, but is trying to get an assignment for an individual trip. Will contact RK by July.
Barbara Bass ROMANTIC HIDEAWAYS	General Destination	Inquired about going on a trip to Finland. RK to send information.
David Butwin DIVERSION TRAVEL & LEISURE	General Destination	Invited to go on press trip. Prefers to go on an individual trip, and would definitely like to go to Finland again. Is looking into getting an assignment. Will call RK when he finds an outlet.
GANNETT NEWSPAPER CHAIN	Family Travel	Called to check some information in our "Family Travel" release. Are planning to use.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Steve Raichlin BON APPETIT BOSTON GLOBE	Food	Is very interested in making a trip to Finland. Can't go in July but very interested in an individual trip. Asked RK to send info on food. RK to follow-up.
Eugene Price Freelancer	General Destination	Ulla asked RK to check out and and invite on press trip. Is a friend of an important tour operator. RK invited, and sent info. Mr. Price is sending RK clips and is going to see if he can get an assignment.
Regina Shrambling NEW YORK TIMES	Christmas Table	Will be doing stories on Christmas food and menus. Sent info on Finnish Christmas table.
Matt Cooper WASHINGTON MONTHLY	General Destination	Would like to visit Finland. RK sent info. He is going to try to line up an assignment. RK to follow-up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Donna Wilkenson LADIES HOME JOURNAL	General Destination	Pitched invividual trip. Would like like to go sometime in 1990. Sent press kit and will follow-up.
Gloria Hays Kremer BOSTON GLOBE PHILADELPHIA INQUIRER	General Destination	Would like to visit Finland in early 1990. RK to send more info and follow-up.
Janet Bukovinsky PHILADELPHIA MAGAZINE	General Destination	Discussed possibility of her going to Finland before end of year. Not convenient right now, but very much interested in going in 1990. Needs to check magazine's press trip policy as well. RK to send info and follow-up.
Gerry Wingenbach SEATTLE TIMES SAN DIEGO UNION	Winter Adventure	Would very much like to be included on winter adventure trip in March, as does a lot of ski writing (especially likes cross country) and is an active member of U.S. Ski Writer's Association.

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<u>Media Liaison</u>	<u>Action</u>	<u>Status</u>
Tom and Joanne O'Toole WORCESTER TELEGRAM TORONTO STAR	General Destination	Invited to go to Finland to cover Christmas. Because of family don't like to travel between Thanksgiving and New Years. However, would very much like to visit Finland in 1990. RK to contact with possible dates.
Elizabeth Hunter HOUSE BEAUTIFUL	General Destination	Invited to go to Finland this year to cover Christmas for next year. Not interested in going to Finland in near future. Perhaps later in '90. Will let us know.
Bill Kent INSIDE	General Destination	Discussed a trip to Finland. Would to go in 1990. RK to follow-up and work out details.
Victor Block WASHINGTON TIMES	Cross Country Skiing	Requested info on cross-country and photo for inclusion in syndicated column. RK sent.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WWDB Radio (Philadelphia)	Finnair gave approval on copy lines.	Promotion underway.
WALK Radio (Long Island, NY)		Promotion completed. Station has sent info to Finnair for fulfillment.
WOR Radio (New York, NY)	Sent proposal, which was approved by Finnair, along with copy lines	Promotion completed. Station sending winner info to Finnair for fulfillment.
WRQX Radio (Washington, D.C.)	Sent proposal.	RK to discuss with FTB and Finnair. Value of promo not very high.
WGMS Radio (Rockville, MD)	RK sent additional info.	Station decided not to do at this time.

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PAGE TWELVE

Radio Promotions

Action

Status

KLSX Radio
(Los Angeles, CA)

Station sent proposal
for approval.

Station is working on copy
copy lines and quiz. Will send
to RK when they have it together.

XTRA Radio
(San Diego, CA)

Station proposal received
approval from Finnair.
Copy lines sent for approval.

Promotion underway.

Elizabeth Harryman and
Paul Lasley
KABC Radio (LA, CA)

Want to do a Christmas
show featuring live
interview with Santa in
Lapland on Dec. 24.

FTB trying to find out if
can get a Santa in Lapland on
Dec. 24. May have to use Santa
in New York.

Warren Pierce
WJR Radio (Detroit, MI)

Contacted to find out
if he wanted to do
a Christmas special from
Finland.

Declined our offer to do a
remote. But wants to do an
interview with someone in Lapland.
Agency asked FTB to locate
someone. Waiting for reply.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Joan Hamburg Show WOR Radio (New York)	Pitched show on doing a remote from Finland.	Are considering for 1990. Will let us know if they want to do after first of year. Agency to follow-up.
Jeanette Hoag KMOX Radio	Followed up pitch letter offering interview with ML.	Are considering. Will let us know if can do.
John Otto WGR Radio (Buffalo, NY)	Followed up pitch letter offering interview with ML.	Is very interested. Will call back with date and time.
Ron Owens KGO Radio (SF, CA)	Followed up pitch letter offering interview with ML.	Will consider and let us know us know if can do.
"Middy" KIRO Radio (Seattle)	Followed up pitch letter offering interview with ML.	Lost original letter, asked us to re-send. Will follow-up again.

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Radio Promotions

Action

Status

Eileen Griffin
WMAL Radio

Followed up pitch letter
offering interview with ML.

Declined offer of interview.

Television

Story Angle

Action/Status

Sue Sprecher
CNBC-TV

Santa Claus Land

Pitched Christmas show from Santa
Claus Land. Said that because they
are a news station, probably can't
take free trips. Might be okay for
children's show on Saturday. Will
check out and get back to agency.

Katy Walsh
NEWS TRAVEL NETWORK

Christmas/Winter Adventure

Contacted regarding their doing a
Christmas show in March for use in
Dec. 1990 (always work a few months
ahead). Very interested. Might also
want to do a winter adventure show as
well. Will pitch at next meeting
and get back to agency. RK sent
additional info.

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Special Projects

SATW LUNCHEON
November 27, 1989

Story Angle

Action/Status

RK met with Andre de la Varre to discuss details of lunch and role of FTB as hosts for cocktail hour.

Agency drafted copy for SATW invitation, and after it was approved by FTB, sent to de la Varre for mailing. Agency followed up with top writers to make sure they saved date for luncheon.

RT ordered Finnish products for "goody bags."

Agency arranged for luncheon to be held at The Waldorf=Astoria, and coordinated details of luncheon with the Waldorf chef and banquet office.

Agency prepared press kits, and when SATW informed agency that acceptances way beyond expectations, RK contacted Finnish companies to order additional products for goody bags. RK, with help of FTB, transported products and Finnair gifts to Waldorf, where goody bags were assembled by RK, RT and ES.

RK and KWE consulted with ML on points to be covered in his speech. Also consulted with de la Varre and planned agenda for lunch program.

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Special Projects

Story Angle

Action/Status

Lapponia Show
Saks Fifth Avenue (Dec. 2)

RT requested that agency prepare a press list for Lapponia Show at Saks. RK put together and sent to RT.

Scandinavian Christmas
Festival

RK met with Carol Haas from Scandinavian American Foundation to discuss ideas for publicizing their Christmas Festival. RK suggested TV and print contacts and pitches for getting press attention.
RK let Ms. Haas go through some agency directories for addresses.

FTB 1990 Planning Meeting
November 14

RK and KWE attended and distributed notes to all concerned after meeting.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

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Releases

Action

Status

"Ice Golf Tournament"

Travel editors, consumer
and trade.

RK wrote and sent to FTB for
approval. Mailed out with captioned
photo. Completed.

ETC Release

To be distributed by ETC.

FTB requested that RK write a release
for ETC distribution on 1990
attractions in Finland. RK wrote
and sent to FTB for approval. RK
had printed and sent 100 copies to
Donald Martin. RT requested 50
copies for FTB. RK to hand deliver
when RT back from holiday. Completed.

"Ladies Choice Dance"

Travel editors, consumer

RK wrote first draft, but needs to
fact check with RT upon her return.
Will send to FTB for approval.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Rent Your Own Train"	Travel editors, consumer and trade.	RK met with Tarja Halme, marketing rep. for trains in Helsinki. RK saw children's car and interviewed Ms. Halme for release. RK writing, but needs to add additional info that just arrived from Finland from Ms. Halme. RK got photo of children's car when in Finland as well. Will send out with release.
"1990 Eclipse"	Travel editors, consumer and trade.	RK has most of release written. Is waiting for eclipse package info from Virginia Roth of Scientific Expeditions. RK called again and was promised info again. If don't receive by early Jan., will go ahead without package info.
"Incentive Brochure"	Trade	RK writing. Will send to Nino for approval after holidays.

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Press Visits

"Christmas/Shopping
Design"
November 30 - Dec. 7

Action

Riitta Tammisto and Risa
Kaufman hosted press group.
Participants included: Janet
Fullwood, travel editor,
Sacramento Bee; Laura Bly,
travel editor, Orange County
Register; Yolande Roneau,
Chatelaine; Martha Isherwood
Bentley, Globe & Mail; Arline
Inge, Bon Appetit; William
Brisick, Los Angeles Times;
Rona Jaffe, European Travel and
Life; and Joan Scobey, Travel &
Leisure.

Status

Trip completed. RT supplying
writers with photos.

"Winter-Adventure"
March 1 - 8

RK issued invitations to
hit list of 40 writers.

RT got March dates from Finnair. RK
making follow-up calls. To date the
following writers have said they
would like to join March trip:

Candace Stapen (Washington, D.C.),
Washington Post.

Geri Bain (New York), travel
editor Modern Bride.

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Press Visits

Action

Status

"Winter-Adventure"
(Continued)

Jordan Simon (New York), Taxi
Brenda Fine (New York), New York
Law Journal (if dates can be
changed to following week, which
would be better for all concerned --
RK to discuss with RT upon her
return to NY).

Anne & John Keefe
BOSTON HERALD

Would like to go on
individual trip.

RK to give info to RT and have
her call the Keefes to make
plans for their trip.

Jeannie Block
ST. LOUIS NEWS SERVICE

Very interested in making
a trip to Finland in
spring or summer -- with
her husband.

RK said that RT would call early
in New Year to discuss plans for a
trip.

Tom and Joanne O'Toole
WORCESTER TELEGRAM
TORONTO STAR

RK spoke to. Would like
to visit Finland in 1990.

RK to have RT call to help make
make plans for a trip.

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Press Visits

Action

Status

Press Trip Results

Pat. Canova, who went on the March 1989 Winter-Adventure trip had stories published in the December 1989 issue of Relax (cover story) and in Dec. 10 travel section of the Palm Beach Daily News (also a full cover, with color photos).

Arthur Harris had his Sampo story published again -- this time in the November 26 issue of the Orlando Sentinel (Arthur was also on the March 1989 winter adventure trip). The December 12, 1989 issue of The Salem Evening News carried Arthur's article on Finland and Helsinki.

William Morgan, who joined the March 1989 trip had his story on Tampere published in the November 5, 1989 issue of the St. Petersburg Times.

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Press Visits

Action

Status

Press Trip Results

June Griffin, who visited Helsinki during the summer had her article on architecture and design published in the December 23 issue of the Sun-Journal.

Media Liaison

Story Angle

Action/Status

Gary Ford
SOUTHERN LIVING

Winter Adventure

Pitched Finland trip in March Is very interested. Will check schedule and get back to RK.

Jennifer Ashe
CROWN PUBLISHERS

General Destination

KWE met with to discuss possibility of sending name Crown authors to Finland. She said she would bring up at a staff meeting with Crown publicists. They will contact us with any ideas.

Lauren Bernstein
SKI MAGAZINE

Skiing

Discussed magazine covering skiing in Finland. Said that magazine now only covers Alpine skiing. They don't cover cross country skiing anymore, so wouldn't be interested in a trip.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Bob Puhala CHICAGO SUN-TIMES	General Destination	Would very much like to visit Finland in 1990. Likes winter adventure, but thinks paper ran a story like that recently. Will check out and see if he can do something. Will let RK know.
Georgia Hesse SAN FRANCISCO EXAMINER	Winter-Adventure	Thinks trip sounds very exciting -- all the things she likes to do. Will check schedule and let RK know if she can join March trip.
Lori Buckle BON APPETIT	General Destination	Pitched on winter trip, but says that would prefer to visit Finland in the warm weather. Definitely wants to go in 1990. RK to follow-up.
Bob Friel PHILADELPHIA INQUIRER	Outdoors Adventure	Writes alot on fishing and wildlife. Pitched on fishing and other outdoor activities like river rafting and bicycling tours. RK to send 1990 adventure info. when available.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Stuart Applebaum BANTAM/DOUBLEDAY	General Destination	RK met with to talk about Bantam /Doubleday sending name authors to Finland in 1990. Stuart is Corporate V.P. of PR for the publisher and said he would talk to publicity directors about. Suggested RK contact them directly as well. RK to follow-up.
Nancy Rosen BOSTON MAGAZINE	Finnish Food Week	Pitched magazine on doing an interview with Anna-Maija Tantt as a preview to Finnish Food Week. Wanted to do, but finally, had to turn down.
Jane Lichtenstein BOSTON HERALD	Finnish Christmas Table/ Finnish Food Week	While Anna -Maija in Boston, contacted for possible interview and story on Finnish Christmas. Unable to do. However, may be interested in doing something on Finnish Food Week in February. Will follow-up in early January.
Gail Parent BOSTON GLOBE	Finnish Christmas Table/ Finnish Food Week	Contacted for interview with Anna-Maija. Pitched Christmas and Food Week. Couldn't do -- but maybe in Feb. Will follow-up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Lynn Povich NEWSWEEK	Adventure	KWE sent letter pitching a feature on one of the hotter travel trends, Winter Adventure. Provided information and statistics pointing to strides Finland has made in this area.
Norm Goldstein ASSOCIATED PRESS	Winter Adventure	Sent winter adventure release and photo for possible inclusion in special travel and recreation edition.
Stanley Carr "Travel Advisory" NEW YORK TIMES	Santa Claus Arctic Golf Tournament	Pitched event for inclusion in "Travel Advisory." RK sent copy of release and photo.
Richard Storey NEW YORK TRAVEL & LEISURE	Food	KWE met with and discussed his going to Finland. Special interests food and entertainment. Very much liked idea of doing a story on Russian restaurants. RK to send more info, and follow-up regarding a trip in 1990.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status</u>
John Viehman CROSS COUNTRY SKIER BACKPACKER	Winter Adventure	Pitched March winter adventure trip. Is almost certain that he will send someone -- especially to cover cross country skiing and snowmobiling. Asked for some additional info, which RK sent. Will get back to RK by mid-January.
Dwight Gast TRAVEL & LEISURE DIVERSION	Winter Adventure	Contacted regarding March trip. Is very eager to go, but wants to check out assignment possibilities. Will get back to RK early January.
Lynn Seldon ENDLESS VACATION	General Destination	Would like to visit Finland in 1990. Asked to be put on mailing list for any new information for summer packages. RK will send when info available.
Curtis Casewit SAN ANTONIO NEWS	Winter Adventure	Wrote to agency requesting a cross-country fam trip to Finland. KWE said he is ~~in trouble~~ and to turn down. RK followed-up with note ~~stating~~ <i>1.2.91</i>

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
KLSX Radio (Los Angeles, CA)	Sent copy lines for approval.	Copy lines approved. Promotion underway.
XTRA Radio (San Diego, CA)		Promotion completed. Station to send winner info to Finnair for fulfillment. Will send tapes to RK.
WBBM-FM (Chicago)	Station called to say that they wanted to do a Fantasy Tour promotion.	RK said that they should send a written proposal. Station putting together and will send to RK for review.
WMTR Radio (New Jersey)	RK pitched a Fantasy Tour promo -- "Start the New Year with a Finnish."	Station definitely wants to go ahead. Are drafting a proposal and will have to RK early in Jan. RK to evaluate.
WRQX Radio (Washington, D.C.)		RK declined proposal as deal not fair exchange. Station unable to offer higher value.

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<u>Radio Interviews</u>	<u>Action</u>	<u>Status</u>
Elizabeth Harryman and Paul Lasley KABC Radio (LA, CA)	~~RK and RT tried to to get a Santa to do an interview for Christmas while in Lapland. Unable to get any volunteers. Offered Santa from N.Y.~~	Lasleys decided not to go ahead this year. Only wanted to do interview with Santa in Lapland. Said that they would consider doing next year, as show next year is not on Christmas Eve, a tough night for Finnish Santas to do interviews.
Warren Pierce WJR Radio (Detroit, MI)	Wanted to do interview with someone in Lapland. FTB arranged and interview took place on Dec. 12.	Interview completed.
"Loren & Wally Show" WVBF Radio	Contacted producer for interview with Anna- Maija Tanttú while she was in Boston for Finnish Food Week meetings.	~~Anna Maija did interview on on Dec. 11. Completed.~~
John Otto (WGR Radio) (Buffalo, New York)	Contacted regarding inter- view with Matti Linnoila.	Interview confirmed for Monday, January 16 -- via telephone.

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Radio Interviews

Action

Status

Jeanette Hoag
KMOX Radio
(St. Louis)

Station decided to do
interview. RK set up
but learned that ML would
be out of town until Jan.
16.

RK to call Jan. 16 to re-schedule
for that week.

"Morning Show"
WHIO Radio
(Ohio)

RK followed up pitch
letter offering telephone
interview with ML.

Would like to set up interview.
RK to arrange when ML returns Jan. 16.

Television

Story Angle

Action/Status

Katy Walsh
NEWS TRAVEL NETWORK

Christmas

Show thought if were going to do
Christmas and winter adventure, would
go in January. However, since not
much daylight in January, didn't feel
it would be productive enough.
Very interested in going in March
to do a Christmas feature (to be
aired next Christmas). RK to call
Jan. 16 to confirm and start working
out details. Will put in touch with
RT, once dates are set.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
Susan Leibowitz CNBC-TV	Moneysavers/Business of Tourism	Contacted about doing a live interview with Matti Linnoila. Definitely wants to do. RK to schedule upon ML's return on Jan. 16.
Satellite News Feeds of ABC/NBC/CBS-TV and news desks of CNN, INN CNBC, WWOR and WNYW-TV	Write Santa A Letter	When RK was in Finland she met with Finnish video producer who was able to edit one-minute of B-roll vido of Santa. Upon return RT had copies made and RK sent out to TV with "Write Santa a Letter" release and covering note for Holiday feature coverage.
"Evening Magazine" WBZ-TV (Boston)	Finnish Food Week	Contacted for possible interview with Anna-Maija Tanttu. Unable to do in Dec. -- maybe in Feb. Will follow-up early Jan.
"Good Day" WCBV-TV	Finnish Food Week	Pitched Anna-Maija interview. either Dec. or Feb. Unable to schedule for Dec. Will re-pitch in early Jan. for Feb.
"Eyewitness News" WNEV-TV	Finnish Food Week	Could not interview Anna-Maija for Dec. Will pitch again for Feb.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Evening News" WCBV-TV (Boston)	Finnish Food Week	Program totally booked for for Anna-Maija's Dec. visit. Suggested we re-contact early Jan. for Feb. dates.
"Evening News" WBZ-TV (Boston)	Finnish Food Week	Will re-contact for Feb., as were not interested in doing anything in Dec.
"Good Day New York" "WWOR-TV"	Christmas Dinner	Joanna Pruess, food reporter for "Good Day NY" (who agency sent to Finland this past summer), chose to prepare Finnish Soda Bread on her Christmas Day segment. RK ordered tape.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Finnish American Chamber of Commerce	Christmas Luncheon December 7	Karen Weiner attended.

FINNISH TOURIST BOARD
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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Invitation Copy for West Coast FTB party	Finnish New Year's Celebration	Ulla Pakarinen asked agency to compose invitation copy for New Year's party to be held on January 3. Agency wrote and FAXed to Ulla. Completed.
Boston Interviews for Anna Maija-Tanttu	Finnish Food Week	RT contacted KWE on Dec. 1 to advise agency that Anna-Maija Tanttu would be in Boston following week for prepara- tions relating to Finnish Food Week. FTB wanted agency get in touch with their media contacts in Boston to see if any interviews could be arranged for Anna-Maija while she was in town. Agency contacted radio, TV and print media and set up what was possible at such short notice (also contacted Boston-area distributors of Finnish products for possible design story). Agency produced a full activities memo on its efforts, which was sent to all concerned. Agency will re-contact media for Anna-Maija's return for Finnish Food Week at the Ritz Carlton in February.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- JANUARY 1990

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Ladies Choice Dance"	Travel editors, consumer.	RK wrote and sent to FTB for approval. Releases mailed out. Completed.
"1990 Eclipse"	Travel and Science editors, consumer and trade.	RK called Scientific Expeditions a few more times and finally received package info. RK finished writing release, sent to FTB for approval and mailed out. Completed.
"Snow Rally"	Sports editors, TV sports directors	FTB received information that rally Tim O'Neil first American to drive in Snow Rally Feb. 23 - 25. RK wrote release, sent to FTB for approval, and mailed out. Completed.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Destination Brochure"	Travel editors, trade.	RK wrote and sent to FTB for approval. RK waiting for approval.
"Vacation Guide"	Travel editors, trade.	RK wrote and sent to FTB for approval. RK waiting for approval.
"Budget Accommodations"	Travel editors, consumer.	RK wrote and sent to FTB for approval. RK waiting for approval.
"Finland Festivals"	Travel editors, consumer and trade.	RK received information from FTB. RK to begin writing.
"Rent Your Own Train"	Travel editors, consumer and trade.	RK writing.

FINNISH TOURIST BOARD
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PAGE THREE

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
"Winter Adventure" March 7 - 14 (NY) March 8 - 15 (LA)	RK following up with writers invited on trip.	To date, the following writers have accepted invitation to join March trip:
		Candyce Stapen (Washington, D.C.), <u>Washington Post</u> .
		Geri Bain (New York), travel editor <u>Modern Bride</u> .
		Jordan Simon (New York), <u>Taxi</u>
		Brenda Fine (New York), <u>Diversion, NY</u> <u>Law Journal</u> .
		Steve Veale (Toronto), <u>Leisureways</u>
		Gerry Wingenbach (Woodland Hills, CA), <u>Seattle Times</u> , <u>Boston Herald</u> .
		Pat Neisser (Newport Beach, CA), <u>Baltimore Sun</u> .

FINNISH TOURIST BOARD
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PAGE FOUR

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Christine Loomis PARENTS MAGAZINE	Agency recommended for invididual trip.	RT has organized trip for Ms. Loomis and her photographer husband March 8 - 15.
Timothy Cline ROAD & TRACK	Agency pitched Snow Rally and winter adventure story and sent information. Mr. Cline very interested in going. RK asked RT to contact him.	RT called Mr. Cline and is helping him with his arrangements and itinerary for February 22 - 29.
Andrew Marton WASHINGTON POST	RK discussed possibility of his going on an individual winter adventure trip, since he can't make group trip. Is also interested in summer activities.	RK to send summer information and he he will let RK know when he wants to go -- either now or in summer. As RK will have RT contact him when he decides which story he wants to cover. Definitely wants to go.
Marshall Krantz LOS ANGELES TIMES	RK invited on winter adventure trip, but can't go because of health reasons.	Is more interested in going in summer. Is particularly interested in the lake district. Would like to go on an individual trip. RK advised him to call Ulla to arrange.

FINNISH TOURIST BOARD
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Press Visits

Press Trip Results

Action

Status

Pat Hanna Keuhl, who went on the July 1989 trip, has had her article on Lapland appear in the Oct. 1 issue of The Grand Rapids Press, the Dec. 17 issue of The Boston Herald, the December 24 issue of The Press Enterprise, the December 24 issue of The Salt Lake Tribune, and the December 24 issue of The Rocky Mountain News.

Carmen Anthony, who went on the March 1989 winter adventure trip had her article on Santa Claus Land published in the Dec. 24 issue of the St. Paul Pioneer Press Dispatch and the December 25 issues of Air Force Times, Navy Times and Army Times.

Janet Fullwood, travel editor for the Sacramento Bee, published her first two articles in the December 24 and January 7 issues of the paper. Her articles are syndicated through the McClatchey News Service and have already appeared in The Baltimore Sun, The Dallas Times Herald and the Press Democrat. Janet went on the Dec. '89 trip.

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Press Visits

Action

Press Trip Results

Status

Laura Bly, travel editor for the Orange County Register has published two articles in the December 22 and 24 issues of the paper. Laura's column is syndicated. She attended the Dec. '89 press trip.

Randy Johnson, who went on the September '88 spa trip had his article published in the Richmond Times Dispatch.

Media Liaison

Story Angle

Virginia Breen
CORPORATE MEETINGS &
INCENTIVES

Adventure

Action/Status

Since magazine is scheduled to do an adventure issue in April, pitched doing an interview with Nino de Prado about contribution of the adventure specialists -- the Finns. RK sent info and followed - up. Virginia said would definitely call Nino to interview as soon as she started to write it, which would probably be first week of February.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jane Lichtenstein BOSTON HERALD	Anna-Maija Tantt	Pitched Herald food editor on doing an interview with Anna-Maija during Finnish Week at Ritz Carlton. She declined.
Nancy Rosa BOSTON MAGAZINE	Finnish Week	Suggested interview with Anna-Maija. Said were not interested in doing anything.
Victor Block WASHINGTON TIMES	Summer Adventure	For column on "Roughing It Vacations," sent Finnair's Unique Activities brochure as he specifically requested info on river rafting above the arctic circle.
Susan Kaye SAN DIEGO UNION DIVERSION	General Destination	Invited on winter adventure trip. However unable to go due to schedule. Is very interested in going on summer bicycling and spa trip. RK to send more information and follow-up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Steve Casmiro POWDER	Winter Adventure	Invited on March trip. Said would think about it and let us know if he could fit into schedule.
Dick Hendricks SNOWMOBILE	Winter Adventure	Discussed magazine's participation on winter trip. Might want to send someone. Will advise.
Walter Roessing DALLAS MORNING NEWS	Adventure	Invited on March trip. Has a conflict so can't go. Is still very interested in a summer adventure. RK to send summer info.
William Clifford PAN AM CLIPPER	General Destination	Met with RT re: spring trip. Since has Pan Am assignment, Finnair won't provide air. RK explained that Pan Am doesn't do individual writers only groups. RK suggested that he ask magazine to get him a seat on Pan Am. If that doesn't work, we'll re-think situation. He agreed.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Norm Goldstein ASSOCIATED PRESS	Solar Eclipse	Sent copy of eclipse release for consideration in special travel feature that goes over wire in April.
Peter Rose ARIZONA REPUBLIC	Winter Adventure	Invited on March trip, especially because he had requested going. Unfortunately, he has a conflict for those dates. Would like to go next year for sure.
Everett Potter NEW YORK TIMES SYNDICATE	Winter Adventure	Had requested going on March trip. But can't work into schedule this year. Is very interested in the bicycling and spa trip. RK to follow-up.
Sally Russell SKIING	Winter Adventure	Can't send anyone this year. Would like to be invited again next year.
Stanley Carr NY TIMES "Travel Advisory"	Solar Eclipse	Pitched on eclipse release. Requested that we send it. He'll consider it. RK sent.

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Media Liaison

Story Angle

Action/Status

Bobbie Leigh
AMEX PLATINUM CARD

Winter Adventure

Invited on March trip. Can't go now. Is going to Russia later on and said will have to combine visit to Finland with that trip. Will advise us of her plans.

Janet Nelson
DIVERSION

Winter Adventure

Would like to go to Finland at some point, but not this year. If plans change, will let us know.

Radio Promotions

Action

Status

WFAS Radio

Andre de la Varre called to find out if he could interview someone from the Tourist Board for his show.

RK to organize with Nino de Prado, he lives closest to Tarreytown.

KLSX Radio
(Los Angeles, CA)

Promotion Completed. Station sent winner info to Finnair for fulfillment.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WMTR Radio (New Jersey)	Wanted to do a promotion. Were going to send proposal.	Promotion plans delayed. Now feel that not enough time for winner to take trip. Would rather do next year for Christmas.
WWDB Radio (Philadelphia)		Promotion Completed. Station sent winner info to Finnair for fulfillment.
WBBM-FM (Chicago)	Station to send proposal.	Decided not to do afterall. Would like to work with us at some point. RK to contact with future trips.
KIQQ Radio (Los Angeles)	Interested in doing a spring promotion.	RK explained that only doing winter promotions. Station would be interested for next year.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Evening Magazine" WBZ-TV (Boston)	Finnish Week	Re-pitched interview with Anna-Maija Tantt. Taping confirmed for Monday, February 5, 11:30 a.m. - 1:30 p.m. at Ritz Carlton Hotel. RT to go to Boston to oversee pitching of Lapp tent and other background. Confirming note sent to show, with copies to FTB. RK discussed segment in phone conversation with Anna-Maija.
"Good Day" WCBV-TV (Boston)	Finnish Week	Re-pitched Anna-Maija interview for Food Week. Unable to do.
"Eyewitness News" WNEV-TV (Boston)	Finnish Week	Contacted regarding interview with Anna-Maija during Food Week. Declined.
"Evening News" WCBV-TV (Boston)	Finnish Week	Unable to interview Anna-Maija for Food Week.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Evening News" WBZ-TV (Boston)	Finnish Week	Since "Evening Magazine" doing interview with Anna-Maija, not interested, as same channel.
Katy Walsh NEWS TRAVEL NETWORK	Christmas	Followed-up to discuss show going to Finland in March to do a Christmas story. Show has now decided that they would rather go in the summer when they are also planning to make a trip to Russia. RK to follow-up again in April. In meantime, will send info on summer activities.
RUNAWAY WITH THE RICH & FAMOUS	Summer	Spoke again with Andrea Ambandos, producer, about angles for a summer shoot. Pitched Midnight Sun approach, which she liked. RK to send summer literature and story ideas. Will follow-up again end of February.
Susan Leibowitzz CNBC-TV	Moneysavers	Discussed with ML. Decided it would be best to do March or April to pitch summer offerings. Also, many moneysaveers only valid in summer.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
FNN, CBS, CNN	Eastern Europe	KWE was interviewed by FNN, CBS Morning News and CNN Intl. on Antor survey and travel to Eastern Europe. Mentioned Finland as a model at special interest travel marketing.
<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
1990 PR Plan		Agency drafted 1990 PR Plan and presented to FTB on January 25. RK ammended plan as per meeting and sent copies to all concerned.
Williams & Sonoma (Boston)	Finnish Week	Linda Norris at Finnair requested that RK call Williams & Sonoma (Copley Plaza), to see if they would sponsor a food demo while Anna-Maija in town. RK called. Store not interested. Only does product demos, and sometimes cookbook authors, but American published.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Food & Wine Society Dinner -- Feb. 6	Finnish Food	FTB requested that agency provide list of media to be invited to dinner at Ritz Carlton, for FTB table. RK sent. RT and RK invited by phone. RT wrote confirming notes to those attending. KWE to attend as well.
Boston Publicity/ Finnish Week	Finnish Week	RK re-contacted Boston media in order to get publicity for Anna-Maija Tantturi during Finnish Week. Mailed pitch letters with list of Finnish week events and Anna-Maija bio. Efforts resulted in <u>Boston Globe</u> interview on Feb. 2 and placement on "Evening Magazine," WBZ-TV Feb. 5. Agency coordinated details of interviews with FTB, hotel and Finnair -- also Anna-Maija.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

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Releases

Action

Status

"Budget Accommodations"

Travel editors, consumer
and trade.

Approved by FTB. Release mailed
Completed.

"Finland Festivals"

Travel editors, consumer and
and trade.

RK wrote and sent to FTB for
approval. Release approved and
mailed out. Completed.

"Destination Brochure"

Travel editors, trade.

Approved by FTB and mailed.
Completed.

"Vacation Guide"

Travel editors, trade.

Approved by FTB and mailed out.
Completed.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Ice Golf"	Sports editors -- TV	Mailed Ice Golf release to TV news sports desks in major markets.
"Meeting of the Worlds"	Travel editors, consumer.	RK wrote general release on "Meeting of the Worlds" and sent to FTB for approval. Ulla said to hold back on it as she was working with a California tour operator to put together a better Festival package than the one night package being offered by Finnair. RK waiting for package information in order to complete release.
"Meeting of Worlds Package"	Travel trade.	RK wrote package release, but was told to wait for new package Ulla putting together with tour operator. Will re-write when info arrives.
"Rent Your Own Train"	Travel editors, consumer and trade.	RK nearly finished writing. Will send to FTB for approval.

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Press Visits

"Winter Adventure"
March 7 - 14 (NY)
March 8 - 15

Action

RK sent out confirming
notes to members of trip
and RT contacted re:
itinerary and arrange-
ments.

Status

The following writers have accepted
our invitation to join the March
trip:

Candyce Stapen (Washington, D.C.)
Washington, D.C.

Geri Bain (New York), travel editor
Modern Bride.

Jordan Simon (New York), Taxi.

Brenda Fine (New York), Diversions,
NY Law Journal.

Steve Veale (Toronto), Leisureways.

Randy Johnson (North Carolina), Ski.

Sharon Geltner (Alexandria, VA),
Conde Nast Traveler.

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Press Visits

"Winter Adventure"
Continued

Action

Status

Pat Neisser (Newport Beach, CA),
Baltimore Sun.

Jerry Wingenbach (Woodland Hills,
CA), Boston Herald. Had confirmed
participation in the trip, but
cancelled out due to another
invitation he received.

Christine Loomis
PARENTS MAGAZINE

Agency recommended
for individual trip.

RT sent itinerary and tickets for
Loomis and photographer husband
March 7 - 14.

Timothy Cline
ROAD & TRACK

Agency pitched Snow Rally
and winter adventure. Put
in touch with RT.

RT organized itinerary and tickets
for trip, but Snow Rally cancelled
FTB to send Mr. Cline in summer for
another rally event.

Patricia Foulke
BOSTON GLOBE

Wrote to RK saying she
she would like to
go to Finland on an
individual trip. RK sent
summer info re: Ms. Foulke's
request.

RK sent summer information and
will coordinate with RT when Ms.
decides exactly what she wants to
do.

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Press Visits

Action

Jay Brunhouse
NEW YORK TIMES
LA TIMES

Agency recommended for
an individual trip

Status

RK memoed Ulla re: interest
in making an individual trip
to Finland to travel around
Finland by train. Is important
that Mr. Brunhouse plan his
summer travel schedule now. RK
also sent along a list of things
he would like to do.

Ann & John Keefe
TRAVEL & LEISURE
PROVIDENCE JOURNAL

Agency recommended for
an individual trip.

RK put in touch with RT.
RT can't send them on Finnair's
3-city tour (as too much time out
of Finland), but offered to help
them plan an itinerary in Finland.

Benjamin Epstein
ORANGE COUNTY MAGAZINE

Interested in covering
"Meeting of the Worlds."

RK suggested that Benjamin
contact Ulla to find out if
possible. Said he was going to
try and get an assignment.

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Press Visits

Action

Status

Bill Clifford
PAN AM CLIPPER

Since Pan Am Clipper doing special Helsinki issue this spring, he is going to postpone his trip to Finland until September.

Press Trips for '90

Agency sent out a special FTB mailing to hit list apprising writers of FTB press trips for year. Included was an RSVP form, to be filled in by writers and returned to agency in stamped self-addressed envelope.

RK to keep track of responses and let writers know of exact press trip dates when are set by Finnair.

Press Trip Results

Janet Fullwood's Sauna feature appeared in the Jan. 7 issues of The Sacramento Bee and the Times Advocate. It also appeared in the Jan. 14 issue of the Modesto Bee. Janet went on the Dec. '89 trip.

Arthur Harris, who went on the March '89 press trip, had his icebreaker story published in the Feb. 4 issue of the Oakland Tribune.

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Press Visits

Action

Press Trip Results
Continued

Status

Joan Scobey's overnight cruise feature appeared in the Feb. 11 issue of the Boston Herald. She also had reports on Lapland and Helsinki published in Travel Smart. Joan was on the Dec. '90 trip.

Media Liaison

Story Angle

Virginia Breen
CORPORATE MEETINGS &
INCENTIVES

Adventure

Action/Status

RK wrote confirming note re: Nino interview with Virginia. However, VB not writing -- has given to Tevvy Ball, who called Nino to request more info. VB says Tevvy plans to interview Nino at some point. She will check with him on what is going on.

Peter Greenberg
LA TIMES SYNDICATE

Hockey

Is sending someone to Finland to research two stories about San Franciscan who plays hockey there. Wanted researcher's plane ticket upgraded. Referred to Riitta.

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Media Liaison

Steve Casmiro
POWDER MAGAZINE

Story Angle

Cross Country Skiing

Action Status

Invited on March trip, however not interested in overall adventure angle. Would prefer just going on a cross-country trip, and requested more info. RK sent and will follow-up. Good chance he will want to go end of March or April.

Dick Kagan
PAN AM CLIPPER

Helsinki

Fielded request by Dick Kagan for local Finnish writers to do stories for special Helsinki issue which will be published this spring. Wants a shopping story and interviews with interesting personalities in the city. RK put him in touch with RT, who is helping with writers.

Scott Hays
LOS ANGELES TIMES

General Destination

Discussed individual trip. Is considering for summer. Will let RK know if wants to go.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Gail Perrin BOSTON GLOBE	Food	RK arranged interview for Anna-Maija Tantt with Gail Perrin, food editor of the <u>Boston Globe</u> , while Anna-Maija was in Boston for Finnish Week at the Ritz Carlton. The article about "Finland's Boston Cake" appeared in the February 14 issue of the paper.
Georgia Hesse SAN FRANCISCO CHRONICLE	Winter Adventure	Invited again on winter adventure. Schedule still won't permit.
Marty Olmsted SAN FRANCISCO FOCUS	Winter Adventure	Discussed winter adventure press trip. Unable to go this year.
Richard Pietschman TRAVEL & LEISURE	Winter Adventure	Invited on March trip. Unable to go as is mediating baseball strike.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Isae Wada TRAVEL WEEKLY	Special Interest Tours	KWE fielded request for info on special interest tours. Referred her to Hanslin, Vacation Guide and Rahim Tours.
John Mariani ESQUIRE	General Destination	Followed up regarding his interest in going to Finland in 1990. Said can't go before September. But definitely wants to do.
Karen Mender HARPER & ROW	Publishers Publicity Assoc.	RK met with to discuss possibility of Matti speaking before PPA about name writers doing travel articles. Said that she would bring up at next planning meeting at beginning of March to see what others thought. Will get back to RK
Fred Gebherdt MIAMI HERALD	General Destination	Invited to Finland in 1990. Would have loved to go on winter adventure, but has a conflict. Would like to be invited on other trips. RK to follow-up.

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Media Liaison

Story Angle

Action/Status

Frank Lennon
PALM BEACH ILLUSTRATED

Solar Eclipse

Would very much like to send a writer on trip for coverage in magazine. RK to discuss with Virginia Roth at Scientific Expeditions and get back to Mr. Lennon.

Joseph Kanon
HOUGHTON MIFFLIN

General Destination

RK met with to talk about possibility of Houghton Mifflin authors going to Finland. Mr. Kanon, who is Sr. V.P. of trade division said that he would bring up at editorial meeting and get back to RK if there were any interest.

Carol Lalli
FOOD & WINE

General Destination

KWE met with and pitched Finland. Seemed interested. Suggested we contact Catherine Bigwood, which we have already done. RK to continue following up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Deborah Long PRODUCE BUSINESS MAG.	Food	Requested info on Finnish food. RK sent.
Laurie Sue Brockway STAR REPORTER NEWS	General Destination	Is interested in a trip to Finland. KWE sent press kit.
Joan Hellman ELKS MAGAZINE	General Interest	Requested info on Finland geared to mature market for articles she is writing. RK sent.
UPI SPECIAL FEATURES	Summer	Sent copy of Eclipse release and Budget Accommodations release.
Jennifer Schwartz CINCINNATI ENQUIRER	Solar Eclipse	Is using our release in "Notes" column. Had some scientific questions about eclipse. RK referred to Virginia Roth at Scientific Expeditions.

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Media Liaison

Story Angle

Action/Status

Norm Goldstein
ASSOCIATED PRESS

Festivals

Sent copy of Festivals release for consideration in special travel feature that goes over wire in April.

Dick Skuse
ALBUQUERQUE TRIBUNE

General Desination

RK invited on winter adventure. Prefers to go in summer. Always travels with wife. RK to send summer literature and have Ulla contact regarding an individual trip.

Lucy Isan
LA TIMES

Solar Eclipse

Needed some additional info on package for her column "Student Beat" that is syndicated in U.S. and Canada.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"EVENING MAGAZINE" WBZ-TV	Finnish Week	Taping took place on February 5 at Ritz Carlton. Interview with Anna-Maija Tanttua about Finnish Food and Culture -- sauna too. Show sent tape to RT. Completed.
"TONIGHT SHOW" NBC-TV	Ice Golf	Sent copy of Ice Golf release for possible mention by Johnny Carson.
"LATE NIGHT" NBC-TV	Ice Golf	Sent copy of Ice Golf release for possible mention by David Letterman.
"EVENING MAGAZINE" WJAR-TV (Providence, R.I.)	Snow Rally	Pitched show on going to Finland to cover snow rally, as Tim O'Neill, U.S. rally racer is a local celebrity and show was going to interview him about rally anyway. Snow rally cancelled, so maybe can do something at a later date. Will follow-up.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
LIFESTYLES OF THE RICH & FAMOUS	Summer	RK sent summer literature and story ideas. Show called to say very interested in going at end of May. Would like to interview the Rich and Famous of Finland. RK to send list of possible interviewees and additional ideas.
"Travelling Gourmet" KDKA-TV (syndicated)	Finnish Food	RK pitched Mike Kalina, who is also travel editor for the Pittsburgh Press and is now writing a syndicated column, on doing a show in Finland. He loves the idea, especially since his show is being syndicated in Finland. He is sending RK info on show and RK will discuss trip for summer.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Food & Wine Dinner" Ritz Carlton -- Feb. 6	Finnish Week	KWE attended dinner held at Ritz Carlton Hotel in conjunction with Finnish Week.
"Meeting of the Worlds"		FTB requested that agency write a trade and consumer release for this event and provide consulate with a list of media names to invite to press reception. Agency wrote releases and sent to FTB for approval (on hold for further info). Ulla also requested LA area media list for press reception out there. Agency compiled both lists and sent as requested.
"Meeting of the Worlds" Press Reception -- Feb. 20		RK attended.

TO: MATTI LINNOILA
FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Meeting of the Worlds"	Travel editors, consumer.	Ulla got Legend Tours to put together a "Meeting of the Worlds" Tour Package and details sent to RK to include in release. RK wrote and sent to Ulla for approval. Release mailed. Completed.
"Meeting of the Worlds Package"	Travel trade.	RK included Legend Tours package info. in release and sent to Ulla for approval. Release mailed. A special Canadian version, with Canadian dollar values sent to Canadian trade press. Completed.
"Rent Your Own Train"	Travel Editors, consumer and trade.	RK has written, but needs a few more details to complete. Has faxed Tarje Halme at Finnish Railways with queries -- MEK also. As soon as info arrives, will include and send to FTB for approval.

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Releases

Action

Status

"Family Travel"

Travel editors, consumer and trade.

FTB-Helsinki had release written about what Finland has to offer in the way of family travel. RK re-writing and will send to FTB for approval.

Press Visits

Action

Status

"Winter Adventure"
March 7 - 14 (NY)
March 8 - 15 (LA)

Risa Kaufman and Riitta Tammisto hosted press group. Participants included: Candyce Stapen, Washington Post; Geri Bain, travel editor, Modern Bride, Jordan Simon, Travel & Leisure; Brenda Fine, Diversion; Randy Johnson, Ski; Sharon Geltner, Conde Nast Traveler; Pat Neisser, Baltimore Sun.

RK made copies of information on the paintings of Andreas Alariesto and sent to members of press group. RK also sent press group copies of Anna-Maija Tanttu's recipe for salmon soup.

Steve Veale, Leisureways, had to cancel at the last minute due to pneumonia.

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Press Visits

Group Press Trips
for '90

RK following up
and keeping track of
hit list writers to
whom agency did mailing
appraising writers of FTB
trips for year.

Action

Status

To date, the following writers
have expressed interest
in the following trips, pending
firm dates still to be received
from Finnair.

Finland/Sweden on a Budget

Dorothy Smiljanich, Tampa Tribune
Doug O'Neill, Toronto Life
Fran Sikorski, Acorn Press

Bicycle/Spa Trip

Everett Potter, NY Times Syndicate
Susan Kaye, Los Angeles Times
Karen Walden, New Woman
Steve Veale, Leisureways

Shopping/Design

Janet Bukovinsky, Phil. Magazine
Shirley Streshinsky, S.F. Examiner

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Press Visits

Action

Status

Christine Loomis
PARENTS MAGAZINE

Agency recommended for
an individual trip.

Went on individual winter trip
adventure trip with photographer
husband March 7 - 16. Completed.

Anne & John Keefe
TRAVEL & LEISURE

Agency recommended for
an individual trip.

RT contacted Anne Keefe and is
is setting up itinerary for
May trip.

Jay Brunhouse
NEW YORK TIMES
PROVIDENCE JOURNAL

Agency recommended for
an individual trip.

Ulla contacted regarding
his train trip in Finland. Mr.
Brunhouse scheduled to leave for
Finland May 26. Ulla arranging
itinerary.

Geoffrey Aronson
WASHINGTON POST

Agency invited on
an on individual
trip.

RK spoke with Mr. Aronson
about going on Farmhouse Holiday, is
as family travel his specialty. Is
also interested in Meeting of Worlds.
RK to have RT call Mr. Aronson to
help organize his trip.

FINNISH TOURIST BOARD
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Press Visits

Action

Status

Rebecca Sawyer
COUNTRY LIVING

Agency invited on
an individual trip.

RT got approval from Rachel Newman for Rebecca Sawyer to go on "Farmhouse Holiday" trip (Rachel Newman going to do a story in behalf of Marrimekko). Rebecca's piece to be a companion piece the Marrimekko story. RT to call Rebecca Sawyer upon return from Finland. RK sent Ms. Sawyer copy of Farmhouse brochure.

Donna & Richard Carroll
COPLEY NEWS SERVICE

Agency invited on
individual trip.

The Carroll's interested in making a trip. Ulla in contact with and will organize.

Diane C. Chun
GAINESVILLE SUN

Agency invited on
individual trip.

Ms. Chun interested in traveling with her photographer husband. When she decides on dates, RK to have RT call to make arrangements.

Colin Besoneette
ATLANTA CONSTITUTION

Agency invited on
Family Farmhouse trip.

Is very interested. Has to check schedule.

FINNISH TOURIST BOARD
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Press Visits

Liz Hettich
TRAVEL HOLIDAY

Action

Received our release on Eclipse Tour. Would be interested in sending a science writer to cover.

Status

RK spoke with Virginia Roth of Scientific Expeditions. She said if Finnair would pick up transatlantic transportation, would take care of land arrangements. RK called Pentti Rosenberg, who is out of town. Will discuss when he is back in N.Y.

Jay Walljasper
UTNE READER

Would like to make an individual tour to cover "Meeting of The Worlds" Festival.

RK asked him to send copy of of magazine. Will get back to him after reviewing publication.

David Butwin
EUROPEAN TRAVEL & LIFE

Agency invited on an individual trip.

Is interested in doing a story a story on Pori Jazz Festival for European Travel & Life. RK sent information on Pori as well as info on Turku, Naantali and Aland. RK to have Riitta Tammisto contact on return from Finland.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE SEVEN

Media Liaison

Story Angle

Action/Status

Tim Middleton
CRAINS

Fishing

Followed up tip from Brenda Fine to contact Mr. Middleton, Deputy managing editor of Craings and a free-lance fishing writer. Would be most interested in planning a trip to Finland, and RK forwarded info on fishing. He said that he might be able to get a few more top fishing writers for a trip (maybe a mini press trip) as well. RK to meet with Mr. Middleton to discuss further.

Dick Kagan
PAN AM CLIPPER

Helsinki

Called to inform RK that he had found a Finnish writer to do his Helsinki story after all -- Matti Sarijarni, former editor of Blue Wings. Will let us know if he needs any additional help.

Virginia Breen
CORPORATE MEETINGS &
INCENTIVES

Meetings & Incentives

Met with Virginia to discuss upcoming stories in magazine and possible interviews with Nino. May want to talk with him for story on Int'l Meetings and Incentives.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE EIGHT

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Stephen Morgan BOSTON HERALD	General Destination	Sent information for European section appearing May 13.
David Molyneaux CLEVELAND PLAIN DEALER	General Destination	Sent information for Summer Planner section to run May 13.
Diana De Rosa HORSE WORLD USA	Horses	Approached agency about the possibility of going to Finland to cover what Finland offers the horse enthusiast. Since publication only has 20,000 circulation, RK suggested that she try to get some other assignments as well. Said is possible and will try to get. Will get back to RK.
Steve Casmiro POWDER MAGAZINE	Cross Country Skiing	Followed up regarding interest in sending someone on a trip in April. Said had someone in mind and would get back to RK.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE NINE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Laurie Sue Brockman STAR REPORTER NEWS SERVICE	Spa/Sauna	Followed up regarding interest in Finland. Said that she thought she would like to do a sauna/spa story, and requested some additional info. RK sent and will follow-up again.
Andrew Marton WASHINGTON POST LA TIMES	Festivals	After receiving summer literature, called RK to say that he thought he would be most interested in doing a summer trip around a festival. Is going to check interest with the Washington Post and LA Times and get back to RK with dates.
Fern Matthews GOLD COAST MAGAZINE	General Destination	Sent summer release material for summer issue.
Jessica Snyder SCIENCE DIGEST	Solar Eclipse	Fielded request for two slides of solar eclipse to accompany their story on the eclipse package from Scientific Expeditions (per our release).

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE TEN

Media Liaison

Story Angle

Action/Status

Paula Silbey
ART TIMES

Meeting of the Worlds

Received our release and wanted to know if it might be possible to attend. RK said that with right assignment something might be worked out. Said she would send sample clips and try to get an assignment. Will advise.

Joe Butler
TOWN & COUNTRY

Festivals

Called RK to find out if there are any fireworks during any Finnish events. He is doing an article on fireworks around the world. Referred to RT.

Bill Sertl
TRAVEL & LEISURE

Farmhouse Holidays

Pitched family farmhouse holidays. Said would consider. RK to follow-up.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE ELEVEN

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jim Glab TRAVEL & LEISURE	Helsinki Card	Fielded request by Jim Glab for info on Helsinki Card to be included in round-up he is doing for Travel & Leisure on City Cards.
Tim Holly BRIDGEPORT POST	General Destination	Asked for information on summer trips. Might be interested in a visit. RK to send information.
Kiki Olsen JEWISH EXPONENT	General Destination	Called to discuss possibility of a visit to Finland. Said that she would send more samples of her work so that we can have a good idea of her other outlets.
Cynthia Cambell BATON ROUGE MORNING	Eclipse	Responded to request for a summer photo of Helsinki to use with the eclipse item they are going to run.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE TWELVE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Janet Podalok THE NEWS-HERALD	General Destination	In response to letter to FTB expressing interest in visiting Finland, RK wrote requesting additional listing of publications and samples of her work.
Ron MacDonald RPM PHOTOGRAPHY	General Destination	Fielded request made to FTB to visit Finland. Wrote asking for samples of his work and outlets.
John MacDonald SEATTLE TIMES	General Destination	Followed up regarding a press trip this summer. Said that plans for summer were still uncertain, but would keep us in mind if they could do.
Mim Schwartz ROCKY MOUNTAIN NEWS	General Destination	Invited to Finland on a summer press trip. Said that wouldn't be able to go to Finland in '90. Perhaps in '91.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE THIRTEEN

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Tim Warren BALTIMORE SUN	General Destination	Discussed his visiting Finland. Said that he is unable to go.
Jean Allen FORT LAUDERDALE NEWS	General Destination	Pitched upcoming press trips. Unable to go this year. Maybe in 1991.
Tom and Joanne O'Toole TORNOTO STAR	General Destination	Followed up regarding their visiting Finland. Turns out that they can't fit into their schedule this year.
Walter Roessing DALLAS MORNING NEWS	General Destination	Invited on one of upcoming trips. Said might be interested. RK to appraise of dates when firmed up by Finnair.
Bob Puhala CHICAGO SUN-TIMES	General Destination	Pitched bicycling and spa trip. Said might be interested. RK sent additional information.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE FOURTEEN

Radio

Action

Status

WRKO Radio
(Boston)

Fielded request by Promotion Director, who wanted to know who could help their on-air personality Jim Burns and his crew upgrade their seats on Finnair on way to Finland and Russia. In exchange, he would interview Finnair execs. in Finland and in States for his show.

Referred to Linda Norris, Finnair rep in Boston. She is handling.

WOR Radio
(New York)

Discussed possibility of interview with ML on topic of "How to save money travelling in Scandinavia this summer."

Will contact again when ML back

WFAS Radio
(Tarreyton, NY)

Andre de la Varre called again to find out if Nino can do his show.

Will check with Nino upon return to New York.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE FIFTEEN

<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
LIFESTYLES OF THE RICH & FAMOUS	Summer	RK spoke to Leena Peltola and Vappu Virkunen to get list of Rich and Famous of Finalnd. RK re-submitted proposal and followed-up. Are definitely interested in doing at the end of May. Will contact in mid-April to work out details with the Tourist Board.
Carol Guild GUILD TELEVISION	General Destination	RK responded to request to FTB by Ms. Guild to consider sending a crew to Finland. Asked for more info about the show -- esecially markets in which it is seen and the stations that carry it. The show is devoted to the over 50 viewer.
NEWS TRAVEL NETWORK	General Destination	Re-contacted regarding a summer visit. Said not ready to make a decision. RK to call again mid-April.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- MARCH 1990
PAGE SIXTEEN

<u>Special Projects</u>	<u>Story/Angle</u>	<u>Action/Status</u>
Pori Jazz Reception	Preview	RK attended reception at Village Gate on March 21.
Visuals		RK memoed ML regarding events and activities we need visuals for -- photography and B-roll video. ML sent to Mr. Friborg of the Finland Promotion Board, who had said he would get for us. RK learned in Finland that the Promotion Board only has funding for photography, not video.
FTB/KWEA Planning Meeting	1990 Plan	RK and KWE met with ML and RT to discuss final details of 1990 Plan. RK wrote and circulated notes from meeting.

EXHIBIT B

EXHIBIT B

Invoices paid from September 1987 through March 27, 1990:

<u>INVOICE DATED</u>	<u>INVOICE (#)</u>	<u>AMOUNT</u>
03/24/87	Special Project-Travel Expenses	\$ 769.00
08/13/87	July'87 Expenses	\$ 1,195.21
Received payment for		
Total Amount Billed Between September 1987 and March 27, 1990 of		
		\$ 394,823.79
except:		
03/10/90	February'90 Expenses (3-50-E)	(\$ 2,952.19)
		\$ 393,835.81

Total Amount Paid Between September 1987 and March 27, 1990:

\$ 393,835.81

EXHIBIT B

Invoices billed from September 1987 through March 27, 1990: page 1

<u>INVOICE DATED</u>	<u>INVOICE (#)</u>	<u>AMOUNT</u>
09/3/87	September'87 Fee	\$ 10,000.00
09/23/87	August'87 Expenses	\$ 1,419.15
10/1/87	October'87 Fee	\$ 10,000.00
10/28/87	September'87 Expenses	\$ 1,417.35
11/2/87	November'87 Fee	\$ 10,000.00
11/25/87	October'87 Expenses	\$ 1,624.12
11/27/87	December'87 Fee	\$ 10,000.00
12/29/87	November'87 Expenses	\$ 1,116.70
01/13/88	January'88 Fee	\$ 10,000.00
01/22/88	December'87 Expenses	\$ 2,067.07
02/19/88	January'88 Expenses	\$ 1,036.64
03/7/88	February'88 Fee (2-50-F)	\$ 11,000.00
03/7/88	March'88 Fee (3-50-F)	\$ 11,000.00
03/16/88	February'88 Expenses (3-50-E)	\$ 1,381.70
04/1/88	April'88 Fee (4-50-F)	\$ 11,000.00
04/14/88	March'88 Expenses (4-50-E)	\$ 1,138.30
05/1/88	May'88 Fee (5-50-F)	\$ 11,000.00
05/2/88	April'88 Expenses (5-50-E)	\$ 1,075.85
06/1/88	June'88 Fee (6-50-F)	\$ 11,000.00
06/6/88	May'88 Expenses (6-50-E)	\$ 1,722.08
07/1/88	July'88 Fee (7-50-F)	\$ 11,000.00
07/8/88	June'88 Expenses (7-50-E)	\$ 2,320.36
08/1/88	August'88 Fee (8-50-F)	\$ 11,000.00
08/8/88	July'88 Expenses (8-50-E)	\$ 1,320.64

<u>INVOICE DATED</u>	<u>INVOICE (#)</u>	<u>AMOUNT</u>
09/1/88	September'88 Fee (9-50-F)	\$ 11,000.00
09/9/88	August'88 Expenses (9-50-E)	\$ 1,590.58
10/1/88	October'88 Fee (10-50-F)	\$ 11,000.00
10/7/88	September'88 Expenses (10-50-E)	\$ 1,569.93
11/1/88	November'88 Fee (11-50-F)	\$ 11,000.00
11/4/88	October'88 Expenses (11-50-E)	\$ 2,113.73
12/1/88	December'88 Fee (12-50-F)	\$ 11,000.00
12/6/88	November'88 Expenses (12-50-E)	\$ 503.68
01/1/89	January'89 Fee (1-50-F)	\$ 11,000.00
01/16/89	December'88 Expenses (1-50-E)	\$ 1,493.39
02/22/89	February'89 Fee (2-50-F)	\$ 11,770.00
02/15/89	January'89 Expenses (2-50-E)	\$ 1,337.51
03/1/89	March'89 Fee (3-50-F)	\$ 11,770.00
3/10/89	February'89 Expenses (3-50-E)	\$ 899.90
04/1/89	April'89 Fee (4-50-F)	\$ 11,770.00
04/10/89	March'89 Expenses (4-50-E)	\$ 1,537.56
05/1/89	May'89 Fee (5-50-F)	\$ 11,770.00
05/10/89	April'89 Expenses (5-50-E)	\$ 1,574.09
06/1/89	June'89 Fee (6-50-F)	\$ 11,770.00
06/10/89	May'89 Expenses (6-50-E)	\$ 970.44
07/1/89	July'89 Fee (7-50-F)	\$ 11,770.00
07/10/89	June'89 Expenses (7-50-E)	\$ 1,311.01
08/1/89	August'89 Fee (8-50-F)	\$ 11,770.00
08/10/89	July'89 Expenses (8-50-E)	\$ 953.74
09/1/89	September'89 Fee (9-50-F)	\$ 11,770.00
09/10/89	August'89 Expenses (9-50-E)	\$ 907.15

Invoices billed from September 1987 through March 27, 1990: page 3

<u>INVOICE DATED</u>	<u>INVOICE (#)</u>	<u>AMOUNT</u>
10/1/89	October'89 Fee (10-50-F)	\$ 11,770.00
10/10/89	September'89 Expenses (10-50-E)	\$ 769.18
11/1/89	November'89 Fee (11-50-F)	\$ 11,770.00
11/10/89	October'89 Expenses (11-50-E)	\$ 1,621.07
12/1/89	December'89 Fee (12-50-F)	\$ 11,770.00
12/10/89	November'89 Expenses (12-50-E)	\$ 1,742.67
01/1/90	January'90 Fee (1-50-F)	\$ 11,770.00
01/10/90	December'89 Expenses (1-50-E)	\$ 2,086.61
01/10/90	SATW Luncheon Expenses (1-50-X)	\$ 296.66
02/1/90	February'90 Fee (2-50-F)	\$ 12,594.00
02/10/90	January'90 Expenses (2-50-E)	\$ 2,524.74
03/1/90	March'90 Fee (3-50-F)	\$ 12,594.00
03/10/90	February'90 Expenses (3-50-E)	\$ 2,952.19

Total Amount Billed Between September 1987 and March 27, 1990:

\$ 394,823.79

KWE

Karen Weiner Escalera
Associates, Inc.

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New York, N.Y. 10022

(212) 838-4370
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Telecopier: (212) 755-6091

No. 963

SEP 03 1987

September 3, 1987

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PUBLIC RELATIONS SERVICES FOR SEPTEMBER 1987.....\$10,000.00

Handwritten: *Haukka*

DEBIT	CREDIT	BALANCE
328021211617	6154-7	10000,-

September 23, 1987

Mr. Y Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th Fl.
New York, NY 10017

PUBLIC RELATIONS EXPENSES - August 1987

MEETINGS/ENTERTAINMENT

-Robert Ragaine, freelance writer (1/4 of bill)	7.15	
-Patricia Bell, Travel Ed., GOURMET MAGAZINE (1/4 of bill)	20.07	
-Brook Mason, Asso. Ed., CHILD MAGAZINE (1/2 of bill)	<u>27.07</u>	54.29 —

TRANSPORTATION

17.30 —

FINLAND FAM TRIP (July 27-Aug 3)

-Expenses for Karen Weiner Escalera Associates		42.00 —

TELEPHONE

219.16 —

PRESS RELEASE PRODUCTION/MAILING

-"Write Santa a Letter"		39.23 ✓

METRO SYNDICATE

-Write Santa in Finland		749.96 ✓

MESSENGER

25.50 —

TELEFAX

24.00 —

POSTAGE

121.11 —

PHOTOCOPIES

126.60

PLEASE PAY 1,419.15

14

KWE

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1051

ETB			

October 1, 1987

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PUBLIC RELATIONS SERVICES FOR OCTOBER 1987.....\$10,000.00

32802121161-1 6159-2 10000.-

Intersecting	Author
<i>P. Lauride</i>	

24

KWE

Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue—11th Floor
New York, N.Y. 10011

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Telecopier: (212) 255-7333

ST

October 28, 1987

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th Fl.
New York, NY 10017

PUBLIC RELATIONS EXPENSES - September 1987

TRANSPORTATION:

6.00 ✓

FINLAND FAM TRIP

-Expenses for Karen Weiner Escalera Associates

91.64 ✓

PRESS RELEASE PRODUCTION/MAILING

- "Finland Radio Promotion"

231.61

- "Major New Hotels Underway in Finland"

52.70

- "Winter Finland"

809.95

1094.26

MESSENGER

40.00 ✓

TELEFAX

21.00 ✓

TELEPHONE

54.59 ✓

POSTAGE

61.26 ✓

PHOTOCOPIES

48.60 ✓

PLEASE PAY \$1417.35

KWE

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November 2, 1987

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017



INVOICE

PUBLIC RELATIONS SERVICES FOR NOVEMBER 1987.....\$10,000.00

████████████████████

November 25, 1987

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th fl.
New York, NY 10017

SS

PUBLIC RELATONS EXPENSES - OCTOBER, 1987

MEETINGS/ENTERTAINMENT

-Patrick Sarver, NEW JERSEY MONTHLY
(1/2 of bill)

46.33

-Patty Munzer, Celanese Corp.

32.04

78.37

EXPRESS MAIL

21.00

TELEFAX

182.00

PHOTOCOPIES

57.40

POSTAGE

88.22

TELEPHONE

259.91

PRESS RELEASE PRODUCTION & DISTRIBUTION
-"Write Santa a Letter"

773.70

PHOTOGRAPHY

145.52

MESSENGER

18.00

PLEASE PAY 1,624.12

KWE

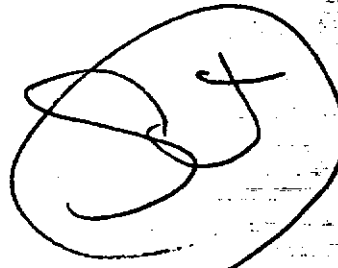
Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue—11th Floor
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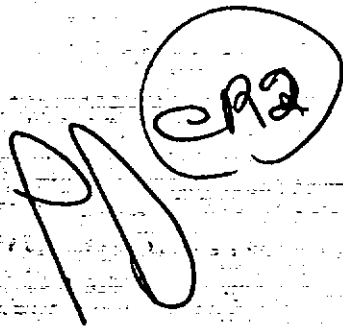
November 27, 1987

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017



INVOICE

Public Relations Services for December 1987.....\$10,000.00



KWE

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December 29, 1987

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017



PUBLIC RELATIONS EXPENSES - NOVEMBER, 1987

TRAVEL/ENTERTAINMENT

-Finland Trip: 157.13
(NA Marketing Meeting Day)
-SATW Convention in Australia 162.75

\$319.88

EXPRESS MAIL

25.75

TELEFAX

91.00

PHOTOCOPIES

54.80

POSTAGE

69.67

TELEPHONE

43.70

PRINTING

"Finlandia Ski Race" release

470.90

MESSENGER SERVICE

41.00

PLEASE PAY.....\$ 1,116.70



KWE

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56

BR1

January 13, 1988

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

Public Relations Services for January 1988.....\$10,000.00

January 22, 1988

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

50

BR1

PUBLIC RELATIONS EXPENSES - DECEMBER, 1987

TRAVEL/ENTERTAINMENT

-taxi(FTB Christmas party)	4.90	
-Robert Masello,T & L Travel Today (1/2 bill)	29.25	
-SATW Christmas Party	<u>60.00</u>	94.15

EXPRESS MAIL		9.75

TELEFAX		14.00

PHOTOCOPIES		11.22

POSTAGE		91.21

TELEPHONE		
-(NY TEL-2 MONTHS)		254.82
-(MCI long distance)		37.92

PRESS RELEASE PRODUCTION & DISTRIBUTION

- "1988 Named National Year of...."		55.80
- "Stretching Your Travel Dollar..."		78.20

PRINTING

- "Friendship Year" release	456.09	
- "Money Savers" release	335.69	
- "Friendship Year" release	26.73	818.51

MESSENGER		43.50

ANNUAL PUBLICATION CHARGE (PRORATED)		557.99

PLEASE PAY:\$ 2,067.07

February 19, 1988

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th fl.
New York, NY 10017

7-50
Bkr

PUBLIC RELATONS EXPENSES - JANUARY, 1988

MEETINGS/ENTERTAINMENT		
-transportation, Scandenavia Exhibit	12.00	
-Rusty Unger, HARPER'S BIZARRE	55.05	
-Barbara Gillam, GLAMOUR MAG.	32.17	
-Carl Summers, NY TIMES	77.65	
-Mary Alice, GQ MAG.	<u>64.83</u>	241.70
TELEFAX		7.00
PHOTOCOPIES		148.50
POSTAGE		83.23
TELEPHONE		123.72
PRINTING		432.49

PLEASE PAY\$1,036.64

KWE

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(212) 255-7403
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March 7, 1988

2-50F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

Public Relations Services for February 1988.....\$11,000.00

BR4

KWE

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3-50-F

March 7, 1988

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

Public Relations Services for March 1988.....\$11,000.00

BR4

3 ~~A~~/50/1/F

KWE

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Associates, Inc.

104 Fifth Avenue—11th Floor
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Telex: 226000 ETLXUR
Telecopier: (212) 255-7333

March 16, 1988

INVOICE # 3-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
455 Third Avenue - 18th floor
New York, NY 10017

685

PUBLIC RELATIONS EXPENSES - FEBRUARY, 1988

MEETINGS/ENTERTAINMENT

-Brenda Fine, NY DAILY NEWS	19.91	
-Taxi, Kennedy Airport (Fam Trip)	60.80	
-Taxis, Helsinki (Fam Trip)	15.00	
-Tips (Fam Trip)	16.00	
-Bus, Helsinki Airport	6.00	
-Taxi, Finnair-Airport (Fam Trip)	20.00	
-Taxi, lunch (GKHA)	15.30	
-Taxi, FTB Meeting	5.00	
-Barbara Gibbons, SYND. COLUMNIST	42.20	
-David Sloan, GOOD MORNING AMERICA	43.49	
-Subway, Marketing-Weekly Meeting	6.00	
-Taxi, Anna Maria Tau Hu (reception)	12.85	
-Taxi, Scandanavian Exhibit	6.20	
-Taxi, Gala Reception (Scand. Exh.)	<u>5.20</u>	273.95

GRAPHIC DESIGN

127.34

TELEFAX

35.00

PHOTOCOPIES

210.32

POSTAGE

83.62

TELEPHONE

-(NY TEL)	78.75
-(MCI long distance)	15.42

PRESS RELEASE PRODUCTION & DISTRIBUTION

-"Finland Vacation Guide '88....." release	74.12

PRINTING

-"Summer Holidays...." release	424.18

MESSENGER

59.00

PLEASE PAY.....\$ 1,381.70



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Associates, Inc.

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Telecopier: (212) 255-7333

April 1, 1988

Inv. #450F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

Public Relations Services for April 1988.....\$11,000.00

BL6

NWLKaren Weiner Escalera
Associates, Inc.104 Fifth Avenue—11th Floor
New York, N.Y. 10011(212) 255-7403
Telex: 226000 ETLXUR
Telecopier: (212) 255-7333

April 14, 1988

INVOICE # 4-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PUBLIC RELATIONS EXPENSES - MARCH, 1988

<u>MEETINGS/ENTERTAINMENT</u>	26.50
-Bob Roe, CALIFORNIA MAGAZINE	
<u>PRINTING</u>	738.16
-"Cruises" release	
<u>TELEFAX</u>	70.00
<u>PHOTOCOPIES</u>	65.78
<u>POSTAGE</u>	75.61
<u>TELEPHONE</u>	47.24
-(NY Tel)	23.63
-(MCI long distance)	
<u>PRESS RELEASE PRODUCTION & DISTRIBUTION</u>	78.00
-"Gateway To International Cruises" release	
<u>MESSENGER</u>	12.00
<u>PUBLICATIONS</u>	1.38
<u>PLEASE PAY</u>	\$ 1,138.30



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May 1, 1988

Inv. #550F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

DRG

INVOICE

Public Relations Services for May 1988.....\$11,000.00

KWE

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May 2, 1988

INVOICE # 5-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PUBLIC RELATIONS EXPENSES - APRIL, 1988

MEETINGS/ENTERTAINMENT

-taxi(Meeting at FTB) 2/18	11.00	
-taxi(lunch w/GMA)	5.80	
-taxi(Meeting at FTB) 3/25	12.50	
-taxi(VNR Finn Proposal to KWE)	10.00	
-taxi(VNR Finn Proposal to P. Kurki)	10.75	
-taxi(JFK Airport) Finland trip	35.00	
-taxi(returning from JFK)	39.00	
-Pucci Meyer, NY POST	62.29	
-Jill Rosley, TORONTO SUN	42.02	
-Elizabeth Schneider, GOURMET MAG.	115.04	
-Benjamin Epstein, ORANGE COUNTY MAG.	34.11	377.51

TELEFAX

49.00

PHOTOCOPIES

91.27

POSTAGE

110.12

TELEPHONE

98.39

PRESS RELEASE PRODUCTION & DISTRIBUTION

-Press Kit Assembly, July Press Trip		
-Mailing	203.21	
-"New Literature Makes Booking..."	130.85	334.06

MESSENGER

15.50

PLEASE PAY.....

\$ 1,075.85



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June 1, 1988

Inv. #650F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

PR 10

INVOICE

Public Relations Services for June 1988.....\$11,000.00

(P. 17)

KWE

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June 6, 1988

INVOICE # 6-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PUBLIC RELATIONS EXPENSES - MAY, 1988

MEETINGS/ENTERTAINMENT

-Don Dunn, BUSINESS WEEK	50.49	
-Ann Murphy, PARENTS MAGAZINE	44.00	
-Dena Kaye, FREELANCE	16.88	
-Ed Sullivan, TRAVELAGE EAST	28.46	
-taxis(Finnish Food Week) 4/12-5/3	36.45	
-taxi(Incentives Convention)	4.65	
-Subway(lunch-Food Festival) 5/3,5/5	<u>4.00</u>	184.93

MEDIA ACCESS INC.

-Phones	17.00	
-Cabfare(TV opportunities)	4.75	
-Messenger(tapes, proposals on VNR)	24.00	
-Xeroxing(proposals,articles)	<u>3.46</u>	49.21

VIDEO MONITORING SERVICES

-video cassettes"Finland",GOOD MORNING AMERICA(5/17/88)	111.34	

PHOTOCOPIES

142.78

TELEPHONE

86.62

POSTAGE

68.10

MESSENGER

24.00

PRESS RELEASE PRODUCTION & DISTRIBUTION

-"Tourism Up" release	711.25	
-"Helsinki; Story Ideas" releases	133.45	
-"Tourism to Finland Up" mailing	83.90	
-"World Philatelic Exhibition" mailing	33.90	
-"Europe's Most Exotic Vacation Spot"	<u>92.60</u>	1,055.10

PLEASE PAY.....

\$ 1,722.08

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July 1, 1988

Inv. #750F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

7

INVOICE

Public Relations Services for July 1988.....\$11,000.00

BRM

KWE

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July 8, 1988

INVOICE # 7-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

(BRP)

PUBLIC RELATIONS EXPENSES - JUNE, 1988

MEETINGS/ENTERTAINMENT

-Marty Lechner, HOUR MAGAZINE	28.24	
-Abby Rand, AMEX. GOLD CARD NEWSLETTER	42.85	
-Taxis	<u>14.00</u>	85.09

MEDIA ACCESS INC. (EXPENSES)

-phone charge	19.70	
-messengers	17.00	
-Mailing job (letters-TV news dirs.)	176.00	
-messenger (resending of letter)	<u>9.00</u>	221.70

PHOTOCOPIES 83.82

TELEPHONE 86.93

TELEFAX 21.00

POSTAGE 86.31

MESSENGER 36.10

GRAPHIC DESIGN

-Revised Finnish newsletter (front page, back of 2nd page) 188.85

PRESS RELEASE PRODUCTION

-"Handicap Programs" release	415.39	
-"Philatelic Conference" release	270.44	
-"Submarine" release	<u>325.68</u>	1,011.51

PRESS RELEASE PRODUCTION/DISTRIBUTION

-Finland TV Mailing	297.60	
-"Finland Offers Hassle-Free Vaca..."	130.95	
-"Finland Launches Europes 1st..."	<u>70.50</u>	499.05

PLEASE PAY.....\$ 2,320.36



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(BAF)

August 1, 1988

Inv. #850F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PUBLIC RELATIONS SERVICES FOR AUGUST 1988.....\$11,000.00



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August 8, 1988

INVOICE # 8-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
677 Third Avenue - 18th floor
New York, NY 10017

BR15

PUBLIC RELATIONS EXPENSES - JULY, 1988

MEETINGS/ENTERTAINMENT

-Rita Jacobs, SIDE STREET OF THE WORLD	48.07	
-Eleanor Berman, SYLVIA PORTER'S	26.10	
-Gary Walther, TRAVEL & LEISURE	25.31	
-Rebecca Sawyer, COUNTRY LIVING	40.15	
-Charles Barnard, MODERN MATURITY	30.94	
-Bill Flanagan, FORBES MAGAZINE	30.48	
-Jerome Klein, FREELANCE and		
-Dinah Witchel, SNOW COUNTRY	17.14	
-Leah Krakinowski, RESORTS-INCENTIVES	35.36	
-Margaret Hart, CHIEF EXECUTIVE MAG.	<u>47.73</u>	301.28

MEDIA ACCESS INC. (EXPENSES)

-phone charge	21.70	
-long distance phone charge	75.55	
-Mailing job (resend of pitch letter, brochures, and other material)	<u>5.00</u>	102.25

PHOTOCOPIES

49.92

TELEPHONE

76.19

POSTAGE

87.53

MESSENGER

13.80

RELEASE PRINTING

41.18

PRESS RELEASE PRODUCTION/DISTRIBUTION

- "Finland's On The Move" release	489.81
- "Helsinki Release, Spa Trip" <u>Brochure mailing</u>	57.45
- "FTB Radio Promotions" release mailing	77.90

SHIPPING

-Finland envelopes	23.33

PLEASE PAY.....\$ 1,320.64

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September 1, 1988

INVOICE # 9-50-F

BR16

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PUBLIC RELATIONS SERVICES FOR SEPTEMBER 1988.....\$11,000.00

549



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September 9, 1988

INVOICE # 9-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

BR17

PUBLIC RELATIONS EXPENSES - AUGUST, 1988

MEETINGS/ENTERTAINMENT

-Margo Hammond, NY TIMES NEWS SERVICE	27.54	
-Carol Clurman, USA WEEKEND	54.24	
-Richard Alleman, VOGUE MAGAZINE	53.20	
-Nikki Kalish, NY TIMES	44.35	
-Taxi (Marketing Meeting 7/20)	8.85	
-Taxi r/t (Finnair-ticket pickup)	8.50	
-Taxi r/t (JFK Airport)	<u>62.00</u>	258.68

MEDIA ACCESS INC.(EXPENSES)

-phone charge	29.38	
-messenger	<u>8.50</u>	37.88

LUNCHEON (MISC.) EXPENSES

-Luncheon nametags	64.95	
-Calligraphy(placecards/nametags)	55.50	
-Finland Luncheon Invite mailing	<u>202.50</u>	322.95

PHOTOCOPIES

29.22

TELEPHONE

162.13

TELEFAX

114.00

POSTAGE

67.03

MESSENGER

45.50

RELEASE PRINTING

-"Gastronomic Adventure"	664.53

VIDEO MONITORING SERVICES(CREDIT)

-video cassettes"Finland",GOOD MORNING AMERICA(5/17/88)	-111.34
(billed on invoice 6-50-E)	

PLEASE PAY.....\$ 1,590.58

KWE

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October 1, 1988

INVOICE # 10-50-F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

(Handwritten: BATS)

INVOICE

PUBLIC RELATIONS SERVICES FOR OCTOBER 1988.....\$ 11,000.00

(Large dark smudge or stamp at bottom right)



Karen Weiner Escalera
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104 Fifth Avenue—11th Floor
New York, N.Y. 10011

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October 7, 1988

INVOICE # 10-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PUBLIC RELATIONS EXPENSES - SEPTEMBER, 1988

B919

MEDIA ACCESS INC. (EXPENSES)

-phone charge	39.38	
-messenger(KING-TV Demo tape, P.Kurki)	8.50	
-Federal Express(material to KING-TV)	<u>25.75</u>	73.63

PHOTOCOPIES 89.10

TELEPHONE 154.40

TELEFAX 295.00

POSTAGE 177.10

MESSENGER 97.25

RELEASE PRINTING

-Marketing Luncheon releases	96.94	
-Marketing Press Kit releases	<u>193.89</u>	290.83

PRESS KIT ASSEMBLY

-FTB Market Lunch Kits	84.00	
-Kits to Media Lunch	<u>255.12</u>	339.12

PRESS RELEASE PRODUCTION/DISTRIBUTION

- "Motoring Routes Brochures Offered to Finland" release	53.50	

PLEASE PAY.....\$ 1,569.93



Karen Weiner Escalera
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November 1, 1988

INVOICE # 11-50-F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PR20

PUBLIC RELATIONS SERVICES FOR NOVEMBER 1988.....\$ 11,000.00



Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue—11th Floor
New York, N.Y. 10011

(212) 255-7403
Telex: 226000 ETLXUR
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November 4, 1988

INVOICE # 11-50-E

Mr. Y. Pekka Kurki
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

(3421)

PUBLIC RELATIONS EXPENSES - OCTOBER, 1988

MEETINGS/ENTERTAINMENT

-Paul Finney, TRAVEL & LEISURE	39.85	
-Taxi(ship packages)	5.00	
-Taxis(to JFK,from Helsinki,from JFK)	90.00	
-Taxi r/t(FTB Luncheon at Carlyle)	16.50	
-Tip (doorman at Luncheon)	2.00	
-Representation at the SATW(Prorated)	100.00	253.35

PHOTOCOPIES 118.80

TELEPHONE 128.40

TELEFAX 12.00

POSTAGE 135.23

FEDERAL EXPRESS 9.75

MESSENGER 13.80

RELEASE PRINTING
-Coming Events 57.92

PRINTING
-Luncheon Invitations(cards, envelopes, invites) 817.90

PRESS RELEASE PRODUCTION/DISTRIBUTION
-"Dollar Stretchers" release 542.33

SHIPPING
-Finland letterhead 24.25

PLEASE PAY.....\$ 2,113.73

KWE

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December 1, 1988

INVOICE # 12-50-F

Mr. Y. Pekka Kurki
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017

INVOICE

PUBLIC RELATIONS SERVICES FOR DECEMBER 1988.....\$ 11,000.00



Karen Weiner Escalera
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December 6, 1988

INVOICE # 12-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

6823

PUBLIC RELATIONS EXPENSES - NOVEMBER, 1988

MEETINGS/ENTERTAINMENT

-Prudence Heller, SATW LUNCHEON MEETING	13.00	
-(Carlyle-FTB Luncheon Gratuity)	<u>75.00</u>	88.00

<u>PHOTOCOPIES</u>		69.42

<u>TELEPHONE</u>		104.86

<u>TELEFAX</u>		18.00

<u>POSTAGE</u>		59.22

<u>FEDERAL EXPRESS</u>		35.50

<u>MESSENGER</u>		34.50

<u>PRESS RELEASE PRODUCTION/DISTRIBUTION</u>		
- "FTB Names Director For North America" release		94.18

PLEASE PAY.....\$ 503.68



Karen Weiner Escalera
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January 1, 1989

INVOICE # 01-50-F

Mr. Matti Linnoila
Director of North America
FINNISH TOURIST BOARD
655 Third Avenue
New York, NY 10017



INVOICE

PUBLIC RELATIONS SERVICES FOR JANUARY 1989.....\$ 11,000.00

KWE

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January 16, 1989

INVOICE # 1-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PR 26

PUBLIC RELATIONS EXPENSES - DECEMBER, 1988

MEETINGS/ENTERTAINMENT

-Bob Krist, TRAVEL & LEISURE	29.37	
-Sylvia McNair, ELKS MAGAZINE	36.94	
-Frank Gelman, Producer-Travel Show	20.26	
-Joanna Pruess, FREELANCE	12.75	
-Taxi r/t(Village Gate Party 12/7)	10.00	
-(12/1-12/7) FTB Client Meetings	<u>4.00</u>	113.32

PHOTOCOPIES 55.46

TELEFAX 6.00

TELEPHONE 107.29

POSTAGE 75.21

FEDERAL EXPRESS 4.87

PRESS RELEASE PRODUCTION/DISTRIBUTION

-"Santa Claus Land" release	779.01	
-"Finnish Tourist Board" release	<u>352.23</u>	1,131.24

PLEASE PAY.....\$ 1,493.39

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February 22, 1989

Invoice # 02-50-F

TO: Matti Linnoila
Director
Finnish Tourist Board
655 Third Avenue
New York, NY

(PK 26)

For public relations services

February, 1989

\$11,770



Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue—11th Floor
New York, N.Y. 10011

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February 15, 1989

INVOICE # 2-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

PUBLIC RELATIONS EXPENSES - JANUARY, 1989

<u>PHOTOCOPIES</u>	49.70
<u>TELEFAX</u>	12.00
<u>TELEPHONE</u>	103.07
<u>POSTAGE</u>	105.12
<u>MESSENGER SERVICE</u>	37.70
<u>FEDERAL EXPRESS</u>	150.00
<u>PRESS RELEASE PRODUCTION/DISTRIBUTION</u>	
- "Money Savers '89" release	263.49
- "Story Ideas" release	126.93
<u>ANNUAL PUBLICATION CHARGE 1988</u>	489.50

PLEASE PAY.....\$ 1,337.51

KWE

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March 1, 1989

INVOICE # 3-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

0026

INVOICE

FOR PUBLIC RELATIONS SERVICES -- MARCH 1989.....\$ 11,770.00



Karen Weiner Escalera
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March 10, 1989

INVOICE # 3-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

2429

PUBLIC RELATIONS EXPENSES - FEBRUARY, 1989

MEETINGS/ENTERTAINMENT

-Brian McCallen, GOLF MAGAZINE 26.66

PHOTOCOPIES 81.40

TELEFAX 18.00

POSTAGE 54.96

MESSENGER SERVICE 33.60

PRESS RELEASE PRODUCTION/DISTRIBUTION

-"Snow Sculpture" release 685.28

PLEASE PAY.....\$ 899.90



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8/3/89

April 1, 1989

INVOICE # 4-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- APRIL 1989.....\$ 11,770.00



Karen Weiner Escalera
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104 Fifth Avenue—11th Floor
New York, N.Y. 10011

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April 10, 1989

INVOICE # 4-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

BR9

PUBLIC RELATIONS EXPENSES - MARCH 1989

MEETINGS/ENTERTAINMENT

-Ed Meyers, FREELANCE	70.36	
-(2/22 & 3/1/89) Subway-Client Meetings	4.00	
-Subway 3/8 (Weekly Client Meeting)	2.00	
-Taxi from Airport (Finland Press Trip)	<u>39.00</u>	115.36

EXECUTIVE TELEX SERVICE

25.19

PHOTOCOPIES

28.58

TELEFAX

12.00

TELEPHONE

187.96

POSTAGE

89.82

MESSENGER SERVICE

8.50

PRESS RELEASE PRODUCTION/DISTRIBUTION

-"Summer Packages '89"	658.41
-"When It Comes To Festivals Finland Is On Top..."	411.74

PLEASE PAY.....\$ 1,537.56

KWE

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Associates, Inc.

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May 1, 1989

INVOICE # 5-50-F

BRI

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- MAY 1989.....\$ 11,770.00



Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue - 11th Floor
New York, N.Y. 10011

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May 10, 1989

INVOICE # 5-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017



PUBLIC RELATIONS EXPENSES - APRIL 1989

MEETINGS/ENTERTAINMENT

-Harvey Chipkin, FREELANCER	43.57
-Judith Newman, DIVERSION MAGAZINE	68.20
-(3/23-4/27/89) Subway (Weekly Meetings)	12.00
-Taxi from FTB (Brochures Pickup) 4/10	4.75
-Michael Carlton, ATLANTA JOURNAL/CONSTITUTION	56.05

<u>PHOTOCOPIES</u>	38.14

<u>TELEFAX</u>	39.00

<u>TELEPHONE</u>	59.45

<u>POSTAGE</u>	32.29

<u>MESSENGER SERVICE</u>	51.40

<u>PRESS RELEASE PRINTING</u>	153.71

PRESS MAILING

- "Finland On A Budget"	264.35

PRESS RELEASE PRODUCTION/DISTRIBUTION

- "Family Friendly Finns Make Family Travel...."	751.18

PLEASE PAY.....\$ 1,574.09

KWE

Karen Weiner Escalera
Associates, Inc.

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June 1, 1989

INVOICE # 6-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- JUNE 1989.....\$ 11,770.00



Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue - 11th Floor
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Telecopier: (212) 255-7333

June 10, 1989

INVOICE # 6-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

BB3

PUBLIC RELATIONS EXPENSES - MAY 1989

<u>PHOTOCOPIES</u>	112.24
<u>TELEPHONE</u>	148.67
<u>POSTAGE</u>	90.00
<u>MESSENGER SERVICE</u>	54.50
<u>PHOTOGRAPHY</u>	
-Faberge' photo prints.....	59.80
<u>PRESS RELEASE PRINTING</u>	
-"Midnight Sun" release.....	353.21
<u>PRESS RELEASE PRODUCTION/DISTRIBUTION</u>	
-"Art Exhibit '89" & "Summer Days" release.....	152.02

PLEASE PAY.....\$ 970.44

KWE

Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue - 11th Floor
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July 1, 1989

INVOICE # 7-50-F

BR14

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- JULY 1989.....\$ 11,770.00



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July 10, 1989

INVOICE # 7-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

(BRIS)

PUBLIC RELATIONS EXPENSES -- JUNE 1989

MEETINGS/ENTERTAINMENT

-Barbara Coats, CARNIVEL CRUISE LINES	41.78	
-Leslie Li, NY TIMES	62.60	
-Carl Souniers, TRAVEL ADVISORY-TIMES	50.30	
-Cathy Cooke, TAXI MAGAZINE	33.69	
-Deborah Bernstein, INTERCONTINENTAL	76.40	
-Harry Ryan, DAILY NEWS	68.13	
-SATW Luncheon 6/6	25.00	
-Transportation(Weekly Meetings)	24.00	381.90

PHOTOCOPIES..... 79.38

TELEPHONE..... 118.73

POSTAGE..... 142.24

MESSENGER SERVICE..... 50.85

PHOTOGRAPHY
-(8 x 10) photo prints..... 50.24

PRESS RELEASE PRODUCTION/DISTRIBUTION
-"From Faberge To Salvador Dali Finland To Host..."... 453.92
-"# 1 Meetings Destinations" release mailing..... 33.75

PLEASE PAY.....\$ 1,311.01



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August 1, 1989

INVOICE # 8-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017



INVOICE

FOR PUBLIC RELATIONS SERVICES -- AUGUST 1989.....\$ 11,770.00

KWE

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August 10, 1989

INVOICE # 8-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

(BR17)

FOR PUBLIC RELATIONS EXPENSES -- JULY 1989

<u>PHOTOCOPIES</u>	85.68
<u>TELEPHONE</u>	385.11
<u>POSTAGE</u>	84.40
<u>RELEASE PRINTING</u>	49.80
<u>PRESS RELEASE PRODUCTION/DISTRIBUTION</u>	
- "Luxury and Adventure".....	228.86
- "Helsinki" release.....	13.25
- "Exotic Packages" 3 releases.....	106.64

PLEASE PAY..... \$ 953.74

KWE

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BRK

September 1, 1989

INVOICE # 9-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- SEPTEMBER 1989.....\$ 11,770.00



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September 10, 1989

INVOICE # 9-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

FOR PUBLIC RELATIONS EXPENSES -- AUGUST 1989

MEETINGS/ENTERTAINMENT

-David Butwin, SELF MAGAZINE	51.93	
-Harvey Grotzky, CORP. & INCENTIVE	48.94	
-Rona Jaffe, TRATTORTA DEL ARTE	44.43	
-Doug Meadow, SPOTLIGHT	36.08	
-Marina Sturdza, GLOBE & MAIL	77.05	
-Liz Robbins, ARBAMS	36.19	
-(6/29-8/8/89) Client Mtgs, Subway	<u>10.00</u>	304.62

PHOTOCOPIES..... 43.00

TELEPHONE..... 49.22

POSTAGE..... 71.20

MESSENGER SERVICE..... 47.60

STATIONERY SHIPPING(Client Letterhead)..... 25.08

PRESS RELEASE PRODUCTION/DISTRIBUTION

-"Christmas Santa Claus" release.....	247.64
-"Radio Promo" letter.....	118.79

PLEASE PAY..... \$ 907.15

KWE

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BR20

October 1, 1989

INVOICE # 10-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- OCTOBER 1989.....\$ 11,770.00



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October 10, 1989

INVOICE 10-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

BR21

FOR PUBLIC RELATIONS EXPENSES -- SEPTEMBER 1989

MEETINGS/ENTERTAINMENT

-Ruth Lomolino, MACY'S	45.53	
-Bob Woodruff, WWOR-TV	49.86	
-Subway(8/9-8/29/89) Client Meetings	<u>4.00</u>	99.39

PHOTOCOPIES..... 122.86

TELEPHONE..... 264.60

POSTAGE..... 86.98

MESSENGER SERVICE..... 20.70

PRESS RELEASE PRODUCTION/DISTRIBUTION

-"Largest Cruise Ferry in the World" release.....	19.20
-"Press Trip Story Ideas-Helsinki; Daughter of the Baltic; Where East & West Meet the Sea" releases....	155.45

PLEASE PAY..... \$ 769.18



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SRD

November 1, 1989

INVOICE # 11-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- NOVEMBER 1989.....\$ 11,770.00



Karen Weiner Escalera
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November 10, 1989

INVOICE # 11-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18 Floor
New York, NY 10017

BR23

FOR PUBLIC RELATIONS EXPENSES -- OCTOBER 1989

<u>MEETINGS/ENTERTAINMENT</u>	
-SATW Convention(prorated).....	300.84
<u>PHOTOCOPIES</u>	67.62
<u>TELEFAX</u>	12.00
<u>TELEPHONE</u>	182.78
<u>POSTAGE</u>	91.25
<u>MESSENGER SERVICE</u>	88.80
<u>FEDERAL EXPRESS</u>	49.80
<u>PRESS RELEASE PRINTING</u>	88.77
<u>STATIONERY SHIPPING</u> (client letterhead).....	30.00
<u>PRESS RELEASE PRODUCTION/DISTRIBUTION</u>	
- "Finnish Lapland: Where Luxury & Adventure Combine.."	630.71
- "Interview For Linnoila" letter.....	78.50

PLEASE PAY.....\$ 1,621.07



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December 1, 1989

INVOICE # 12-50-F

BR24

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- DECEMBER 1989.....\$ 11,770.00



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December 10, 1989

INVOICE # 12-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18 Floor
New York, NY 10017

BR-25

FOR PUBLIC RELATIONS EXPENSES -- NOVEMBER 1989

MEETINGS/ENTERTAINMENT

-Karen Mender, HARPER & ROW	41.10	
-Jonathan Dolger, LITERACY AGENCY	42.16	
-Mary Recchia, WOR	97.90	
-Transportation(Client Meetings)	20.00.....	201.16

PRINTING/PHOTOCOPIES..... 215.30

TELEPHONE..... 103.44

POSTAGE..... 89.48

MESSENGER SERVICE..... 6.90

FEDERAL EXPRESS..... 4.88

PRESS KIT PRODUCTION/ASSEMBLY..... 42.00

PRESS RELEASE PRODUCTION/DISTRIBUTION

- "Stretching Your Travel Dollar" release.....	488.62
- "As Christmas Should Be In Santa Claus Land, Finland"	590.89

PLEASE PAY.....\$ 1,742.67

KWE

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BR

January 1, 1990

INVOICE # 1-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- JANUARY 1990.....\$ 11,770.00



Karen Weiner Escalera
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New York, N.Y. 10011

BRI

January 10, 1990

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INVOICE # 1-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18 Floor
New York, NY 10017

FOR PUBLIC RELATIONS EXPENSES -- DECEMBER 1989

MEETINGS/ENTERTAINMENT

-Lynn Povich, NEWSWEEK	66.68	
-Julia Newman, METROPOLITAN HOME	50.38	
-C. Loomis, PARENTS MAGAZINE	30.10	
-Andrea Ambandos, LIFESTYLES R & F	50.44	
-Carl Sommers, NY TIMES	38.00	
-Eric Temple, EVENING MAGAZINE	22.40	
-MaryBeth Jordan, MET HOME	85.00	
-Press Trip expenses	292.45	635.45

PRINTING/PHOTOCOPIES..... 100.16

TELEPHONE..... 138.04

POSTAGE..... 78.69

MESSENGER SERVICE..... 34.50

FEDERAL EXPRESS..... 18.25

PRESS RELEASE PRODUCTION/MAILING

- "Winter Holidays 1990 Finland Is On Top Of The World"	340.65
- "Winter Holidays/Stretching Travel \$" releases	227.50

ANNUAL PUBLICATION CHARGE 1989 (Prorated)..... 513.37

PLEASE PAY..... \$ 2,086.61



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BRI

January 10, 1990

INVOICE # 1-50-X

Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18 Floor
New York, NY 10017

FOR SATW LUNCHEON EXPENSES -- DECEMBER 1989

MEETINGS/ENTERTAINMENT

-SATW Luncheon.....	168.00
-Tips.....	15.00

MISCELLANEOUS EXPENSE

-Shopping bags for SATW lunch.....	113.66

PLEASE PAY..... \$ 296.66



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(BR3)

February 1, 1990

INVOICE # 2-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- FEBRUARY 1990.....\$ 12,594.00



Karen Weiner Escalera
Associates, Inc.

104 Fifth Avenue - 11th Floor
New York, N.Y. 10011

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February 10, 1990

INVOICE # 2-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

BRH

FOR PUBLIC RELATIONS EXPENSES -- JANUARY 1990

MEETINGS/ENTERTAINMENT

-Karen Mender, HARPER & ROW	75.20	
-Stuart Applebaum, DOUBLE DAY	96.50	
-Jordan Simon, TAXI	83.40	
-SATW Northeast Chapter	<u>12.50</u>	267.60

RADIO TV REPORTS

- "Cooking w/Finnish Soda Bread 12/25 Good Day NY" video	109.34

PRINTING/PHOTOCOPIES..... 202.08

TELEPHONE..... 173.93

POSTAGE..... 122.24

MESSENGER SERVICE..... 99.50

FEDERAL EXPRESS..... 9.75

STATIONERY SHIPPING(client letterhead)..... 30.00

PRESS RELEASE PRODUCTION/MAILING

- "No Wall Flowers Allowed...In Finland" release.....	708.01
- "Santa Claus Artic Golf Tournament Cuts The Ice..."..	802.29

PLEASE PAY.....\$ 2,524.74



(212) 255-7403
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INVOICE # 3-50-F

Mr. Matti Linnoila
Director
FINNISH TOURIST BOARD
655 Third Avenue - 18th floor
New York, NY 10017

INVOICE

FOR PUBLIC RELATIONS SERVICES -- MARCH 1990.....\$ 12,594.00

Telex: 220400 ETLNUR
Telecopier: 212 255-7333

March 10, 1990

INVOICE # 3-50-E

Mr. Matti Linnoila
FINNISH TOURIST BOARD
655 Third Avenue - 18th Floor
New York, NY 10017

FOR PUBLIC RELATIONS EXPENSES -- FEBRUARY 1990

MEETINGS/ENTERTAINMENT

-Jennifer Ash, CROWN PUBLISHERS	54.86	
-Evelyn Renold, LEARS	52.41	
-Richard David Storey, NEW YORK	46.87	
-Jennifer Kramer, TOWN & COUNTRY	61.49	
-Mary Cowengard, NY TIMES	56.23	
-SATW Luncheon(Prorated)	<u>19.50</u>	291.36

PRINTING/PHOTOCOPIES..... 97.24

TELEPHONE..... 118.00

POSTAGE	105.89

MESSENGER SERVICE..... 20.70

FEDERAL EXPRESS	36.00

PRESS RELEASE PRODUCTION/MAILING

<u>PRESS RELEASE PRODUCTION/MAILING</u>	
- "Snow Rally 2/23-25" release.....	421.69
- "Budget Accomodations" release.....	573.96
- "Finland Vacation Guide" mailing.....	38.50
- "The Eclipse of the Midnight Sun" release production.	755.87
- "The Eclipse of the...; Budget Accomodations" mailing	234.00
- Press Trip Questionnaire mailing.....	258.98

PLEASE PAY.....\$ 2,952.19

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE THREE

Press Visits

Action

"Finland on a Budget"
July 22 - July 29

Status

RT and RK completed details for press trip, which RT accompanied. RT sent out itineraries and made special arrangements as per individual writer's requests. RT met group in Helsinki, which included:

Bernice Carton (NY), contributor to Oakland Tribune. RT asked Bernice to go as Jim LeVeque, contributor to BostonGlobe had to cancel at last minute due to family illness.

Robert Fried (Novato, CA) - contributor to Relax magazine.

Sally Moore (Pennsylvania) - contributor to Saturday Evening Post.

Judy Babcock Wylie (Pasadena) -- travel editor for Pasadena Star and contributor to Travel & Leisure

Pat Hanna Keuhl (Denver, CO) - contributor to Rocky Mountain News.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE FOUR

<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
"Finland on a Budget" (Continued)		Carla Waldemar (Minneapolis, MN) - travel editor for <u>Twin Cities Reader</u> .
		Jane Milza (NY) - food & travel editor for the <u>Staten Island Advance</u> , who syndicates her stories through Newhouse News Service.
		Guy De Marino (Edmonton, Canada) - travel editor for the Edmonton Sun.
Joanna Pruess NEW YORK TIMES ENDLESS VACATION	Agency invited to Finland.	Trip completed.
Andrew Nemethy DIVERSION WASHINGTON POST	Agency invited to Finland.	RT planned itinerary for his trip to cover Arctic Canoe Race July 30 - August 3.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE FIVE

Press Visits

Action

Status

John McCarry
THE YACHT

Agency invited to Finland.

The Yacht magazine wants to send John McCarry to Finland to cover sailing in Finland for the magazine. RK has alerted the Trade Commissioner who is going to arrange the itinerary. Magazine also wants to send a photographer. RK waiting for final approval on this. Writer to go to Finland Aug. 20.

Linda Frahm
WALKING MAGAZINE

Agency invited to Finland to cover Finlandia March.

RT arranged itinerary for Dan Zevin, associate editor of magazine. Zevin unable to go then, so magazine is sending another editor -- Linda Frahm instead. Zevin returned his tickets. Eva-Liisa returned them to Finnair & re-ticketed Linda Frahm.

Press Trip Results

Paula Freschet, who went on the July '88 press trip wrote a Finnish food feature for the August '89 issue of Sunset magazine.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE SIX

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Nancy Shute WASHINGTON POST	Sailing	RT asked Nancy to call RK re: sailing trip trade commissioner's office wanted to sponsor. RK outlined program and possible dates. Nancy said she would love to go -- but will have to do next year as can't fit into schedule this summer.
Yolande Rondeau CHATELAIN	General Destination	Would like to be considered for a future press trip. RK to invite on December trip.
Selma Exton Peter Von Blum PHILADELPHIA BULLETIN	Winter Adventure	Would like to be included on a winter adventure trip. Are especially interested in the icebreaker adventure. RK to recommend to RT for an individual trip.
Bernadette Brennan CRUISING WORLD	Sailing	Would be interested in going next summer. Need to schedule further ahead.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE SEVEN

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Allyson LaBorde TRAVEL WEEKLY	Fall Programs	RK & Nino de Prado met Allyson LaBorde for lunch so that she could interview Nino about FTB programs and marketing. Was especially interested in Travel Agent seminars Nino will be involved in in 1990. When info available to be released, she would like to have story.
Patience Wales SAIL	Sailing	Pitched August sailing trip to Finland. Would love to go, but needs at least six months notice. Next August would be much better.
Tim Holly BRIDGEPORT POST TELEGRAM	General Destination	Would like to go on a press trip to to Finland. Publication does not have large enough circulation, so agency will not recommend for a trip.
Alan Littel Self syndicated to 20 papers including LA TIMES and DENVER POST	Design	Talked about his going on a trip to Finland. Is very interested in in design, so RK invited for December trip. He requested more details about itinerary. RK to discuss with RT.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE EIGHT

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status</u>
Marisa Cohen YOUR HOLIDAY	General Destination	Is interested in receiving some general information about Finland. RK sent.
Steve Raichlin BON APPETIT	General Destination	Followed-up regarding individual still wants to do, but says that he will probably want to go in winter. RK to stay in touch.
Joy Schaleben Lewis DENVER POST	General Destination	Pitched an individual trip. Said would love to do at some point, but has a full-time job and has limited time. Although prefers individual trips, might be interested in shopping and design. RK to send her details.
Michael & Caroline Manheim CLEVELAND PLAIN DEALER	General Destination	Discussed possibility of an individual trip. Sent clips and RK will follow-up to find out exactly when they would like to go.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE NINE

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Kathryn Slechert BETTER HOMES & GARDENS	General Destination	Requested that she be put on our Finland mailing list. RK to keep posted on press trips.
Darcy Trick USA TODAY	Bicycle Packages	Sent information on bicycle packages as they are running a fall travel issue in September concentrating on Europe and bicycling.
Nanette Wiser COPLEY NEWS SERVICE	Christmas	Sent Christmas package release for Copley's special Christmas feature.
Eugene Price SAN FRANCISCO EXAMINER	Finland on a Budget	Had invited -- per Ulla's request -- to go on July trip. At last minute was able to get an assignment from the Examiner. RT called to tell him that it was okay to join trip, leaving from Seattle gateway. However, he only wanted to leave from LA gateway, which we couldn't get. RT has invited for December trip instead.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE TEN

<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Mary Ann Hemphill FOOD & WINE	General Destination	Has decided to go on a Carnival cruise ship press trip to see new ship. Will have extra time and would be glad to do some other things. RK to put in touch with RT in order to plan a program.
Diane Chun GAINESVILLE SUN NEW YORK TIMES SYNDICATE	General Destination	Might be interested in an individual trip (likes to travel with her husband). RK to send information.
Julia Ritchey THE ILLUSTRATED	Winter Adventure	Received our winter adventure release and wanted more information as well as color transparencies for an upcoming issue. RK to get slides from RTB and will send.
<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Fall - Winter Campaign	RK wrote and mailed pitch letter to radio stations in target markets.	RK following up by phone.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE ELEVEN

<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WRKO Radio (Boston)	Sent proposal for fall promotion.	RK sent to Pentti Rosenberg for approval.
WWDB Radio (Philadelphia)	Are developing a proposal and will send to RK.	RK will send out for approval when received.
WALK Radio (New York)	Promotion Director to discuss ideas at a station meeting.	RK to follow-up with promotion director.
<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Almanac of Travel" (Travel Channel)	General Destination	Are interested in having Matti Linnoila on as a guest in September. RK to check dates with Matti upon his return.
"People are Talking" (WWOR-TV, NY area)	General Destination	RK spoke with producer. Show is reformatting, so can't make any plans for next six months. Producer advises calling then.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE TWELVE

<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
WBZ-TV (Boston)	General Destination	RK called again to learn of interest for possible September visit. Still considering. RK to check out again in a few weeks.
WJZ-TV (Baltimore)	General Destination	Do a lot of destination pieces. However, northern destinations and foreign countries don't pull well in their market.
KPIX-TV (San Francisco)	General Destination	Are very interested in considering. Asked RK to re-send material. RK to follow-up.
"GOOD DAY NEW YORK" (WNYW-TV)	General Destination	Might be interested in a trip to Finland. Will consider and get back to RK.
"GOOD DAY" (WCVB-TV, Boston)	General Destination	Asked RK to send new material, as as they have new producer. RK to follow-up.
Bonaventure Productions	General Destination	Might be interested for next year. Asked that RK follow up with them later in the fall.

FINNISH TOURIST BOARD
PUBLIC RELATIONS REPORT -- JULY 1989
PAGE THIRTEEN

<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
SATW Luncheon Northeast Chapter	Cocktail Hour	RK spoke with Andre de la Varre. Due to complications on their end, FTB et al will do cocktails at November luncheon instead of Sept. RK advised all concerned and wrote confirming note to de la Varre.
Concorde Package	Extravagent Family Christmas Alternative	KWE spoke with tour operator Annemarie Victory to see if she might be able to create a Concorde package from NY to Rovaniemi. Nino gave RK info on Concorde package from London and RK sent to Ms. Victory. KWE feels this would have great publicity potential.
Meetings & Incentives Newsletter		RK writing.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- AUGUST 1989

Releases

Action

Status

"Winter Adventure and
Unique Activities"

Travel editors, consumer

Ready to be mailed to newspapers, as soon as FTB makes copies of photo, which will be sent to MDS to be included in release mailing.

"Christmas Tours"

Travel editors, consumer

RT brought photos back from Finland and RK writing caption for one selected. RT to have copy prints made and will send to MDS to be mailed out with releases.

"World's Biggest Ferry"

Travel editors, consumer
and trade.

RK wrote and sent to FTB for approval. FTB made some revisions and has requested some additional information from Helsinki. RK to complete as soon as new information is available. FTB has requested a photo as well.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Nordic Hotel & Tourist Cheque"	Travel editors, consumer and trade	RK wrote. Sent to FTB for approval. Was told to wait for Nino de Prado's return after Labor Day for approval as he knows more about.
"Moneysavers '90"	Travel editors, consumer and trade.	RK to update according to new information to be provided by the FTB.
"Cultural Crossroads Packages"	Travel editors, consumer and trade	Finnair just sent new brochures. RK writing.
"Finland/Tourism"	<u>ASTA Congress Daily</u>	FTB requested that agency write for special release for <u>ASTA Congress</u> <u>Daily</u> . RK to talk to ML to get new tourism figures and will write.

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Press Visits

"Finland on a Budget"
July 22 - 29

Action

RT accompanied press group, which included Bernice Carton, Oakland Tribune; Robert Fried, Relax; Sally Moore, Saturday Evening Post; Judy Babcock Wylie, Travel & Leisure; Pat Hanna Keuhl, Rocky Mountain News; Carla Waldemar, Twin Cities Reader; Jane Milza, Staten Island Advance; and Guy de Marino, Edmonton Sun.

Status

RT fulfilling requests for photos and recipes.
Guy de Marino has already published an entire Finland issue (August 20), with full color photos in the Edmonton Sun.

"Christmas/Shopping - Design"
November 30 - Dec. 7

RT confirmed dates with Finnair. RK wrote invitation letter, which she mailed to 50 writers along with supporting literature. Letter included itinerary highlights as per discussion with RT.

RK to begin making follow-up phone calls.

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<u>Press Visits</u>	<u>Action</u>	<u>Status</u>
Andrew Nemethy DIVERSION	Agency Invited to Finland.	Covered Arctic Canoe Race July 30 - August 3. Trip completed.
John McCarry THE YACHT	Agency invited to Finland.	Per Trade Commissioner's request, RK called David Haworth about arranging air and hotel for Mr. McCarry. Magazine arranged for a Finnish photographer to accompany McCarry. Trade Commissioner planned itinerary -- with one day open for FTB program. Trip was from August 20 - August 27. Completed.
Linda Frahm WALKING MAGAZINE	Agency invited to Finland to cover Finlandia March.	Frahm left for Finland August 29. Will return September 5.
Mary Ann Hemphill FOOD & WINE	Was going to Finland on a Carnival Cruise press trip and wanted to do some other things if able to stay an extra day. Couldn't get later flight from Carnival, so thought wouldn't be able to stay. RK alerted RT to situation.	Upon her return from Finland, RT called Mary Ann and arranged with Finnair a later departure, as as well as a special program for her in Helsinki.

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Press Visits

Action

Status

Cathy Cooke
TAXI

Agency invited to
Finland.

Cathy Cooke, features editor, definitely wants to send a writer to Finland September 28 -Oct. 5. Magazine to run a special Scandinavian issue in the spring. RK memoed RT, who in turn tried to call Cooke, who was not in. RT to try to set up a meeting.

George Mendoza
WASHINGTON POST
NEW YORK TIMES

RT called RK to say she had received a call from a writer who claims he had an assignment letter from the Washington Post. RT asked RK to call and check him out. RK called and established credentials (was formerly a Putnams author) & suggested to RT that RT and RK meet with him at the FTB following day. Met with Mendoza and wife, who are also doing Isabella Rossellini's Beauty Book (need spa info).

Mendoza had copy of letter of assignment, expressing interest in his doing a fishing story from Finland. RT and RK discussed plans for trip. RT to plan itinerary. Next day he calls to say that sports editor of New York Times wants him to file a fishing story for Outdoors column on Sept. 14. He is to leave for Finland on Sept. 6.

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Press Visits

June Griffin
SUN JOURNAL

Action

Agency spoke with Ms. Griffin about her plans to be in Helsinki Oct, 16, 17 on return from press trip to Russia. She very much wants a day's tour of Helsinki, which she has always wanted to visit. She plans to do a story about.

Status

RK memoed RT about Ms. Griffin's plans to be in Helsinki and recommended that she call her to organize a day's program. RT said she would handle.

Press Trip Results

Horace Sutton's Helsinki story (from his April 1989 visit) appeared in the August 27 issue of the Newark Star Ledger.

Diana & Bill Gleasner, who went on the July '87 trip had articles published in the San Juan Star Magazine (Sun. June 11) and in the Knoxville News-Sentinel (Aug. 13).

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Press Visits

Action

Status

Press Trip Results

Lisa Beebe, who attended the July '88 trip, had an article about her overnight cruise to Leningrad published in the July 16 issue of The Baltimore Sun.

Kit Snedeker, who went on a press trip in '87 had a piece on the Gourmet Room published in the July issue of Entree.

Media Liaison

Story Angle

Action/Status

Larry Messin
STATEN ISLANDER

General Destination

Had called RT about a trip. RT asked for agency appraisal. Agency said was not strong enough to be invited on a trip. RK called an told Messin that he would need an assignment from a major publication. He said he would start looking.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Julia Ritchey THE ILLUSTRATED	Winter Adventure	Requested color transparencies for for a winter story they will be running (will be including winter package release we had sent earlier). RK sent transparencies.
M. Handleman HANDLEMAN ASSOCIATES	Helsinki/Gateway	Called to request black & white glossies for story on Antor survey. KWE suggested Helsinki, as it is a gateway to Soviet Union. RK sent.
Bob Weiss TRAVEL NEW ENGLAND	Helsinki/Gateway	Requested black & white glossies for for ANTOR story. Sent Helsinki photo.
Pat Canova MIAMI HERALD	Winter Adventure	For story she is writing on on Winter Adventure trip needed additional information on reindeer safaris. RK suggested she speak with Eeva-Liisa.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Patricia Tunison Preston VACATIONS	General Destination	Doing a story on new, different and trend-setting destinations for the 1990s. Sent information on Finland.
Stephanie Kleinman HEALTH	General Destination	Pitched food and spa trip to Finland. Gave information. Will let us know if interested in making a trip.
Martha Isherwood Bentley GLOBE & MAIL	General Destination	Discussed December trip and chance of her going. Said might be interested. RK to send material.
Sondra Gollinken DEPARTURES	General Destination	Might want to go to Finland 1990. RK to keep posted on trips. Will invite for December.
Margo Hammond NEW YORK TIMES SYNDICATE	Shopping/Design	Pitched December trip. Said is a possibility. Will let us know for sure a bit later. RK to follow-up.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Ty Harrington VIDEO MAGAZINE	Helsinki	Wanted to know if the Tourist Board would help him with travel arrangements to Helsinki. Wants to stop there for a few days on his way to Estonia. RK suggested that he discuss with RT on her return from Finland.
Lynn Seldon ENDLESS VACATION	General Destination	Is very interested in going to Finland this year. RK said that he should try to get a good assignment and then we would consider sending. Is a young writer who is getting some good placements.
Bob Puhala CHICAGO TRIBUNE	General Destination	Discussed his going on the December trip. Said might want to do, but will have to let us know later. RK to follow-up.
Vincent Randazzo THE TIMES-PICAYUNE	General Destination	May be interested in a press trip later this year. RK to keep informed of trips.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WRKO Radio (Boston)	Sent proposal for fall promotion.	Since Pentti Rosenberg and Matti Linnoila were both away on vacation, and station needed approval on their proposal, RK and Maebeth approved. Upon his return Pentti said he thought it was a very good proposal and was glad it was going ahead. Promotion to start Labor Day weekend.
WWDB Radio (Philadelphia)	Sent proposal for fall promotion.	RK sent copy of proposal to Matti Linnoila and Pentti Rosenberg for their approval. RK waiting for approval.
WALK Radio (Long Island, NY)	Sent proposal for Christmas promotion. Tie-in with Radio City.	RK sent preliminary proposal to ML and PR for approval. RK waiting to for their decision.
WBBM Radio (Chicago)	Discussed ideas for a fall promotion. Is going to send proposal for consideration.	RK waiting to see proposal.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WBZ Radio (Boston)	Interested in doing a fall promotion.	Since WRKO doing their promotion, can't work with them now. RK will contact them later. Perhaps can do something in the winter.
KSFO Radio (San Francisco)	Sent proposal for a late December promotion.	RK sent to ML and PR for approval.
<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Almanac of Travel" (Travel Channel)	Winter Finland	RK booked Matti Linnoila for a September 15 taping. Will discuss winter programs. RK sent press kit and will send winter video and slides. RK will also prepare a list of questions for ML before taping.
"Good Day New York" (WNYW-TV)	General Destination	Discussed at a meeting. Not at this time.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
WFTS-TV (Tampa, FL)	Christmas Promotion	Was referred to RK by ML. Wanted to offer a trip to Finland in station Christmas promotion. However, RK learned that he is not interested in a trade-out. Wants advertising money -- \$60,000. RK says "no way," and suggests he speak to Pentti Rosenberg, even though is a long shot.
WUHQ-TV (Grand Rapids, MI)	Christmas Documentary	Called FTB about going to Finland to do a Christmas Documentary. RT asked agency to check out. Lois Neufeld says that station is in top 50 markets (is #38) and thinks is worth sending. RK and RT have called station, who will let us know final decision.
KPIX-TV (San Francisco)	General Destination	RK re-sent material and followed-up with phone call. Are considering along with a few other destinations. RK to follow-up again early September.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Meeting & Incentives Newsletter		RK wrote. Will give to Nino de Prado upon return from vacation.
Macys	Winter Promotion	RK met with Ruth Lomolino of Macys to discuss possibility of doing a Finland promotion in the store. Ruth to discuss and get back to RK.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

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Releases

Action

Status

"Winter Adventure and
Unique Activities"

Travel editors, consumer

Mailed out to newspapers, with photo.
Completed.

"Christmas Tours"

Travel editors, consumer

Mailed out to newspapers with photo.
Completed.

"World's Biggest Ferry"

Travel trade

RT received additional information
from Helsinki, which RK incorporated
in release. To FTB for final
approval. Release mailed. Completed.

"Nordic Hotel & Tourist
Cheque"

Travel editors, consumer
and trade

RK wrote. FTB decided did not want
promote. Will not be sent out.

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<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Finland/Tourism"	<u>ASTA Congress Daily</u>	RK met with ML to discuss new tourism figures for release. ML requested from Helsinki and RK wrote article, by-lined by ML. RK sent release to ASTA with photo of ML and shots of Finland.
"Moneysavers '90"	Travel editors, consumer and trade.	FTB requested new information from Helsinki. Info received and RK updating.
"Cultural Crossroads"	Travel editors, consumer and trade.	RK to check with Finnair to see how they are handling new brochure. RK to write FTB release accordingly.
"Rent Your Own Train"	Travel editors, consumer and trade.	Was decided at FTB/Agency meeting that this would be a terrific release subject. FTB to get info and RK will write.

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Releases

Action

Status

"Ice Golf Tournament"

Travel editors, consumer

RK to get additional info from Finnair and will write.

Press Visits

Action

Status

Christmas/Shopping-
Design"
November 30 - Dec. 7

Agency following up
with writers they had
invited.

The following writers have said that
they would like to join the Dec. trip:

Janet Fullwood, travel editor,
Sacramento Bee (Sacramento CA).
Needs to pay for own trip. RK
to check with FTB to find out what
kind of deal we can offer.

Yolande, Rondeau, Chatelaine magazine
(Montreal, Canada).

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Press Visits

Action

Status

"Christmas/Shopping
Design" (continued)

Laura Bly, travel editor, Orange
County Register. Needs to pay for
own trip. RK to find out from FTB
what rate they can give.

Martha Isherwood Bentley (Toronto,
Canada), Globe & Mail.

Alan Littel (Lives in New York), is
syndicated to over 20 papers,
including Los Angeles Times,
Cleveland Plain Dealer, San Francisco
Examiner. Travels with his
photographer wife. RK requested
approval from FTB their joining trip
as a couple. RK to let Littel's know
for certain.

George Mendoza
WASHINGTON POST
NEW YORK TIMES

RT planned itinerary
for fly fishing trip.

Left for Finland on September 6.
Completed.

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Press Visits

Action

Status

June Griffin
SUN-JOURNAL

RT spoke with Ms. Griffin to get exact date she wanted to tour Helsinki.

RT has requested a day's program for Ms. Griffin in Helsinki.

Ty Harrington
VIDEO MAGAZINE

Asked FTB if they would make travel arrangements for him to and in Helsinki. Will write a story for Video magazine. Wanted to stop in Helsinki on way to Estonia.

RT arranged flights on Finnair and program for him in Helsinki.

Press Trip Results

Arthur Harris, who attended March, 1989 winter/adventure press trip, has had his feature article on the ice-breaker cruise has appeared in the Sept. 10 issue of The Boston Globe, the Sept. 17 issue of the South Bend Tribune, the Sept. 17 issue of the Ft. Myers News Press and the Sept. 20 issue of the Toronto Globe and Mail, all with photos (some in color).

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Press Visits

Action

Press Trip Results

Status

Lois Friedland, who went on the March 1989 winter/adventure trip had a feature story appear on the front page of the Sept. 3 issue of the Denver Post, with color photos that she took.

Judy Babcock Wylie, who attended the July 1989 press trip, ran two stories in the Sept. 3 issue of the Pasadena Star News, where she is travel editor.

Media Liaison

Story Angle

Action/Status

Karen Wesolowski
ATLANTIC MONTHLY

Winter Adventure

RT asked RK to send color slides of the Finlandia Ski Race and the reindeer race to magazine per their request for a feature they are doing. RK sent.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Bobbie Leigh AMERICAN EXPRESS PLATINUM CARD	Winter Adventure	Pitched December trip to Finland. Said really wants to go on winter/ adventure trip in March. RK to let her know exact dates.
Carla Hunt DIVERSION	General Destination	Would love to go to Finland later on. Probably on March trip. RK to keep posted on trips.
Geri Bain MODERN BRIDE	Winter Adventure	Discussed her going on a press trip, either group or individual. Said she would like to go on a winter/adventure trip, for an off- beat honeymoon destination feature. RK to invite on March trip.
Ron Butler	Christmas	RK sent release and photos for a "Christmas Round the World" feature he is syndicating.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Ann Keefe BOSTON HERALD DALLAS MORNING NEWS	General Destination	Pitched December press trip. Can't go then, but would love to go some other time. Is travelling more often with writer/photographer husband, John, whose stories have appeared in the <u>Boston Globe</u> , amongst others. RK to organize an individual trip for them.
Kathryn Slechert BETTER HOMES & GARDENS DIVERSION	Shopping/Design	Discussed her joining the December trip. Is very interested. However, will only go if she can get an assignment. Will let RK know what she is able to work out. RK sent additional information.
Suzanne Murphy ROBB REPORT	General Destination	Had said earlier that she wanted to wanted to go on December trip. RK called to discuss. Unfortunately, she is moving to Puerto Rico and will only be doing local stories for next year.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Dwight Gast ART & ANTIQUES	Shopping/Design	Invited on December trip. Said some other time (timing of this trip is inconvenient) as he heard such good things about our trips from his friend Everett Potter. RK to keep him posted on other opportunities.
Shirley Streshinsky SAN FRANCISCO EXAMINER	Shopping/Design	Would have gone on Dec. trip, but has to stay home for a while to finish a novel. RK to invite her on winter/adventure trip.
Brenda Fine NEW YORK LAW JOURNAL	General Destination	Would love to go to Finland -- but will have to go in 1990, as she has to finish a book before the end of the year. RK to keep her posted on 1990 trips.
Joy Schabelan Lewis BALTIMORE SUN	Shopping/Design	RK followed-up, as per an earlier discussion, inviting her on December trip. Unable to go in Dec., but will try to work out for 1990. RK to stay in contact.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Status/Action</u>
Jennifer Quale TRAVEL & LEISURE ENDLESS VACATION	Shopping/Design	Is seriously considering going on December trip. Has to check personal schedule and will let RK know for sure.
William Brisick LA TIMES ISLANDS	Shopping/Design	Would very much like to join December trip. Must double check schedule, and confirm with RK by mid October.
Eugene Price SAN FRANCISCO EXAMINER	Shopping/Design	RK followed-up earlier interest to go on December trip. Has made other plans for that time so can't go. However, would like to go another time. RK to keep posted on future trips.
Charles Lockwood TRAVEL & LEISURE LOS ANGELES TIMES	General Destination	Talked about his going to Finland. Might be interested -- but has to check his schedule. Will get back to RK.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Marty Olmsted SAN FRANCISCO FOCUS	General Destination	Doesn't think will be able to participate in Dec. trip. But would like to know about other trips. Would like to go another time.
Lori Buckle BON APPETIT	General Destination	Dec. trip doesn't look good for her. If something changes she will let RK know.
Ken Kerns TOWER MAGAZINE	General Destination	Wanted to join December trip. However, has now learned that Tower's flights to Helsinki are charters -- originating from Finland. But is very interested in running items in magazine about Finland, and RK sent releases and photos, which he plans to use in an upcoming issue.
Phyllis Meras PROVIDENCE JOURNAL	Shopping/Design	Can't make December trip. Perhaps will want to go in 1990. RK to keep her advised of trips.

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PAGE TWELVE

<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WRKO Radio		Promotion in progress. Station will advise Finnair of winners when completed.
WWDB Radio (Philadelphia)	Sent proposal for promotion.	FTB and Finnair approved proposal. Station to send copy lines for approval.
WALK Radio (Long Island, NY)	Sent proposal for promotion. Tie-in with Radio City.	FTB and Finnair approved. Station to send copy lines for approval.
WBBM Radio (Chicago)	Called to say had delay getting proposal together. Is putting together and will send.	RK waiting to see proposal.

FINNISH TOURIST BOARD
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PAGE THIRTEEN

<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
XTRA Radio (San Diego)	Interested in doing a fall promotion. Will send a written proposal.	RK waiting to see proposal. Will send to FTB and Finnair for approval.
KSFO Radio	Sent proposal for a winter promotion.	Proposal approved by FTB and Finnair. RK called station with approval. May be a conflict. Station to let RK know if they can proceed.

<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
"Almanac of Travel" (Travel Channel)	Winter Finland	Matti Linnoila taped show on Sept. 15. Completed.
WUHQ-TV (Grand Rapids, MI)	Christmas Documentary	RK checked again with station. Said very interested, but waiting for final approval. Asked to see a copy of "Runaway With the Rich & Famous." RK asked RT to send.

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<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
KPIX-TV (San Francisco)	General Destination	RK followed-up regarding to visit to Finland this fall. Have decided to do something domestic. May want to go to Finland in 1990. RK to stay in touch.
RUNAWAY WITH THE RICH & FAMOUS	General Destination	RK spoke with producer about going back to Finland. Is extremely interested. Asked RK to send some story ideas. RK to put together.
"Finland Calling" (WLUC-TV/Marquette, MI)	Interview - Matti Linnoila	RK called to find out if show was interested in interviewing ML if he could find time to visit Marquette from Chicago. Producer was very interested. However, connections from Chicago to Marquette very poor, and ML could not organize. Will schedule another time, when more convenient for ML.

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<u>Special Projects</u>	<u>Story Angle</u>	<u>Action/Status</u>
Meeting & Incentives Newsletter		Nino de Prado approved. RK had laid out by graphic designer and sent for printing. RK fedexed 500 copies of completed newsletter to Nino in Chicago.
TRAVEL WEEKLY Interview	Finland: Gateway	Agency arranged for Nino de Prado to be interviewed by Robin Amster, in conjunction with agency ANTOR survey results.
INSURANCE CONFERENCE PLANNER Interview	Finland #1 Meeting Destination in Scandinavia	Agency arranged for Nino de Prado to be interviewed by Insurance Conference Planner at "Start With a Finnish" workshop in Boston.
COCKTAIL RECEPTION For Marketing Director		Agency helped FTB draft letter and list for cocktail reception to be given by Mr. & Mrs. ML for new Marketing Director.
List For Trade Commissioner		Agency sent a list of women's and fashion magazines to Trade Commissioner's office, at request of FTB.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

FINNISH TOURIST BOARD

PUBLIC RELATIONS REPORT -- OCTOBER 1989

<u>Releases</u>	<u>Action</u>	<u>Status</u>
"Moneysavers '90"	Travel editors, consumer and trade.	RK incorporated updated info. into release. Sent to FTB for final approval and mailed out. Completed.
"1990 Eclipse"	Travel editors, consumer and trade.	RK wrote. Is waiting for additional information from package Virginia Roth on special package to include in release. As soon as info arrives, RK will include and then send to FTB for approval.
"Scantours/Winter"	Travel editors, consumer and trade.	Ulla asked agency to write a release about Scantours packages to Finland, as featured in their newly published "ScanPlanner 89/90." RK wrote and faxed to Ulla for approval.

FINNISH TOURIST BOARD
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Releases

Action

Status

Incentive Brochure

Trade

Nino gave RK new incentive brochure for release. RK writing.

"Cultural Crossroads"

Travel editors, consumer and trade.

RK spoke with Maebeth to find out how they are handling. Maebeth said they are doing, so not necessary to do another.

"Ice Golf Tournament"

Travel editors, consumer and trade.

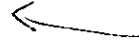
RK has requested additional info from Finnair so she can write. RK waiting for information.

"Rent Your Own Train"

Travel editors, consumer and trade.

RT suggested that RK visit train company when she is in Helsinki to see what info there is. RT and RK to try and fit into RK's itinerary.

↑ try to get info from Finnair



Ask - Quora if
possible. Review
and report.

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Press Visits

"Christmas/Shopping-
Design"
November 30 - Dec. 7

Action

Agency continued to
follow-up with writers
invited.

Status

The following writers will join the
December trip: RT to arrange
itinerary and send out to writers.

Janet Fullwood, travel editor,
Sacramento Bee (Sacramento, CA). Was
interested in an additional program
to Leningrad. RK suggested she speak
with RT about. RT handling. Since
has to pay own way, FTB said she can
pay Finnair's "Fantasy Tour" rate.

Laura Bly, travel editor, Orange
County Register. Also has to pay own
way, so will also pay "Fantasy Tour."
Would like additional program to
Leningrad as well. RT handling
request.

Yolande Rondeau, Chatelaine magazine,
(Montreal, Canada).

FINNISH TOURIST BOARD
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Press Visits

Action

"Christmas Shopping-
Design" (continued)

Status

Martha Isherwood Bentley (Toronto, Canada), Globe & Mail.

Arline Inge (Los Angeles, CA), Washington Dossier and Bon Appetit.

William Brisick (Westlake Village, California), Los Angeles Times, Islands.

Rona Jaffe (New York, NY), novelist
On assignment for European Travel and Life.

Joan Scobey (Scarsdale, NY), Travel & Leisure.

FINNISH TOURIST BOARD
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Press Visits

Action

"Christmas/Shopping-
Design" (continued)

Status

Alan Littel, syndicated to 20 papers, including San Francisco Examiner and Cleveland Plain Dealer, had wanted to join trip with his wife, who does their photography. Finnair said no couples. RK will try to organize an individual trip for them at a later date.

Gail Hudson
WASHINGTON MAGAZINE

Wanted to go on an individual trip to Finland with her daughter to write about spending a family Christmas in Finland.

RK suggested writer speak to Ulla, since an individual trip. Ulla had already promised an exclusive on same angle to another writer. If he can't get an assignment by mid-November, Ulla will arrange for Hudson to go.

Press Trip Results

George Mendoza, who went on a fishing trip in Finland in early September, had his story appear in the "Outdoors" column of The New York Times.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
AP NEWSFEATURES	Christmas	RK sent Christmas package release for inclusion in AP's Holiday's '89 round-up.
Bill Gary BON APPETIT	General Destination	Pitched travel editor, Lori Buckle on trip to Finland. Said that her editor Bill Gary may want to join March trip. Is very interested in visiting Finland. RK to invite on March trip.
Gary Ford SOUTHERN LIVING	General Destination	Tried to entice Mr. Ford to join December trip. Wanted to go, but not a good time. Said would definitely join us on a future trip. RK to follow-up.
Teague Jackson GOLF ILLUSTRATED	Midnight Sun Golf Tourney	Called Risa to find out how he could get info he needed for article he was writing (was supposed to go to Midnight Sun Golf in July, but surgery prevented him). Unable to find out anything at Finnaair. RK called Pentti, who said he would have someone call him.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Linda Wolfe <i>New York</i>	General Destination	KWE met with Lina Wolfe, prominent author and magazine writer and pitched Finland. She isn't interested, but said she'd think about other appropriate writers.
Jean Anderson BON APPETIT	General Desination	Invited on December trip. Said would would love to go some other time. IS too far behind in work to go anywhere for awhile. RK to invite again.
Nicholas Von Hoffman Contributor, NEW YORKER CONDE NAST TRAVELER	General Destination	KWE met and pitched Finland Said he might be interested in going to Finland for Conde Nast Traveler in spring or summer -- especially to cover Finnish design (he has Finnish China). RK to follow-up with him in April. Magazine will pay if he goes.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Judith Hennessee TOWN & COUNTRY MANHATTAN INC.	Design	Talked about the possibility of of her going to Finland. Said that the winter/adventure trip sounded interesting -- perhaps could do something special on Lapps and design. RK sent winter/adventure material. Will invite on March trip.
Harriet Heifetz FORT WAYNE GAZETTE	Winter Adventure	Requested additional information on Finnair Tours. RK sent.
Ludmilla Alexander SOUTH BAY ACCENT	Shopping Design	Pitched December trip. Would very much like to go, but not a good time. Would like to be invited on future trips.
Drew Garrity SNOW COUNTRY	Finlandia Ski Race	Called to find out when Finlandia Ski race is going to be held. RK sent info.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Georgia Hesse <i>Don Anderson interview and other</i>	General Destination	Interested in going to Finland later in the year. RK to follow-up.
Tim Thompson <i>(Don - see RTW for eff. material)</i>	Winter Adventure	Spoke to about going on an individual trip to do winter adventure. Unfortunately, his schedule doesn't work out for this year. Would like to do something next winter. Is a fantastic photographer, so might want to consider making a deal to use his photography. RK gave RT a copy of one of his books. RK to follow-up for next year.
Tom & Michelle Grimm ORANGE COAST	General Interest	Pitched on an individual trip. Since they are now writing for Orange Coast, can't go, as OC did a Finland feature last year.
Eric Hosek OFFICIAL RECREATION GUIDE	Coming Events	Asked for updates on Finland events. RK sent.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jackie Peterson SACRAMENTO UNION	General Destination <i>pls do so as of 11</i>	Invited to Finland. Said might be interested. Would like to have a copy of Moneysavers release and a Cultural Crossroads brochure. RK to send when release is printed.
Kathryn Sfechert BETTER HOMES & GARDENS DIVERSION	Shopping/Design	RK had sent additional shopping/design information. Ms. Sfechert tried to get assignment -- but earthquake interrupted efforts. Wants very much to go and will continue to work on an assignment. RK to invite on March trip.
Jane Doerfer GOING SOLO	Shopping Design	Requested information on Shopping. RK sent. RK invited on an individual trip. Will let RK know if can go.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WRKO Radio (Boston)		Promotion completed. Station advised Finnair of winners for fulfillment..
WWDB Radio (Philadelphia)	Sent copy lines for approval.	RK to get approval from Finnair.
WALK Radio (Long Island)	Sent copy lines for approval.	Copy lines approved. Station to to begin promotion.
WOR Radio (New York, NY)	Followed up with station about doing promotion.	Are very interested in doing a a holiday promo. Will discuss with program director and let RK know.
WQXR Radio (New York, NY)	Followed up with station.	Would be interested in doing. Asked for some additional info. RK sent. Will get back to RK with answer.
WRQX Radio (Washington, D.C.)	Followed up with station.	Sending a proposal for our consideration. RK to discuss with FTB and Finnair.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
KOST Radio (Los Angeles)	Followed up with station.	Will be sending a proposal. RK said didn't think value of promo would be enough, but to send anyway. RK to discuss with FTB and Finnair.
KJR Radio (Seattle)	Followed up with station.	Can't do this year. Maybe next time.
WKHI Radio (San Francisco)	Followed up with station.	Asked for additional information. RK sent.
KIXI Radio (Seattle)	Followed up with station.	Would like to do, however, have a problem coming up with airfare from Seattle to LA. If we provided airfare, said would do. RK said unable to do.
WTOP Radio (Washington, D.C.)	Followed up with station.	Might be interested. Will talk with her people and get back to RK with answer.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
WMAL Radio (Washington, D.C.)	Followed up with station.	Discussed possibility of their doing a promo. Said weren't interested at this time.
WGMS Radio (Rockville, MD)	Followed up with station.	Asked for additional info. RK sent. Will follow-up.
WHTZ Radio (New York, NY)	Followed up with station.	Are considering. Will let RK know if can do.
KSFO Radio (San Francisco)	Followed up with station.	Had sent proposal, which was approved by FTB and Finnair. Station said can't do afterall. Will try again next year.
XTRA Radio (San Diego)	Sent written proposal.	RK sent to Finnair for approval. Waiting to hear from Pentti.

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<u>Radio Promotions</u>	<u>Action</u>	<u>Status</u>
Radio Interviews for Matti Linnoila	RK wrote pitch letter and mailed to 75 stations for telephone radio interviews.	Agency to follow-up with stations.
<u>Television</u>	<u>Story Angle</u>	<u>Action/Status</u>
WUHQ-TV (Grand Rapids, MI)	Christmas Documentary	RK checked again with station. Said that they could not organize at the local level. Would try to do for next year.
Laura Powell CNN	Christmas	Said if we could get some B-roll of Santa and Christmas happenings in Finland, might be able to run with our Christmas release. Agency requested video footage. RT put request through to Finland. Waiting for video.
Today (NBC-TV) Good Morning America(ABC) CBS This Morning	General Destination	RK followed-up with contacts at morning shows, at request of ML, to see if they were planning Finland broadcasts. Stations said nothing was being planned at this time.

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Special Projects

Story Angle

Action/Status

Reception for
FTB V.P. Marketing

RK attended reception for new
FTB V.P. Marketing at Home of Matti
Linnoila.

FTB Lunch

RK and KWE joined FTB for lunch
with new marketing director. RK and
KWE talked about PR activities and
new ideas.

KWE Presentation
Finland Promotion Board

On October 11, KWE spoke before
the Finland Promotion Board, briefing
them on the agency's PR efforts for
Finland.

Meeting w/Andre
de la Varre

SATW Luncheon

RK met with Andre de la Varre
to organize SATW lunch for Nov. 27.
RK drafted copy for invitations, and
RT wrote to Finnish companies
requesting product for goody bags to
give out at luncheon. RK is
organizing cocktails and lunch menu
with Waldorf Astoria, where luncheon
will be held.

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Special Projects

Story Angle

Action/Status

Oiva Toikka Exhibition

RK pitched New York magazine on including a short on Oiva Toikka and his exhibition at the Heller Gallery. Magazine said unable to do anything, as they have a 6 week lead time.

Finnish Food Week
RITZ CARLTON *gvdw*

KWE and RK contacted Ritz Carlton PR about Finnish Food Week. Agency to discuss with FTB at next meeting.

Scandinavian Christmas
Festival

RK called PR rep at American-Scandinavian Foundation to offer assistance in promoting St. Nick and reindeer. Carol Haas to meet with RK to discuss possibilities.

FTB 1990 Planning Meeting

Agency prepared discussion questions for 1990 Planning Meeting on Nov. 14, and mailed to all concerned.

TO: MATTI LINNOILA

FR: KAREN WEINER ESCALERA ASSOCIATES

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Releases

Action

Status

"Scantours/Winter"

Travel editors, consumer
and trade.

Ulla approved. Agency mailed out.
Completed.

"1990 Eclipse"

Travel editors, consumer
and trade.

RK called packager Virginia Roth 3
times, requesting information on
special eclipse package to include in
eclipse release RK has written. Each
time Roth promised to send material.
Still have not received. RK to call
again.

"Ice Golf Tournament"

Travel editors, consumer
and trade.

Information arrived from Finnair. RK
to get photo when in Finland. RK
writing.

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Releases

Action

Status

"Rent Your Own Train"

Travel editors, consumer
and trade.

RT made appointment for RK to meet
with train representative when she is
in Helsinki. RK will write release
on return. RK to also get a photo of
children's car while in Helsinki.

"Coming Events"

SATW Lunch Press Kits

RK compiled listing of coming events
in 1990, which was included in the
SATW luncheon press kit.

Press Visits

Action

Status

"Christmas/Shopping
Design"

November 30 - Dec. 7

RT arranged itinerary
and sent to writers

RK left on November 30 to accompany
first half of press trip. RT to join
group on December 4. Press trip
includes:

Janet Fullwood, travel editor,
Sacramento Bee (Sacramento, CA). RT
helped arrange additional program in
Leningrad, for which she left a week
earlier.

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Press Visits

"Christmas/Shopping
Design" (Continued)

Action

Status

Laura Bly, travel editor, Orange
County Register. Also going to
Leningrad a week early. RT
made arrangements.

Yolande Rondeau, Chatelaine magazine
(Montreal, Canada).

Martha Isherwood Bentley (Toronto,
Canada), Globe & Mail.

Arline Inge (Los Angeles, CA),
Washington Dossier and Bon Appetit.

William Brisick (Westlake Village,
CA), Los Angeles Times, Islands.

Rona Jaffe (New York, NY), novelist.
On assignment for European Travel and
Life.

Joan Scobey (Scarsdale, NY) Travel &
Leisure

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Press Visits

Action

Status

William Clifford
PAN AM CLIPPER

Has an assignment from
Pan Am Clipper to do story
on Helsinki. Wants to go in
spring. RK sent info, including
special info requested on food.
RK put in touch with RT.

RT spoke with Clifford and
will help him with his itinerary.

Andrew Marton
WASHINGTON POST

Discussed story ideas for
an individual trip. RK
sent info. and will put
him in touch with RT as
soon as he gets assignment.

Marton is trying to get an
assignment. Would like to go to
this winter while in Europe.

Christine Loomis
PARENTS MAGAZINE

Is interested in doing a
family oriented story and
wants to experience the
reindeer safari and other
activities children would
love. She wants to travel
with her husband, who does
photography. RK asked RT
to contact.

RT has spoken with and will organize
trip.

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Press Visits

June 1990
Pan Am Group Trip

Action

KWE met with Jeff Kreindler, VP of PR for Pan Am re: press seats for '90. He said would like to work with agency and its clients. KWEA asked ML how FTB would like to participate. ML said would like for a June trip -- a joint venture with Sweden. Group would fly Pan Am from NY to Stockholm, then take overnight cruise to Helsinki. RT suggested that group might visit Naantali Music Festival or something similar.

Status

10 seats to be reserved in June on Pan Am, NY - Stockholm. Must lock in dates by Jan. 1. Awaiting approval from Pan Am. FTB and agency to determine theme of trip.

Gail Hudson
WASHINGTON MAGAZINE

Ulla offered to organize a special Christmas visit in Southern Finland, as had promised an exclusive Lapland Christmas story to another writer in her territory.

Ms. Hudson prefers to go to Lapland, regardless of our exclusivity arrangement. She told agency that she would try to make own travel arrangements. Agency said she must go through Ulla and would not get involved.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jeannie Block ST. LOUIS NEWS SERVICE	Christmas	Pitched Christmas visit to Finland. Would love to go -- but would prefer the spring or summer. Travels with her husband. Will contact RT to help organize a trip.
Steve Bulkley GOOD LIVING MAGAZINES	Money Savers	Wants to run our money savers release. Asked for photo of Helsinki to go with. RK sent.
Lynn Povitch NEWSWEEK	Adventure Travel	KWE met with Lynn Povitch and pitched soft adventure travel. She was interested. KWE drafting pitch letter. Has requested statistics from FTB and Finnair. Waiting for information.
Judith Hennesse TOWN & COUNTRY MANHATTAN INC.	Design	Asked RK for additional information. RK sent. Interested in March trip. RK to confirm interest when dates received from Finnair.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Jim Sheerin PALM BEACH SOCIAL PICTORIAL	Shopping/Design	KWE met with and pitched shopping/design trip. Will advise if interested in going.
Lisl Spangenberg SOUTHERN BRIDE & VALLEY	Winter Adventure	Discussed possibility of her visiting Finland before end of the year. Requested info on winter adventures and Lapp wedding ceremony. RK sent. Will advise if wants to go.
Candyce Stapen WASHINGTON POST DIVERSION	Winter Adventure	Pitched Christmas in Lapland. Said that not a good time of year for her to travel. Would prefer going on winter adventure trip in March. RK to invite when dates set.
Patricia & Robert Foulke BOSTON GLOBE DETROIT FREE PRESS	General Destination	Were interested in spending Christmas in Lapland, but Mrs. Foulke's father died. Would like to go in spring or early summer. Robert Foulke has special interest in maritime stories. RK to have RT contact.

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<u>Media Liaison</u>	<u>Story Angle</u>	<u>Action/Status</u>
Heather Stern HG	Design	Pitched trip to Finland for 1990. Said weren't interested in doing a Scandinavia story for awhile. Perhaps next year.
Eleanor Berman NEW YORK POST	Winter Adventure	Would be interested in going on March trip. RK to contact with dates.
Marybeth Jordan METROPOLITAN HOME	Design	Is very interested in visiting Finland in the spring. Would like info on Aalto and Saarinen. RK to send.
Robert Masello BRIDES	General Destination	Is trying to get an assignment with with <u>Brides</u> -- hopefully before end of year. More likely, will want to go in 1990. Will let us know when he has something firm. RK to follow-up.