

For Six Month Period Ending December 1996  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

*Manning, Selvaige & Lee*

(b) Registration No.

*4684*

(c) Business Address(es) of Registrant

*79 Madison Avenue  
New York, NY 10016*

2. 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

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, 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.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws 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.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name Position Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name Residence Address Citizenship Position Date Assumed

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes  No

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

(b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes  No

If yes, furnish the following information:

Name Position or connection Date terminated

(c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

Name Residence Address Citizenship Position Date Assumed

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes  No

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

II - FOREIGN PRINCIPAL

7. 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

South Africa Airways

12/15/96

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?  
Yes  No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Petroleos de Venezuela

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup> Yes  No   
Exhibit B<sup>4</sup> 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.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual 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 principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

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

4 The 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.

III - ACTIVITIES

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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 7, 8, and 9 of this statement? Yes  No

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

- Petroleos de Venezuela - Standby in case of oil spill
- South Africa Airways - See attached

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?

Yes  No

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

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

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any 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 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 7, 8, and 9 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 [X] No [ ]

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>

Date	From Whom	Purpose	Amount
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See attached

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes [ ] No [X]

If yes, have you filed an Exhibit D to your registration? Yes [ ] No [X]

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [ ] No [X]

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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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 named in Items 7, 8, and 9 of this statement? Yes  No

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

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

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

Date	To Whom	Purpose	Amount
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*See attached*

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes  No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials<sup>12</sup>?  
Yes  No

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

17. Identify each such foreign principal.

- South Africa Airways

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 informational materials?  
Yes  No

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

See attached invoice

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials 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 informational materials 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 the informational materials:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4 (b) of the Act.

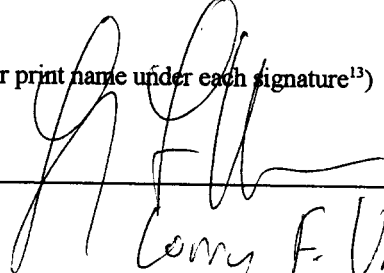
**VI--EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

7/15/97

(Type or print name under each signature<sup>13</sup>)

  
Larry F. Vay

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Manning, Selvage & Lee performed the following U.S. public relations activities on behalf of the SAA in November 1996:

Executive Summary
<ul style="list-style-type: none"><li>• Maintained SAA's editorial calendar to ensure travel trade coverage.</li><li>• No clips will be included in this report since the service with Luce Press Clippings has been canceled.</li></ul>

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**I. Client Relations**

Maintained regular contact with SAA/NY to discuss U.S. public relations strategies, tactics and promotional opportunities to ensure maximum media coverage for South Africa.

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COMM/RS/STC  
JMS/TJL

*Media Relations*

**A. Electronic Media (TV and Radio)**

**THE TOM JOYNER MORNING SHOW**

The Tom Joyner Morning Show/ABC Radio Networks is planning a trip to South Africa to do a live remote broadcast in participation with South African President Nelson Mandela's inaugural anniversary celebration activities. The broadcast is slated to take place around May 10, 1997. The show has 77 affiliate radio stations across the country including major markets such as Chicago Philadelphia, Washington DC, Atlanta, Miami and Dallas. It is targeted to African American adults age 25-54 and has a cumulative audience of over 3.5 million listeners per week.

**II. Projects**

**MEDIA TRAINING -- MR. NOMVETE**

MS&L contacted Ellen Cates to submit proposal regarding media training for Mr. Nomvete. Advised PRI of Ellen's fee (\$2,000 per day). PRI asked for a formal proposal from Ellen detailing course content, format, requirements from the client as well as previous travel clients.

**45,000 PIECE MAILING TO TRAVEL AGENTS**

The mailing included letter from Joos Engelbrecht, SAA flight schedule, expanded service schedule (AA flights) and SAA's expanded code share release. Flight information was forwarded to Marie Verona for confirmation. Corrections on flight schedule as well as the developing of SAA's letterhead was done by Linda Humphrey.

**PHONE MESSAGE**

MS&L revised and rewrote phone message for SAA's toll-free reservation line, sent over draft to Maria Verona for her review. Arranged to get a copy of the "Wings of Africa" soundtrack.

**III. PRESS TRIP**

**PRESS TRIP TO KENYA SAA/AFRICA TRAVEL (Jan. 9-18)**

Forwarded list of top freelancers to Jean Walden regarding invitation. Awaiting list of confirmed journalists. Ann Gillespie has blocked space with SAA.

**IV. PRESS RELEASES**

**SOUTH AFRICAN AIRWAYS AND AMERICAN AIRLINES EXPAND THEIR CODE SHARE AGREEMENT**

Manning, Selvage & Lee performed the following U.S. public relations activities on behalf of the SAA in September 1996:

Executive Summary	
<ul style="list-style-type: none"><li>• Attempted to secure SAA spokespersons for interviews with top aviation trade publications to discuss cargo operations and the airline's relationship with the Boeing Company</li><li>• Aggressively pitched U.S. media in order to arrange interviews for Felicia Mabuza-Suttle.</li><li>• Maintained SAA's editorial calendar to ensure travel trade coverage.</li></ul>	0 1 5 4

*I. Client Relations*

Maintained regular contact with SAA/NY to discuss U.S. public relations strategies, tactics and promotional opportunities to ensure maximum media coverage for South Africa.

## ***II. Media Relations***

### ***A. Electronic Media (TV and Radio)***

#### **FELICIA MABUZA-SUTTLE MEDIA PITCH**

MS&L pitched the following top national television talk shows in order to secure interviews for Felicia Mabuza-Suttle in the United States:

- Oprah Winfrey Show
- Larry King Live
- Rolanda
- NBC's Positively Black
- CNN & Company

Additionally, MS&L forwarded a copy of the TODAY show to Ms. Mabuza-Suttle for her review.

#### **THE VICTORY GARDEN (National PBS programming)**

The Agency has been in contact with Nina Fialkow, coordinating producer of the PBS garden program, The Victory Garden. This top-rated program, now in its 21st year of broadcast, reaches more than 300 PBS stations nationwide and is planning a segment on Cape Town and the floral diversity of the region. In exchange for air assistance, SAA story angles will be incorporated into the South African segments. MS&L is currently negotiating editorial exposure and is working with Fialkow to secure November travel dates for The Victory Garden crew.

**M.R. PRODUCTIONS**

MS&L furnished SAA press materials to Producer Madeline Rosen of M.R. productions, regular contributors of travel segments to KTLA-TV Morning News (NBC affiliate). KTLA requested five Business Class tickets to in exchange for :10 seconds of audio/visual exposure for SAA. The project was declined as the minimal television exposure would have been limited to Southern California regions only.

**SINBAD, TELEVISION SERIES**

The Agency advised against SAA's sponsorship of 50 tickets in connection with this television series. Sinbad is a one-hour adventure series for children and is distributed via cable. The demographics of the show is made up of children ages 8-12.

**GOOD MORNING AMERICA (ABC NETWORK)**

SAA was approached by SATOUR to provide air assistance for the crew and talent of the nationally syndicated morning show, Good Morning America. SAA was prepared to negotiate on-air exposure in exchange for seats, however were advised by GMA the project was on hold until next year. MS&L will continue to maintain contact with the producers of the morning program and will negotiate coverage on behalf of SAA.

## **B. Magazines**

### **ELLE MAGAZINE - QUEBEC (Circ. 80,000)**

Forwarded SAA press materials to Glen Palmer Smith of this leading fashion magazine. Palmer Smith is coordinating a fashion shoot in South Africa and requested nine complimentary tickets. MS&L denied the request as the publication was not prepared to offer significant exposure for the carrier in the publication.

### **TRAVEL TODAY (Circ. 50,000)**

Pitched SAA story to the features editor at Travel Today. This top travel insertion is distributed nationwide.

### **JULUKA (Circ. 5,000)**

Forwarded a response from Leon Els to Cliff Matheson Editor of Juluka re SAA's sponsorship of the S.A. Olympic team. Mr. Els response will appear in the October/November '96 issue.

## **C. Newspapers**

### **LOS ANGELES TIMES (Circ. 1.7 million)**

Pitched Executive Passport story to Contributing Editor Jeff Williams whose specialty is African travel. Williams also expressed interest in traveling to South Africa. MS&L will work with Williams to secure dates.

### **CHICAGO SUN TIMES (Circ. 715,000)**

Furnished SAA's North American timetable to contributing editor Joan Scobey who is developing a feature on South African Inns. SAA's 800 number and schedule will be included in the "How to Get There" section of the article.

**HOUSTON CHRONICLE (Circ. 765,000)**

Forwarded North American timetable to Features Editor Ken Hoffman of the Houston Chronicle. Hoffman has expressed interest in traveling to South Africa in November to develop a safari feature for his weekly column. Additionally, Hoffman's safari segment will appear in the Pittsburgh Post-Gazette as well as on KTBZ-FM (Houston, TX). MS&L has advised Hoffman that SAA will provide a discounted rate; awaiting final travel dates from Hoffman.

**D. Travel Trades**

**AIR CARGO WORLD (Circ. 25,000)**

Requested that an SAA cargo specialist speak with Steve Bergsman of Air Cargo World (circ. 25,000) who is developing feature on SAA to run in the fall. Bergsman is traveling to South Africa Aug. 20-31 and wanted to conduct two interviews with SAA reps -- both in the U.S. and Johannesburg. The first was to be a telephone interview with C. Langeveldt on Aug. 16, however, Mr. Langeveldt was on holiday. Bergsman also wanted to meet with an SAA cargo specialist while in SA, however this could not be arranged. MS&L will continue to try to have SAA representatives work with him via telephone.

**AIR CARGO REPORT (Circ. 20,000)**

Arranged a telephone interview for C. Langeveldt with Sandra Arnoult of Air Cargo Report (circ. 20,000) who plans to focus her discussion on SAA's cargo operations and what the carrier is doing to maintain its high level of success. Furnished press information; will continue to work with SAA cargo to ensure interview and resulting coverage.

**SUCCESSFUL MEETINGS (Circ. 75,000)**

Furnished SAA press materials to Editor Judy Sawyer for possible consideration in an upcoming feature on meetings abroad. Follow-up continues.

**RECOMMEND (Circ. 56,400)**

Pitched SAA story to Executive Editor Rick Shiveley who will be developing an African profile in an upcoming issue.

**F. *Freelance Writers/Guide Book Authors/Other***

**THE ONE CLUB FOR ART & COPY**

The Agency declined a request for complimentary/discounted air received by Mary Warlick of The One Club For Art & Copy. Ms. Warlick did not plan to offer any exposure for SAA in exchange for assistance.

**SUSAN ROCK**

Forwarded SAA press materials to freelance writer Susan Rock. Advised Ms. Rock SAA's policy on journalists who seek air assistance. Awaiting letters of assignment. Once Ms. Rock has a confirmed assignment, the Agency will negotiate coverage for the airline.

**CENTER FOR ENVIRONMENT AND URBAN PROBLEMS**

Furnished SAA press materials to Jasmine Michel at the Center For Environment and Urban Problems who is developing a study for issue to the media re airlines. As she required information on cargo and the agency does not have any information on the subject, we have (tentatively) arranged a telephone with C. Langeveldt on his return in September. We have also requested that J. Engelbrecht speak with her re SAA's projections for the next five years, on his return from holiday.

**G. Individual Visits**

**EDUCATION AFRICA**

Finalized details surround the visit of Walter Sisulu of Education Africa. Sisulu traveled to New York September 7-15, 1996 to promote his non-profit education program that provides opportunities for disadvantaged South Africans to acquire training skills. In exchange for four business class tickets, SAA was identified as a corporate sponsor with the airline's logo and tagline appearing in all collateral materials.

**REGIONAL AIRLINE ASSOCIATION**

MS&L was instructed to decline the request by Deborah McElroy of the Regional Airline Association who requested discounted tickets for an upcoming leisure trip to South Africa. Ms. McElroy was not prepared to offer any publicity in exchange for the discounted seats.

**PLANNED PARENTHOOD**

Advised against SAA's participation in the upcoming benefit auction taking place in January 1997 as the exposure would be minimal for SAA.

**SAMANTHA BATT**

The Agency contacted Batt, an amateur windsurfer, who had approached Anton Boonzaaier, SAA's Manager of Customer Relations in Cape Town re complimentary tickets to attend a windsurfing event in South Africa. MS&L advised Batt that her request had been denied.

**ART WOLFE**

The Agency confirmed all details surrounding the upcoming October 23-24 individual media visit for Art Wolfe. Wolfe will travel to South Africa to profile the Londolozi, Ngala, Singita and Phinda Resource Reserves, as well as to photograph the Namibian Coast for a number of book and magazine projects. SAA confirmed a press rate. Not only will Wolfe credit SAA in the epilogue, a supply of each book for SAA's use will be furnished.

**III. *Group Press Trip***

**SAA/INSIGNIA RESORT GROUP PRESS TRIP, Sept. 12-19, 1996**

Continue to follow-up with participants of the September 12-19, 1996 group press trip. Since returning to the U.S., MS&L has fact-checked as well as provided additional editorial information for their upcoming articles.

**IV. *Press Releases/Photo Captions***

**"SOUTH AFRICAN AIRWAYS DEBUTS BREAKTHROUGH ADVERTISING TO REFLECT DESTINATION APPEALS OF THE 'NEW' SOUTH AFRICA"**

Disseminated September 11 to travel trades, advertising trades and the SAA private list.

**“SOUTH AFRICAN AIRWAYS AND AMERICAN AIRLINES  
EXPAND THEIR CODESHARE AGREEMENT”**

Disseminated September 30 to travel trades, SAA sales representatives and the SAA private list.

The following captions were disseminated September 16 to travel trade publications:

**“SOUTH AFRICAN AIRWAYS HONORS DAVE & MARILYN  
HERBERT AMONG TOP-SELLING U.S. TRAVEL PLANERS”**

**“SOUTH AFRICAN AIRWAYS HONORS MIKE & JOYCE  
BASEL AMONG TOP-SELLING U.S. TRAVEL PLANNERS”**

**“SOUTH AFRICAN AIRWAYS HONORS NORMAN & KATHY  
PIETERS AS TOP-SELLING U.S. TRAVEL PLANNERS”**

**“SOUTH AFRICAN AIRWAYS HONORS MAUREEN  
ABRAMS AMONG TOP-SELLING U.S. TRAVEL  
PLANNERS”**

**“SOUTH AFRICAN AIRWAYS HONORS RICHARD  
LIEBMAN AMONG TOP-SELLING U.S. TRAVEL  
PLANNERS”**

Disseminated September to travel trade publications.

*V. Promotions*

**TARZAN TELEVISION SERIES**

Arranged to have SAA pair with Sun City to be part of a trip giveaway in a promotional campaign to announce the new television series "TARZAN" which will premier nationwide this fall on the Warner TV Network. 150 stations across the county will carry the show; many more are expected to sign up. As part of the sweepstakes, SAA will receive ten seconds of on-air coverage (take-off and landing footage that MS&L obtained from Leo Burnett) as well as copy. SAA will be described as the official carrier. The contest will air early November when networks do their semi-annual audience "sweeps" to gain ratings. The sweepstakes will air August 26 - September 22. MS&L continues to work with the production company as they have licensed a line of toys and other merchandise, and may be interested in future tie-ins with fast food retail outlets.

**DIVERSION MAGAZINE PROMOTION**

MS&L reconfirmed SAA's participation in the Diversion 20th anniversary promotional contest. The reader promotion is scheduled to appear in the October issue of this top consumer magazine for physicians. An SAA/Orient Express vacation will be featured and the airline will receive coverage in at least two issues; one announcing the contest; another to announce the winner.

***VI. Projects***

**AMERICAN SOCIETY OF TRAVEL AGENTS (ASTA)  
BANGKOK OCT. 6-12, 1996**

Arranged for industry photographer Bill Cancellare to take photos of the SAA booth at ASTA. Bill will work with Dean DeVito on the SAA booth promotion. Photographer instructed to speak with Dean beforehand in New York to exchange Bangkok hotel telephone numbers, etc. Photographer was advised to hand-deliver images to ASTA Congress Daily during the conference. Additionally, Bill will submit the photos to MS&L upon his return for captioning and service to travel trade press.

**LOS ANGELES ADVERTISING PROMOTION**

Received approval on the letter drafted by MS&L from J., Engelbrecht to Los Angeles Times Subscribers re "Executive Passport to South Africa" and Voyager/AAdvantage miles for use in a value-added advertising promotion that would entail a special mailing.

**CRISIS COMMUNICATIONS PLAN**

MS&L is in the process of developing a crisis communications plan for SAA's consideration.

**ADVERTISING CAMPAIGN PUSH**

Received advertising slicks from Leo Burnett Canada. MS&L drafted press release to generate publicity surrounding the soon-to-be-launched "destination" advertising.

Manning, Selvage & Lee performed the following U.S. public relations activities on behalf of the SAA in August 1996:

Executive Summary	
<ul style="list-style-type: none"><li>• Attempted to secure SAA spokespersons for interviews with top aviation trade publications to discuss cargo operations and the airline's relationship with the Boeing Company</li><li>• Aggressively pitched U.S. media in order to arrange interviews for Felicia Mabuza-Suttle.</li><li>• Focused media efforts on SAA's Heritage Passport program.</li></ul>	97 AUG -6 15:55 CRH/ISS/NEE/... 1846

*I. Client Relations*

Maintained regular contact with SAA offices to discuss U.S. public relations strategies, tactics and promotional opportunities to ensure maximum media coverage for South Africa.

**VOYAGER**

Furnished 'Executive Passport' release to Voyager Account Manager Romaine Wantenaar for inclusion in the November 1996 issue of Altitude.

### **MS&L TRAVEL NEWS**

Created and disseminated weekly newsletter to SAA offices in an effort to maintain awareness of global travel news, events and trends affecting South African tourism.

## ***II. Media Relations***

### **A. Electronic Media (TV and Radio)**

#### **FELICIA MABUZA-SUTTLE MEDIA TOUR**

MS&L booked following television interviews for Felicia Mabuza-Suttle:

- ⇒ WWOR-TV's "**10:00 Evening News**" -- An interview was scheduled in NY on August 15, but rescheduled to August 20 as she was ill. This award-winning tri-state area (NY, NJ & CT) super station often syndicates its news nationwide via the WOR-TV network.
  
- ⇒ NBC-TV's "**Positively Black**" -- An interview was scheduled in NY on August 20. This program airs throughout the tri-state area on Sunday and reaches more than 350,000. Mrs. Mabuza-Suttle will interview along with Bill Gray, President & CEO, United Negro College Fund; Elaine Jones, NAACP Legal Defense Fund; and Gina Davis Watkins, National Urban League -- three influential leaders within the country's African American community. SAA's "**Vulindlela,**" is to be covered. There is tremendous visibility for SAA. This segment has national broadcast potential.

**TEACHING LEARNING NETWORK (WTLN, PBS)**

MS&L furnished SAA press materials to Producer Jerry Neff of Trailside, an adventure program that airs on the Public Broadcasting Systems (PBS). WTLN, which is based in West Palm Beach is considering South Africa for an upcoming travel segment. The Agency will continue to follow-up and will push for SAA coverage.

**YABA PRODUCTIONS**

The Agency requested SAA's assistance with air transportation for the production crew of The Chesima Series, an educational program that broadcasts throughout Southern California. The request was denied as the program does not air nationally and would reach a substantial audience.

**B. Magazines**

**REDBOOK (Circ. 3.3 million)**

Pitched interview with Felicia Mabuza-Suttle to Lifestyle Editor Harriet Lyons. Although Lyons was not interested at this time, she requested to receive all future press materials on SAA.

**GQ Magazine (Circ. 1 million)**

Furnished SAA press materials to travel editor Elaina Silverman. SAA was unable to provide air assistance to freelance writer Tadd Friend who will be developing an article on Africa for this top men's publication.

**TRAVEL & LEISURE (Circ. 900,000)**

Pitched SAA's air service from New York and Miami to 'T & L' reports Editor Kimberly Brown. Although Brown could not guarantee coverage, she said it would be considered for a possible Fact Box.

**ESSENCE (Circ. 700,000)**

Pitched editorial assistant Carla Tyler on a possible airline feature. Although the publication does not usually write about airlines per se, they are considering a story on Great South African women. Once Tyler has confirmed the assignment with this top consumer magazine for African Americans, MS&L will work with SAA to arrange an individual media visit and interview with Felicia Mabuza-Suttle. MS&L continues to push for airline coverage. Follow-up continues.

**C. Newspapers**

**ATLANTA JOURNAL/CONSTITUTION (Circ. 715,000)**

Furnished SAA press materials to Booker T. Izell, Vice President, Community Affairs and Work Force Diversity at this top daily newspapers. Mr. Izell would like to feature South Africa in an upcoming issue of this top Atlanta daily.

**POUGHKEEPSIE JOURNAL (Circ. 60,000)**

Forwarded North American timetable to Travel Editor Mary Fuller who is developing a story on student travel.

**THE ATLANTA BULLETIN (Circ. 50,000)**

As a result of the Agency's contact with Features Editor Lorraine Robertson, a feature on Zukile Nomvete will appear in the August 10 issue of the weekly newspaper.

**D. Travel Trades**

**AIR CARGO WORLD (Circ. 25,000)**

Requested that an SAA cargo specialist speak with Steve Bergsman of Air Cargo World (circ. 25,000) who is developing feature on SAA to run in the fall. Bergsman is traveling to South Africa Aug. 20-31 and wanted to conduct two interviews with SAA reps -- both in the U.S. and Johannesburg. The first was to be a telephone interview with C. Langeveldt on Aug. 16, however, Mr. Langeveldt was on holiday. Bergsman also wanted to meet with an SAA cargo specialist while in SA, however this could not be arranged. MS&L will continue to try to have SAA representatives work with him via telephone.

**AIR CARGO REPORT (Circ. 20,000)**

Arranged a telephone interview for C. Langeveldt with Sandra Arnoult of Air Cargo Report (circ. 20,000) who plans to focus her discussion on SAA's cargo operations and what the carrier is doing to maintain its high level of success. Furnished press information; will continue to work with SAA cargo to ensure interview and resulting coverage.

**AIRLINE FINANCIAL NEWS (Circ. n/a)**

Arranged telephone interview for L. Els with Mike Miller, current editor of Airline Financial News who will become editor of Aviation Daily in September. Miller was questioning a rumor re SAA and the Boeing buy made earlier this year. He wanted to know if SAA was committed or not to Boeing, and the status on the engine selection. Mr. Els fielded his questions and also provided an extensive overview of the existing SAA fleet and its route expansion; the recent alliance with American Airlines; and the state of affairs in South Africa in terms of regional competition and growth.

***F. Freelance Writers/Guide Book Authors/Other***

**JESSICA HARRIS**

Confirmed all details re Jessica Harris's August 15-22, individual media visit to South Africa. Provided SAA press materials to this prolific culinary historian. Harris will feature South African food and drink for Au Juice (circ. 150,000), a nationally distributed, four-color, lifestyle magazine that covers food, beverage and travel. The Agency confirmed land arrangements with Peggy Bendel at DCI that includes well-informed tour guide.

**SUSAN ROCK**

Forwarded SAA press materials to freelance writer Susan Rock. Advised Ms. Rock SAA's policy on journalists who seek air assistance. Awaiting letters of assignment. Once Ms. Rock has a confirmed assignment, MS&L will negotiate coverage for the airline.

**CENTER FOR ENVIRONMENT AND URBAN PROBLEMS**

Furnished SAA press materials to Jasmine Michel at the Center For Environment and Urban Problems who is developing a study for issue to the media re airlines. As she required information on cargo and the agency does not have any information on the subject, we have (tentatively) arranged a telephone with C. Langeveldt on his return in September. We have also requested that J. Engelbrecht speak with her re SAA's projections for the next five years, on his return from holiday.

**CHANCELLOR CORPORATION**

Provided SAA press materials and information including Rainbow Cuisine to Kojo Eason Davis who was conducting a meeting about how to try to bring South Africa to their employees so they can become acquainted with this country that they are launching businesses into.

## **G. Individual Press Visits**

### **EDUCATION AFRICA**

SAA agreed to provide air assistance for Walter Sisulu of Education Africa. Sisulu will be traveling to New York September 7-15, 1996 to promote his non-profit education program that provides opportunities for disadvantaged South Africans to acquire training skills. In exchange for four business class tickets, SAA would be identified as a corporate sponsor with the airline's logo and tagline appearing in all programs.

### **DAVID MARTIN & CHARLES SCHILSSEL**

Arranged complimentary roundtrip Cape Town-Johannesburg airfare for Recommend Magazine's (circ. 56,000) David Martin and photographer Charles Schilssel who were in South Africa as guests of World Airways August 23. As a result of SAA's assistance, SAA will be the featured carrier in the magazine's destination overview.

### **KLUCKY FILMS**

Outdoor enthusiast/cinematographer George Klucky will travel to South Africa in August to produce his third wildlife film that will be distributed at trade shows and at the Safari Club International Convention. Klucky has requested a waiver for his excess baggage which consists of video equipment. MS&L advised Klucky that his request for an excess baggage waiver was declined.

### **MERCY HOSPITAL**

Advised against SAA's participation in the upcoming hospital fund raiser; there was nominal exposure for the airline at the event and would not be reaching the carrier's target audience.

**DEAN KUIPERS**

The Agency has been in contact with Dan Kuipers of the International Documentary Association and Propaganda Films in Los Angeles. Kuipers will be filming a short documentary entitled, "Diamond Sea" in South Africa in August.

**ART WOLFE**

The Agency has been in contact Christine Eckhoff, assistant to photographer Art Wolfe, who will travel to South Africa to profile the Londolozi, Ngala, Singita and Phinda Resource Reserves, as well as to photograph the Namibian Coast for a number of book and magazine projects. SAA has offered a press rate for Mr. Wolfe during his October visits. Not only will Wolfe credit SAA in the epilogue, a supply of each book for SAA's use will be furnished. MS&L forwarded desired travel dates to SAA/NY for ticketing.

***III. Group Press Trip***

**SAA/INSIGNIA RESORT GROUP PRESS TRIP, Sept. 12-19, 1996**

Liaised with Peggy Bendel at DCI and Martin Thomas, marketing manager of Insignia Resorts, to organize a September group press trip. MS&L disseminated a client-approved invitation letter to leading travel writers who have excellent consumer and trade outlets. The Agency has confirmed the following press:

<b><u>Name</u></b>	<b><u>Outlet</u></b>
1. Julie Wilson	New York Post, Bride's
2. Regina Baraban	Corporate Meetings & Incentive
3. Carolyn Rice	Boston Globe
4. Suzy Dorr	South Florida Focus
5. Abby Ellin	Travel Your Way

*IV. Press Releases*

**“SOUTH AFRICAN AIRWAYS’ ‘EXECUTIVE PASSPORT’”  
PROGRAM FEATURES ADDED-VALUE OPTIONS – Safari  
Tours, Free Companion Tickets and Discounts Available from  
Key Western U.S. Gateways**

Disseminated August 8

**“SOUTH AFRICAN AIRWAYS’ UNVEILS UPGRADES IN  
DOMESTIC Services” – Fresh New Look Reflects Carrier’s  
Commitment to In-Flight Service”**

Disseminated August

*V. Promotions*

**TARZAN TELEVISION SERIES**

Arranged to have SAA pair with Sun City to be part of a trip giveaway in a promotional campaign to announce the new television series “Tarzan” which will premier nationwide this fall on the Warner TV Network. 150 stations across the county will carry the show; many more are expected to sign up. As part of the sweepstakes, SAA will receive ten seconds of on-air coverage (take-off and landing footage that MS&L obtained from Leo Burnett) as well as copy. SAA will be described as the official carrier. The contest will air early November when networks do their semi-annual audience “sweeps” to gain ratings. The sweepstakes will air August 26 - September 22. MS&L continues to work with the production company as they have licensed a line of toys and other merchandise, and may be interested in future tie-ins with fast food retail outlets.

**DIVERSION MAGAZINE PROMOTION**

MS&L reconfirmed SAA participation in the Diversion 20th anniversary promotional contest. The reader promotion is scheduled to appear in the October issue of this top consumer magazine for physicians. An SAA/Orient Express vacation will be featured and the airline will receive coverage in at least two issues; one announcing the contest; another to announce the winner.

***VI. Projects***

**AMERICAN SOCIETY OF TRAVEL AGENTS (ASTA)  
BANGKOK OCT. 6-12, 1996**

Arranged for industry photographer Bill Cancellare to take photos of the SAA booth at ASTA. Bill will work with Dean DeVito on the SAA booth promotion. Photographer instructed to speak with Dean beforehand in New York to exchange Bangkok hotel telephone numbers, etc. Photographer was advised to hand-deliver images to ASTA Congress Daily during the conference. Additionally, Bill will submit the photos to MS&L upon his return for captioning and service to travel trade press.

**LOS ANGELES ADVERTISING PROMOTION**

Drafted a letter from J. Engelbrecht to Los Angeles Times Subscribers re "Executive Passport to South Africa" and Voyager/AAdvantage miles for use in a value-added advertising promotion that would entail a special mailing. MS&L was advised that the program is on hold as the carrier's advertising budget was reduced. Furnished Leo Burnett (Toronto); awaiting final outcome.

**ADVERTISING CAMPAIGN PUSH**

Spoke with Leo Burnett Canada to request advertising slicks and information in order for MS&L to develop a press release to generate publicity surrounding the soon-to-be-launched "destination" advertising. Awaiting information.

**CENTRAL PARK SUMMERSTAGE CONCERT**

Furnished caption photography of J. Engelbrecht at event to pertinent press; furnished photo album of the event to client for their files. MS&L furnished a copy of the photo that ran in August 14 issue of leading trade publication, Travel Weekly.

Manning, Selvage & Lee performed the following U.S. public relations activities on behalf of the SAA in July 1996:

Executive Summary

- Aggressively pitched national and international media re SAA's sponsorship of the 1996 Centennial Olympic Games in Atlanta;
- Completed all details surrounding the airline's sponsorship of the July 14 SummerStage concert in Central Park featuring Johnny Clegg & Juluka and Mahlatini & the Mahotella Queens;
- Focused media efforts on the addition of SAA's flight service from New York service to Johannesburg.

97 AUG -6 11:16:58

CRM/ISS/REGISTRATION UNIT

*I. Client Relations*

Maintained regular contact with SAA offices to discuss U.S. public relations strategies, tactics and promotional opportunities to ensure maximum media coverage for South Africa.

**WORLD AIRWAYS**

Furnished press information announcing the discontinuation of World Airways service to SAA and PRI offices.

018466

**MS&L TRAVEL NEWS**

Created and disseminated weekly newsletter to SAA offices in an effort to maintain awareness of global travel news, events and trends affecting South African tourism.

**II. *Media Relations***

**A. *Electronic Media (TV and Radio)***

**WAGA-TV (FOX NETWORK AFFILIATE)**

Arranged an interview for Zukile Nomvete with Atlanta's **WAGA-TV (FOX affiliate)**. The focus was on SAA's participation in the '96 Olympic Games and the 2004 bid. A positive ten-minute in-studio interview aired July 21 on the *Eye Witness News Conference* program. Escorted Mr. Nomvete to interview; furnished a run down of key SAA "Talking Points"; advised client that the TWA #800 incident may arise (although it did not), and furnished resulting copy of the show to the client.

**SABC RADIO (Washington, DC)**

Arranged a July 10 interview for Joos Engelbrecht with Washington DC-based SABC radio host Mike Kellerman re SAA's sponsorship of the July 14 SummerStage concert and the airline's involvement with the Olympics. Kellerman's "Channel Africa" radio program airs weekly throughout the continent of Africa and has a listenership of 15 million. A tape of the interview has been requested to furnish to SAA/NY.

**WOR RADIO NETWORK (National Audience: 1 million+)**

Forwarded SAA press materials to travel writer Christopher Lofting, host of the WOR's travel segments that air nationwide on this radio superstation. Lofting plans to cover the addition of SAA's New York flights in an upcoming July segment. Lofting also contributes to The New York Times Travel Section and will also include SAA's timetable in an upcoming Africa focus. MS&L will also attempt to secure an interview for Joos Engelbrecht with Lofting to discuss SAA's sponsorship of the SA Olympic team. Follow-up continues.

**VOICE OF AMERICA (VOA, International Audience)**

Advised against SAA's sponsorship of Voice of America's upcoming trip to South Africa as the international radio station could not commit to editorial coverage for SAA in the United States.

**B. Magazines**

**TRAVELING TIMES (Circ. 1 million)**

Furnished SAA press materials and photography to Tara llich at this national consumer magazine. SAA will be featured in the "How to Get There" box as part of an Africa round-up feature appearing in the Fall edition.

**ESSENCE (Circ. 700,000)**

Pitched editorial assistant Carla Tyler on a possible airline feature. Although the publication does not usually write about airlines per se, they are considering a story on Great South African women. Once Tyler has confirmed the assignment with this top consumer magazine for African Americans, MS&L will work with SAA to arrange an individual media visit and interview with Felicia Mabuza-Suttle. MS&L continues to push for airline coverage.

**MODERN BRIDE (Circ. 351,000)**

Forwarded SAA press materials to Associate Travel Editor Laurel Cardone for inclusion in a feature on South Africa scheduled to appear in early 1997.

**ATLANTA TRIBUNE (Circ. 50,000)**

Arranged a July 25 interview for Joos Engelbrecht with Columnist Mark Gray who was developing an article on SAA's sponsorship of the 1996 SA Olympic Team, as well as SA's 2004 bid. MS&L will furnish a tear sheet of the article.

**C. Newspapers**

**USA TODAY (Circ. 1.6 million)**

Pitched SAA's Olympic plane to Travel Editor Ron Schoolmeester who expressed interest in running the photo in July. Follow-up continues.

**THE DALLAS MORNING NEWS (Circ. 814,000)**

Forwarded SAA background materials to Travel Editor Karen Jordan for use in upcoming travel sections focusing on exotic adventure travel. Although Jordan does not plan an SAA feature, the airline's additional North American service may be included. Follow-up continues.

**THE CHICAGO TRIBUNE (Circ. 680,000)**

Furnished SAA press materials to Travel Editor Randy Curwen for his consideration for a September Safari section. Follow-up for SAA coverage continues.

**MIAMI HERALD (Circ. 500,000)**

Supplied travel editor Jay Clarke SAA press materials for use in a fall article that will feature African Safaris. Clarke plans to include SAA's flight schedule.

**NEWARK STAR LEDGER (Circ. 427,000)**

Furnished Olympic information to Columnist Linda Branch who plans on featuring the Olympics in her weekly travel column.

**D. Travel Trades**

**TRAVEL AGENT (Circ. 56,000)**

Provided SAA's North American flight schedule to Contributing Editor David Martin. The timetable will appear in the July issue of this leading travel trade magazine.

Additionally, generated interest to interview an SAA spokesperson re meetings facilities and group air arrangements. Follow-up continues.

**TRAVEL WEEKLY (Circ. 52,000)**

As a result of MS&L's pitch to Aviation Editor Michele McDonald, Travel Weekly will run the July 14 SummerStage photo of Joos Engelbrecht and Stephen Grundlingh of the SA Consulate on stage in Central Park with the South African musicians.

**OUTBOUND TRAVELER (Circ. 30,000)**

Claudia Sansone will cover SAA's new service in the September issue of this leading travel trade publication that is preparing a feature on South Africa as a result of MS&L's (editorial calendar) contact.

**JAX FAX (Circ. 30,000)**

Forwarded SAA press materials to Editor Preston Powell who plans to cover SAA in an Africa feature scheduled for the September issue.

**AIR CARGO WORLD (Circ. 25,000)**

Forwarded SAA press materials to Editor Paul Page who plans to cover SA for the September issue.

***E. South African Press in the United States***

The following US-based South African media received all information regarding the carrier's participation and sponsorship in the 1996 Olympic Games, as well as updated press kits:

<b><u>Name</u></b>	<b><u>Outlet</u></b>
Arrie Roussouw	National Newspapers
Michael Littlejohns	The Argus Group
Simon Barber	Business Day
Jannie Botes	SABC-Monitor (Afrikaans Radio)
Peter Fabricius	Independent Newspapers
Emma Gray	SABC (English Radio/TV)
Mike Kellerman	Radio Today
Neil Lurssen	South African Press Association

***F. Freelance Writers/Guide Book Authors/Newsletters***

**JESSICA HARRIS**

Confirmed all details re Jessica Harris's August 15-22, individual media visit to South Africa. Provided SAA press materials to this prolific culinary historian. Harris will feature South African food and drink for Au Juice (circ. 150,000), a nationally distributed, four-color, lifestyle magazine that covers food, beverage and travel. The Agency is working with SATOUR to confirm land arrangements that will include a well-seasoned tour guide.

**RON CHEPESIUK**

Furnished SAA press materials to freelance writer Ron Chepesiuk. Although he will not feature SAA, he will mention the carrier in a "Airlines that Serve South Africa" column in a Africa article slated to appear in the fall edition of Charleston Magazine (circ. 20,000).

**CARLA UNDERWOOD**

Provided SAA press materials and information on South Africa's wedding requirements for this writer who contributes to Signature Bride (circ. 85,000) a bridal magazine for African American women.

**AKEES MEDIA**

Provided SAA press materials to Drew Henderson at Akees Media, a Internet WEB marketing service that is developing a South African website. SAA information, including the toll-free 800 number, will be featured.

**TRAVELOCITY**

Furnished SAA press materials to Travelocity, a premiere travel site on the worldwide web. South Africa's page will have information on SAA including it toll-free 800 number and timetable.

**THE FRONT ROW ADVISOR**

Furnished Matt Bennett of "The Front Row Advisor" with information on SAA's upgraded equipment and improved service for inclusion in the premier issue of this national newsletter that will aim to reach affluent business and leisure travelers.

**BRENDA FINE**

Furnished Brenda Fine's resulting SA articles to PRI for distribution to SA travel partners (hoteliers, etc.) who assisted with Fine's individual media visit that the agency arranged.

**G. Individual Press Visits**

**EDUCATION AFRICA**

Recommended that SAA provide air assistance for Walter Sisulu of Education Africa. Sisulu will be traveling to New York September 7-15, 1996 to promote his non-profit education program that provides opportunities for disadvantaged South Africans to acquire training skills. In exchange for four business class tickets, SAA would be identified as a corporate sponsor with the airline's logo and tagline appearing in all programs. Approval is pending with SAA.

**KLUCKY FILMS**

Outdoor enthusiast/cinematographer George Klucky will travel to South Africa in August to produce his third wildlife film that will be distributed at trade shows and at the Safari Club International Convention. Klucky has requested a waiver for his excess baggage which consists of video equipment. Project is pending approval with SAA.

**CAMEL WHITE WATER CHALLENGE**

MS&L attempted to negotiate extensive SAA coverage during this rafting event that will take place September 12-19, 1996 in Zimbabwe. SAA declined sponsorship of Team USA as it was determined that they exposure would not increase sales on SAA.

**ST. PAUL UNITED METHODIST CHURCH**

Advised against the donation of SAA tickets in as part of the annual Children's Christmas performance, as SAA would receive minimal coverage at the event and would not be reaching the carrier's target audience.

**GOLDEN FISHING EXPEDITIONS**

Advised against SAA's sponsorship of Captain Lance Glaser's upcoming trip to South Africa as the fishing publication would not commit to acceptable editorial coverage for the airline.

**DEAN KUIPERS**

The Agency has been in contact with Dan Kuipers of the International Documentary Association and Propaganda Films in Los Angeles. Kuipers will be filming a short documentary entitled, "Diamond Sea" in South Africa in August. MS&L advised Kuipers that their request for an excess baggage waiver was declined.

**ART WOLFE**

The Agency has been in contact Christine Eckhoff, assistant to photographer Art Wolfe, who will travel to South Africa to profile the Londolozi, Ngala, Singita and Phinda Resource Reserves, as well as to photograph the Namibian Coast for a number of book and magazine projects. SAA has offered a press rate for Mr. Wolfe during his October visits. Not only will Wolfe credit SAA in the epilogue, a supply of each book for SAA's use will be furnished. MS&L to follow-up to secure travel dates.

**III. Group Press Trips**

**SAA/INSIGNIA RESORT GROUP PRESS TRIP, Sept. 12-19, 1996**

Liaised with DCI and Martin Thomas, marketing manager of Insignia Resorts, to organize a September group press trip. MS&L disseminated a client-approved invitation letter to leading travel writers who have excellent consumer and trade outlets. To date, the following press have confirmed participation:

<b><u>Name</u></b>	<b><u>Outlet</u></b>
1. Karen Goodwin	Frequent Flyer
2. Julie Wilson	New York Post, Bride's
3. Regina Baraban	Corporate Meetings & Incentive
4. Carolyn Rice	Boston Globe
5. Suzy Dorr	South Florida Focus
6. Abby Ellin	Travel Your Way

*IV. Press Releases*

**“SOUTH AFRICAN AIRWAYS ROARS INTO MIAMI’S INTERNATIONAL AIRPORT”**

Disseminated captioned photo on July 1 to photo editors at top Florida dailies and travel trade publications to announce the launch of the additional service out of Miami.

**“SOUTH AFRICAN AIRWAYS (SAA) CELEBRATES “NEW” NATION’S TOP MUSICIANS”**

Disseminated captioned photo of this SummerStage event on July 14 to photo editors at New York daily and weekly newspapers, and travel trade publications.

*V. Projects*

**1996 CENTENNIAL OLYMPIC GAMES**

A complete report outlining MS&L’s activities and resulting publicity coverage was forwarded to SAA offices under separate cover.

**ZUKILE NOMVETE PROFILE**

Developed an executive profile on Zukile Nomvete for inclusion in all SAA press kits.

### **CENTRAL PARK SUMMERSTAGE CONCERT**

SAA sponsored Johnny Clegg and Mahlatini and the Mahotella Queens at this year's SummerStage concert that took place July 14 in New York's Central Park.

The Agency liaised with Erica Ruben of SummerStage to qualify SAA's exposure at the Johnny Clegg and Juluka & Mahlathini and the Mahotella Queens. The Agency negotiated the carrier's exposure at the event and secured the following:

- Three (3) nine-foot by three foot-high banners placed in the following locations:
  1. on the base of the large six-foot high stage;
  2. on the artists' trailer
  3. in the VIP area
- SAA's logo in half page ads in TIME OUT NEW YORK (circ. 85,000)
- SAA table for collateral distribution

The Agency also completed the following activities:

- Drafted invitation to SAA VIPs and the South African Consulate;
- Managed all RSVPs to the July 14 event;
- Finalized/confirmed all details re SAA's backstage party for 50 SAA VIPs;
- Drafted remarks for SAA spokesperson;
- Designed banners for display at the event;
- Sourced commemorative T-shirts for the event;
- Secured photographer;
- Issued media alert to New York working press;
- Furnished caption photography of J. Engelbrecht at event to pertinent press; furnished photo album of the event to client for their files. Leading trade publication, *Travel Weekly*, advised that they will run the photo in an August issue. MS&L will furnish a copy to the client.

### **FELICIA MABUZA-SUTTLE MEDIA TOUR**

In late-1995, MS&L expressed interest in conducting a media tour with Ms. Mabuza-Suttle, utilizing her as an airline spokesperson targeting key ethnic press. The intention was to underscore SAA's commitment to diversity in the workplace, and its *sincere* dedication to the "new" South Africa. MS&L also recommended then that she be involved in SAA's Olympics program.

Upon witnessing the impact she had on the Atlanta Association of Black Journalists in July, MS&L might schedule similar presentations in other U.S. cities, as well as press interviews. Ms. Mabuza-Suttle reported that she would be in the U.S. on personal vacation in August, and would take time to do press interviews then.

MS&L drafted pitch letter and created target media list, and is currently booking press. MS&L will staff Mrs. Mabuza-Suttle, conduct follow-up to ensure placement, and develop a final report of results.

### **CRISIS COMMUNICATIONS**

1. Furnished press articles on "How Not To Handle a Crisis" that ran as a result of the TWA Flight 800 incident.
2. Prepared a statement for SAA's consideration re security measures, however, it was decided that SAA would not issue it.
3. Continued discussions with SAA re the creation of a solid crisis communications plan.

*IV. Projects*

**SOUTH AFRICAN BUSINESS CLUB IN LONDON/CORPORATE COMMUNICATIONS TRAINING**

MS&L sent details relating to a corporate communications specialist, Robert Cowan, Credos, to Gail Moaney and PRI, with a view to developing an internal media/communications training proposal. Robert Cowan is also a member of the South African Business Club in London. Details have been sent to South African Airways, London, to establish whether a business relationship can be developed.

*V. Media Coverage*

<b>Publication</b>	<b>Date</b>	<b>Circulation</b>
THE STAR & SA TIMES	7/24/96	20,000

NB: Further coverage will be sent on receipt.

**Manning  
Selvage  
& Lee**

Accounting Department  
79 Madison Avenue  
New York, New York 10016  
Telephone: (212) 213-0909  
Fax: (212) 213-7038

ACCOUNTING COPY

SAA

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083459

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 09/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0500 - INTERNATIONAL PR -----	
4215	PRESS KITS PRINTED & STUFFED	108.25
4218	JULY'96 GLOBAL CLIP REPORT PRINTED & BOUND	271.01
4374	BETACOM DUPLICATIONS-FELICIA MABAZZ SUTTLE	1,035.68
4559	DISTRIBUTION OF RELEASE "EXECUTIVE PASSPORT PROGRAM"	126.76
4947	AUG CLIP REPORT COPIED & BOUND	189.44
5059	FELICIA MABUZA SUTTLE PHOTOS	60.35
	FEDERAL EXPRESS	57.95
		-----
	SUBTOTAL	1,849.64
	PROFESSIONAL SERVICES:	
0500	2.50 HOURS AT \$35.00 PER HOUR	87.50
		-----
	TOTAL JOB #0500	1,936.94
		-----
	INVOICE TOTAL:	1,936.94
		=====

97 AUG -6 AM 10:59  
 CSM/ISS/REGISTRATION UNIT

Terms: Net - 10 Days from Receipt of Invoice

Please Remit To:

Manning, Selvage & Lee, Inc.  
Department 77013  
P.O. Box 77000  
Detroit, MI 48277-0013

SARA

**Manning  
Selvage  
& Lee**

Accounting Department  
79 Madison Avenue  
New York, New York 10016  
Telephone: (212) 213-0909  
Fax: (212) 213-7038

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083460

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 09/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 - -----	
4502	TAXI	5.70
4775	MESSENGER	12.50
5073	TAXI FARE	10.00
5076	TAXI	9.00
5406	LOCAL TRAVEL 9/12 S.A.	51.50
5429	5 COLOR COPIES @1.25	6.25
5475	LOCAL TRAVEL 9/12 S.A.	56.50
5475	LOCAL TRAVEL 9/19 S.A.	84.50
	FEDERAL EXPRESS	323.40
	MESSENGER SERVICE	731.25
	POSTAGE CHARGES	.85
	FACSIMILE	442.00
	PHOTO COPIES	61.00
	TELEPHONE CHARGES	136.75
		-----
	SUBTOTAL	1,231.20
	PROFESSIONAL SERVICES:	
	23.00 HOURS AT \$35.00 PER HOUR	805.00
		-----
	TOTAL	2,036.20
		-----
	INVOICE TOTAL:	2,036.20
		=====

Terms: Net - 10-Days from Receipt of Invoice

Please Remit To:

Manning, Selvage & Lee, Inc.  
Department 77013  
P.O. Box 77000  
Detroit, MI 48277-0013

**Manning  
Selvage  
& Lee**

Accounting Department  
79 Madison Avenue  
New York, New York 10016  
Telephone: (212) 213-0909  
Fax: (212) 213-7038

ACCOUNTING COPY

SMA

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083461

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 09/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0100 - AMERICAS -----	
4383	PRESS CLIPPING SERVICES	465.60
4659	PHOTO ALBUM	6.48
		-----
	SUBTOTAL	472.08
		-----
	TOTAL JOB #0100	472.08
		-----
	INVOICE TOTAL:	472.08
		=====

Terms: Net - 10 Days from Receipt of Invoice

Please Remit To:

Manning, Selvage & Lee, Inc.  
Department 77013  
P.O. Box 77000  
Detroit, MI 48277-0013

**Manning  
Selvage  
& Lee**

Accounting Department  
79 Madison Avenue  
New York, New York 10016  
Telephone: (212) 213-0909  
Fax: (212) 213-7038

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083462

ATTN: PAUL CARSLEY

FOR THE MONTH ENDED: 09/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0200 - EUROPE	
	-----	
	FEDERAL EXPRESS	8.50
		-----
	TOTAL JOB #0200	8.50
		-----
	INVOICE TOTAL:	8.50
		=====

Terms: Net - 10 Days from Receipt of Invoice

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083893

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 10/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0500 - INTERNATIONAL PR -----	
5563	LOCAL TRAVEL 8/21 F.S.	43.50
5563	LOCAL TRAVEL 8/21 M.S.	46.50
6075	PRESS CLIPPING SERVICES	323.51
6077	BETA CONVERSION TO SP PAL - FELICIA MABUZZA - SULTLE'S TODAY SHOW TAPE	216.50
6079	VHS MONITORED DUB - "OPRAH"	0 - 41.14
6080	VHS/BETA DUPLICATION - FELICIA M.	24.09
6081	VIDEO EDITING - FELICIA MABUZZA S.	1,000.62
6274	FRAMING	64.08
6622	FELICIA MABUZZA-SUTTLE TV PITCH	1,105.00
	FEDERAL EXPRESS	9.00
		-----
	SUBTOTAL	3,016.94
		-----
	TOTAL JOB #0500	3,016.94
		-----
	INVOICE TOTAL:	3,016.94
		=====

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INVOICE NO. 083894

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 10/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 - -----	
5483	LOCAL TRAVEL 8/15 G.M.	16.00
5541	PHONE BILL, TAXI	45.06
5544	TAXIS TO CLIENT MTGS.	11.00
6632	TRAVEL EXPENSES	6.00
6668	173 PIECES OF MAIL POSTED	292.80
	FEDERAL EXPRESS	267.63
	MESSENGER SERVICE	12.50
	POSTAGE CHARGES	6.00
	FACSIMILE	232.00
	PHOTO COPIES	167.40
	TELEPHONE CHARGES	151.43
		-----
	SUBTOTAL	1,207.82
		-----
	TOTAL	1,207.82
		-----
	INVOICE TOTAL:	1,207.82
		=====

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 083895

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 10/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0100 - AMERICAS ----- MESSENGER SERVICE	6.25 -----
	TOTAL JOB #0100	6.25 -----
	INVOICE TOTAL:	6.25 =====

Terms: Net - 10 Days from Receipt of Invoice

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INVOICE NO. 083896

ATTN: PAUL CARSLY

FOR THE MONTH ENDED: 10/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0400 - AFRICA ----- FEDERAL EXPRESS	89.97 -----
	TOTAL JOB #0400	89.97 -----
	INVOICE TOTAL:	89.97 =====

Terms: Net - 10 Days from Receipt of Invoice

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SOUTH AFRICAN AIRWAYS  
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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO 084303

ATTN: PAUL CARSLY

FOR THE MONTH ENDED 11/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0500 - INTERNATIONAL PR -----	
7206	ASTA PHOTOS	156.78
7967	VIDEO SHOOT	1,147.08
		-----
	SUBTOTAL	1,303.86
		-----
	TOTAL JOB #0500	1,303.86
		-----
	INVOICE TOTAL:	1,303.86
		=====

114810  
114871

MANAGING DIRECTOR  
MANNING SELVAGE & LEE  
11/30/96

Terms: Net - 10 Days from Receipt of Invoice

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SOUTH AFRICAN AIRWAYS  
 6 PROTEA PLACE, 2ND FLOOR  
 SANDOWN, SANDTON  
 JOHANNESBURG SA 2196

INVOICE NO 084304

ATTN: PAUL CARSLY

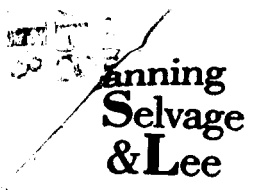
FOR THE MONTH ENDED 11/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 - -----	
7109	5 CLIPS REPORTS PRINTED & BOUND	216.50
7173	MESSENGER	6.25
7210	94 PIECES OF MAIL POSTED	128.90
7241	LOCAL TRAVEL 10/21 G.M.	19.00
	FEDERAL EXPRESS	10.25
	MESSENGER SERVICE	92.50
	FACSIMILE	24.00
	TELEPHONE CHARGES	45.02
		-----
	SUBTOTAL	542.42
	PROFESSIONAL SERVICES: 5.00 HOURS AT \$125.00 PER HOUR	625.00
		-----
	TOTAL	1,167.42
		-----
	INVOICE TOTAL:	1,167.42
		=====

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INVOICE NO 084305

ATTN: PAUL CARSLEY

FOR THE MONTH ENDED 11/30/96

OUR NO.	DESCRIPTION	AMOUNT
8188	JOB NO. 0100 - AMERICAS	
	----- PRESS CLIPPING SERVICES	415.68
	TOTAL JOB #0100	----- 415.68
	INVOICE TOTAL:	----- 415.68 =====

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO 084306

ATTN: PAUL CARSLY

FOR THE MONTH ENDED 11/30/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0400 - AFRICA	
	-----	
	FEDERAL EXPRESS	48.49
		-----
	TOTAL JOB #0400	48.49
		-----
	INVOICE TOTAL:	48.49
		=====

Terms: Net - 10 Days from Receipt of Invoice

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SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

084775

ATTN: PAUL CARSLEY

12/31/96

JOB NO. 0200 - EUROPE

1414	DISB & CONSULTANCY - JULY'96	11,127.90
1419	FEE & DISB. - AUGUST'96	9,439.75
	SUBTOTAL	20,567.65
	TOTAL JOB #0200	20,567.65
	INVOICE TOTAL:	20,567.65

*July*       $5333.00 \text{ £} \times 1.6491 = 8,794.65$

*Aug*         $5333.00 \text{ £} \times 1.6491 = 8,794.65$

8472

97 AUG -6 11:10:59  
ONTARIO/RESEARCH/ADMIN UNIT

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

084774

ATTN: PAUL CARSLY

12/31/96

JOB NO. 0000 -  
-----

FEDERAL EXPRESS  
MESSENGER SERVICE

115.59  
6.25  
-----

SUBTOTAL

121.84  
-----

TOTAL

121.84  
-----

INVOICE TOTAL:

121.84  
=====

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

084773

ATTN: PAUL CARSLY

12/31/96

JOB NO. 0500 - INTERNATIONAL PR  
-----

9158

MESSENGER

57.95  
-----

TOTAL JOB #0500

57.95  
-----

INVOICE TOTAL:

57.95  
=====

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PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO. 082382

ATTN: RAMON PENA

FOR THE MONTH ENDED: 07/31/96

OUR NO.	DESCRIPTION	AMOUNT
1414	COMMUNICATIONS	182.14
	TOTAL	----- 182.14
	INVOICE TOTAL:	----- 182.14 =====
		018473 97 AUG -6 21:10:59 CRM/ISS/REC/SUBS/INVT

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*PDVISA*

PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO. 082885

ATTN: ENRIQUE COELLO

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
2992	COMMUNICATIONS COSTS	178.63
		-----
	TOTAL	178.63
		-----
	INVOICE TOTAL:	178.63
		=====

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PDVISA

PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO. 083456

ATTN: ENRIQUE COELLO

FOR THE MONTH ENDED: 09/30/96

OUR NO.	DESCRIPTION	AMOUNT
4528	COMMUNICATION PAGES FOR CRISIS STANDBY	178.61
	TOTAL	----- 178.61
	INVOICE TOTAL:	----- 178.61 =====

Terms: Net - 10 Days from Receipt of Invoice

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PDVSA

PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO 084299

ATTN: ENRIQUE COELLO

FOR THE MONTH ENDED 11/30/96

OUR NO.	DESCRIPTION	AMOUNT
7982	BEEPER SVS FACSIMILE	359.92 22.00 ----- SUBTOTAL 381.92 ----- TOTAL 381.92 ----- INVOICE TOTAL: 381.92 =====

Terms: Net - 10 Days from Receipt of Invoice

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PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO. 084770

ATTN: ENRIQUE COELLO

FOR THE MONTH ENDED: 12/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 -	
9812	----- CRISIS RESPONSE	178.00
	TOTAL	----- 178.00
	INVOICE TOTAL:	----- 178.00 =====

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PETROLEOS DE VENEZUELA S.A.  
AVE. LIBERTADOR, LA CAMPINA  
CARACAS 1010A-VENEZUELA

INVOICE NO. 083889

ATTN: ENRIQUE COELLO

FOR THE MONTH ENDED: 10/31/96

OUR NO.	DESCRIPTION	AMOUNT
6111	BEEPER SERVICES	178.62
	TOTAL	----- 178.62
	INVOICE TOTAL:	----- 178.62 =====

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SOUTH AFRICAN AIRWAYS  
 6 PROTEA PLACE, 2ND FLOOR  
 SANDOWN, SANDTON  
 JOHANNESBURG SA 2196

INVOICE NO. 082385

ATTN: JENNI NEWMAN

FOR THE MONTH ENDED: 07/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 - -----	
1059	LOCAL TRAVEL 6/18 G.M.	66.00
1059	LOCAL TRAVEL 6/27 G.M.	129.50
1059	LOCAL TRAVEL 6/24 G.M.	58.00
1059	LOCAL TRAVEL 6/25 G.M.	81.50
1188	LOCAL TRAVEL 6/26 G.M.	73.00
1188	LOCAL TRAVEL 7/1 G.M.	101.00
1188	LOCAL TRAVEL 7/2 G.M.	60.00
1197	LOCAL TRAVEL 6/27 G.M.	24.00
1218	MESSENGER SERVICE	59.25
1353	FILM PROCESSING. TAXI	66.30
1415	MEDIA RELATIONS SERVICES	1,750.00
1427	LOCAL TRAVEL 7/1 G.M.	83.50
1427	LOCAL TRAVEL 7/1 G.M.	123.50
1571	LOCAL TRAVEL 7/11 G.M.	16.00
1571	LOCAL TRAVEL 7/12 G.M.	74.00
1625	CLIPPING SERVICES	374.67
1950	PHOTOGRAPHY	219.21
1986	VHS DUBS - NDIZANI SPOTS	65.15
9920	LOCAL TRAVEL 6/17 G.M.	66.00
9920	LOCAL TRAVEL 6/17 G.M.	24.00
9920	LOCAL TRAVEL 6/19 G.M.	142.30
	FEDERAL EXPRESS	308.16
	FACSIMILE	1,318.00
	PHOTO COPIES	258.20
	TELEPHONE CHARGES	669.08
		-----
	SUBTOTAL	6,138.32
	PROFESSIONAL SERVICES: 2.00 HOURS AT \$35.00 PER HOUR	70.00

CONT. PAGE 2

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SOUTH AFRICAN AIRWAYS

INVOICE NO. 082385

PAGE: 2

FOR THE MONTH ENDED:

07/31/96

OUR NO.	DESCRIPTION	AMOUNT
	20.00 HOURS AT \$225.00 PER HOUR	4,500.00
	SUBTOTAL	4,570.00
	TOTAL	10,708.32
	INVOICE TOTAL:	10,708.32

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 082384

ATTN: JENNI NEWMAN

FOR THE MONTH ENDED: 07/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0500 - INTERNATIONAL PR ----- FEDERAL EXPRESS	9.60 -----
	TOTAL JOB #0500	9.60 -----
	INVOICE TOTAL:	9.60 =====

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SOUTH AFRICAN AIRWAYS  
 6 PROTEA PLACE, 2ND FLOOR  
 SANDOWN, SANDTON  
 JOHANNESBURG SA 2196

INVOICE NO. 082386

ATTN: JENNI NEWMAN

FOR THE MONTH ENDED: 07/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0100 - AMERICAS -----	
1293	PHOTOGRAPHY	630.02
1951	EVENT PHOTOGRAPHY	184.06
1987	PRESS KIT PRINTING & ASSEMBLY FOR ATLANTA EVENT	1,081.45
	FEDERAL EXPRESS	153.39
	MESSENGER SERVICE	6.25
	TELEPHONE CHARGES	339.00
		-----
	SUBTOTAL	2,394.17
		-----
	TOTAL JOB #0100	2,394.17
		-----
	INVOICE TOTAL:	2,394.17 =====

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 082387

ATTN: JENNI NEWMAN

FOR THE MONTH ENDED: 07/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0200 - EUROPE	
	-----	
2336	U.K. CONSULTATION 5/96	8,344.00
2336	U.K. DISBURSEMENTS 5/96	1,958.84
		-----
	SUBTOTAL	10,302.84
		-----
	TOTAL JOB #0200	10,302.84
		-----
	INVOICE TOTAL:	10,302.84
		=====

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INVOICE NO. 082887

ATTN: JOHN CARDSLEY

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0500 - INTERNATIONAL PR -----	
2996	PRESS CLIPPING SERVICE	391.56
3130	VIDEO DUPLICATION-NOMVETE INTERVIEW	96.45
3229	PHOTOGRAPHY	82.27
3244	PR SEMINAR IN SOUTH AFRICA SIGNAGE	168.87
3437	OUT-OF-POCKET EXPENSES FOR JULY '96	1,258.66
3437	GENERAL PUBLIC RELATIONS SUPPORT	3,292.50
4051	DINNER W/LORI LINCOLN, BUS TRAVEL I	50.00
4259	PROJECT MGMT - OLYMPICS	3,254.37
4259	MEDIA RELATIONS - 7/1-7/15 OLYMPICS	3,373.75
	FEDERAL EXPRESS	15.00
	SUBTOTAL	11,981.43
0500	PROFESSIONAL SERVICES:	
	6.00 HOURS AT \$35.00 PER HOUR	210.00
	27.00 HOURS AT \$225.00 PER HOUR	6,075.00
	SUBTOTAL	6,285.00
	TOTAL JOB #0500	18,266.43
	INVOICE TOTAL:	18,266.43
		=====

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SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 082888

ATTN: JOHN CARDSLEY

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0000 - -----	
2495	LOCAL TRAVEL 7/25 G.M.	74.00
2620	JUNE CLIPS PRINTED & BOUND	135.31
2621	MAY CLIPS PRINTED & BOUND	135.31
2900	TAXI	15.00
2999	TAXI	6.00
2999	TAXIS, MCI, PHONE BILL	150.68
2999	TRAVEL EXPENSES G.M. 7/12	123.29
	COURIER SERVICE	6.25
	FEDERAL EXPRESS	355.71
	MESSENGER SERVICE	18.75
	POSTAGE CHARGES	63.53
	PHOTO COPIES	220.40
	TELEPHONE CHARGES	502.90
	FAX CHARGES	526.00
		-----
	SUBTOTAL	2,333.13
	PROFESSIONAL SERVICES:	
	34.00 HOURS AT \$35.00 PER HOUR	1,190.00
		-----
	TOTAL	3,523.13
		-----
	INVOICE TOTAL:	3,523.13
		=====

Terms: Net - 10 Days from Receipt of Invoice

Please Remit To:

Manning, Selvage & Lee, Inc.  
Department 77013  
P.O. Box 77000  
Detroit, MI 48277-0013

**Manning  
Selvage  
& Lee**

Accounting Department  
79 Madison Avenue  
New York, New York 10016  
Telephone: (212) 213-0909  
Fax: (212) 213-7038

ACCOUNTING COPY

SAA

SOUTH AFRICAN AIRWAYS  
6 PROTEA PLACE, 2ND FLOOR  
SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 082889

ATTN: JOHN CARDSLEY

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0100 - AMERICAS -----	
2993	VIDEOCASSETTES OF NOMVETE INTERVIEW	255.47
2994	VIDEO TAPES - OLYMPIC PLANE	238.15
3235	VIDEOCASSETTE - SAA/OLYMPICS	479.55
	FEDERAL EXPRESS	94.20
		-----
	SUBTOTAL	1,067.37
	PROFESSIONAL SERVICES:	
0100	11.00 HOURS AT \$35.00 PER HOUR	385.00
	6.00 HOURS AT \$225.00 PER HOUR	1,350.00
		-----
	SUBTOTAL	1,735.00
		-----
	TOTAL JOB #0100	2,802.37
		-----
	INVOICE TOTAL:	2,802.37
		=====

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**Selvage & Lee**

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7/17

SOUTH AFRICAN AIRWAYS  
 6 PROTEA PLACE, 2ND FLOOR  
 SANDOWN, SANDTON  
 JOHANNESBURG SA 2196

INVOICE NO. 082890

ATTN: JOHN CARDSLEY

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0200 - EUROPE	
3113	U.K. CONSULTANCY 6/96	10,260.59
3113	U.K. DISBURSEMENTS 6/96	12,223.05
	SUBTOTAL	22,483.64
	TOTAL JOB #0200	22,483.64
	INVOICE TOTAL:	22,483.64

Terms: Net - 10 Days from Receipt of Invoice

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& Lee**

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SANDOWN, SANDTON  
JOHANNESBURG SA 2196

INVOICE NO. 082891

ATTN: JOHN CARDSLEY

FOR THE MONTH ENDED: 08/31/96

OUR NO.	DESCRIPTION	AMOUNT
	JOB NO. 0400 - AFRICA -----	
4259	VIP LOGISTICS - NOMVETE/JACGER	5,856.91
4259	WELCOME PARTY - NOMVETE- OLYMPICS	2,950.00
4259	AABJ - FELICA M. SHUTTLE	4,395.00
		-----
	SUBTOTAL	13,201.91
		-----
	TOTAL JOB #0400	13,201.91
		-----
	INVOICE TOTAL:	13,201.91
		=====

Terms: Net - 10 Days from Receipt of Invoice

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