

28 FEB 1993

For Six Month Period Ending _____

(Insert date)

Name of Registrant
AVISO, INC.

Registration No.
4220

Business Address of Registrant
1150 Marina Village Parkway, Ste. 104
Alameda, CA 94501

I-REGISTRANT

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

(a) If an individual:

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

(b) If an organization:

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

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

N/A

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

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

If yes, furnish the following information:

N/A

Name

Position

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT
Date Connection
Ended

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

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
N/A				

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

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

N/A

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

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
See Attached.		

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

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Carol Martinez	3438-A Foothill Blvd., #491, La Crescenta, CA 91214	Writer	09-14-92

9-14-92

II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

N/A

9. Have you acquired any new foreign principal¹ during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

N/A

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

Australian Tourist Commission
Yasawa Island Lodge

III—ACTIVITIES

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

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

Australian Tourist Commission

- Media Contact
- Press Release Writing
- Newsletter Development
- Press Trip Planning
- Project Coordination
- Meeting Planning
- Public Relations

Yasawa Island Lodge

- Media Contact
- Press Release Writing
- Press Trip Planning
- Public Relations
- Project Coordination

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

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
 Yes ☐ No ☒

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

N/A

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

If yes, describe fully.

N/A

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

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

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

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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See Attached

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
N/A			

³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

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

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
-------------	----------------	----------------	---------------

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

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

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

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

V—POLITICAL PROPAGANDA

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

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

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

17. Identify each such foreign principal.

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

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

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

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

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

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

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

21. What language was used in this political propaganda:

- ☐ English ☐ Other (specify) _____

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

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

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

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

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

- Exhibit A⁶ Yes ☐ No ☐
Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

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

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

If no, please attach the required amendment.

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

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

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

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

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

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

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

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

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

(Type or print name under each signature)

"I declare under penalty of perjury
that the foregoing is true and correct."

Irvin C. Hamilton, Jr.
President

Subscribed and sworn to before me at _____

this _____ day of _____, 19 _____

(Signature of notary or other officer)

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

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64-- Supplemental Statement):

Yes _____ or No XX

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes XX or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

3-26-93
Date

Irvin C. Hamilton, Jr.

Please type or print name of signatory on the line above

President
Title

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**Supplemental Statement
Part I - Registrant
AVISO, Inc.**

6. Employee Termination

Name	Position	Date Terminated
George Ruppel	Area Manager-Los Angeles	9/17/92
Steve Collins	Office Assist/Errand Person	1/5/93

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Supplemental Statement
Part IV - Financial Information
AVISO, Inc.

14. (a) Receipt

NAME OF FOREIGN PRINCIPAL	DATE	PURPOSE	AMOUNT
Australian Tourist Commission	9/16/92	Professional Fees	\$49,798.20
		Air freight	\$2,599.24
		Consulting	\$140.00
		Copies	\$455.41
		Delivery	\$1,185.47
		Phone	\$879.53
		Postage	\$1,283.36
		Press Clippings	\$422.50
		Press Relations Wire Services	\$100.00
		Prints	\$177.54
		Printing & Artwork	\$1,529.04
		Transportation & Communications	\$346.66
		Travel Expenses	\$1,564.01
		Writing and editing	\$760.20
		Sub-Total :	\$61,241.16
	11/2/92	Professional Fees	\$32,757.50
		Air freight	\$2,118.54
		Copies	\$788.53
		Delivery	\$742.21
		Disk Transfer	\$8.12
		Filmwork/Photography	\$1,097.90
		Office Supplies	\$39.07
		Phone	\$1,596.48
		Postage	\$580.41
		Press Clippings	\$463.45
		Prints	\$194.85
		Transportation & Communications	\$325.75
		Travel Expenses	\$296.07
		Sub-Total :	\$41,008.88
	11/13/92	Professional Fees	\$22,156.25
		Advertising & Promotions	\$439.47
		Copies	\$810.71
		Delivery	\$92.50
		Phone	\$1,395.41
		Postage	\$476.02
		Press Clippings	\$468.53
		Press Relations Wire Services	\$265.00
		Reference Materials	\$26.13
		Transportation & Communications	\$66.56
		Travel Expenses	\$4,023.72
		Sub-Total :	\$30,220.30

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REGISTRATION UNIT

Supplemental Statement
Part IV - Financial Information
AVISO, Inc.

14. (a) Receipt

NAME OF FOREIGN PRINCIPAL	DATE	PURPOSE	AMOUNT
	12/9/92	Professional Fees	\$18,530.00
		Consulting Fees	\$2,192.46
		Copies	\$656.81
		Delivery	\$205.85
		Phone	\$859.20
		Prints	\$50.01
		Postage	\$356.81
		Press Clippings	\$485.14
		Research Fees	\$49.75
		Transportation & Communications	\$55.35
		Sub-Total :	\$23,441.38
	1/5/93	Professional Fees	\$20,117.50
		Copies	\$598.07
		Delivery	\$113.20
		Disk Transfer	\$8.12
		Filmwork/Photography	\$87.88
		Phone	\$489.88
		Postage	\$322.11
		Press Clippings	\$897.07
		Prints	\$110.42
		Transportation & Communications	\$101.32
		Travel Expenses	\$340.13
		Writing and Editing	\$1,516.02
		Sub-Total :	\$24,701.72
	2/5/93	Professional Fees	\$16,457.50
		Copies	\$277.18
		Delivery	\$199.95
		Phone	\$692.40
		Postage	\$310.80
		Press Clippings	\$34.92
		Transportation & Communications	\$141.37
		Travel Expenses	\$187.06
		Sub-Total :	\$18,301.18

\$198,914.62

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REGISTRATION UNIT

**Supplemental Statement
Part IV - Financial Information
AVISO, Inc.**

14. (a) Receipt

NAME OF FOREIGN PRINCIPAL	DATE	PURPOSE	AMOUNT
Yasawa Island Lodge	9/14/92	Professional Fees	\$3,321.44
		Consulting	\$241.19
		Copies	\$174.09
		Delivery	\$86.00
		Phone	\$57.39
		Postage	\$458.89
		Prints	\$105.00
		Transportation & Communications	\$206.82
		Sub-Total :	\$4,650.82
	2/5/93	Professional Fees	\$1,334.81
		Consulting	\$0.00
		Copies	\$100.40
		Delivery	\$0.00
		Phone	\$94.53
		Postage	\$122.90
		Transportation & Communications	\$6.80
		Overpayment	\$51.23
		Sub-Total :	\$1,710.67
			<u>\$6,361.49</u>

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A . V . I . S . O

AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

STATUS REPORT

SEPTEMBER, 1992

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT
DEPT. OF CRIMINAL JUSTICE

- **ACTIVITY SUMMARY**
- **ADVERTISING EQUIVALENCY REPORT**
- **PRESS RELEASES**
- **VISITING JOURNALISTS LOG**
- **VISITING JOURNALISTS QUESTIONNAIRES**

ACTIVITY SUMMARY

**AUSTRALIAN TOURIST COMMISSION
STATUS REPORT
SEPTEMBER, 1992**

Advertising Equivalency (September 92) = \$2,286,172

Press release	\$ 119,116
Photo/Info Asst.	\$1,156,432
VJP	\$ 553,192
Special Promotions	\$ 457,432

Press Releases

Good Value : Distributed
Helpline: Revised for Aussie press
Ad Launch General: Revised for consumer press
Theme Years: Revised for consumer press

Media Activity

Atlantic Monthly: Provided calendar of events for Nov. 1992 - March 1993, provided selection of slides from Sydney and fact checked information for upcoming article
USA Today: Provided information on performers scheduled to appear at the Manly Jazz Festival for article in the October issue
Boston Globe: Provided recent VJP participant with slides from Sydney
Arts and Entertainment Network: Provided information on obtaining filming permits in Queensland
KPIX-TV: Provided information for on Australian athlete Alex Watson
KTVU-TV: Provided general information and compile videotape
KABC-AM: Provided general information on drive holidays and bed and breakfast stays
Business Radio Network: Discussed promotional opportunities
Tennis Magazine: Provided information for story in connection with the Australian Tennis Open
The Garden Tourist: Provided list of horticultural shows scheduled throughout Australia in 1993
Travel Agent Magazine: Provided information for upcoming supplement on Asia and the South Pacific
Travel Agent International: Provided general information and slides
Travel Weekly: Provided general information for upcoming South Pacific reference guide
Tour and Travel News: Provided information for "World Destination Update" scheduled for October 26 supplement
Successful Meetings: Provided updated information and slides on the meetings industry
Corporate & Incentive Travel: Provided selection of slides for destination article
Incentive Travel: Provided selection of slides
Australian Expatriate: Provided information about the 1993 Surfboat Challenge
Tab Newspapers: Provided general information and information on Ansett airlines
Capitol News Service: Provided reader information numbers

Monthly Status Report/2

VIP Activity

Activity included providing follow-up information to previous and potential VJP participants and continuing to pursue candidates for theme tours and make arrangements for upcoming theme tour trips. We also discussed information and itinerary assistance for a professional group of 35 food editors and writers planning a trip for March 1993.

Journalists assisted included:

Herb Silverman/Betty Rolston, freelancers
Jeff Miller, freelance
Christine Temin, Aboriginal arts group
Eric Hansen, freelance, Islands Magazine
Carolyn Johns, Islands Magazine
Joan Tapper, editor, Islands Magazine
John Muncie, San Diego Union/Tribune
Linda Marie Singer, freelance
Barbara Singer, Today publications
Heidi Dvorak, LA Style
Barbara Dawson, freelance
James Bartlett, Metropolitan Golf
Mike Cox, Golf Magazine
Ron Crowley, Southern Links & Western Links
Joseph Passov, Golf Illustrated
John Lister, golf trip escort
Jeff Book, Westways
Ellen Alperstein
Rick Brown, freelance
Nancy Anderson, freelance (theme tour)
Bob Bone, freelance
Lark Gould, freelance
Morgan Lawrence, freelance
Chuck Fraga, freelance
Jay Brunhouse, freelance (theme tour)
Carolyn Thornton, freelance (theme tour)
Susan Farwell, freelance
Lillian Vecchiarelli, freelance, Marie Claire Magazine
Betsy Marsh, freelance (theme tour)
David Stevens, Playboy Magazine
Anita Leclerc, Esquire Magazine
Daniel Aubry, Town & Country

Video Footage Placement

Provided videotape footage to:

- Major League Baseball International
- News America
- CME Advertising
- International Video Network

Monthly Status Report/3

Trade Activity

ASTA

- Reviewed ASTA list provided by James LaValle, selected appropriate media for press kit distribution and submitted list to Lyndel Gray
- Prepared 50 press kits for ATC/New York
- Determined presentation date and time for ASTA award being given to the ATC during the annual conference
- Provided Sandra Chipchase with list of VIP media to invite to "Australia Night" event at ASTA conference.

MC&I Newsletter

- Edited copy and wrote additional stories for the ATC's MC&I newsletter
- Obtained quotes from incentive suppliers for newsletter article
- Discussed copy with Sandra Chipchase, revised two articles and adapted two other articles from previous issues of Fair Dinkum
- Provided photo of Stephanie Alexander
- Provided disk and hard copy to Vivien Flitton

Special Promotions and Projects

Good Morning America

- Continued discussions with producer
- Provided memo from Carole Hancock to producer Phil Bueth outlining requirements for production and next steps
- Requested letter of intent from producer

1993 DA Book

- Supplied Greg Wren with a list of travel writers for consideration as candidates to write the city introductions
- Contacted writers to determine availability
- Assisted Greg Wren in selecting writers and making assignments
- Followed up with writers to insure completion of assignments

Discussed and/or reviewed proposals for promotional consideration provided by:

- Sprint
- CNBC-TV - "Today's Bride" program
- Business Radio Network
- Austrade - "What's Cooking" program
- El Portal retailer
- Niblick Entertainment - "Escape to the World of Golf" program

Monthly Status Report/4

Fair Dinkum

Issue #7

- Proofed and revised copy and forwarded changes to Vivien Flitton
- Proofed final copy and discussed with Vivien Flitton

Issue #8

- Compiled story ideas
- Forwarded outline of story ideas to Greg Wren for review

92/93 Program

Revised plan to reflect budget reduction of \$168,000. Revisions included the elimination of all theme year promotional activities except the Good Morning America programming, elimination of all VJP activities except for participation in the 15 theme tours and elimination of the majority of Meetings & Conventions, Incentives Publicity. In addition, activities involving media interviews, speaking engagements and contact with Sunday newspaper special sections and syndicated media were consolidated into the News Bureau activities.

Other Activity

Discussed transfer of media lists with Kristy Shaw of BSI and provided disk containing all AVISO ATC mailing lists in ASCII, delimited format requested, along with updated distribution sheet and memo detailing the distribution procedure

Arranged interview for Carole Hancock with Australian press freelancer David Hay

Arranged interview for Greg Wren with the Business Radio Network travel program.

Contacted Ed Sullivan at TravelAge East and advised him of error in the Helpline number printed in a recent issue.

Attended ATAC meeting in New York

Provided list of New York travel media to Australian Consulate in New York

Provided Carole Hancock with the names and fax numbers of travel editors at major daily newspapers in Los Angeles, San Francisco and San Diego

Sent notes to Australian state tourism office representatives following meetings with Stephen Mahoney

Provided Stephen Mahoney with outline of new procedure for handling VJP inquiries over the next several months for approval

Produced 50 ad launch press kits and forwarded to Stephen Mahoney

Updated VJP database with information from recent trips

ADVERTISING EQUIVALENCY REPORT

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

Month	VIP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$2,504,720	\$133,076	\$ 19,136	\$1,183,552	\$3,840,484
August	\$1,229,084	\$157,420	\$ 57,280	\$ 923,848	\$2,367,632
September	\$ 572,076	\$363,146	\$ 317,260	\$ 254,172	\$1,506,654
October	\$ 507,474	\$344,074	\$ 10,492	\$1,552,060	\$2,414,100
November	\$ 367,428	\$ 46,096	\$ 5,664	\$1,150,040	\$1,569,228
December	\$1,656,016	\$ 77,422	\$ N/A	\$ 889,416	\$2,622,854
January	\$6,905,072	\$ 63,796	\$ N/A	\$2,595,396	\$9,564,264
February	\$1,395,176	\$102,672	\$ N/A	\$ 991,948	\$2,489,796
March	\$ 282,588	\$204,680	\$ N/A	\$ 322,000	\$ 809,268
April	\$1,526,308	\$ 23,372	\$ N/A	\$ 367,524	\$1,917,204
May	\$ 287,252	\$ 87,616	\$ 137,000	\$ 455,840	\$ 967,708
June	\$ 712,864	\$ 204,674	\$ 68,216	\$ 545,752	\$1,531,506
Total	\$17,946,058	\$1,808,044	\$ 615,048	\$11,231,548	\$31,600,698

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VIP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$1,762,000	\$ 188,396	\$ 26,092	\$ 919,332	\$2,895,820
August	\$ 798,319	\$ 68,728	\$ N/A	\$ 254,764	\$1,121,811
September	\$ 553,192	\$ 119,116	\$ 457,432	\$1,156,432	\$2,286,172
Total	\$3,113,511	\$ 376,240	\$ 483,524	\$2,330,528	\$6,303,803

PRESS RELEASES



Australian Tourist Commission

1150 Marina Village Parkway Suite 104
Alameda CA 94501 U.S.A.
Facsimile: (510) 865-5165 Telephone: (510) 865-5126/5100

For Immediate Release

Contact: George Ruppel
(310) 657-7181

**COST OF VISITING AUSTRALIA
CAN BE A PLEASANT SURPRISE**

LOS ANGELES, Sept. 9, 1992 -- International travel is an investment of time and money. Considering costs and flying times, travel consumers may be surprised to find that Australia compares favorably with many of the world's long-haul tourist destinations.

Promotional airfares and favorable exchange rates make Australia a good value in a season in which the falling U.S. dollar has left many Americans grumbling about prices in other foreign destinations.

Current roundtrip airfares from Los Angeles or San Francisco are running as low as \$646 to Cairns and \$796 to Sydney, Melbourne or Brisbane. On Oct. 1, these fares will increase to \$746 and \$896, respectively. The latter fares will be in effect until Dec. 2. Additional discounted fares will continue through March 1993 at slightly higher levels. Details are available from any of the five international airlines serving Australia: Qantas, Air New Zealand, Continental, United, and Northwest.

Flying time from Los Angeles to Sydney is approximately 14 hours 30 minutes on a non-stop flight. Compared to other destinations across the Pacific, the flying time from Los Angeles to Hong Kong is 15 hours on a non-stop flight, while it takes 19 hours with direct service to Bangkok, and 19 hours 30 minutes with direct service to Singapore. In the other direction, elapsed time from Los Angeles to Athens with direct service is roughly the same as a non-stop flight to Sydney.

- more -

When they have arrived Down Under, visitors will find a friendly exchange rate. The value of the Australian dollar against the U.S. dollar has actually declined in recent weeks. One U.S. dollar currently buys approximately 1.39 Australian dollars. Put the other way, the Australian dollar is worth about 72 U.S. cents.

Making the conversion from Australian dollars to U.S. dollars is simple. Visitors can deduct 30 percent off any given price in Australian dollars to estimate the cost in U.S. dollars.

As a guide for visitors, the Australian Tourist Commission has compiled a list of the average cost (in U.S. dollars) of representative goods and services in Australia. Accommodation at a budget hotel costs about \$40 to \$61 per night and at a moderate one, \$61 to \$130. The price of a Big Mac at McDonald's in Sydney is about \$1.76. The bill for breakfast in a coffee shop in Australia runs about \$6 and up; for lunch at a cafe or bistro, about \$7 and up; and for dinner without wine at a fine restaurant, about \$22 and up. A bottle of Australian wine costs about \$6 and up and a 10 oz. glass of beer is a little over \$1. Gasoline costs about 50 cents per liter. Prices in Australia vary from city to city and state to state.

Whether visitors are climbing Ayers Rock or the steps of the Sydney Opera House, many of Australia's best known attractions can be seen free of charge. It costs nothing to take a walk through the streets of the Rocks, where Sydney was founded, or many of the museums and galleries or unspoiled, deserted beaches. And annual summer festivals in Australia's major cities usually feature free outdoor concerts or performances.

Australian Tourist Commission - 3

For more information on travel to Australia, contact the Australian Tourist Commission at (800) 333-0262.

#

For press information, contact:

Chermerdene Jordan
Australian Tourist Comm.
489 Fifth Avenue
31st Floor
New York, NY 10017
(212) 687-6300, ext. 307

Patricia Lee
Australian Tourist Comm.
1150 Marina Village Pkwy.
Suite 104
Alameda, CA 94501
(510) 865-5126

George Ruppel
Australian Tourist Comm.
2121 Avenue of the Stars
Suite 1200
Los Angeles, CA 90067
(310) 657-7181

A . V . I . S . O

Client: ATC
Job: Agents Helpline
Job #: ATO/2001
Date: September 24, 1992
Draft: 4
Writer: GR
File: rel.helpline

For Immediate Release

Contact: Patricia Lee
(510) 865-5126

**ATC'S NEW TELEPHONE HELPLINE
EDUCATES U.S., CANADIAN AGENTS**

LOS ANGELES, Oct. 1, 1992 -- It hasn't taken long for travel agents in North America to recognize a valuable new resource for information on Australia: the Australian Tourist Commission's toll-free telephone Helpline, 1-800-433-AUSSIE. In only the first month of operation, travel counsellors at the Helpline have taken as many as 150 calls per day. A total of over 2,000 callers have contacted the Helpline in that time.

To insure that American and Canadian travel agents are knowledgeable about Australia, three Helpline staff members — all native Australians — have made it their mission to educate North American travel agents. Karen Stotz, operations manager, and Rebecca Preece and Brenda Curran, both travel counsellors, have been on the job since opening day, Sept. 1, 1992. Preece and Curran are interns from the Victoria University of Technology, Footscray campus. They will be returning to Australia in October 1993 to complete their bachelor's degrees in travel and tourism management.

The Helpline is headquartered in Mt. Prospect, Ill., near Chicago, and operates Monday through Friday from 9:00 a.m. to 5:00 p.m., in all time zones across the U.S. and Canada.

- more -

Travel Agents Helpline - 2

To date, the most frequent request has been for information on transportation within Australia, including car rental, bus and train passes and domestic airlines. Many calls are for details on the Aussie Specialist Training Kit, a self-administered video course for travel agents produced by the Australian Tourist Commission. The staff also receives many requests for information on the resort areas of the Great Barrier Reef and the Red Centre.

"The Helpline was established to make it easier for North American travel agents to book an Australian holiday," said Carole Hancock, regional director, the Americas of the Australian Tourist Commission. "We are very pleased with the agents' response. It's an indication of the strong interest the travel marketplace has for Australia."

The new Helpline was announced through advertising in travel trade publications and through direct mail to approximately 4,700 travel agents.

#

For press information, contact:

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Australian Tourist Comm.
489 Fifth Avenue
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New York, NY 10017
(212) 687-6300, ext. 307

Patricia Lee
Australian Tourist Comm.
1150 Marina Village Parkway
Suite 104
Alameda, CA 94501
(510) 865-5126

Chris Ryall
Australian Tourist Comm.
2 Bloor Street West
Suite 1730
Toronto, Ontario Canada
M4W 3E2
(416) 925-9575

A . V . I . S . O

Client: Australian Tourist Commission
Job: Theme Years Release
Job #: ATO/2002
Date: October 5, 1992
Draft: 1
Writer: GR
File: Theme.yrs.rel

For Immediate Release

Contact: Patricia Lee
(510) 865-5126

AUSSIE THEME YEAR PROMOTIONS SHOW TOURISTS THE WONDERS BEYOND THE REEF AND ROCK

LOS ANGELES, Oct. 12, 1992 -- What is there to do in Australia after you've seen the world-famous Ayers Rock, The Great Barrier Reef and the Sydney Opera House?

"Plenty," says Carole Hancock, regional director, the Americas of the Australian Tourist Commission (ATC). "And our new theme year promotional campaign will demonstrate it by highlighting the almost endless variety of activities to enjoy on a visit Down Under."

"Our research shows that although awareness of Australia is high among North Americans, specific knowledge about the country is lacking," said Hancock. "Potential visitors are well aware of major attractions like the 'Reef and the Rock,' but they are unfamiliar with the events and activities available beyond these areas."

To showcase the diversity of Australia, the ATC is launching a series of five theme year promotions. The first will be "Play in the Australian Year of Sport" in 1993, followed by "Discover the Great Australian Outdoors" in 1994, "Celebrate Australian Art and Culture" in 1995, "Experience the Festivals of Oz" in 1996, and "Enjoy Good Living Down Under" in 1997. These themes will be integrated throughout the ATC's marketing and promotional activities.

- more -

Australian Tourist Commission - 2

The first of the series, the 1993 Year of Sport campaign, will be launched later this year. To kick off the Year of Sport, the ATC will bring specially recruited sporting ambassadors to North America and other international markets to promote sporting events. Many sports-related tours will be available to North Americans planning Australian vacations.

In 1993, more than nine world championships and at least 30 international events will be held in Australia. These include major tennis and golf tournaments, the Australian Indy Grand Prix, Eastern Creek Motor Cycle Grand Prix, and international rugby and cricket matches.

Additional international Year of Sport events, such as youth soccer, rugby, basketball, horse racing, and diving are also being planned.

"The message in our theme year promotions is that today's savvy traveler and Australia are a perfect match," said Hancock. "We offer a travel experience that can't be found anywhere else in the world."

For more details on the 1993 Year of Sport and other upcoming theme year promotions, contact the Australian Tourist Commission at (212) 687-6300.

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For press information, contact the following Australian Tourist Commission officers:

Chermerdene Jordan - New York, N.Y.
(212) 687-6300, ext. 307

Patricia Lee - San Francisco Bay Area, Calif.
(510) 865-5126

Chris Ryall - Toronto, Canada
(416) 925-9575

A . V . I . S . O

Client: Australian Tourist Commission
Job: Ad Campaign General Release
Job#: ATO/2003
Date: October 5, 1992
Draft: 1
Writer: GR
File: Ad.Campaign.Rel

For Immediate Release

Contact: Patricia Lee
(510) 865-5126

**AUSTRALIA'S NATURAL WONDERS AND
UNIQUE CULTURE STAR IN NEW
\$12.5 MILLION AD CAMPAIGN**

LOS ANGELES, Oct. 12, 1992 -- Australia's spectacular natural wonders, unique Aboriginal culture and warm welcoming personality take center stage in the Australian Tourist Commission's (ATC) new advertising campaign "Australia: Feel the Wonder."

"Our strategy with the new campaign is to build upon the awareness of Australia generated by previous campaigns featuring actor Paul Hogan and golfer Greg Norman, and present yet another dimension of the country," said Carole Hancock, regional director, the Americas of the Australian Tourist Commission.

"There is so much more to Australia than just a fun and friendly destination," said Hancock. "The campaign expands upon the North American public's current image of Australia and provides a new perspective."

The theme for the new campaign resulted from research findings that revealed consumers were intrigued by Australia's natural beauty, the continent's distinctive evolution and its cultural appeals.

Australian Tourist Commission - 2

One prominent feature of the campaign is the elements borrowed from Australia's 60,000-year-old Aboriginal culture. The print ads are bordered by designs created by Aboriginal artist Arone "Raymond" Meeks, a well-known figure in the international folk art community. In addition, the television ads feature music inspired by the songs of the Aborigines.

The \$12.5 million campaign was created by the Los Angeles office of D'Arcy Masius Benton & Bowles (DMB&B), in conjunction with Australian artists and an Australian production team.

"We found that today's consumers want to visit places that offer unique experiences," said Hancock. "Our new advertising program, brings to life the world's oldest native culture, and a vast array of natural wonders and wildlife found nowhere else on earth."

The advertising appears on national cable and spot television, consumer magazines and newspapers in key North American cities.

Current visitor arrival statistics show a rise in the number of tourists traveling from North America to Australia. Hancock expects this trend will escalate as a result of the new campaign.

"North Americas' interest in Australia continues to be extraordinarily strong," said Hancock. "We anticipate the new advertising campaign will convert that interest into decisions to visit Australia."

#

For press information, contact the following Australian Tourist Commission officers:

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(212) 687-6300, ext. 307

Patricia Lee - San Francisco Bay Area, Calif.
(510) 865-5126

Chris Ryall - Toronto, Canada
(416) 925-9575

VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATI/2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATI/2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATI/2021 C	CHRISTINE TEMIN	BOSTON GLOBE	Jul. 19, '92 - Aug. 6, '92		YES	Completed			NSW, NT, ACT
ATI/2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES		Completed			NSW, VIC
ATI/2022 B	BARBARA DAWSON	RESTAURANTS & INSTITS/HOTELS & REST. INTERNATIONAL	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, SA
ATI/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATI/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATI/2022 E	JAMES KENT	TRANSPACIFIC MAG - ASIAN TRAVEL & NIGHTLIFE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATI/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATI/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES		Completed			NSW, VIC
ATI/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATI/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92		YES	Completed			NSW, VIC
ATI/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES		Completed	\$1,350.00		NSW, QLD
ATI/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2028 B	MARK BROWN	SOUTHERN LINKS AND WESTERN LINKS	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2028 C	MIKE COX	GOLF MAGAZINE	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92		YES	Completed			QLD
ATI/2028 D	JOSEPH PASSOV	GOLF ILLUSTRATED	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC

VISITING JOURNALISTS QUESTIONNAIRES

SEP 23 1992

Instructions: Sorry to be so late into this
Australia

Australian Tourist Commission

1150 Marina Village Parkway Suite 104

Alameda CA 94501 U.S.A.

Facsimile: (510) 865-5165 Telephone: (510) 865-5126/5100

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: Arlene Inge

Address: 1910 Corinth Ave #1
Los Angeles, CA 90028

Telephone number: (office) 310-478-7604
(home) 7 7 1

Dates of visit to Australia: _____

Was this your first visit? Yes

International carrier: Northwest

Comments: Excellent service - business
class comfortable. Cuisine fair to poor

Domestic carrier (s): Anssett

Comments: excellent

Bus, rail, car, camper transportation: private vans. we were
well treated

Media Trip Follow-Up Questionnaire - 2

Comments: _____

What cities/states did you visit? Sydney

Heysman Island - 1 1/2 days

Comments: Both exciting & gorgeous, each
in its own way. But no time or chance to
learn anything new or in depth.

Where did you stay? Downtown Sheaton in Sydney

Heysman Island

Hunter Valley

Comments: All accommodations private sites.

Heysman truly deduce.

What attractions did you visit? In Sydney all the usual

tourist places

Which did you particularly enjoy? The view of the

opera house, the view of Sydney & its
marina life. Its British flavor.

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? yes

What areas of the country would you like to visit (not covered on your last trip) and why? Further exploration of Barrier Reef

resorts, which could appeal to Americans.

I know there are some expensive places to
travel thru Hegman.

Have you any additional comments that might help us with our planning of future familiarization tours? Trips must be longer than one week

and need to concentrate on one or 2 places for

in-depth coverage. Sydney is too big for a 3 day visit.
The wine festival at a golf course was not useful because

What stories are you developing for publication, as a result of your visit?

A story on the

Where and when will they be published (publication/broadcast outlet)?

will try to market to newspapers
nationwide

Signed: Annie Ly

Date: Sept 10, 1992

There is not a real event open to the



Australian Tourist Commission

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MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

SEP 21 1992

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: John Muncie

Address: 350 Camino De La Reina

San Diego, California 92108

Telephone number: (office) 619-293-1217

(home) 619-226-4062

Dates of visit to Australia: July 15-Aug. 12

Was this your first visit? yes

International carrier: Qantas

Comments: excellent

Domestic carrier (s): Australia Air

Comments: fine

Bus, rail, car, camper transportation: bus

The San Diego
Union-Tribune.

JOHN F. MUNCIE
ASSISTANT MANAGING EDITOR FEATURES

P O BOX 191 SAN DIEGO, CALIFORNIA 92112-4106
TEL 619-293-1217

Media Trip Follow-Up Questionnaire - 2

Comments: quite good, long haul buses are comfy and well-equipped

What cities/states did you visit? Darwin, Alice Springs, Sydney

Ayres Rock and Kakadu

Comments: each was interesting in its own way. Kakadu was probably
the biggest surprise. I wish I had had more time there. Climbing the
Rock was wonderful, of course.

Where did you stay? _____

Comments: _____

What attractions did you visit? _____

Which did you particularly enjoy? _____

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? sure

What areas of the country would you like to visit (not covered on your last trip) and why? West coast because its still relatively untouched and Barrier Reef for the diving.

Have you any additional comments that might help us with our planning of future familiarization tours? _____

What stories are you developing for publication as a result of your visit? _____

Three stories:

1. Ayres Rock
2. Kakadu
3. earthwatch project outside Katherine involving Aboriginal rock paintings.

Where and when will they be published (publication/broadcast outlet)? _____

scattered in the winter months in the Union-Tribune's Travel section. then picked up by the Copley News Service for publication all over the country.

Signed: _____

Date: _____

9/16/82



Australian Tourist Commission

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Facsimile (415) 865-5165 Telephone (415) 865-5126/5100

SEP 30 1992

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: JAMES KENT

Address: 601 LAESSON ST.

MANHATTAN BEACH CA 90266

Telephone number: (office) (310) 454-0790

(home) (310) 376-3114

Dates of visit to Australia: ~~SEP 1-10~~ JULY 29 - AUG 8

Was this your first visit? YES

International carrier: NORTHWEST AIRLINES

Comments: ALWAYS GOOD SERVICE

Domestic carrier (s): ANSETT

Comments: FRIENDLY

Bus, rail, car, camper transportation: SYDNEY EXPLORER

Media Trip Follow-Up Questionnaire - 2

Comments: EXTREMELY HELPFUL AND CONVENIENT

What cities/states did you visit? NSW - SYDNEY - HUNTER VALLEY

VS VICTORIA - MELBOURNE

Comments: SYDNEY IS VERY BEAUTIFUL, PERFECT WEATHER
MELBOURNE - SOPHISTICATED, HIP.

Where did you stay? SHERATON WENTWORTH (SYDNEY)

SHERATON (MELBOURNE)

PEPPER'S GUESTHOUSE STAR GLEN LODGE

Comments: ALL WONDERFUL

What attractions did you visit? OPERA HOUSE, HARBOR BRIDGE, ROCKS,
MARITIME MUSEUM, CATHEDRALS, BARRACKS, SYDNEY TOWER,
CHINATOWN, KING'S CROSS, SYDNEY OBSERVATORY,
MANY OTHERS, ALL FABULOUS

Which did you particularly enjoy? STAR GLEN LODGE

THE ROCKS

HARBOR CRUISE

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? DEFINITELY

What areas of the country would you like to visit (not covered on your last trip) and why? _____

MELBOURNE (AGAIN) NOT ENOUGH TIME THERE

BRISBANE - POPULAR DESTINATION

*ALICE SPRINGS - FASCINATING OUTBACK / INDIGENOUS CULTURE

Have you any additional comments that might help us with our planning of future familiarization tours? ALLOT MORE TIME TO SPEND OR

SHAVE ~~OF~~ ITENERARY A BIT. QUALITY MORE THAN QUANTITY.

What stories are you developing for publication as a result of your visit? _____

TRAVEL PIECE ON VICTORIAN HILL COUNTRY (POSSIBLE)

NIGHTLIFE ARTICLES ON SYDNEY AND MELBOURNE

SOCIAL PIECE ON KINGS & CULTURE. (POSSIBLE)

Where and when will they be published (publication/broadcast outlet)? _____

ASIAN TRAVEL & NIGHTLIFE SEPT + OCT

MERIDIAN TRAVEL - 1993

Signed: James R. Kunst Date: 7-19-92

SEP 16 1992



Australian Tourist Commission

1150 Marina Village Parkway Suite 104
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Facsimile (510) 865-5165 Telephone: (510) 865-5126/5100

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: ERIC HANSEN

Address: 918 NINTH AVENUE

SACRAMENTO, CA. 95818

Telephone number: (office) 916-442-1462

(home) _____

Dates of visit to Australia: August 1992

Was this your first visit? NO

International carrier: QANTAS

Comments: FINE

Domestic carrier (s): Australian Airlines

Comments: FINE

Bus, rail, car, camper transportation: CAR RENTAL (CASSOWARY IN CARBON)

Media Trip Follow-Up Questionnaire - 2

Comments: Cairns car hire - cassowary charged 3 days for 46 hours, plus had me ~~provide~~ provide them with a \$1,000 credit card imprint to insure AGA. DAMAGE. They have no provision to buy insurance and were not very pleasant to deal with. you should try someone else.

What cities/states did you visit? Sydney, Cairns, Thursday Island (Torres Strait)

Comments: Sydney and Thursday Island have alot to offer visitors on a long or short stay. Sydney is the best place to begin an Australian tour.

Where did you stay? The Jackson / Sydney, Coconut Beach / Cape Tribulation, Grand Hotel / Thursday Island.

Comments: Jackson: Great location / small, intimate / historic street
Coconut Beach: Not great - formulaic resort in rainforest setting
Grand Hotel: Atmospheric - clean - unpretentious - Great for meeting local people - The Jardine motel is prob. a 'better' standard.

What attractions did you visit?

Sydney - walks through Rushcutters Bay, Glebe, Paddington, Botanical Gardens, Ferry Boats

Thursday Island - chartered small boat to nearby islands. Fishing, hiking, visiting small communities

Which did you particularly enjoy?

Thursday Island, Sydney. Cairns has become over developed and predictable. Industrialized tourism, yet centrally located for visits to the Reef.

Cruise on the Queen of the Isles to Uizard, restoration of Thursday Island. A real glimpse of Australia & Australians. Loosely & loosely

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? Yes

What areas of the country would you like to visit (not covered on your last trip) and why? _____

Melbourne, Adelaide, Hobart - city markets that
show culinary & multi cultural aspects population -
Also King Island & Macquarie Island / KAKARA in N.T.

Have you any additional comments that might help us with our planning of future familiarization tours? _____

What stories are you developing for publication as a result of your visit? _____

ISLANDS MAGAZINE JAN 1993

S.F. CHRONICLE Late 1992

NATIONAL GEOGRAPHIC EXPLORER'S JOURNAL - TO BE ARRANGED

Where and when will they be published (publication/broadcast outlet)? _____

Signed: Ami Hansen Date: Sept 10, 1992



Australian Tourist Commission

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SEP 11 1992

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: J. Herbert Silverman and Betty Rolston Silverman

Address: 14 Summit Terrace

Dobbs Ferry, NY 10522

Telephone number: (office) (914) 693-4293

(home) _____

Dates of visit to Australia: August 12-24

Was this your first visit? No

International carrier: QANTAS

Comments: Superb service on the ground and in flight
airport transfers Los Angeles to and from U.S. excellent

Domestic carrier (s): American Airlines

Comments: excellent in-flight service

Bus, rail, car, camper transportation: _____

Media Trip Follow-Up Questionnaire - 2

Comments: _____

What cities/states did you visit? Sydney, Cessnock, Mudgee, Gulong, Melbourne
Milawa, Wangaratta, etc.

Comments: While we enjoyed the metropoli, it is always the "bush" country that
brings me back to Australia - while the world is changing, somehow the country
is the last unspoiled frontier particularly in Northern Victoria

Where did you stay? Regent Hotels in Melbourne and Sydney, Peppers,
Country Comfort Inn and the Wangaratta Motel

only problem we had was an unexpected cold snap for which we were not properly
dressed
Comments: _____

What attractions did you visit? Wine roads in New South Wales and Victoria
new musuems such as the Maritime Museum (magnificent) and arts centre in Sydney
restored Princess Opera House in Gulong, 10 wineries and a dozen restaurants
including dinner with our friend Peter Doyle at Watson's Bay

Which did you particularly enjoy? Peppers and Casuarina Restaurant in Cessnock
area - but nothing really matches Stephanies in Melbourne

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? without question

What areas of the country would you like to visit (not covered on your last trip) and why? _____

I've been to every state and the Northern Territory at least

twice so it's hard to say - but I do plan to return to

Darwin if possible before the end of this year

Have you any additional comments that might help us with our planning of future familiarization tours? _____

In our case - the schedules in Sydney and Melbourne were so

intense I might suggest more fluid itineraries - but then we were covering

so much ground this might not be a legitimate suggestion

What stories are you developing for publication as a result of your visit? _____

Our normal newspaper outlets including papers such as the Star-Ledger

Toronto Star, Providence Journal et alia, Wine & Spirits Magazine

The Travel Agent and Performing Arts among other publications

Where and when will they be published (publication/broadcast outlet)? _____

Travel Agent is scheduled for October, Wine & Spirits for December

nes column ad hoc and Performing Arts in 1993

Signed: Betty Rolston Silvers Date: 9/5/92
and Herb Silvers



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Facsimile: (510) 865-5165 Telephone: (510) 865-5126/5100

SEP 11 1992

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: JEFF BOOK

Address: 2002 4TH ST. #205
Santa Monica, CA 90405

Telephone number: (office) 310/396-2706
(home) same

Dates of visit to Australia: 7/31 - 8/10/92

Was this your first visit? Yes

International carrier: Northwest

Comments: Excellent, comfortable service
Business class nonstop great for
such a long flight.

Domestic carrier (s): Ansett Air

Comments: Enjoyable - Liked informative ^{in-flight} videos
on Australian wildlife conservation

Bus, rail, car, camper transportation: Rented a car for Great Ocean
Road trip. Managed to stay on the left.

Media Trip Follow-Up Questionnaire - 2

Comments: _____

What cities/states did you visit? Sydney + Hunter Valley (NSW)
Melbourne, Yarra Valley, Great Ocean Rd. (Victoria)

Comments: Managed to get a good sense of each place
in short time, thanks to good planning of trip and
my own local contacts (Friends of Australian Friends in L.A.)

Where did you stay? Sheraton Wentworth, Sydney; Peppers
Guest House, Pokolbin; Sheraton Towers, Melbourne;
Starglen Resort, Victorian Alps.

Comments: All were first-class in treatment & service.
Accommodations were comfortable, often luxurious

What attractions did you visit? Tour of Sydney ^{led by} Maureen Fry ^{excell.}
(fine way to launch a Sydney trip)
lunch on Solway Lass; Sydney Aquarium (terrific walk-
through tanks!); Hunter Valley wine-food tasting (press
event, wonderful way to sample & meet the makers);

Which did you particularly enjoy? Healesville Sanctuary (essential);
Victorian Alps (Starglen Resort horse ride a fine taste
of the bush); Great Ocean Rd. (spectacular &
quite uncrowded in winter); Footy match in Melbourne
(the platypus of field sports!).

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? Yes

What areas of the country would you like to visit (not covered on your last trip) and why?

Queensland - Great Barrier Reef, offshore islands;
Red center - Ayers Rock, Alice Springs, etc.
Brisbane/Gold Coast, Adelaide, Perth?

Have you any additional comments that might help us with our planning of future familiarization tours? I was lucky to spend time with

Australians not in the travel biz. (mostly journo
friends of friends),
which provided a much-needed "real-life" perspective; hard
to arrange on a fam trip, I know, but...

What stories are you developing for publication as a result of your visit? Piece

for Westways magazine on Melbourne &
surrounding attractions; possible story for
Departures magazine.

Where and when will they be published (publication/broadcast outlet)? See above.

Very well-planned, well-run trip, with
lots of memorable experiences and top notch
Australian hospitality (food & wine to brag about).
Thanks to ATC (especially Stephen Mahoney, a real
trouser)!

Signed:

Jeff Book

Date:

9/9/92



Australian Tourist Commission

1150 Marina Village Parkway Suite 104
Alameda CA 94501 U.S.A.
Facsimile: (415) 865-5165 Telephone: (415) 865-5126/5100

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: Barbara Singer

Address: 1709 Kelton Ave.
Los Angeles, CA 90024

Telephone number: (office) (310) 652-1300
(home) (310) 474-5419

Dates of visit to Australia: Aug. 1 - Aug. 12, 1992

Was this your first visit? Yes

International carrier: Northwest

Comments: Flights, although long, were
comfortable, with attentive attendants

Domestic carrier (s): Ansett

Comments: Comfortable, on-time carrier for
the short trip Sydney-Melbourne-Sydney

Bus, rail, car, camper transportation: Buses (comfortable) drivers
were knowledgeable & offered helpful information,
camper transportation was comfortable and more
personalized than bus service.

Media Trip Follow-Up Questionnaire - 2

Comments: _____

What cities/states did you visit? Sydney and Melbourne

Comments: Both cities were enjoyable and easy to explore. However, there was very little time to see Melbourne and pursue some ideas of interest.

Where did you stay? Sheraton Hotels; Sydney & Melbourne. (Star Glen Lodge) Pepper's Cosmopolitan & Guest House (Melbourne) Regent 7 Sydney

Comments: All the accommodations were upscale and comfortable, good locations. Star Glen Lodge was very modest. Very good variety of accommodations & experiences.

What attractions did you visit? Historical sites Shopping facilities
Sanctuaries Harbor
Manly (Beach) Tourist Attractions

Which did you particularly enjoy? Featherdale & Healesville Nats. Sanctuary, Open House (I saw the finalists for the Metropolitan Opera), Open Air Markets, Yarra Valley (wine tasting, meeting Aussies, staying at a guest house). Just being in Sydney was great.
City Explorer Bus was a
wide delight in both cities

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? Absolutely

What areas of the country would you like to visit (not covered on your last trip) and why?

Further explore Melbourne (had little time to see it)

Queensland, Brisbane, Adelaide, Kangaroo Island.

Have you any additional comments that might help us with our planning of future familiarization tours?

Morning sightseeing & afternoon free to pursue story ideas

Hotel Manager/Drivers should be optional, as writers, if they wish, can review well-known restaurants

What stories are you developing for publication as a result of your visit?

Single woman's travels to Australia - My Personal Experience

Sidney and Its Environs - My Personal Experience

Hyde Park Barracks Echoes of the Past

Where and when will they be published (publication/broadcast outlet)?

Nov. 1992 (First Week) 12 newspapers Today Paper of California Press Bee.

Nov. 29, 1992 News Magazine

Please note: * I have connected Robin Short, wine critic/publicist with Marriott Century City for a future Australian Food and wine week.

Signed: Barbara Singer Date: Sept. 8, 1992 (4th/5th gr)

* Due to my special interest in the sanctuaries, 2 classes of L.A. City Schools will be contacting Healesville Sanctuary to learn more or adopt a Koala or kangaroo. Presently, they have an appointment at the L.A. Zoo to see the Australian animals and birds, plus writing letters. We will



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Alameda CA 94501 U.S.A.
Facsimile: (510) 865-5165 Telephone: (510) 865-5126/5100

MEDIA TRIP FOLLOW-UP QUESTIONNAIRE

To be completed by all journalists returning from familiarization tours in Australia.
Please return in the attached envelope.

Name: huda - Marie Singer

Address: 310 Mac Alvey Drive
MARTINEZ, CA. 94553

Telephone number: (office) 510/372 - 8805

(home) _____

Dates of visit to Australia: July 30 - Aug. 8

Was this your first visit? YES

International carrier: Northwest

Comments: Very comfortable flight. Dinner fare
should be served warm and right
away.

Domestic carrier (s): UNITED

Comments: Good, as always

Bus, rail, car, camper transportation: All parts of transport
posed no problem. All contacts were
handled smoothly.

Media Trip Follow-Up Questionnaire - 2

Comments: _____

What cities/states did you visit? Sydney Melbourne

Comments: The highlight of Sydney was our luncheon
cruise and follow-up personalized tour.

Where did you stay? Sheraton Wentworth - Sydney
Sheraton (Airport) - Sydney
Sheraton Towers - Melbourne
Starline

Comments: _____

All 3 Sheratons were excellent. Food
was good and so was the service.

What attractions did you visit? All over Sydney - But we were
given too little time to discover Melbourne.
I would have eliminated - or - given a
choice concerning the Starline overnights.

Which did you particularly enjoy? _____

"Phantom" ! - The Explorer Bus
Service in both Sydney and Melbourne
was uniformly above PAR. We all
followed easily and received an
excellent orientation.

Media Trip Follow-Up Questionnaire - 3

Would you like to return to Australia? Yes -

What areas of the country would you like to visit (not covered on your last trip) and why? _____

"The Bush"

Adelaide

Have you any additional comments that might help us with our planning of future familiarization tours? Try To arrange a little more Free

time. Also, once you find our specific needs,
give choices.

What stories are you developing for publication as a result of your visit? _____

"Phantom"

"A Reporter's Notebook" on Austral
Food, Wine & Travel promos

Where and when will they be published (publication/broadcast outlet)? _____

All before '93

(fingers & toes crossed),

Signed: _____

Linda Marie Squire

9/4/92

A . V . I . S . O

AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

SEPTEMBER, 1992

93 JUL -9 AM 9:54
DEPT OF JUSTICE
CRIMINAL DIVISION
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

**AUSTRALIAN TOURIST COMMISSION
CLIPS REPORT
SEPTEMBER, 1992**

VISITING JOURNALISTS PROGRAM

APR	92	SUNSET MAGAZINE "Trout fishing in Tasmania" by Ben Davidson	\$132,220.00
JUL	92	SUCCESSFUL MEETINGS (NEW YORK, NY) (MO-77,000) "Australia Gains" by Julie Barker	\$17,492.00
JUL	92	SENIOR SPECTRUM (SOUTHERN NEVADA EDITION) "Ancient rock art stunning nning look at Australia's past" by Lark Ellen Gould	N / A
JUL	13	TOUR & TRAVEL NEWS (MANHASSET, NY) "Northern Territory Cuts Stun U.S. Operators" by Anne M. Masterton	\$13,824.00
JUL	26	PRESS (ATLANTIC CITY, NJ) (S-100,616) "It's fair dinkum when Aussies shout you beer" by Jeff Miller	\$10,876.00
AUG	92	TRAVEL WORLD NEWS "Gearing up for a booming decade" by Lark Ellen Gould	\$20,300.00
AUG	92	FINE WINE FOLIO "Hunter Valley" by Eunice Fried	\$3,436.00
AUG	02	SAN JOSE MERCURY - NEWS (SAN JOSE, CA) "Rain Forests Down Under" by Zeke Wigglesworth	\$58,536.00
AUG	02	OAKLAND TRIBUNE (OAKLAND, CA) (S-120,930) "Significant Savers" by Arthur Frommer	\$1,084.00
AUG	03	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "Trends Revealed at Australian Tourism Exchange" by Joan Storey	\$13,476.00

VISITING JOURNALISTS PROGRAM (CONTINUED)

AUG 09	BUFFALO NEWS (BUFFALO, NY) (S-378,574) "Terrific bargains for travelers planning to vacation overseas" by Arthur Frommer	\$2,480.00
AUG 09	SUNDAY STAR - LEDGER (NEWARK, NJ) (S-700,237) "Aussie destinations never more attractive" by Arthur Frommer	\$3,264.00
AUG 12	CAMPBELL EXPRESS (Campbell, Ca) (W-1,562) "Riding the reef in Australia" by Joe Scholnick	\$404.00
AUG 19	CAMPBELL EXPRESS (CAMPBELL, CA) (W-1,562) "Land of the Rocky Roads" by Joe Scholnick	\$404.00
AUG 23	THE HOUSTON POST (HOUSTON, TEXAS) (S-370,449) "Sense of majesty surrounds Australia's rugged Outback" by Nanette Wiser	\$25,884.00
AUG 24	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "PATA Seeks Sustained Growth" by James Ruggia	\$32,660.00
AUG 29	VANCOUVER SUN "Australia is as easy as ABC - Adelaide, Brisbane, Cairns" by Bob Bone	\$58,560.00
AUG 30	BOSTON SUNDAY GLOBE (BOSTON, MA) (S-791,605) "A desert full of wonders in middle of Australia's Northern Territory" by Christine Temin	\$65,968.00
AUG 30	BOSTON SUNDAY GLOBE (BOSTON, MA) (S-791,605) "The Outback: Australia's stunning version of the Wild West" by Christine Temin	\$92,324.00
AUG/ SEP	THE INDEPENDENT TRAVELER "Trips, Tips, and Travel Hits" by Susan Farewell	N / A

PRESS RELEASES / INTERVIEWS

JUL	92	MEETINGS & CONVENTIONS (DENVER, CO) (MO-80,279) "The Stuff That Dreams Are Made Of"	\$4,036.00
JUL	92	CORPORATE MEETINGS & INCENTIVES (NEW YORK, NY) (MO-40,000) "Qantas Pins Wings on ATC's Thirlwell"	\$1,244.00
JUL	13	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "Australian Tourism Minister Forms New Nat'l Strategy" by Anne M. Masterton	\$18,224.00
JUL	19	DAILY BREEZE (TORRANCE, CA) (S-125,630) "Guidebook on Australia available"	\$1,528.00
JUL	20	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "Australia's New Minister for Tourism"	\$920.00
JUL	30	TRAVEL WEEKLY (NEW YORK, NY) (2X-W-37,500) "Australian Tourist Office to Launch Marketing Effort"	\$5,708.00
AUG	92	CORPORATE MEETINGS & INCENTIVES (NEW YORK, NY) (MO-40,000) "Minister for Tourism & Resources"	\$3,732.00
AUG	92	CORPORATE & INCENTIVE TRAVEL (NEW YORK, NY) (MO-50,243) "Australia Targets North Americans"	\$7,300.00
AUG	92	TRAVEL WORLD NEWS (NORWALK, CT) (MO) "Australian Tourism Minister Alan Griffiths"	\$20,300.00
AUG	02	WEST HAWAII TODAY (KAILUA KONA, HI) (D&S - 11,534) "Many new travel values are available now"	\$256.00
AUG	02	TIMES-ADVOCATE (ESCONDIDO, CA) (D-40,315) "This Australian guide guarantees a g'day"	\$412.00
AUG	03	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,2000) "Australia Steps Up Efforts to Promote Tourism" by Mimi Kmet	\$6,740.00
AUG	09	DAILY NEWS (ANCHORAGE, AK) (S-82,104) "There's plenty to do during a short stop in Sydney"	\$5,648.00

PRESS RELEASES / INTERVIEWS (CONTINUED)

AUG	09	DAILY PRESS (NEWPORT NEWS, VA) (S-122,905) "Down Under - Destination: Australia"	\$200.00
AUG	09	SALT LAKE TRIBUNE (SALT LAKE CITY, UT) (S-140,977) "Destination: Australia"	\$332.00
AUG	13	SAN FRANCISCO EXAMINER (S.F., CA) (D-136,346) "Australia's a natural for backpackers"	\$10,224.00
AUG	13	SAN FRANCISCO CHRONICLE (S.F., CA) (D-562,887) "Australia's a natural for backpackers"	\$9,468.00
AUG	13	TRAVEL WEEKLY (NEW YORK, NY) (2X-WEEK - 37,500) "Tourism numbers Down Under"	\$6,228.00
AUG	16	SYRACUSE HERALD-AMERICAN POST STANDARD (SYRACUSE, NY) (S-226,078) "Destination: Australia"	\$3,648.00
AUG	24	TRAVELAGE EAST (NEW YORK, NY) (W-28,697) "Australia Seeks a Few, Good Agents For Specialist Training"	\$3,296.00
AUG	24	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Low Cost Expertise"	\$2,752.00
AUG	30	SUNDAY STAR-LEDGER (NEWARK, NJ) (S-700,237) "International Festival of the Arts - Warana Festival"	\$816.00
AUG	31	LOS ANGELES BUSINESS JOURNAL (LOS ANGELES, CA) (56X-YR-65,000) "Agency's new ads replace Croc's G'day with serious pitch for Australian Tourism."	\$3,316.00
AUG	31	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "Year of Sport"	\$1,884.00
SEP	20	BLADE-CITIZEN "Australia's price tag could be a pleasant surprise to tourists"	\$904.00

PHOTO / INFORMATION ASSISTANCE

JUL	19	RECORD SEARCHLIGHT (REDDING, CA) (D&S-40,560) "Sydney is starting point for unforgettable adventure" by Laura Christman	\$5,880.00
JUL	27	ASIAN WALL STREET JOURNAL (NY, NY) (W-5,960) "Australia Expects Record Number of Visitors, Fueled by Asian Influx" by Susan Carey	\$9,408.00
JUL/ AUG	92	SALES AND MARKETING STRATEGIES & NEWS (ROCKFORD, IL) (BI-MO - 82,000) "Plan An Aussie Adventure" by Kaaringa Bergstrom	\$15,636.00
AUG	03	TRAVEL WEEKLY (NEW YORK, NY) (2X-W - 37,500) "Sixty Million Sheep Can't Be Wrong"	\$520.00
AUG	03	TRAVEL WEEKLY (NEW YORK, NY) (2X-WEEK - 37,500) "Aussie adventures start in Sydney" by Laura Christman	\$42,636.00
AUG	03	TRAVEL WEEKLY (NEW YORK, NY) (2X-WEEK - 37,500) "Australia: A Buyer's Market For U.S. Planners"	\$37,696.00
AUG	20	SAN FRANCISCO EXAMINER (S.F. CA) (D-136,346) "Another way to experience Australia"	\$17,040.00
AUG	23	CHICAGO TRIBUNE (CHICAGO, IL) (S-1,101,966) "Sydney pointers"	\$60,048.00
SEP	92	SENIOR SPECTRUM (OAKLAND, CA) (MO-125,000) "The Aussies will join you in seeing their land"	\$828.00
SEP	92	USA TODAY "Awesome Australia" by Laurel F. Lehrer	\$966,696.00

SPECIAL PROMOTIONS

AUG	92	MIRABELLA (NEW YORK, NY) (MO-350,000) "Travel Debriefing" "Stephanie Alexander" by Clare McHugh	\$16,516.00
AUG	03	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "ATC Aims Message At Agents" by Judy Jacobs	\$2,452.00
AUG	12	ST. CLOUD TIMES (ST. CLOUD, MN) (D&S-28,152) "Dateline Ads: Campaigns play up uniqueness"	\$216.00
AUG	17	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "ATC Debuts \$12.5M '93 Ad Budget For North America" by John Stone	\$15,712.00
AUG	17	ADVERTISING AGE (CHICAGO, IL) (W-94,000) "Australian Tourist Commission"	\$652.00
AUG	31	THE TMS-LETTER "Australia Rolls out \$12.5M Ad Campaign For N. America Market"	N/A
SEP	92	COUNTRY LIVING MAGAZINE "Australian Bounty" by Lucy Wing	\$421,884.00

A . V . I . S . O

AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

STATUS REPORT

OCTOBER, 1992

DEPT. OF JUSTICE
ORIGINAL DIVISION
93 JUL -9 11 9:51
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

ACTIVITY SUMMARY

**AUSTRALIAN TOURIST COMMISSION
STATUS REPORT
OCTOBER, 1992**

Advertising Equivalency (October 92) = \$1,450,185

Press release	\$ 48,006
Photo/Info Asst.	\$ 219,403
VJP	\$1,144,216
Special Promotions	\$ 38,560

Press Releases

Helpline: Distributed to Aussie press and revised for trade release
Awards: Written
Year of Sport: Written
Good Value: Revised for press inquiries

Media Activity

Good Morning America: Provided background information for upcoming story being shot in Australia by the program's science correspondents
Travel Channel/Arthur Frommer: Provided information on affordable Australia
USA Today: Provided contact information about theatres in Sydney
Newsweek: Provided slides
New York Times: Provided information on the affordability of Australia
Washington Post: Fact checked story on Tasmania with assistance from AN
Los Angeles Times: Provided travel columnist with information for senior travelers
Orange County Register: Provided food writer with food, wine and recipe information and contacted the QTTC to set up an interview with a chef in Cairns during the writer's upcoming visit to Queensland
Travel & Leisure: Assisted regarding writers and upcoming special supplement
Travel Holiday: Provided information about Christmas Island
ABC-TV: Provided general information
PBS/The Victory Garden: Discussed proposed visit to Tasmania to photograph gardens and provided contact information at NTTC
WLRN-TV: Provided video footage and slides for upcoming promotion
Orange County Network: Provided producer of travel show with general information
KGIL-AM: arranged interview for Carole Hancock

Media Activity (cont.)

KABC-AM: Provided general information and story ideas for afternoon talk program. Also provided information about coastal highway drives and contact information for the QTTC and NSWTC

KKHI-FM: Provided general information

Hemispheres: Provided names of freelance writers for consideration on an article about Sydney

Longevity Magazine: Provided contact information at the NTTC for information about Aboriginal restaurants

Brides: Provided information on affordable honeymoon packages

Modern Bride: Fact checked article scheduled to appear in March issue

Elle Magazine: Provided information on conducting an Aboriginal-themed event for their involvement in the opening of a new New York retail store

Marie Claire: Contacted Penfolds distributors to obtain slides and information on Australian wine

Scuba World: Provided airline contact information

Racquet Magazine: Provided contact information at QTTC, NSWTC and SATC for slide request

Santa Barbara News Press: Provided color slides of Sydney that will be used in conjunction with an article written by VJP participant Christine Temin of the Boston Globe

Arkansas Gazette: Provided contact information at NTTC for B&W photo request.

Corporate & Incentives Magazine: Provided contact information at QTTC for request about new gambling facilities on the Gold Coast

Travel Agent: Provided information on honeymoons

Travel Weekly: Provided 1993 dates for Trading Post and ATE

Fodors: Provided statistical information

VJP Activity

Activity included providing information to previous, current and potential VJP participants, continuing to pursue candidates for theme tours and making arrangements for upcoming theme tour trips.

Journalists assisted included:

Ron Crowley, Southern Links & Western Links

Joseph Passov, Golf Illustrated

James Bartlett, Metropolitan Golf

Judith Babcock Wylie, freelance

Geri Bain, Modern Bride

Julie Sahni, freelance

David Yeadon, Washington Post

Monthly Status Report/3

VJP Activity (cont.)

Pam Yamashita, Jax Fax
Jeff Miller, freelance
Patricia Woeber, freelance
Ellen Alperstein, TravelAge West, Relax
Jay Brunhouse, freelance (theme tour)
Carolyn Thornton, freelance (theme tour)
Stephen Marx, Continental Cable Vision
Sherry Shahan, freelance (theme tour)
Rick Browne, freelance
DeAnne Musolf, freelance
Christine Temin, Boston Globe
Elizabeth Hansen, freelance
Larry Messin, freelance
Oliver Payne, National Geographic

Video Footage Placement

The following organizations were contacted regarding interest in using videotape footage or provided with video material:

- Holiday Travel Service
- WLRN-TV
- NBC News Archives
- Warren Miller Productions

Special Promotions and Projects

Good Morning America

- Continued discussions with producer
- Reviewed letter of intent from producer
- Provided memo to Carole Hancock outlining concerns about information provided by Phil Beuth

Hutchison North American Visit

- Discussed role AVISO will play in Hutchison's U.S. visit with Stephen Mahoney
- Worked with Chris Ryall to develop public relations plan for Hutchison's visit
- Compiled New York media list

Special Promotions and Projects (cont.)

Discussed and/or reviewed proposals for promotional consideration provided by:

- Sprint
- Austrade - Burt Wolf's "What's Cooking" program
- Out Q Productions
- Tri-Media Productions
- Raven Productions
- Kidquiz TV Program
- Preview Media
- Billy Platypus Australia
- ANA Hotels

Fair Dinkum

Issue #8

- Discussed story ideas with Stephen Mahoney
- Reviewed first draft with Chermerdene Jordan and Irv Hamilton
- Discussed alternatives for top ten dive sites story with Jordan and contacted Andrew Bill to advise of revisions on first draft
- Obtained information and wrote top ten article
- Initiated fact checking and contacted state tourism offices to verify "Calendar of Events" information

92/93 Program

Completed revisions to 92/93 program plan to accommodate reduced budget and submitted to Stephen Mahoney for review.

Other Activity

Met with Stephen Mahoney and Chris Ryall to review 92/93 program plan, discuss plans for Hutchison's visit and review activities in progress.

Discussed transfer of media lists with Kristy Shaw and Mike Leber of BSI and provided information about transferring disk from Macintosh to IBM format. Discussed ways to resolve initial problems with BSI with Stephen Mahoney.

Provided information to Kay Bawdin of the San Francisco Australian Consulate General's Public Affairs office regarding appropriate times for scheduling press meetings in connection with a project she is coordinating with Ian Kiernan.

Other Activity (cont.)

Met with representative from Burelle's press clipping service to review the ATC account and update information in their search files.

Attended October SPMA meeting.

Reviewed complaint from tourists made to Conde Nast Traveller regarding purchase made at Skippy's Opal Mines while visiting Australia and provided recommendation to Stephen Mahoney.

Discussed ideas for Christmas gifts for journalists with Stephen Mahoney and contacted Koala Baskets to obtain ideas on gifts to fill Koala Christmas stockings.

ADVERTISING EQUIVALENCY REPORT

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$2,504,720	\$133,076	\$ 19,136	\$1,183,552	\$3,840,484
August	\$1,229,084	\$157,420	\$ 57,280	\$ 923,848	\$2,367,632
September	\$ 572,076	\$363,146	\$ 317,260	\$ 254,172	\$1,506,654
October	\$ 507,474	\$344,074	\$ 10,492	\$1,552,060	\$2,414,100
November	\$ 367,428	\$ 46,096	\$ 5,664	\$1,150,040	\$1,569,228
December	\$1,656,016	\$ 77,422	\$ N/A	\$ 889,416	\$2,622,854
January	\$6,905,072	\$ 63,796	\$ N/A	\$2,595,396	\$9,564,264
February	\$1,395,176	\$102,672	\$ N/A	\$ 991,948	\$2,489,796
March	\$ 282,588	\$204,680	\$ N/A	\$ 322,000	\$ 809,268
April	\$1,526,308	\$ 23,372	\$ N/A	\$ 367,524	\$1,917,204
May	\$ 287,252	\$ 87,616	\$ 137,000	\$ 455,840	\$ 967,708
June	\$ 712,864	\$ 204,674	\$ 68,216	\$ 545,752	\$1,531,506
Total	\$17,946,058	\$1,808,044	\$ 615,048	\$11,231,548	\$31,600,698

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$1,762,000	\$ 188,396	\$ 26,092	\$ 919,332	\$2,895,820
August	\$ 798,319	\$ 68,728	\$ N/A	\$ 254,764	\$1,121,811
September	\$ 553,192	\$ 119,116	\$ 457,432	\$1,156,432	\$2,286,172
October	\$1,144,216	\$ 48,006	\$ 38,560	\$ 219,403	\$1,450,185
Total	\$4,257,727	\$ 424,246	\$ 522,084	\$2,549,931	\$7,753,988

VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Partial	Status	Trip Cost	Ad Equivalency	Area
ATJ/2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2021 C	CHRISTINE TEMIN	BOSTON GLOBE	Jul. 19, '92 - Aug. 6, '92		YES	Completed	\$418,720.00		NSW, NT, ACT
ATJ/2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES		Completed			NSW, VIC
ATJ/2022 B	BARBARA DAWSON	RESTAURANTS & INSTTT./HOTELS & REST. INTERNATIONAL.	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, SA
ATJ/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATJ/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATJ/2022 E	JAMES KENT	TRANSPACIFIC MAG. - ASIAN TRAVEL & NIGHTLIFE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATJ/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATI/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES		Completed			NSW, VIC
ATI/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATI/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92		YES	Completed			NSW, VIC
ATI/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES		Completed	\$1,350.00		NSW, QLD
ATI/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2028 B	MARK BROWN	SOUTHERN LINKS AND WESTERN LINKS	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2028 C	MIKE COX	GOLF MAGAZINE	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92		YES	Completed			QLD
ATI/2028 D	JOSEPH PASSOV	GOLF ILLUSTRATED	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC

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AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

OCTOBER, 1992

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**AUSTRALIAN TOURIST COMMISSION
CLIPS REPORT
OCTOBER, 1992**

VISITING JOURNALISTS PROGRAM

AUG	23	NEW HAMPSHIRE SUNDAY NEWS (MANCHESTER, N.H) "Australians Gearing Up for Classic Car Race" by Patricia Woeber	\$1,616.00
AUG	29	THE VANCOUVER SUN (VANCOUVER, BC) (D-222,401) "Australia Is As Easy As Adelaide Brisbane Cairns - ABC" by Robert Bone	\$82,700.00
SEP	92	TRAVEL HOLIDAY (NEW YORK, NY) (10X-YEAR - 550,000) "Frommer's World" by Arthur Frommer	\$14,148.00
SEP	06	THE MIAMI HERALD (MIAMI, FL) (S-535,551) "G'day Australia" by Dorothy Storck	\$190,472.00
SEP	19	TIMES-COLONIST (VICTORIA, CANADA) (SATURDAY) "Gentlemen, start those classic car engines; the race is on" by Patricia Woeber	\$2,008.00
SEP	20	THE NEWS AND OBSERVER (RALEIGH, NC) (S-184,226) "Australia on the Rocks" by Joe Scholnick	\$40,020.00
SEP	21	TRAVELAGE MID-AMERICA (CHICAGO, IL) (W-21,000) "Asia/Pacific Rim will be Heavily Traveled by 2000" by Judy Jacobs	\$1,896.00
SEP	21	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "Asia/Pacific Rim will be Heavily Traveled by 2000" by Judy Jacobs	\$2,756.00
SEP	21	TRAVELAGE EAST (NEW YORK, NY) (W-28,697) "Asia/Pacific Rim will be Heavily Traveled by 2000"	\$2,968.00

VISITING JOURNALISTS PROGRAM (CONTINUED)

SEP	21	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Australia Spends Millions To Boost Agents' Confidence" by James Ruggia	\$9,628.00
SEP	24	PIONEER PRESS "Down Under's Wonders" by Irene McMahon	\$2,876.00
SEP	27	WASHINGTON SUNDAY TIMES (WASHINGTON, D.C.) (S-100,000) "Devilish good times await in lush, relaxed Tasmania" by Candyce H. Stapen	\$11,700.00
SEP	27	THE FLORIDA TIMES - UNION (JACKSONVILLE, FL) (S-244,612) "Australia's Top End" by Christine Temin	\$32,940.00
SEP	27	OAKLAND TRIBUNE (S-120,930) "Australia's Last Frontier" by Jeff Miller	\$20,248.00
SEP	28	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "U.S. Travelers Seek Out Australia's Unique Flavor" by Joan Storey	\$35,636.00
SEP	30	SENIOR SPECTRUM WEEKLY (SACRAMENTO COUNTY) "Ancient Rock Art Stunning Look at Australia's Past" by Lark Ellen Gould	\$4,988.00
OCT	92	TRAVEL HOLIDAY (NEW YORK, NY) (10X-YEAR - 550,000) "Touch of Tassie Class" Malabar Hornblower	\$61,200.00
OCT	92	ISLANDS MAGAZINE (SANTA BARBARA, CA) (MO) "Australia's East Coast" by Tony Gibbs	\$147,912.00
OCT	11	BOSTON SUNDAY GLOBE (BOSTON, MA) (S-791,605) "Sunny Sydney is Filled with Architectural Glories" by Christine Temin	\$70,720.00
OCT	18	THE GRAND RAPIDS PRESS "Explore the Mild West - in Australia, that is" by Jeff Miller	\$14,488.00

VISITING JOURNALISTS PROGRAM (CONTINUED)

OCT	18	THE WASHINGTON POST "The Tasmania Trek" by David Yeadon	\$236,528.00
OCT	25	THE BOSTON GLOBE "The Hunter Valley has eccentric charm, sophisticated amenities, and Ian Little's Chardonnay" by Christine Temin	\$156,768.00

PRESS RELEASES / INTERVIEWS

AUG	30	SUNDAY REPUBLICAN (WATERBURY, CT) (S-76,614) "Destination: Australia"	\$204.00
SEP	92	JAX FAX (DARIEN, CT) (MO-28,000) "Australian Tourist Commission Names New Managing Director"	\$3,052.00
SEP	92	RECOMMEND MAGAZINE (MIAMI LAKES, FL) (MO-43,021) "Destination Australia"	\$11,770.00
SEP	20	NORTH COUNTY BLADE CITIZEN (OCEANSIDE, CA) (D&S-40,316) "Australia's price tag could be a pleasant surprise to tourists"	\$1,548.00
SEP	20	BLADE-CITIZEN (SOLANA BEACH, CA) (3X-W - 39,000) "Australia's price tag could be a pleasant surprise to tourists"	\$904.00
SEP	24	SAN FRANCISCO CHRONICLE (SF, CA) (D-562,887) "Australia's a travel bargain"	\$3,684.00
SEP	24	SAN FRANCISCO EXAMINER (SF, CA) (D-136,346) "Australia's a travel bargain"	\$3,976.00
SEP	28	TRAVELAGE EAST (NEW YORK, NY) (W-28,697) "Aussie Specialist Training Kit"	\$740.00
OCT	92	JAX FAX TRAVEL MARKETING (DARIEN, CT) (MO-28,000) "Australian Tourist Commission introduces theme year promotions"	\$4,364.00
OCT	12	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "Aussie Specialist Training Kit"	\$17,764.00

PHOTO / INFORMATION ASSISTANCE

JUL	13	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "City in a Park" by Steve Conn	\$11,002.00
SEP	92	TRAVEL & LEISURE "Australia"	\$3,460.00
SEP	92	SENIOR EDITION (DENVER, CO) (MO-30,000) "The Aussies will join you in seeing their land"	\$1,856.00
SEP	13	LOS ANGELES TIME (LA, CA) (S-1,518,000) "Bargains on Bus Passes Down Under" by Lucy Izon	\$61,488.00
SEP	27	OAKLAND TRIBUNE (OAKLAND, CA) (S-120,930) "If you Go"	\$2,712.00
OCT/ NOV	92	MODERN BRIDE (NEW YORK, NY) (BI-MONTHLY - 370,020) "Australian Odyssey"	\$138,885.00

SPECIAL PROMOTIONS

AUG	31	PACIFIC BUSINESS NEWS (HONOLULU, HI) (W-14,700) "Aussies launch travel ad blitz"	\$972.00
SEP	92	THE AUSTRALIAN EXPATRIATE "Australia: Feel The Wonder"	N / A
SEP	10	TRAVEL WEEKLY (NEW YORK, NY) (2X-W - 37,500) "ATC Launches Promotion, Ad Drive to Attract U.S. Visitors" by James Transue	\$9,860.00
SEP	10	DAILY HERALD (ARLINGTON HEIGHTS, IL) (D&S - 3,657) "Nothing but the very best in produce, supplies for Australian Chef" by Ron Scherer	\$6,932.00
SEP	10	DAILY HERALD (ARLINGTON HEIGHTS, IL) (D&S - 4,403) " Nothing but the very best in produce, supplies for Australian Chef" by Ron Scherer	\$6,932.00

SPECIAL PROMOTIONS (CONTINUED)

SEP	10	DAILY HERALD (ARLINGTON HEIGHTS, IL) (D&S) "Nothing but the very best in produce, supplies for Australian Chef" by Ron Scherer	\$6,932.00
SEP	10	DAILY HERALD (ARLINGTON HEIGHTS, IL) (D&S - 12,512) " Nothing but the very best in produce, supplies for Australian Chef" by Ron Scherer	\$6,932.00

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AVISO INC
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

STATUS REPORT

NOVEMBER, 1992

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- ACTIVITY SUMMARY
- ADVERTISING EQUIVALENCY REPORT
- VISITING JOURNALISTS LOG

ACTIVITY SUMMARY

**AUSTRALIAN TOURIST COMMISSION
STATUS REPORT
NOVEMBER, 1992**

Advertising Equivalency (November 92) = \$1,015,633

Press release	\$ 90,781
Photo/Info Asst.	\$ 190,596
VJP	\$ 734,256

Press Releases

Awards: Revised and distributed

Year of Sport: Revised

Hutchison Press Kits:

Bio: Revised and distributed

Consumer Activities: Written, revised and distributed

Trade Activities: Revised and distributed

Meetings/Incentives Activities: Revised and distributed

Reorganization: Revised and distributed

Media Activity

Endless Vacations: Provided information on affordable travel to Australia for use in article on travel bargains around the world.

International Living: Fact checked article on Broome and referred to WATC for additional materials.

New York Daily News: Researched and provided information on Great Barrier Reef and Stephanie Alexander for South Pacific section scheduled for Dec. 13.

New World Journal: Provided environmental information

Orlando Sentinel: Provided general selections of slides

Tour & Travel News: Arranged interview with Lyndel Gray to discuss tourism trends for 1993. Fact checked story

Bride's Magazine: Fact checked article

Business International: Provided arrival figures for inclusion in quarterly review on Asia-Pacific travel and tourism

The Learning Channel: Referred to NSWTTTC for in depth information on the Sydney Opera House

Casual Living: Provided general information

Conde Nast Traveler: Provided information about drives on Highway 1 from Sydney

Media Activity (cont.)

Washington Flyer: Provided selection of slides

Arkansas Democrat Gazette: Provided slides and referred to NSWTTTC for additional information

Boston Herald: Provided slides

Esquire: Provided background information on Cape York

Hemispheres: Provided information on events at the Sydney Opera House

Money: Fact checked information on the Whitsundays and provided additional information

New York Newsday: Discussed story ideas on senior citizens socialization programs

Fodor's: Provided information on visitor statistics

Frommer's Travel Guide: Provided general information

Orange Coast Magazine: Provided general information

VJP Activity

Activity included providing information to previous, current and potential VJP participants, continuing to pursue candidates for theme tours and making arrangements for upcoming theme tour trips.

Journalists assisted included:

Ellen Alperstein, TravelAge West, Relax (theme tour)

Jay Brunhouse, freelance (theme tour)

Carolyn Thornton, freelance (theme tour)

Sherry Shahan, freelance (theme tour)

Christine Temin, Boston Globe (Aboriginal Arts Trip)

Robin Roberts, Westworld Magazine

Jonathan Siskin, freelance (theme tour)

Rick Browne, freelance

Roger Cox, freelance (theme tour)

James Bartlett, Metropolitan Golf, (Golf Trip)

Barbara Singer, California Press Bureau (Northwest Airlines Trip)

Herb Silverman, freelance

Mark Passov, Golf Illustrated (Golf Trip)

Kit Snedaker, Copley News Services

Michael Cox, freelance (Golf Trip)

Eric Martin, freelance

Jeff Britton, freelance

Monthly Status Report/3

Video Footage Placement

The following organizations were contacted regarding interest in using videotape footage or provided with video material:

- MG Productions
- Country Road Australian
- NBA Entertainment
- Travel Showcase
- KEYT-TV Santa Barbara
- Glendale Cable Company

Special Promotions and Projects

Good Morning America

- Continued discussions with producer
- Responded to letter of intent from Phil Beuth
- Discussed plans for scouting trip with ATC and GMA
- Participated in conference call with Irv Hamilton and GMA to discuss upcoming science shoot in Australia
- Investigated visa requirements for GMA production crew

Hutchison North American Visit

- Worked with Chris Ryall to develop press releases for Hutchison's visit
- Ordered Hutchison photos for press kits
- Wrote U.S. briefing document for Jon Hutchison
- Made arrangements for New York press briefing luncheon
- Contacted press and attended New York press briefing
- Compiled Los Angeles media list
- Contacted press, arranged media interview and attended Los Angeles press briefing
- Assembled press kits for New York and Los Angeles events

Discussed and/or reviewed proposals for promotional consideration provided by:

- Austrade - Burt Wolf's "What's Cooking" program
- Amazing Games
- Tri-Media Productions
- Penfolds
- Prideaux Productions
- Free-style Tours, Inc.

Monthly Status Report/4

Fair Dinkum

Issue #8

- Wrote additional Calendar of Events items
- Reviewed second draft and reviewed with Stephen Mahoney
- Completed fact checking
- Provided copy on Macintosh and IBM disks for production staff
- Proofed copy from production staff and forwarded changes to Stephen Mahoney
- Proofed revised copy from production staff

Issue #9

- Began developing story ideas

Other Activity

Attended meetings in Los Angeles November 1.

Met with Jon Hutchison and Carole Hancock in San Francisco November 25.

Provided San Francisco Australian Consulate-General with information on Bay Area environmental reporters. Also provided information on possible airline assistance for proposed Audubon program early in 1993.

Investigated possibility of Qantas airline strike in Melbourne and provided information to Stephen Mahoney.

Provided information to Stephen Mahoney regarding Qantas Gold Pass ticket problems.

Provided Eastman Kodak Company with images to incorporate into their "kodarama" 50x50 foot billboard in Times Square, New York.

Provided journalist by-line information for DA book writers.

Provided information to Scott Scherer of Los Angeles Tidings and Catholic Travel Center at Stephen Mahoney's request.

Responded to request from Edelman Public Relations for information on correct procedure for handling journalists' inquiries for fam trips.

Discussed details of transferring press material distribution and media list maintenance responsibilities to BSI with Stephen Mahoney.

Began compiling alphabetical logs of Holiday video footage.

Updated ATC media lists and forwarded changes for BSI to Stephen Mahoney.

Updated VJP database.

ADVERTISING EQUIVALENCY REPORT

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$2,504,720	\$133,076	\$ 19,136	\$1,183,552	\$3,840,484
August	\$1,229,084	\$157,420	\$ 57,280	\$ 923,848	\$2,367,632
September	\$ 572,076	\$363,146	\$ 317,260	\$ 254,172	\$1,506,654
October	\$ 507,474	\$344,074	\$ 10,492	\$1,552,060	\$2,414,100
November	\$ 367,428	\$ 46,096	\$ 5,664	\$1,150,040	\$1,569,228
December	\$1,656,016	\$ 77,422	\$ N/A	\$ 889,416	\$2,622,854
January	\$6,905,072	\$ 63,796	\$ N/A	\$2,595,396	\$9,564,264
February	\$1,395,176	\$102,672	\$ N/A	\$ 991,948	\$2,489,796
March	\$ 282,588	\$204,680	\$ N/A	\$ 322,000	\$ 809,268
April	\$1,526,308	\$ 23,372	\$ N/A	\$ 367,524	\$1,917,204
May	\$ 287,252	\$ 87,616	\$ 137,000	\$ 455,840	\$ 967,708
June	\$ 712,864	\$ 204,674	\$ 68,216	\$ 545,752	\$1,531,506
Total	\$17,946,058	\$1,808,044	\$ 615,048	\$11,231,548	\$31,600,698

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$1,762,000	\$ 188,396	\$ 26,092	\$ 919,332	\$2,895,820
August	\$ 798,319	\$ 68,728	\$ N/A	\$ 254,764	\$1,121,811
September	\$ 553,192	\$ 119,116	\$ 457,432	\$1,156,432	\$2,286,172
October	\$1,144,216	\$ 48,006	\$ 38,560	\$ 219,403	\$1,450,185
November	\$ 734,256	\$ 90,781	\$ N/A	\$ 190,596	\$1,015,633
Total	\$4,991,983	\$ 515,027	\$ 522,084	\$2,740,527	\$8,769,621

VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATJ/2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2021 C	CHRISTINE TEMIN	BOSTON GLOBE	Jul. 19, '92 - Aug. 6, '92		YES	Completed	\$418,720.00		NSW, NT, ACT
ATJ/2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES		Completed			NSW, VIC
ATJ/2022 B	BARBARA DAWSON	RESTAURANTS & INSTTT/HOTELS & REST. INTERNATIONAL	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, SA
ATJ/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATJ/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATJ/2022 E	JAMES KENT	TRANSPACIFIC MAG - ASIAN TRAVEL & NIGHTLIFE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATJ/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATJ/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES		Completed			NSW, VIC
ATJ/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATJ/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92		YES	Completed			NSW, VIC
ATJ/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES		Completed	\$1,350.00		NSW, QLD
ATJ/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATJ/2028 B	MARK BROWN	SOUTHERN LINKS AND WESTERN LINKS	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATJ/2028 C	MIKE COX	GOLF MAGAZINE	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATJ/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92		YES	Completed			QLD
ATJ/2028 D	JOSEPH PASSOV	GOLF ILLUSTRATED	Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC

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CLIPS REPORT
NOVEMBER, 1992**

VISITING JOURNALISTS PROGRAM

FALL 92	TRIPS & TRAVEL - FROMMERS TRAVEL BOOK CLUB "Focus on Perth" by Arthur Frommer	N/A
OCT 92	SPECTRUM (NORTHERN NEVADA) (RENO, NV) (MO-50,000) "Ancient rock art stunning look at Australia's past" by Lark Ellen Gould	N/A
OCT 12	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Vouching for Australia" by Michelle Sullivan	\$29,849.00
OCT 18	GRAND RAPIDS PRESS (GRAND RAPIDS, MI) (S-194,045) "Explore the Mild West - in Australia, that is" by Jeff Miller	\$8,865.00
OCT 18	GRAND RAPIDS PRESS (GRAND RAPIDS, MI) (S-194,045) "Aussie Wilderness Still Untouched" by Jeff Miller	\$6,100.00
OCT 25	THE BALTIMORE SUN (BALTIMORE, MD) (S-487,318) "Extraordinary scenery is the ordinary backdrop in southwestern Australia" by Jeff Miller	\$40,224.00
NOV 92	TOWN & COUNTRY (NEW YORK, NY) (MO-453,000) "What's Up Down Under" Photos by Daniel Aubry	\$226,755.00
NOV 92	DRINKS INTERNATIONAL (LONDON) "AustralianS make headway" by J. Herbert Silverman	\$6,528.00
NOV 01	THE BOSTON GLOBE MAGAZINE "Picturing Dreamtime" by Christine Temin	\$189,236.00

VISITING JOURNALISTS PROGRAM (CONTINUED)

NOV 01	CHICAGO TRIBUNE (CHICAGO, IL) (S-1,107,938) "Townsville and its WWII link to America" by Robert W. Bone	\$71,724.00
NOV 01	NEWS PRESS (SANTA BARBARA, CA) (S-57,000) "Australia offers primitive world" by Christine Temin	\$2,451.00
NOV 01	NEWS PRESS (SANTA BARBARA, CA) (S-57,000) "Visit the 'Top End' when Down Under" by Christine Temin	\$4,595.00
NOV 01	TIMES (SCRANTON, PA) (S-81,722) "Down Under's 'Top End' Rates High with Tourists" by Christine Temin	\$3,311.00
NOV 06	HOLLYWOOD TODAY "Australia: A Traveling Woman's Paradise" by Barbara Singer	\$14,714.00
NOV 08	THE BOSTON SUNDAY GLOBE "The Complex World of Aboriginal Art" by Christine Temin	\$129,904.00

PRESS RELEASES / INTERVIEWS

OCT 92	SUCCESSFUL MEETINGS (NEW YORK, NY) (MO-77,000) "Jon Hutchison has joined the Australian Tourist Commission"	\$940.00
OCT 92	CORPORATE MEETINGS & INCENTIVE (NEW YORK, NY) (MO-40,000) "Hutchison to head Australian Tourism"	\$2,487.00
OCT 92	JAX FAX (DARIEN, CT) (MO-28,000) "Australian Tourist Commission introduces theme year promotions"	\$4,363.00
OCT 18	ANDERSON INDEPENDENT-MAIL (ANDERSON, SC) (S-45,342) "Beware the dingo"	\$795.00

PRESS RELEASES / INTERVIEWS (CONTINUED)

OCT	26	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "Australia / South Pacific: Making It Easier To Sell"	\$11,311.00
OCT	29	TRAVEL WEEKLY (NEW YORK, NY) (2X-W-37,500) "Aussie Specialist Program" by Marilee Crocker	\$1,557.00
OCT	30	BILLINGS GAZETTE (BILLINGS, MT) (D-54,757) "Aussie guide has answers for Down Under touring"	\$1,488.00
NOV	16	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-56,000) "New Strategies Developed For Tourism Down Under" by Mark Roberti	\$20,109.00
NOV	02	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "ATC Stresses New Agent Programs, Unique Attractions"	\$15,927.00
NOV	05	TRAVEL WEEKLY (SECAUCUS, NJ) (BI-W-21,198) "Australia offers aboriginal history and modern facilities"	\$31,804.00

PHOTO / INFORMATION ASSISTANCE

SEP	92	CORPORATE MEETINGS & INCENTIVES (NY, NY) (MO-40,000) "A World of Dreams" - Australia	\$7,260.00
SEP/ OCT	92	INSURANCE CONFERENCE PLANNER (STAMFORD, CT) (BI-MO-8,500) "Australian Tourist Commission"	\$224.00
OCT	92	ASTA AGENCY MANAGEMENT (WASHINGTON, DC) (MO-21,500) "Selling the South Pacific"	\$32,612.00
OCT	92	ROTARIAN (EVANSTON, IL) (MO-542,600) "Boomerangs Down Under" by Jack Goldfarb	\$7,732.00
OCT	11	THE PLAIN DEALER (CLEVELAND, OH) (S-560,871) "Save in Sydney's seedy side" by Laura Christman	\$28,960.00

PHOTO / INFORMATION ASSISTANCE (CONTINUED)

OCT	25	LOS ANGELES TIMES (LOS ANGELES, CA) (S-1,529,610) "Hostel news from Italy and Australia" by Lucy Izon	\$19,764.00
OCT	26	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Australia - The Australian Tourist Commission"	\$12,580.00
NOV	92	ATLANTIC (BOSTON, MA) (MO-473,916) "Winter Vacations and exotic - Australia"	\$80,400.00
NOV	92	TRAVEL NEWS "Head Down Under for travel adventure"	N/A
NOV	01	THE MIAMI HERALD (MIAMI, FL) (S-532,014) "Australian Tourist Commission"	\$1,064.00

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

Month	VIP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$2,504,720	\$133,076	\$ 19,136	\$1,183,552	\$3,840,484
August	\$1,229,084	\$157,420	\$ 57,280	\$ 923,848	\$2,367,632
September	\$ 572,076	\$363,146	\$ 317,260	\$ 254,172	\$1,506,654
October	\$ 507,474	\$344,074	\$ 10,492	\$1,552,060	\$2,414,100
November	\$ 367,428	\$ 46,096	\$ 5,664	\$1,150,040	\$1,569,228
December	\$1,656,016	\$ 77,422	\$ N/A	\$ 889,416	\$2,622,854
January	\$6,905,072	\$ 63,796	\$ N/A	\$2,595,396	\$9,564,264
February	\$1,395,176	\$102,672	\$ N/A	\$ 991,948	\$2,489,796
March	\$ 282,588	\$204,680	\$ N/A	\$ 322,000	\$ 809,268
April	\$1,526,308	\$ 23,372	\$ N/A	\$ 367,524	\$1,917,204
May	\$ 287,252	\$ 87,616	\$ 137,000	\$ 455,840	\$ 967,708
June	\$ 712,864	\$ 204,674	\$ 68,216	\$ 545,752	\$1,531,506
Total	\$17,946,058	\$1,808,044	\$ 615,048	\$11,231,548	\$31,600,698

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VIP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$1,762,000	\$ 188,396	\$ 26,092	\$ 919,332	\$2,895,820
August	\$ 798,319	\$ 68,728	\$ N/A	\$ 254,764	\$1,121,811
September	\$ 553,192	\$ 119,116	\$ 457,432	\$1,156,432	\$2,286,172
October	\$1,144,216	\$ 48,006	\$ 38,560	\$ 219,403	\$1,450,185
November	\$ 734,256	\$ 90,781	\$ N/A	\$ 190,596	\$1,015,633
Total	\$4,991,983	\$ 515,027	\$ 522,084	\$2,740,527	\$8,769,621

ATC WEEKLY STATUS REPORT
November, 1992

Michelle

ATC 2004 ATC General Activity

J. Hutchison Photos

Ordered photos from Herrington Olson photography to include in J. Hutchison press kits.

J. Hutchison Press Kits

Worked on finalizing and assembling J. Hutchison press kit materials.

Media Lists

Updated the ATC's media lists and forwarded updates to Stephen Mahoney so that he can inform BSI.

ATB 2018 News Bureau

The Robb Report

Gathered information on casinos in Australia for the Robb Report.

Melissa Donnolly, Travel Showcase

Sent Melissa Donnolly the ATC's compile library tape.

Ivor Davis, Freelancer

Sent Ivor slides of Stephanie Alexander, her restaurant and two of her dishes.

ATO 2016 News Releases

Awards Release

Obtained client approval, coordinated in-house proofing and distributed release.

Reorganization Release

Finalized reorganization release - coordinated in-house proofing and distributed release.

ATR 2021 Reporting

October Status Report

Worked on October's status report. Updated advertising equivalency report. Duplicated reports and sent to clients.

October Clips Report

Worked on October's clips report. Copied clips, calculated ad equivalency and typed report. Duplicated and sent to client.

ATV 2003 Video Footage Placement

Holiday Video Footage Logs

Typed Holiday video footage logs for Irv alphabetically and by master tape, library tape and show numbers.

Michelle

Continued . . .

ATI 2017 Visiting Journalists Program

VJP Database

Updated VJP database and printed VJP log to include in monthly status report.

A·V·I·S·O

A . V . I . S . O

AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

STATUS REPORT

DECEMBER, 1992

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
93 JUL -9 AM 9:53
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

- ACTIVITY SUMMARY
- ADVERTISING EQUIVALENCY REPORT
- VISITING JOURNALISTS LOG

ACTIVITY SUMMARY

AUSTRALIAN TOURIST COMMISSION STATUS REPORT DECEMBER, 1992

Advertising Equivalency (December 92) = \$750,616

Press release	\$ 84,816
Photo/Info Asst.	\$ 202,624
VJP	\$ 463,176

Press Releases

"ATC Announces New Management Appointments"
Revised and distributed

"Christmas in Australia"
Distributed news item on holiday activities in Australia to selected media in Southern California

"Best kept secrets"
Identified list of some of Australia's "best kept secrets" and sent off to PATA for the March/April issue of Travel News Americas

Media Activity

Bon Appetit: Sent information on Christmas in Australia for feature in 1993.
Esquire: Researched information on the Cape York Peninsula for upcoming feature coverage
Hemispheres: Sent list of events for Feb. 1993
Inside Sports: Provided information on Year of Sports
Meetings & Conventions: Provided dates for Trading Post
New York Times: Provided details on aircraft disinfection
Omaha World Herald: Provided slides for story coverage on Australia
Arkansas Democrat Gazette: Sent contact details for NTTC
Boston Herald Tribune: Provided slides
Conde Nast Traveler: Per NSWTTTC manager, instructed complaints editor to direct a letter regarding the Sydney Opera House to the general manager of the Sydney Opera House Trust
Freelancer/James: Sent general information
Freelancer/Taylor: Discussed story ideas
Money Magazine: Fact checked story on the Whitsundays and researched and provided additional details on the area for them.
TravelAge West: Provided information on Sydney International Airport
Islands: Assisted in fact checking Thursday Island story

Media Activity (cont.)

Asia/Pacific Travel Newsletter: Provided photography
Freelancer/Joan Storey: Provided updated state information contacts
Melbourne Age: Provided facts on U.S. bookings and business projections for travel
to Australia to Los Angeles-based correspondent David Hay. Advised ATC
Sydney of contact details.

VJP Activity

Activity included providing information to previous, current and potential VJP participants, continuing to pursue candidates for theme tours and making arrangements for upcoming theme tour trips.

Journalists assisted included:

Lance Orozco, news producer, KEYT-TV, Santa Barbara
Peter Greenberg, syndicated columnist and "home Show" personality
Jayne Clark, Los Angeles Daily News
Laura Bly, Orange County Register
Rhoda Amon, lifestyles editor, New York Newsday
M. Potter, New York Times Syndicate
M. Cousins, freelance writer
Ann Spidelman, freelance writer
Robert Bone, freelance writer
Roger Cox, contributing editor, Tennis
Betsa Marsh, freelance writer
Jay Brunhouse, freelance writer
Eric Martin, freelance writer
Jean Simmons, freelance writer
Randall Hyman, freelance photographer
Sherry Shahan, freelance writer

VJP projects

Provided Sydney with updated/revised VJP plan.

Contacted Judy Crawford, ANA Hotels Representative regarding a trip she is planning for new ANA Sydney hotel in April.

Recommended ATC support for Hayman press trip organized by May Homi PR.

Video Footage Placement

The following organizations were contacted regarding interest in using videotape footage or provided with video material:

- Sammons Cable
- Cablevision (West Valley Access Station, Los Angeles area)
- "How'd They Do That"
- Orange County News Network
- NBC News Archives
- Warren Miller Productions
- SRS Productions "The Go-Go Travel Show"
- MTV
- NBA Entertainment
- CNN TravelShowcase
- WTSP-TV
- Arthur Frommer, The Weather Channel
- A Current Affair

Special Promotions and Projects

Good Morning America

- Continued discussions with producer
- Prepared proposed itinerary for February scouting trip
- Met with state officers to develop list of story ideas for GMA
- Researched and developed list of some 35 story ideas for GMA review
- Provided backup materials on the story ideas along with detailed memo
- Provided dubs of GMA programs in NTSC and PAL versions to states and ATC Sydney
- Arranged for GMA to discuss airline arrangements with Australian Airlines and Ansett
- Provided update memo on program status to ATC team
- Initiated visa requirement discussions with GMA and consulate

Media Meetings

Arranged meetings for Carole Hancock during her New York trip. She met with Patricia Bell, travel editor, Gourmet; Rhoda Amon, lifestyle editor, New York Newsday; Arthur Frommer, The Weather Channel; and Alice Gochman, executive editor, Gourmet.

Also arranged for Mark Roberti, reporter for Tour & Travel News, to interview Carole twice during December. Topics discussed were ATC's restructuring and Carole Hancock's new position.

Monthly Status Report/4

Fair Dinkum

Issue #9

- Brainstormed story ideas

Other Activity

Christmas Stockings

- Ordered candies for Christmas stockings for ATC from Koala Baskets
- Compiled media lists for Christmas stocking distribution
- Prepared brief note for CH's signature to accompany stocking mailings

Reviewed program projects and priorities in Conference Call on Dec. 16.

Prepared New York media list for Stephen Mahoney.

Researched setting up an 800 # to handle Canadian calls. Wrote memo to all staff on new procedures.

Updated VJP database.

Advised Linda Zak at QTTC that the Orange county Register was running a story on club Tropical Resort in Port Douglas.

ADVERTISING EQUIVALENCY REPORT

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

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November	\$ 734,256	\$ 90,781	\$ N/A	\$ 190,596	\$1,015,633
December	\$ 463,176	\$ 84,816	\$ N/A	\$ 202,624	\$ 750,616
Total	\$5,455,159	\$ 599,843	\$ 522,084	\$2,943,151	\$9,520,237

VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATI/2035	ELLEN ALPERSTEIN	RELAX TRAVELAGE WEST	Oct. 28, '92 - Nov. 14, '92	YES		Completed			SA, VIC, NSW
ATI/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES		Completed			NSW, VIC
ATI/2037 C	CAMILLE BOUNDS	SUN RISE PUBLICATIONS	Jan. 27, '93 - Feb. 8, '93		YES	In Progress			NSW
ATI/2028 B	MARK BROWN		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2031	JAY BRUNHOUSE	INTERNATIONAL TRAVEL NEWS	Nov. 6, '92 - Nov. 19, '92	YES		Completed			NSW, WA, SA, NT, QLD
ATI/2037 E	BILL CLIFFORD	NEWS TIMES SYNDICATE	Jan. 26, '93 - Feb. 8, '93		YES				NSW
ATI/2028 C	MIKE COX		Sep. 10, '92 - Sep. 22, '92		YES	In Progress			QLD, NSW, VIC
ATI/2033	ROGER COX	TENNIS	Jan. 8, '93 - Feb. 1, '93		YES	In Progress			NSW, VIC, TAS

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATI/2022 B	BARBARA DAWSON		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, SA
ATI/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATI/2037 B	NORMAN CHANDLER FOX	COPELEY NEWS SERVICE	Jan. 27, '93 - Feb. 4, '93	YES		In Progress			NSW
ATI/2037 F	TIMOTHY FOX	TRIP ESCORT	Jan. 27, '93 - Feb. 9, '93	YES		In Progress			NSW
ATI/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES		Completed	\$1,350.00		NSW, QLD
ATI/2037 D	JON HOLMAN	PREMIER PUBLISHING	Jan. 27, '93 - Feb. 8, '93	YES		In Progress			NSW
ATI/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, QLD
ATI/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92	YES		Completed			QLD
ATI/2022 E	JAMES KENT		Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	Trip Cost	Ad Equivalency	Area
ATJ/2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES		Completed			NSW, VIC
ATJ/2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATJ/2020	JOHN MUNCIE	SAN DIEGO UNION - TRIBUNE	Jul. 15, '92 - Aug. 12, '92	YES		Completed	\$35,660.00		NT, NSW
ATJ/2028 D	JOSEPH PASSOV		Sep. 10, '92 - Sep. 22, '92	YES		In Progress			QLD, NSW, VIC
ATJ/2037-A	GLEN PUTNAM		Jan. 27, '93 - Feb. 8, '93	YES		In Progress			NSW
ATJ/2036	SHERRY SHAHAN	SENIOR MAGAZINE	Nov. 8, '92 - Nov. 20, '92	YES		Completed			ACT, SA, WA, NSW
ATJ/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92	YES		Completed	\$63,672.00		NSW, VIC
ATJ/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES		Completed			NSW, VIC

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates		Support		Status	Trip Cost	Ad Equivalency	Area
					Full	Partial				
ATI/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES			Completed			NSW, VIC
ATI/2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92		YES		Completed	\$827,697.00		NSW, NT, ACT
ATI/2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92		YES		Completed	\$57,172.00		NSW, NT, ACT
ATI/2030	CAROLYN THORNTON		Nov. 6, '92 - Nov. 19, '92	YES			Completed			NSW, WA, SA, NT, QLD

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AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

DECEMBER, 1992

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
93 JUL -9 AM 9:52
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

**AUSTRALIAN TOURIST COMMISSION
CLIPS REPORT
DECEMBER, 1992**

VISITING JOURNALISTS PROGRAM

SEP	28	TRAVELAGE - MID AMERICA (CHICAGO, IL) (W-21,000) "Travelers Finding it Easier To Visit All of Australia" by Joan Storey	\$15,708.00
NOV	08	MARIN INDEPENDENT JOURNAL (SAN RAFAEL, CA) (D&S-42,245) "Australia's Eiffel Tower" by Christine Temin	\$10,184.00
NOV	08	ORANGE COUNTY REGISTER (SANTA ANA, CA) (S-400,375) "Architectural splendor of Sydney's past and present" by Christine Temin	\$12,400.00
NOV	11	CAMBRIAN NEWS/CAMPBELL EXPRESS (CAMPBELL, CA) (W-1,562) "Black Swan of the West" by Joe Scholnick	\$404.00
NOV	12	PARAMOUNT JOURNAL (PARAMOUNT, CA) (W-3,000) "Swan of the West" by Joe Scholnick	\$1,252.00
NOV	12	THE BOSTON GLOBE "Up from Down Under: A coup for Mass Art" by Christine Temin	\$57,172.00
NOV	15	SANTA BARBARA NEWS-PRESS (SANTA BARBARA, CA) (S-57,000) "Architecture junkies find a haven in Sydney" by Christine Temin	\$5,720.00
NOV	15	DENVER POST (DENVER, CO) (S-417,780) "Darwin a natural selection for visit" by Christine Temin	\$41,756.00
NOV	15	IDAHO STATESMAN (BOISE, ID) (S-81,725) "Back Country Driving" Susan Burdick Photo	\$7,492.00
NOV	22	SALT LAKE TRIBUNE (SALT LAKE CITY, UT) (S-140,977) "Sydney offers architectural, cultural wonderland for visitors to Australia" by Christine Temin	\$9,420.00

VISITING JOURNALISTS PROGRAM (CONTINUED)

NOV	22	THE STAR - LEDGER "A vine grows in the Australian outback, and a wine mecca is born" by J. Herbert Silverman	\$57,144.00
NOV	23	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Putjamirra Tent Camp Permits Access to Wilds" by Betsy and John Braden	\$15,316.00
NOV	29	WISCONSIN STATE JOURNAL (MADISON, WI) (S-158,626) "Rain Forest An Australian Secret" by Jeff Miller	\$28,464.00
NOV	30	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-56,000) "Cultural Tourism: Pitfalls and Possibilities" by Anne M. Masterton	\$65,584.00
DEC	01	RACQUET MAGAZINE (NEW YORK, NY) (SEMI-MO - 151,200) "Silky Oaks Resort" Jeff Miller Photo	\$39,324.00
DEC	01	RACQUET MAGAZINE (NEW YORK, NY) (SEMI-MO - 151,200) "Vintage Australia" by Linda McK. Stewart	\$54,216.00
DEC	13	UNION TRIBUNE (SAN DIEGO, CA) "The past walks with the present in Kakadu" by John Muncie	\$35,660.00
DEC	13	NEW YORK DAILY NEWS (NEW YORK, NY) "Down Under Wunders" by Joe Scholnick	\$83,692.00
DEC/ JAN	93	TOURS & RESORTS "Ayers Rock in Australia's Rugged Outback" Photo by Rick Browne	\$5,960.00

PRESS RELEASES / INTERVIEWS

NOV	02	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "ATC Stresses New Agent Programs, Unique Attractions"	\$16,232.00
NOV	05	TRAVEL MANAGEMENT DAILY (NEW YORK, NY) (DAILY) "A Culture of Riches"	\$16,972.00
NOV	05	TRAVEL MANAGEMENT DAILY (NEW YORK, NY) (DAILY) "Advertising and lower air fares boost travel to the area"	\$18,000.00
NOV	09	TRAVELAGE MID-AMERICA (CHICAGO, IL) (W-21,000) "Australia Revamps Inbound Tourism Strategy" by Mimi Kmet	\$2,952.00
NOV	09	TRAVELAGE MID-AMERICAN (CHICAGO, IL) (W-21,000) "Agents Tour S. Pacific in Brendan Workshop" by Sherrie Strausfogel	\$5,904.00
NOV	23	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-56,000) "Australia To Focus On Travel Agents" by Mark Roberti	\$23,728.00
NOV	30	TRAVEL MANAGEMENT DAILY (NEW YORK, NY) (DAILY) "The Australian Tourist Commission will close its Chicago and Toronto offices."	\$1,028.00

PHOTO / INFORMATION ASSISTANCE

OCT	29	NEBRASKA SIGNAL (GENEVA, NE) (W-4,025) "Geneva Travelogue To Hold Opening Series"	\$224.00
NOV	92	ROTARIAN (EVANSTON, IL) (MO-542,600) "Meet you in Melbourne"	\$8,104.00
NOV	08	PANTAGRAPH (BLOOMINGTON, IL) (S-56,768) "Sydney provides variety of treats" by Laura Christman	\$9,096.00
NOV	15	FORT WORTH STAR-TELEGRAM (FORT WORTH, TX) (D-661,698) "Castaway your cares on romantic escapes" by Mike Nichols	\$5,788.00

PHOTO / INFORMATION ASSISTANCE (CONTINUED)

NOV	29	WISCONSIN STATE JOURNAL (MADISON, WI) (S-158,626) "If you go to the Australian Rain Forest"	\$1,744.00
NOV	29	ORLANDO SENTINEL (ORLANDO, FL) (S-379,700) "Australia: Foreign, familiar" by William Gruber	\$82,252.00
DEC	92	TRAVEL NEWS "T. A. I. announces discount tours to Australia"	N / A
DEC	06	THE NEWS & OBSERVER (RALEIGH, NC) (S) "Exotic, special angling - Australia lives up to all its billing" by Joel Arrington	\$11,724.00

A . V . I . S . O

AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

STATUS REPORT

JANUARY, 1993

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
93 JUL -9 AM 9:57
INTERNAL SECURITY
930701
REGISTRATION UNIT

- **ACTIVITY SUMMARY**
- **ADVERTISING EQUIVALENCY REPORT**
- **VISITING JOURNALISTS LOG**

ACTIVITY SUMMARY

AUSTRALIAN TOURIST COMMISSION
STATUS REPORT
JANUARY, 1993

Advertising Equivalency (January 93) = \$1,984,624

Press release	\$ 152,076
Photo/Info Asst.	\$ 61,760
VJP	\$1,770,788

Press Releases

Year of Sport: Updated (release held for new YOS calendars)

Good Morning America: Drafted release for client/ABC approval

Media Activity

Conde Nast Traveller: Sent press information on golf, GBR, food and wine, Sydney, Melbourne, Cairns and Brisbane to Joseph Ward, contributing editor, who is planning to vacation in Australia later this year. While on holiday, he plans to research stories for Conde Nast on the Australian wine industry and other topics.

AAA Home & Away: Provided slides for March/April issue (Chicago edition)

Esquire: Provided further research on Cape York Wilderness Lodge and other Eco-Tourism resorts in Australia.

Fodors: Provided visitor statistics for 1992

Freelance/Gunning: Provided slides

Freelance/Plotkin: Referred to Consulate for information on opera in Australia

Freelance/Welch: Provided general information

Journey Magazine: Sent press kit

Lears: Provided slides of Kangaroo Island for May issue item

PATA Travel News: Sent information on business and incentive travel

Skyward Marketing: Identified some of "Australia's best kept travel secrets" and provided slides

TravelAge East: Working with Mike Pina on story ideas during his upcoming trip to Australia for the ASTA International Conference

Turner In-flight Programming: Provided slides for upcoming articles

USA Today: Provided contact information for the Sydney Entertainment Center

WDLZ-TV, Florida: Referred to NSWTTTC for videofootage

Where in the World is Carmen San Diego: Referred to Aust. Naturally for slides for upcoming Public Broadcasting System program for children

Woman's World: Sent press kit and provided information on medical meetings scheduled for Sydney throughout the year. Referred to S. Chipchase and P. Fisch for more details.

Freelance/Alperstein: Working with Collier Marinao, duped slides o Aussie Rules Football and provided sets to her

Freelance/Storey: Clarified Canadian representation situation and sent copy of new DA Book.

Media Activity (cont.)

Freelance/Johnson: Provided information on ATC offices worldwide

Freelance/Wolff: Provided visitor statistics and copies of press releases for book research

Dr. Ellen Henke, Media Garden Communicator: Forwarded copy of ATC/SYD garden book for her reference

Freelance/Gebhart: Coordinated an interview with Meagan Socha for interview on the dive industry in Australia, as well as provided diving background information from ATC files

International Video Network: Provided Queensland background

Freelance/Moyes: Provided information on Sydney's festivals

Diversion Magazine: Provided updated contact information

New York Newsday: Discussed travel arrangements for columnist Dennis Duggan

Foghorn Press: Requested more information on the "All One Family World Trek"

VIP Activity

Activity included providing information to previous, current and potential VJP participants, continuing to pursue candidates for theme tours and making arrangements for upcoming theme tour trips.

Journalists assisted included:

Glen Putnam, freelance

William Clifford, freelance

Betsa Marsh, freelance

James Bartlett, Golfweek magazine

David Faulkner, freelance photographer

Ellen Alperstein, freelance

Sherry Shahan, freelance

Joe Scholnick, Capitol News Service

Ruda Max, Spy Magazine

Everett Potter, New York Times "Shopping Around" columnist

Roger Cox, contributing editor, Tennis

Norman Chandler Fox, Copley

Rick Browne, freelance

Anne Spiselman, freelance

Linda Marie Singer, freelance

Rich Warren, freelance

Steve Coryell, KRLD radio

George Bush, Travel Editor, Modern Maturity

Jerry Heasley, freelance

John Fowler, freelance

Darrell Jones, photographer, Islands

Gary Krist, writer, Islands

Ed Engoran, KABC radio

Lesley Taylor, Amazing Games

Bill Leuth, KKHI. San Francisco

Monthly Status Report/3

VJP Activity (cont).

Andrew Powell, Harper's Bazaar
Laura Bly, travel editor, Orange County Register
Jayne Clark, travel editor, Daily News of Los Angeles
Judi Dash, LA Times freelance
Patti Pietschmann, freelance
Richard and Donna Carroll, freelance
David Molyneaux, Cleveland Plain Dealer
Colman Andrews, freelance
Tracy Cabot, freelance
Gail Harrington, editor for Auto Club
Cici Williamson, Gannett Syndicate
Gary Walter, Departures
Alan Richman, GQ
Roberta Graf, South Shore Newspapers
Mary Johnson, travel editor, New Choices
Julie Sahni, freelance
Sybil Taylor, freelance
Robert Cozens, freelance
Ernie Torriero, San Jose Mercury News

Other VJP activity

At the request of the ATC, presented a synopsis of the VJP program to Qantas marketing representatives Joan Boyd and Joan Pifer to gain their further cooperation and endorsement of the program.

Met with Inter-Continental Hotels representative Patricia Tierney to discuss upcoming journalist trip. Provided names of potential candidates and contact details.

Discussed the possibility of working with ANA Hotels on a press trip to Sydney and the Gold Coast with ANA public relations representative Judy Crawford.

Provided clips information to Elissa of TSA on several VJP journos

Gathered original publications and forwarded to ATC-Sydney with ad equivalencies or presentations.

Updated VJP database and provided updated figures to ATC-Sydney.

Video Footage Placement

The following organizations were contacted regarding interest in using videotape footage or provided with video material:

- Great Sports Vacations
- News Travel Network
- Career Encounters, KLCS
- Escape to Paradise, Center Communications
- CNN Travel Guide
- Fishin' Hole, ESPN
- A World Away International Video Network
- Arthur C. Clark's World of Strange Powers
- ATC Cablevision Canyon Country
- Cencom Pasadena
- Comcast Simi Valley
- Verdugo Hills Television
- Ventura County Cablevision
- Beverly Hills Community Television
- Weekend Travel Update, NBC
- Discovery Channel
- Century Cable Eagle Rock

Special Promotions and Projects

Good Morning America

- Continued discussions with producer, ATC/LAX and ATC/SYD
- Continued discussions with Australian Airlines, Ansett and Sheraton Hotels for scouting trip
- Provided story ideas to ABC
- Responded to GMA's story ideas with follow up suggestions
- Participated in story idea meeting with C. Sweeney and GMA team
- Organized numerous conference calls with GMA and ATC Sydney to discuss logistics
- Provided videotapes of the 1987 Today programs to GMA

Monthly Status Report/5

Fair Dinkum

Issue #9

- Drafted story ideas
- Compiled reference materials
- Submitted first draft copy for approval

Other Activity

Worked with Qantas to provide journalist assistance via voice mail recording regarding travel to Australia.

Provided travel tips to for U.S. journos to C. Fraser

Organized and participated in ATC public relations review meeting Friday, Jan. 8th

Irv Hamilton traveled to Los Angeles to participate in Australia Day events with ATMC and the ATC.

Collected information for possible participation by Australia in the Los Angeles Festival.

Forwarded a copy of Ross Terrill's article on the Barossa Valley to Mike Smith, Tourism South Australia

Compiled media list for Lou Hammond for event sponsored by the Sydney Visitors and Convention Bureau

Arranged for Lyndel to attend luncheon ceremony sponsored by Eastman Kodak Co. relating to its photographic display of the Sydney Opera House at the Kodarama at the Marriott Marquis in Times Square.

Drafted ideas to be incorporated in a welcome message to travel agents from Jon Hutchison to be published during the ASTA International Conference in The Travel Reporter in Australia.

Discussed the next issue of the MC&I Newsletter with Sandra Chipchase and began preparation of copy and story research.

Provided response to Carole Hancock's query regarding food and beverage journalists and ROI with special projects.

Sent Discover It video to Sharon Kres, account executive for Country Road Australia's advertising agency

Responded to half dozen U.S. consumer requests for assistance and/or information.

Monthly Status Report/6

Canadian Activity

This month the agency began receiving calls for assistance from Canadian media and consumer travelers. The following outlines contact and assistance provided:

Media/VIP assistance

Cathy Partridge, freelance writer - discussed VJP

Sara Martell, "Travel, Travel" regarding viewer responses

Donald Dalley, freelance - provided subway information

Peter Schroeder, freelance - sent background information and VJP details

Steve Payne, Toronto Sun - discussed new dates for Australian baseball playoffs. He advises he cannot travel to Australia until the fall

Jim Dominey, Canadian Travel Press - discussed VJP and ATE

Jennifer Low, freelance, Globe & Mail - provided information on fitness hotels in Sydney for upcoming article

Follow up contacts or direct assistance was provided to the following consumer requests:

Joe Thompson, band leader, needed details on Corroboree

Lori Millasap, needed details on bringing in a horse from Australia

Rickie McKeon, needed details on importing Australian sheep skins

Jake Gossen, wanted details on exchange rates and credit cards

Colleen McCloud, requested info on media coverage in Australia

Dino Barbucci, requested number of Australian consulate

Leanne Cotton, Seneca College, needed materials for International Day

Chris Rynberk, Crosley School, wanted DA Books and other materials for his 12th graders

Send maps, photos and DA Books to Sacred Heart School in Canada

ADVERTISING EQUIVALENCY REPORT

A . V . I . S . O

1991-1992 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$2,504,720	\$133,076	\$ 19,136	\$1,183,552	\$3,840,484
August	\$1,229,084	\$157,420	\$ 57,280	\$ 923,848	\$2,367,632
September	\$ 572,076	\$363,146	\$ 317,260	\$ 254,172	\$1,506,654
October	\$ 507,474	\$344,074	\$ 10,492	\$1,552,060	\$2,414,100
November	\$ 367,428	\$ 46,096	\$ 5,664	\$1,150,040	\$1,569,228
December	\$1,656,016	\$ 77,422	\$ N/A	\$ 889,416	\$2,622,854
January	\$6,905,072	\$ 63,796	\$ N/A	\$2,595,396	\$9,564,264
February	\$1,395,176	\$102,672	\$ N/A	\$ 991,948	\$2,489,796
March	\$ 282,588	\$204,680	\$ N/A	\$ 322,000	\$ 809,268
April	\$1,526,308	\$ 23,372	\$ N/A	\$ 367,524	\$1,917,204
May	\$ 287,252	\$ 87,616	\$ 137,000	\$ 455,840	\$ 967,708
June	\$ 712,864	\$ 204,674	\$ 68,216	\$ 545,752	\$1,531,506
Total	\$17,946,058	\$1,808,044	\$ 615,048	\$11,231,548	\$31,600,698

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VJP	Interviews Releases	Special Promotions	Photo/Info. Assistance	Total
July	\$1,762,000	\$ 188,396	\$ 26,092	\$ 919,332	\$2,895,820
August	\$ 798,319	\$ 68,728	\$ N/A	\$ 254,764	\$1,121,811
September	\$ 553,192	\$ 119,116	\$ 457,432	\$1,156,432	\$2,286,172
October	\$1,144,216	\$ 48,006	\$ 38,560	\$ 219,403	\$1,450,185
November	\$ 734,256	\$ 90,781	\$ N/A	\$ 190,596	\$1,015,633
December	\$ 546,868	\$ 84,816	\$ N/A	\$ 118,932	\$ 750,616
January	\$1,770,788	\$ 152,076	\$ N/A	\$ 61,760	\$1,984,624
Total	\$7,309,639	\$ 751,919	\$ 522,084	\$2,921,219	\$11,504,861

VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993
ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATTJ2016	JEFF MILLER, SUSAN BURDICK		Jul. 1, '92 - Jul. 16, '92	YES		Completed	\$3,647.00	\$904,564.00	QLD, WA
ATTJ2016	JEFF MILLER, SUSAN BURDICK		Jul. 1, '92 - Jul. 16, '92	YES		Completed		\$212,532.00	QLD, WA
ATTJ2020	JOHN MUNCIE	SAN DIEGO UNION - TRIBUNE	Jul. 15, '92 - Aug. 12, '92		YES	Completed		\$44,508.00	NT, NSW
ATTJ2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATTJ2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES		Completed			NSW, ACT, NT
ATTJ2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92		YES	Completed		\$827,697.00	NSW, NT, ACT
ATTJ2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92		YES	Completed		\$159,616.00	NSW, NT, ACT
ATTJ2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES		Completed	\$280.00		NSW, VIC

July 1, 1992 - June 30, 1993
ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATI/2022 B	BARBARA DAWSON		Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00		NSW, SA
ATI/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00		NSW, QLD
ATI/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00		NSW, QLD
ATI/2022 E	JAMES KENT		Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00		NSW, VIC
ATI/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00		NSW, VIC
ATI/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES		Completed	\$280.00	\$14,714.00	NSW, VIC
ATI/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES		Completed	\$280.00	\$544.00	NSW, VIC
ATI/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92	YES		Completed	\$0.00	\$105,784.00	NSW, VIC

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AU\$ Trip Cost	US\$ Ad Equivalency	Area
ATJ/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES		Completed	\$1,350.00		NSW, QLD
ATJ/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$855.00		QLD, NSW, VIC
ATJ/2028 C	MIKE COX		Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$855.00		QLD, NSW, VIC
ATJ/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$450.00		QLD
ATJ/2028 E	JOHN LISTER		Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$855.00		QLD, NSW, VIC
ATJ/2028 D	JOSEPH PASSOV		Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$855.00		QLD, NSW, VIC
ATJ/2028 B	CRAWLEY RON	SOUTHERN / WESTERN LINKS	Sep. 10, '92 - Sep. 22, '92	YES		Completed	\$855.00		QLD, NSW, VIC
ATJ/2035	EILEEN ALPERSTEIN	RELAX, TRAVELAGE WEST	Oct. 28, '92 - Nov. 14, '92	YES		Completed	\$1,093.70		SA, VIC, NSW

July 1, 1992 - June 30, 1993
ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATJ/2031	JAY BRUNHOUSE	INTERNATIONAL TRAVEL NEWS	Nov. 6, '92 - Nov. 19, '92	YES	Completed	\$1,258.90		NSW, W.A. SA, NT, QLD
ATJ/2030	CAROLYN THORNTON		Nov. 6, '92 - Nov. 19, '92	YES	Completed	\$1,258.90		NSW, W.A. SA, NT, QLD
ATJ/2036	SHERY SHAHAN	SENIOR MAGAZINE	Nov. 8, '92 - Nov. 20, '92	YES	Completed	\$1,903.60	\$0.00	ACT, SA, WA, NSW
ATJ/2034	RICK BROWNE	DIVERSION, HEMISPHERES, CANADIAN IN-FLIGHT MAG.	Nov. 16, '92 - Nov. 27, '92	YES	Completed	\$1,729.55	\$21,276.00	NSW, QLD
ATJ/2033	ROGER COX	TENNIS	Jan. 8, '93 - Feb. 1, '93	YES	Completed			NSW, VIC, TAS
ATJ/2037-E	BILL CLIFFORD	NEWS TIMES SYNDICATE	Jan. 26, '93 - Feb. 8, '93	YES	Completed			NSW
ATJ/2037-C	CAMILLE BOUNDS	SUN RISE PUBLICATIONS	Jan. 27, '93 - Feb. 8, '93	YES	Completed			NSW
ATJ/2037-B	NORMAN CHANDLER FOX	COPLEY NEWS SERVICE	Jan. 27, '93 - Feb. 4, '93	YES	Completed			NSW

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATI/2037-F	TIMOTHY FOX	TRIP ESCORT	Jan. 27, '93 - Feb. 9, '93	YES		Completed			NSW
ATI/2037-D	JON HOLMAN	PREMIER PUBLISHING	Jan. 27, '93 - Feb. 8, '93	YES		Completed			NSW
ATI/2037-A	GLEN PUTNAM		Jan. 27, '93 - Feb. 8, '93	YES		Completed			NSW
ATI/2032	BETSA MARSH	CINCINNATI ENQUIRER	Feb. 7, '93 - Feb. 21, '93	YES		In Progress			TAS, ACT

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AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

JANUARY, 1993

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**AUSTRALIAN TOURIST COMMISSION
CLIPS REPORT
JANUARY, 1993**

VISITING JOURNALIST PROGRAM

AUG 30	NEW YORK NEWSDAY "The Barbecue's Historic Flavor" by Edythe Preet	\$87,780.00
AUG 30	NEWSDAY "The Barbecue's Historic Flavor" by Edythe Preet	\$87,780.00
DEC 92	TRAVEL & LEISURE (NEW YORK, NY) (MO-1,100,000) 'First Impressions and Foregone Conclusions' by Coleman Lollar	\$280,080.00
DEC 13	DAILY NEWS (NEW YORK, NY) (S-1,401,403) "Rock of Ages" by Joe Scholnick	\$93,716.00
DEC 13	ROCKY MOUNTAIN NEWS (DENVER, CO) (S-425,189) "Tasmania for a devilish getaway" by Candyce Stapen	\$32,700.00
DEC 13	UNION-TRIBUNE (SAN DIEGO, CA) (S-446,328) "Down Wonder" by John Muncie	\$60,508.00
DEC 20	ARKANSAS DEMOCRAT - GAZETTE (LITTLE ROCK, AR) (S-223,663) "Summer in Sydney" by Christine Temin	\$70,792.00
DEC 20	BOSTON SUNDAY HERALD (BOSTON, MA) (S-227,040) "Wine country - Down Under" by Ross Terrill	\$83,008.00
JAN 93	NORTHWEST AIRLINES WORLD TRAVELER INTERNATIONAL "Case Closed" by David Falconer (photos)	\$416,800.00

VISITING JOURNALIST PROGRAM (CONTINUED)

JAN 93	NORTHWEST AIRLINES WORLD TRAVELER DOMESTIC "Case Closed" by David Falconer (photos)	\$388,000.00
JAN 03	THE KANSAS CITY STAR (KANSAS CITY, MO) (S-420,827) "Architecture in Sydney has truly modern flavor" by Christine Temin	\$63,652.00
JAN 11	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Queensland's Tropical Coast Entices Vacationers" by Rick Browne	\$31,316.00
JAN 14	MARTINEZ NEWS GAZETTE (MARTINEZ, CA) "There's a Phantom Living in Melbourne, Australia" by Linda Marie Singer	\$16,544.00
FEB 93	WINE & SPIRITS (SAN FRANCISCO, CA) (7 X-YR - 55,000) "The Kindergarten Winery" by J. Herbert Silverman	\$58,112.00

PRESS RELEASES / INTERVIEWS

AUG 10	NEW YORK TIMES (NY, NY) (D-1,110,562) "Ads for Australia to Stress Exotica"	\$9,168.00
NOV 92	JAX FAX (DARIEN, CT) (MO-28,000) "ATC implements program to make agents 'Aussie Specialists'"	\$8,724.00
NOV 92	RECOMMEND MAGAZINE (MIAMI LAKES, FL) (MO-43,021) "Play Hard in Year of Sports"	\$11,100.00
NOV 04	NASHVILLE, NC GRAPHIC (NASHVILLE, TN) (W-7,000) "Furry Mates"	\$252.00
NOV 16	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "New Strategies Developed for Tourism Down Under" by Mark Roberti	\$20,580.00
NOV 22	SUNDAY STAR-LEDGER (NEWARK, NJ) (S-7000,237) "Australia - Biennale"	\$816.00

PRESS RELEASES / INTERVIEWS (CONTINUED)

NOV 23	TOUR & TRAVEL NEWS (MANHASSET,NY) (W-48,000) "Australia to Focus on Travel Agents" by Mark Roberti	\$18,796.00
NOV 29	BOSTON SUNDAY GLOBE (BOSTON, MA) (S-798,057) "Australia - Biennale"	\$1,064.00
NOV/ DEC 92	INSURANCE CONFERENCE PLANNER (STAMFORD, CT) (BI-MO-8,500) "Jon Hutchison"	\$224.00
DEC 92	PRACTICAL TRAVELER "That Airline Pillow May Be Well Traveled" by Betsy Wade	\$6,112.00
DEC 06	TIMES (SCRANTON, PA) (S-81,722) "Australia Visit Easy on Your Purse"	\$1,288.00
DEC 07	TRAVELAGE EAST (NEW YORK, NY) (W-28,697) "The ATC will close its Chicago and Toronto Offices"	\$1,320.00
DEC 07	TRAVEL WEEKLY (NEW YORK, NY) (2X-WEEK - 37,500) "Australia's Ad Blitz Draws 95,000 Responses in U.S."	\$12,972.00
DEC 07	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-34,200) "ATC Consolidates Offices"	\$3,676.00
DEC 07	TRAVELAGE MID-AMERICA (CHICAGO, IL) (W-21,000) "The Australian Tourist Commission will close its Chicago and Toronto offices"	\$1,884.00
DEC 13	SUNDAY PATRIOT-NEWS (HARRISBURG, PA) (S-174,610) "Book on Australia offers trip answers"	\$628.00
DEC 14	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "New ATC Head Hopes to Expand U.S. Market"	\$19,900.00
DEC 22	TRAVEL MANAGEMENT DAILY (NEW YORK, NY) (DAILY) "Carole Hancock appointed general manager-operations"	\$580.00
DEC 14	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "ATC Closing Chicago, Toronto Offices in Restructuring"	\$9,428.00

PRESS RELEASES / INTERVIEWS (CONTINUED)

DEC 17	TRAVEL WEEKLY (NEW YORK, NY) (2 X-W - 37,500) "ATC Revamps N. American Operations"	\$19,200.00
DEC 18	TIDINGS (LOS ANGELES, CA) (W-45,698) "Backpackers and Australia Make a Perfect Travel Match"	\$1,848.00
DEC 27	ARKANSAS DEMOCRAT - GAZETTE (LITTLE ROCK, AR) (S-223,663) "Melbourne Cup"	\$440.00
JAN 18	TRAVEL WEEKLY (NEW YORK, NY) (2 X-W - 37,500) "ATC Launches Helpline for Agents"	\$2,076.00

PHOTO / INFORMATION ASSISTANCE

NOV 08	THE PANTAGRAPH (BLOOMINGTON, IL) (S-56,000) "Sydney provides variety of treats"	\$9,496.00
NOV 22	HERALD-BULLETIN (ANDERSON, IN) (S-34,520) "Americans can feel at home in Australia" by William Gruber	\$5,908.00
DEC 06	THE MIAMI HERALD (MIAMI, FL) (S-532,014) "Australian Tourist Commission"	\$1,064.00
DEC 13	SUNDAY TELEGRAM (WORCESTER, MA) (S-138,030) "Sydney: the harbor city" by Robert Ragaini	\$19,024.00
DEC 13	SUNDAY TELEGRAM (WORCESTER, MA) (S-138,030) "Teatime in Tasmania" by Mary Cantwell	\$19,680.00
DEC 20	LOS ANGELES TIMES (LOS ANGELES, CA) (S-1,529,610) "Australia"	\$6,588.00

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AVISO INC.
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

FEBRUARY, 1993

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**AUSTRALIAN TOURIST COMMISSION
CLIPS REPORT
FEBRUARY 1993**

U.S. VISITING JOURNALISTS PROGRAM

JAN 93	BRIDES MAGAZINE (SUPPLEMENT) "Heron Island - The Wonder Down Under" by Sherry Shahan	\$454,944.00
JAN 93	MARIE CLAIRE EN ESPANOL "Australia" by Lillian Delgado de Vecchiarelli & Patricia Woeber	\$269,896.00
JAN 93	NORTH SHORE "Sunny Starts" by Judy Wade	\$N/A
JAN 10	NEWS-HERALD (WILLOUGHBY, OH) (S-65,030) "If you can afford it, now's the time for Australia" by Janet Podolak	\$3,160.00
JAN 10	NEWS-HERALD (WILLOUGHBY, OH) (S-65,030) "Barrier Reef" Photos by Ted Podolak	\$3,440.00
JAN 10	THE SPOKESMAN REVIEW "Roughing it Down Under - The Kimberley" by Jeff Miller	\$25,972.00
JAN 11	TRAVELAGE EAST (NEW YORK, NY) (W-28,697) "Port Douglas Emerges As Resort Destination" by Rick Browne	\$13,520.00
JAN 11	TRAVELAGE MID-AMERICA (CHICAGO, IL) (W-21,000) "Port Douglas Emerges As Resort Destination" by Rick Browne	\$5,904.00
JAN 16	GOLFWEEK (WINTER HAVEN, FL) (W-40,000) "Swinging Down Under" by James Bartlett	\$9,712.00
JAN 24	THE TIMES-PICAYUNE (NEW ORLEANS, LA) (S-320,363) "Queenslander is not the only train on the tracks" by Carolyn Thornton	\$6,324.00

U.S. VISITING JOURNALISTS PROGRAM (CONTINUED)

JAN 24	SUNDAY REGISTER (PORTAGE, WI) (S-7,159) "Past walks with present in Kakadu" by John Muncie	\$5,480.00
JAN 24	SUNDAY NEWS-REPUBLIC (BARABOO, WI) (W-5,000) "Past walks with present in Kakadu" by John Muncie	\$5,480.00
JAN 24	THE TIMES-PICAYUNE (NEW ORLEANS, LA) (S-320,363) "Tracking Australia's Sugar Coast" by Carolyn Thornton	\$24,140.00
JAN 30	LONDON FREE PRESS (ONTARIO, CANADA) "Scenery makes island trip spectacular" by Patricia Woeber	\$14,940.00
JAN 31	PRESS-TRIBUNE (ROSEVILLE, CA) (D&S-13,400) "Past walks with present in Kakadu" by John Muncie	\$2,304.00
JAN 31	SAN DIEGO UNION-TRIBUNE (SAN DIEGO, CA) (S-446,328) "Peace of the Rock" by John Muncie	\$42,016.00
JAN/ FEB	INTERNATIONAL WILDLIFE "Check the fine print, mate" by Randall Hyman	\$N/A
FEB 93	LAWN & GARDEN (PREMIERE ISSUE) "The Royal Botanical Garden Australia" by Carla Waldemar	\$N/A
FEB 93	SENIOR HIGHLIGHTS (LAGUNA HILLS, CA) (MO-350,000) "Go West to the Sophisticated Australian City of Perth" by Joe Scholnick	\$N/A
FEB 93	CANADIAN "Tropic Wonders Down Under" by Rick Browne	\$256,088.00

U.S. VISITING JOURNALISTS PROGRAM (CONTINUED)

FEB 07 PRESS JOURNAL (VERO BEACH, FL) (S-32,294)
"Past Walks With Present in Kakadu"
by John Muncie \$3,592.00

MAR/
APR 93 BRIDAL GUIDE (NEW YORK, NY) (BI-MO - 225,000)
"South Pacific Paradise: Fiji, New Zealand, Australia"
by Susan Farewell \$31,468.00

CANADIAN VISITING JOURNALISTS PROGRAM

AUG 92 CANADIAN MAGAZINE
"Tasmanian Revels"
by Par Toby Saltzman \$179,904.00

U.S. PRESS RELEASES / INTERVIEWS

NOV 92 GRAPHIC (NASHVILLE, NC)
"Furry "Mates" \$196.00

DEC 13 MELBOURNE SUNDAY AGE
"Australia lures Yankees south"
by David Hay \$N/A

JAN 93 JAX FAX (DARIEN, CT) (MO - 28,000)
"AeroTours announces tour packages to Australia's
'Year of Sport' events" \$8,724.00

JAN 03 ANDERSON INDEPENDENT MAIL (ANDERSON, SC) (S - 45,342)
"Why Emus Can't Fly" \$1,060.00

JAN 03 CHICAGO TRIBUNE (CHICAGO, IL) (S-1,107,938)
"Non-smokers get a break as the world turns on smoking"
by Nancy Maes \$3,336.00

JAN 03 STUART NEWS (STUART, FL) (S - 37,500)
"Health practices differ from one airline to next"
by Betsy Wade \$284.00

U.S PRESS RELEASES / INTERVIEWS (CONTINUED)

JAN 10	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Agents taking advantage of continuing education" by Stacey Zable	\$916.00
JAN 10	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-48,000) "Hancock, ATC Americas Director, Names Operations General Manager" by Mark Roberti	\$11,312.00
JAN 24	PROVINCE (VANCOUVER, B.C.) (S-227,432) "Aussies Cut Back"	\$1,440.00
JAN 25	TRAVEL AGENT (NEW YORK, NY) (W-57,000) "Carole Hancock named General Manager Operations"	\$2,292.00
FEB 07	SUN (SAN BERNARDINO, CA) (S-105,210) "The Year of Sport"	\$2,248.00
FEB 06	STANDARD (ST. CATHARINES, ONT) (D-43,143) "Australia office shut by budget cuts"	\$212.00
FEB 08	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Australia Independent Tour is a Breeze" by Gayle Christensen	\$3,980.00

CANADIAN PRESS RELEASES / INTERVIEWS

DEC 22	AGENT CANADA TRAVEL MAGAZINE (VANCOUVER, BC) (16,000) "Carole Hancock has been appointed GM, Operations"	\$300.00
JAN 01	TRAVEL SCOOP (TORONTO, ON) (9,500) "Aussie Office Closes"	\$N/A
JAN 04	TRAVELWEEK BULLETIN (TORONTO, ON) (7,500) "ATC has closed down totally in Toronto"	\$776.00
JAN 14	TRAVEL COURIER (TORONTO, ON) (5,000) "Agents Should be Advised"	\$1,080.00
JAN 21	PACKET AND TIMES (ORILLIA, ON) (D-11,000) "Budget Cuts Close Office"	\$152.00

CANADIAN PRESS RELEASES / INTERVIEWS (CONTINUED)

JAN 21	CANADIAN TRAVEL PRESS WEEKLY (TORONTO, ON) (13,000) "Numbers Change"	\$1,568.00
JAN 23	THE MAIL STAR (HALIFAX, NS) (D-60,000) "Aussies Close Canadian Office"	\$408.00
JAN 23	THE OBSERVER (PEMBROKE, ON) (D-8,600) "Australia closes its office but phone lines are open" by Felicity Munn	\$248.00
JAN 23	THE EVENING TELEGRAM (ST. JOHN'S, NF) (D-40,218) "Australia tourism office closed" by Felicity Munn	\$384.00
JAN 23	THE NUGGET (NORTH BAY, ON) (D-24,700) "Australian tourist office closed" by Felicity Munn	\$312.00
JAN 23	GLENER (FREDERICTON, NB) (D-30,185) "The ATC has closed its Toronto office" by Felicity Munn	\$124.00
JAN 23	THE GAZETTE (MONTREAL, PQ) (D-177,979) "Australia Closes Canadian Office"	\$1,008.00
JAN 23	THE HAMILTON SPECTATOR (HAMILTON, ON) (D-139,728) "Packaging trips to the sun" by Felicity Munn	\$536.00
JAN 23	THE CHRONICLE-HERALD (HALIFAX, NS) (D-89,000) "Aussies close Canadian office"	\$408.00
JAN 23	THE TORONTO STAR (TORONTO, ON) (D-517,488) "Aussies close Toronto office"	\$1,748.00
JAN 23	THE KAMLOOPS DAILY NEWS (KAMLOOPS, BC) (D-18,696) "Australians restructure office out of Canada" by Felicity Munn	\$N/A
JAN 23	THE DAILY NEWS (CHATHAM, ON) (D-17,242) "Aussies closing Toronto office"	\$112.00

CANADIAN PRESS RELEASES / INTERVIEWS (CONTINUED)

JAN 24	THE DAILY NEWS (HALIFAX, NS) (D-25,427) "ATC has closed its Toronto office"	\$N/A
JAN 24	THE PROVINCE (VANCOUVER, BC) (D-173,928) "Aussies Cut Back"	\$1,440.00
JAN 30	THE LONDON FREE PRESS (LONDON, ON) (D-127,184.00" "Info on Australia"	\$524.00
JAN 30	LE DROIT (OTTAWA, ON) (D-40,466) "L'Australia ferme un bureau"	\$N/A
JAN 30	TELEGRAPH-JOURNAL (SAINT JOHN, NB) (D-32,595) "Aussies Alternatives"	\$552.00
JAN 30	THE WINDSOR STAR (WINDSOR, ON) (D-87,275) "International networks offer helpful hand around world"	\$376.00
JAN 30	STAR PHOENIX (SASKATOON, SK) (D-66,000) "Australian train back on track"	\$2,824.00
FEB 02	LE JOURNAL DE MONTREAL (MONTREAL, PQ) (D-324,234) "Echos Touristiques"	\$N/A

U.S. PHOTO / INFORMATION ASSISTANCE

DEC 06	THE NEWS & OBSERVER (RALEIGH, NC) (S-181,160) "Exotic Special Angling" by Joel Arrington	\$12,296.00
DEC 20	MONTGOMERY ADVERTISER (MONTGOMERY, AL) (S-78,216) "Traveling into '93" by Starr Smith	\$1,700.00
JAN 93	ROTARIAN (EVANSTON, IL) (MO-542,600) "Marvelous Melbourne" by John Borthwick	\$14,852.00
JAN 93	ROTARIAN (EVANSTON, IL) (MO-542,600) "Australia - Trail To Adventure" by Cary Silver	\$45,748.00

U.S. PHOTO / INFORMATION ASSISTANCE (CONTINUED)

JAN 93	WASHINGTON FLYER (ALEXANDRIA, VA) (6X-YR - 123,000) "Australia's Uncommon Adventure" by Herb Phillips	\$61,132.00
JAN 93	WORLD TRADE (NEWPORT BEACH, CA) (11X-YR) "Sydney Stop Overs" by Connolly Cole	\$32,436.00
JAN 03	WASHINGTON POST (WASHINGTON, DC) (S-1,143,145) "Australian Tourist Commission"	\$1,568.00
JAN 10	MIAMI HERALD (MIAMI, FL) (S-532,014) "Tourist offices of the Pacific"	\$1,064.00
JAN 17	BUCKS COUNTY COURIER TIMES (LEVITTOWN, PA) (S-73,142) "Timing's of the essence for this mature traveler" by Gene and Adele Malott	\$2,988.00
JAN 17	BURLINGTON COUNTY TIMES (WILLINGBORO, NJ) (S-46,110) "Timing's of the essence for this mature traveler" by Gene and Adele Malott	\$2,200.00
JAN 24	NORTH COUNTY BLADE-CITIZEN (OCEANSIDE, CA) (D&S - 40,316) "Aussie Facts" by Tom Morrow	\$728.00
FEB 93	SENIOR HIGHLIGHTS (LAGUNA HILLS, CA) (MO-350,000) "Seniors Going Places" by Dick Doyle	\$N/A
FEB 14	NEW YORK TIMES (NEW YORK, NY) (S-1,699,018) "Fall in Melbourne" by Andrea Anderson-Ribadeneira	\$196,452.00
FEB 14	SUNDAY WORLD-HERALD "Australian Desert Monolith Beckons Ambitious Tourists" by Paul Alexander	\$15,120.00
FEB/ MAR 93	BRIDE'S & YOUR NEW HOME (NEW YORK, NY) (BI-BO - 350,000) "Down Under" by Cynthia Penney	\$36,264.00

U.S. PHOTO / INFORMATION ASSISTANCE (CONTINUED)

FEB/

MAR 93 MODERN BRIDE (NEW YORK, NY) (BI-MO - 370,020)
"Australia The Wonders Down Under"
by Pamela Grout

\$652,532.00

FEB/

MAR 93 TOURS & RESORTS
"Australia's Queensland Coast"

\$47,872.00

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U.S. ACTIVITY SUMMARY

**AUSTRALIAN TOURIST COMMISSION
NORTH AMERICAN MARKET STATUS REPORT
FEBRUARY, 1993**

United States Activity

Advertising Equivalency (February 93) = \$2,339,332

Press release	\$ 36,000
Photo/Info Asst.	\$1,124,952
VJP	\$1,178,380

Press Releases

Year of Sport: Received YOS calendars and sent press release with calendars to General, Travel Trade, selected market newspapers and BusinessWire Feature Circuit on Feb. 1.

Good Morning America: Sent release to Aussie Press in the U.S. on Feb. 5.

Travel Agent Manual: Wrote, produced and distributed release to general list and travel trade press on Feb. 24 with black & white photos or color transparencies.

Destination: Australia: Wrote two versions of release on new 1993-94 edition, one for consumer media and one for trade.

Aussie Helpline Feature: Researched and wrote article highlighting helpline staff and results to date.

Affordable Australia: Researched tour operators and airlines for release on bargains in Australia.

News Updates: Researched and wrote release on new travel product in Australia.

Koalas Feature: Researched koala feature brief.

Media Activity

ABC Wide World of Sports/Becker: Discussed possibility of shooting program in Australia to tie-in with Year of Sport.

GMA/Rachel: Provided background information on Australian films.

Gulliver's/Rosenthal: Provided slides and journo 800#.

Palm Beach Life/Marcie: Provided general information.

Travel/Holiday/Stanley: Fact-checked article for April issue.

ASTA Agency Management/Michael Robbins: Sent 15 slides for April issue coverage of Australia.

ASTA Agency Management/Mike Pina: Requested meeting with ATC official in Sydney, coordinated with B. Gray

WGBH-TV, Boston: Duped aerals of Sydney and shipped to station for upcoming program.

Premier Publishing/International Entertaining/Jon Holman: Sent selection of 18 transparencies to illustrate their upcoming feature on Australia.

Business Scribe Inc./Hal Giesecking: Sent information on best travel bargains in 1993 for upcoming feature.

Conde Nast Traveler/Schneider: Provided 800# for article in April issue.

Monthly Status Report/2

Economic Intelligence Unit/Zanger: Provided statistical information.
Elle/Casals: Brainstormed ideas for theme in connection with opening of new Country Road store in New York.
En Route/Partridge: Provided general information.
Freelancer/Fernandez: Provided slides
Islands: Fact-checked information for upcoming article.
Live with Regis & Kathie Lee: Discussed possibility of trip for honeymooning couple for on-air promotion. Declined at this time, but requested later promotion.
Meetings & Facilities Guide: Referred to Pat Fisch for a Sydney Facilities Guide.
New York Newsday/Shay: Provided information on discounted theatre tickets.
New York Times/Freireich: Provided general information on Melbourne.
New York Times/Bralczyk: Arranged with Australia Naturally to overnight tourist guides and new calendar of events for Melbourne.
New York Times/Summers: Fact checked article on Melbourne with assistance from Australia Naturally.
Pittsburgh Post-Gazette/Ruben: Provided general information.
Richmond Times-Dispatch/Calos: Provided general information.
Bon Appetit/Belk: Assisted with visa application and obtained details of upcoming trip as guest of the Melbourne Food & Wine Festival.
Elle/Casals: Provided list of contact names.
Freelance/Eckert: Provided slides
Freelancer/Holt: Provided background information on Australian cuisine.
Freelancer/Ollie: Submitted name for addition to distribution lists.
Freelancer/Jacobs: Sent DA book and TA manual
Freelancer/Gebhart: Provided information on Australian rail programs and general railways in Australia info.
Freelance/Spiselman: Arranged to have James LaValle contact her regarding information on Meetings, Conventions and Incentives operators in Australia.
Freelance/Franz: Followed up with Mr. Franz per S. Mahoney request. Have left message but have not heard back.
Freelance/Fockler: Sent new DA and additional information on YOS theme year and BTR brochure.
Islands/Morrison: Sent new DA book and general background.
Fodors/Rackow: Provided information on "abseiling."
Freelance/Storey: Sent TA manual.

VJP Activity

Activity included providing information to previous, current and potential VJP participants, continuing to pursue candidates for theme tours and making arrangements for upcoming theme tour trips.

Journalists assisted included:

Ed Engoron, ABC-radio
Ellen Ogitz, freelance
Ernie Torriero, San Jose Mercury News
Mike Pina, ASTA Agency Management
Harriet Choice, Universal Press

Monthly Status Report/3

Bill Higgins, freelance
Marianne Hammers, freelance
Daniel Foster, freelance
Mike Symanski, freelance
Tracy Cabot, freelance
Beverly Beyer, freelance
Bob O'Sullivan, freelance
Irene Jerison, freelance
Jon Taylor, Daily Variety
Richard Carroll, freelance
Harold Glick, Long Beach Press Telegram
Lee Foster, freelance
Colman Andrews, freelance
Bobbie Zane, freelance, self-syndicated columnist
Don Chapman, Los Angeles Daily Breeze and Copley News Service
Mike Nichols, Fort Worth Star Telegram
CNN-Huber
Barbara Matasow, Washingtonian
Steve Morgan, Boston Herald Tribune
Everett Potter, New York Times Syndicate
Alan Richman, GQ
Cici Williamson, Gannett
Gary Walter, Departures
Candyce Stappen, freelance
Sybil Taylor, freelance
Katherine Calos, Richmond Times Dispatch
Andrew Powell, Harper's Bazaar
Gary Krist, Islands
Darrell Jones, Islands
Randall Hayman, freelance
William Clifford, freelance
Carla Waldemar, freelance
Carolyn Thornton, freelance
Judy Wade, freelance
Barbara Dawson, freelance
Jim Bartlett
Peter Schroeder, freelance
Betsy Marsh, freelance
Jeff Miller, self-syndicated freelance
Roger Cox, contributing editor, Tennis
Bill Leuth, KKHI

Other VIP activity

Had further discussions with ANA Hotels public relations director Judy Crawford, regarding support for upcoming trip to Australia to showcase ANA hotels in Sydney and Brisbane.

Monthly Status Report/4

Discussed theme tour itineraries with Leanne Howard, ATC/SYD. Was informed future trip programs are still not available, and discussed our on-going problem of not being able to confirm journos until we have more details.

Ordered back copies of magazines and newspapers with extensive Australia coverage for presentation at the ATC Board meeting.

Arranged for FOC accommodations for Sybil Taylor at the Windsor in Melbourne.

Updated VJP database.

Discussed possibility of co-hosting another Mary Homi press trip with hospitality and touring in Sydney in March or April.

Sent extensive press materials and DA books to Foghorn Press, Family World Trek '93/'94.

Supplied ATC-SYD with circulation figures and ad equivalencies for recent VJP journalist's articles.

Provided Elissa Hoskings, TSA, with info on VJP writer Linda Mck. Stewart.

Met with Patricia Tierney to discuss upcoming trip she is planning for Inter-Continental hotels to Sydney and Melbourne.

Video Footage Placement

The following organizations were contacted regarding interest in using videotape footage or provided with video material:

- News Travel Network
- Career Encounters, KLCS
- CNN Travel Guide
- Fishin' Hole, ESPN
- Beverly Hills Community Television
- Arthur C. Clark's World of Strange Powers
- Discovery Channel
- Weekend Travel Update, NBC

Met with production house and determined strategy for show placements involving distribution of shows #1 and #9. Decided not to produce promotional tape at this time.

Kept ATC-Sydney abreast of problems International Video Network was having with Holiday footage. Received clarification in the process that some footage usages require payment to ABC-TV or its suppliers for rights to the footage.

Monthly Status Report/5

Special Promotions and Projects

Good Morning America

- Continued discussions with producer, ATC/LAX and ATC/SYD
- Continued discussions with Australian Airlines, Ansett and Sheraton Hotels for scouting trip
- Organized numerous conference calls with GMA and ATC Sydney to discuss logistics
- Developed scouting trip itinerary with CF
- Received mini-debrief from Gemma Tisdell during scouting trip. Reported to ATC-LA.
- Wrote de-brief report on scouting trip for ATC/LAX and ATC/SYD

Fair Dinkum

Issue #9

- Made copy revisions
- Provided edited copy on disk to ATC-LA
- Reviewed proof copy
- Provided art suggestions
- Provided US/Canadian conversion rates

Issue #10

- Began collecting materials

MC&I

Issue #3

- Edited client copy
- Made copy revisions
- Provided edited copy on disk to ATC-LA
- Reviewed proof copy
- Wrote additional copy to fill space

C. Hancock NY Farewell Trip

- Arranged luncheon appointments with Dick Fontana, New Choices; Pat Haebele, Travel/Holiday; Marsh Miller, freelance; and Tom Florio and John Hillock, Conde Nast Traveler.
- Planned good-bye luncheon with the NY travel trades including Travel Weekly, Travel Agent, Tour & Travel News, Gourmet, Jax Fax.
- Invited Australian media to reception at ATC.

Other Activity

Arranged informational meeting for Australian journalist Tricia Welsch to discuss getting her work published in the U.S. market with Heidi Dvorak, LA Style.

Discussed Jim Faulkner's upcoming trip with him and provided a host of background information.

Monthly Status Report/6

Contacted ATC Sydney on behalf of Australia Naturally to request PAL copies of the 1987 Today Show program for Randal Matheson at the VTC, Melbourne.

Forwarded copies of new DA books and Australia t-shirts to the writers who made contributions to the DA book - Jeff Miller, Rick Browne, Joan Storey, Joe Scholnick and Edythe Preet.

Faxed Australia Naturally copy of Fred Ferretti's Gourmet Magazine article on Melbourne.

Drafted "Sport in Australia" materials for the NFL presentation.

Commissioned video footage presentation for NFL meeting. Discussed the project with Tobi Reiter and DMB&B before initiating. Determined under time constraints, the agency could not assist.

Drafted good-bye letter for Carole Hancock to send to all her U.S. media contacts.

Sent Qantas follow-up materials on ATC VJP program.

Met with organizer of the Los Angeles Virginia Slims Tennis Tournament and the Newport Beach Dukes tourney to see how the ATC could cooperate and promote YOS.

Discussed airline policies with Continental and United to determine possibilities for more ATC cooperation. Determined United is not in an proactive position at this time, however, Continental is keen to cooperate, under mutually beneficial circumstances.

Investigated possibilities for giving away 1992 DA books in Beverly Hills Schools.

Initiated contact with new journalist group, "The Society of Environmental Journalists," to position Australia favorably with them.

Contacted U.S. News & World Report to research how consumer had called the Aussie Helpline.

Invited Neal Baker/WNBC-TV to lunch. He had complained of racial incident in Australia which prompted him to cut his vacation short and return to the U.S.

Attended luncheon hosted by Carole Hancock for the trade media. Made follow-up calls to the Australian media to attend the reception in Carole's honor.

Provided Lou Hammond's office with additional names of Los Angeles journalists for the Sydney Push luncheon. Attended the Sydney Push luncheon in New York.

Monthly Status Report/7

Contacted Arthur Frommer to see if he'd participate in Trading Post by meeting with the suppliers at the cocktail party, or by working with the ATC in a video presentation.

Qantas Referrals

Assisted nine callers with referral information on Qantas to Joan Boyd. Calls ranged from journalists requesting interviews with QF principals to approval to use the QF logo in a publication to fact-checking.

CANADIAN ACTIVITY SUMMARY

Canadian Activity

Advertising Equivalency (February 93) = \$194,784

Press releases	\$	14,880
Photo/Info Assist.	\$	-----
VJP	\$	179,904

Media/VJP assistance

Paul Vickers, TravelWeek Bulletin

Ian MacNeill, Agent Canada (Vancouver)

Susan Andre, Agent Canada (Toronto)

Bob Mowat, Cnd Travel Press Weekly

Jim Dominey, Cdn Travel Press Weekly

Gerry Maser, Travel a la Carte

Peter Volny, Freelance

Donald Dalley, Freelance

Barb Kaiser, The Chronicle-Herald and Mail-Star

Krista Hewey, Canadian Inflight Magazine

Bulletin Voyages, Provided slides for upcoming PATA supplement

Follow up contacts or direct assistance was provided to seven consumer and travel agent calls.

VJP Activity

Jim Dominey - Handled all aspects of planning his upcoming trip to Australia including North American flights, QF flights, itinerary planning, information research, interview assistance.

Video Footage Program

Researched video library for footage for Corroboree presentation.

Special Promotions & Projects

Drafted Corroboree release

Drafted Corroboree media invitation letter.

Developed script for phone calls to Canadian media.

Started process of translating Chris Ryall's Canadian media files from IBM word processing system to our MacIntosh database system.

Other Activity

Organized brainstorming session with Gael Hannan, Stephen Mahoney and ATC/AVISO account team to review Canadian program.

Prepared action plan/program for February-June PR activities as result of meeting.

**U.S. AND CANADIAN
ADVERTISING EQUIVALENCY REPORT**

1992-1993 Public Relations Program Advertising Equivalency Report

Month	VIP-U.S.	VIP-CAN.	Interviews Releases-U.S.	Interviews Releases-CAN.	Photo/Info. Assistance-U.S.	Photo/Info. Assistance-CAN.	Total
July	\$1,762,000	\$	\$ 188,396	\$	\$ 919,332	\$	\$2,895,820
August	\$ 798,319	\$	\$ 68,728	\$	\$ 254,764	\$	\$1,121,811
September	\$ 553,192	\$	\$ 119,116	\$	\$1,156,432	\$	\$2,286,172
October	\$1,144,216	\$	\$ 48,006	\$	\$ 219,403	\$	\$1,450,185
November	\$ 734,256	\$	\$ 90,781	\$	\$ 190,596	\$	\$1,015,633
December	\$ 546,868	\$	\$ 84,816	\$	\$ 118,932	\$	\$ 750,616
January	\$1,770,788	\$	\$ 152,076	\$	\$ 61,760	\$	\$1,982,624
February	\$1,178,380	\$ 179,904	\$ 36,000	\$ 14,880	\$1,124,952	\$	\$2,534,116
March	\$	\$	\$	\$	\$	\$	\$
April	\$	\$	\$	\$	\$	\$	\$
May	\$	\$	\$	\$	\$	\$	\$
June	\$	\$	\$	\$	\$	\$	\$
Total	\$8,488,019	\$ 179,904	\$ 802,799	\$ 14,880	\$4,046,171	\$N/A	\$14,036,977

U.S. VISITING JOURNALISTS LOG

July 1, 1992 - June 30, 1993
AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATJ/2016	JEFF MILLER, SUSAN BURDICK		Jul. 1, '92 - Jul. 16, '92	YES	Completed	\$3,647.00	\$904,564.00	QLD, WA
ATJ/2016	JEFF MILLER, SUSAN BURDICK		Jul. 1, '92 - Jul. 16, '92	YES	Completed		\$238,504.00	QLD, WA
ATJ/2020	JOHN MUNCIE	SAN DIEGO UNION - TRIBUNE	Jul. 15, '92 - Aug. 12, '92	YES	Completed		\$103,380.00	NT, NSW
ATJ/2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92	YES	Completed		\$827,697.00	NSW, NT, ACT
ATJ/2021 C	CHRISTINE TEMIN		Jul. 19, '92 - Aug. 6, '92	YES	Completed		\$139,616.00	NSW, NT, ACT
ATJ/2021 B	STEPHEN MARX	CONTINENTAL CABLEVISION OF CAMBRIDGE	Jul. 19, '92 - Aug. 3, '92	YES	Completed			NSW, ACT, NT
ATJ/2021 A	JEFFREY KEOUGH	MASSACHUSETTS COLLEGE OF ART	Jul. 19, '92 - Aug. 3, '92	YES	Completed			NSW, ACT, NT
ATJ/2022 A	JEFF BOOK	WESTWAYS	Jul. 30, '92 - Aug. 10, '92	YES	Completed	\$280.00		NSW, VIC

July 1, 1992 - June 30, 1993
ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATTJ/2022 B	BARBARA DAWSON		Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00		NSW, SA
ATTJ/2022 D	ARLINE INGE		Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00		NSW, QLD
ATTJ/2022 E	JAMES KENT		Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00		NSW, VIC
ATTJ/2022 H	STEPHEN MAHONEY	AUSTRALIAN TOURIST COMMISSION	Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00		NSW, VIC
ATTJ/2022 F	BARBARA SINGER	CALIFORNIA PRESS BUREAU, INC.	Jul. 30, '92 - Aug. 12, '92	YES	Completed	\$280.00	\$14,714.00	NSW, VIC
ATTJ/2022 C	HEIDI DVORAK	LA STYLE	Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00		NSW, QLD
ATTJ/2022 G	LINDA - MARIE SINGER	MARTINEZ GAZETTE	Jul. 30, '92 - Aug. 8, '92	YES	Completed	\$280.00	\$544.00	NSW, VIC
ATTJ/2025	HERB SILVERMAN, BETTY ROLSTON		Aug. 12, '92 - Aug. 24, '92	YES	Completed	\$0.00	\$105,784.00	NSW, VIC

July 1, 1992 - June 30, 1993
ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATJ/2023	ERIC HANSEN	ISLANDS	Aug. 18, '92 - Sep. 3, '92	YES	Completed	\$1,350.00		NSW, QLD
ATJ/2028 A	JAMES BARTLETT		Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$855.00	\$9,712.00	QLD, NSW, VIC
ATJ/2028 C	MIKE COX		Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$855.00		QLD, NSW, VIC
ATJ/2029	CAROLYN JOHNS	ISLANDS	Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$450.00		QLD
ATJ/2028 E	JOHN LISTER		Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$855.00		QLD, NSW, VIC
ATJ/2028 D	JOSEPH PASSOV		Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$855.00		QLD, NSW, VIC
ATJ/2028 B	CRAWLEY RON	SOUTHERN / WESTERN LINKS	Sep. 10, '92 - Sep. 22, '92	YES	Completed	\$855.00		QLD, NSW, VIC
ATJ/2035	ELLEN ALPERSTEIN	RELAX, TRAVELAGE WEST	Oct. 28, '92 - Nov. 14, '92	YES	Completed	\$1,093.70		SA, VIC, NSW

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS Trip Cost	US\$ Ad Equivalency	Area
ATJ/2030	CAROLYN THORNTON		Nov. 6, '92 - Nov. 19, '92	YES		Completed	\$1,258.90	\$30,464.00	NSW, WA, SA, NT, QLD
ATJ/2031	JAY BRUNHOUSE	INTERNATIONAL TRAVEL NEWS	Nov. 6, '92 - Nov. 19, '92	YES		Completed	\$1,258.90		NSW, WA, SA, NT, QLD
ATJ/2036	SHERRY SHAHAN	SENIOR MAGAZINE	Nov. 8, '92 - Nov. 20, '92	YES		Completed	\$1,903.60	\$454,944.00	ACT, SA, WA, NSW
ATJ/2034	RICK BROWNE	DIVERSION, HEMISPHERES, CANADIAN IN-FLIGHT MAG.	Nov. 16, '92 - Nov. 27, '92	YES		Completed	\$1,729.55	\$296,788.00	NSW, QLD
ATJ/2033	ROGER COX	TENNIS	Jan. 8, '93 - Feb. 1, '93		YES	Completed			NSW, VIC, TAS
ATJ/2037-E	BILL CLIFFORD	NEWS TIMES SYNDICATE	Jan. 26, '93 - Feb. 8, '93		YES	Completed			NSW
ATJ/2037-A	GLEN PUTNAM		Jan. 27, '93 - Feb. 8, '93		YES	Completed			NSW
ATJ/2037-B	NORMAN CHANDLER FOX	COPELEY NEWS SERVICE	Jan. 27, '93 - Feb. 4, '93		YES	Completed			NSW

July 1, 1992 - June 30, 1993

AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS\$ Trip Cost	US\$ Ad Equivalency	Area
ATI/2037-D	JON HOLMAN	PREMIER PUBLISHING	Jan. 27, '93 - Feb. 8, '93	YES		Completed			NSW
ATI/2037-C	CAMILLE BOUNDS	SUN RISE PUBLICATIONS	Jan. 27, '93 - Feb. 8, '93	YES		Completed			NSW
ATI/2037-F	TIMOTHY FOX	TRIP ESCORT	Jan. 27, '93 - Feb. 9, '93	YES		Completed			NSW
ATI/2032	BETSA MARSH	CINCINNATI ENQUIRER	Feb. 7, '93 - Feb. 21, '93	YES		In Progress			TAS, ACT
ATI/3003	ANDREW POWELL	HARPER'S BAZAAR	Feb. 18, '93 - Mar. 1, '93	YES		Completed			NSW, WA
ATI/3001	DARRELL JONES	ISLANDS	Feb. 28, '93 - Mar. 17, '93	YES		In Progress			TAS
ATI/3011	SYBIL TAYLOR	BRIDES	Mar. 5, '93 - Mar. 24, '93	YES		Completed			VIC, TAS
ATI/3005	BARBARA MATUSOW	WASHINGTONIAN	Mar. 5, '93 - Mar. 15, '93	YES		In Progress			NSW, VIC

July 1, 1992 - June 30, 1993
AIC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full	Support Partial	Status	AUS\$ Trip Cost	US\$ Ad Equivalency	Area
ATJ/3008	ED ENGORON	ABC RADIO "SUPER FOODIES"	Mar. 6, '93 - Mar. 16, '93	YES		Completed			NSW, VIC
ATJ3002	GARY KRIST	ISLANDS	Mar. 9, '93 - Mar. 22, '93	YES		In Progress			TAS
ATJ/3010	KATHERINE CALOS	RICHMOND TIMES-DISPATCH	Mar. 25, '93 - Apr. 3, '93	YES		In Progress			NSW, NT, QLD
ATJ/3004	CICI (CAROL C.) WILLAMSON	GANNETT NEWS SERVICES	Apr. 9, '93 - Apr. 21, '93	YES		In Progress			SA, TAS
ATJ/	JEFF MILLER, SUSAN BURDICK		Apr. 10, '93 - Apr. 17, '93	YES		In Progress			QLD
ATJ/3007	ROBERTA GRANT	ANA HOTELS GROUP	Apr. 26, '93 - May. 3, '93	YES		In Progress			NSW, QLD
ATJ/3007-B	PATTY STANTON	ANA HOTELS GROUP	Apr. 26, '93 - May. 3, '93	YES		In Progress			NSW, QLD
ATJ/3007 - E	RICHARD WEST	ANA HOTELS GROUP	Apr. 26, '93 - May. 3, '93	YES		In Progress			NSW, QLD

July 1, 1992 - June 30, 1993

ATC Visiting Journalist Program

Job Number	Name	Outlet	Trip Dates	Support Full Partial	Status In Progress	AUS Trip Cost	US\$ Ad Equivalency	Area
ATJ3007 - F	SANDRA PERKINS	ANA HOTELS (USA) INC. TRIP ESCORT	Apr. 26, '93 - May. 3, '93	YES	In Progress			NSW, QLD
ATJ3007 -	TBA	COFFEY	Apr. 26, '93 - May. 3, '93	YES	In Progress			NSW, QLD
ATJ3007 - C	MEGAN ROWE	LODGING HOSPITALITY	Apr. 26, '93 - May. 3, '93	YES	In Progress			NSW, QLD