

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

RECEIVED
DEPARTMENT OF JUSTICE
OCT 13 12 38 PM '77
REGISTRATION UNIT
CRIMINAL DIVISION

1. Name and address of registrant Marsteller Inc. doing business as Burson-Marsteller, 1776 K Street, N.W., Washington, D.C. 20006	2. Registration No. 2469
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3. Name of foreign principal U.S.S.R. Chamber of Commerce and Industry	4. Principal address of foreign principal MOSCOW
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5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify) Governmental Department
- Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
Department of Soviet Exhibitions Abroad
- b) Name and title of official with whom registrant deals.
Vladlen M. Lepeshkin
Deputy Chief

7. If the foreign principal is a foreign political party, state:

- a) Principal address N/A
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal N/A

TERMINATED
DATE 12-19-77

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes No
- Directed by a foreign government, foreign political party, or other foreign principal . . . Yes No
- Controlled by a foreign government, foreign political party, or other foreign principal . . Yes No
- Financed by a foreign government, foreign political party, or other foreign principal . . . Yes No
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

To the best of our knowledge, the Department of Soviet Exhibitions Abroad is directed, controlled, and financed by the Soviet Union for the purposes of holding trade and cultural exhibitions worldwide. This particular exhibition in Los Angeles is part of an agreement between the U.S. State Department and the Soviet government. In this connection, we are working in cooperation and through the U.S.-U.S.S.R. Trades and Economic Council in New York City.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A October 7, 1977	Name and Title Fred Mickaelian, Jr. Vice President & General Manager	Signature <i>Fred Mickaelian Jr.</i>
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

RECEIVED
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REGISTRATION DIVISION
ORIGINAL DIVISION

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant

Marsteller Inc doing business as

Name of Foreign Principal

U.S.S.R. Chamber of Commerce and Industry

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

As outlined in the proposals (attachment A).

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act? ^{1/} Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

The theme of the Soviet Exhibition is "the 60th Anniversary of the October Revolution." Like the US Bi-centennial exhibition in Moscow last year, the purpose of the Soviet exhibition is to inform and influence attitudes and opinions of viewers toward life in the Soviet Union. Presumably the ultimate objective is to expand on the idea of peace and friendship between the United States and the Soviet Union.

Date of Exhibit B	Name and Title	Signature
October 7, 1977	Fred Mickaelian, Jr. Vice President and General Manager	<i>Fred Mickaelian, Jr.</i>

^{1/} Political activity as defined in Section 1(o) of the Act 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.

S-USSR
Trade and Economic Council, Inc.

ATTACHMENT

August 9, 1977

Mr. Robert S. Trebus
Executive Vice President
Marsteller International
866 Third Avenue
New York, New York 10022

Dear Mr. Trebus:

On behalf of Mr. Lepeshkin, I want to inform you that, after a careful review of the different advertising/public relations proposals given to us for the Soviet National Exhibition in Los Angeles, the USSR Chamber of Commerce and Industry has decided to award the contract to the Marsteller organization.

It is our understanding that the program will be developed by the Burson Marsteller office in Los Angeles based on the revised proposal submitted July 25, 1977 that specified a total budget of \$41,000.

We look forward to working with you in this very important endeavor and are assured that you will help us in every way to make it a major success.

Sincerely,

V. Solodov

Viktor I. Solodov
Project Manager

VIS:jc

cc. H. BURSON

F. MICKELMAN ✓

280 Park Avenue, New York, New York 10017 212/490-8500
3 Shevchenko Embankment, Moscow, USSR

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DEPARTMENT OF JUSTICE
REGISTRATION UNIT
ORIGINAL DIVISION

OCT 13 12 38 PM '77

ATTACHMENT

"A"

PROPOSED COMMUNICATIONS PROGRAM

for

RUSSIAN NATIONAL EXHIBITION

November 9 - 29, 1977
Los Angeles, California

Burson-Marsteller
Los Angeles
July 25, 1977

I. PUBLIC RELATIONS SERVICES

A. Research, Coordination and Consultation

- To include basic research with which to develop story ideas and leads.
- To develop information materials suitable for preliminary contact with the news media.
- To liase and coordinate with the client representatives in the development and finalization of initial press announcement, developing story ideas and story clearance.
- To identify suitable key personnel among the client organization for participation in news media interviews, including radio and TV talk shows.
- To liase with news media in advance for the scheduling of interviews and personal appearances.
- To prepare stories, captions, fact sheets and a full range of information materials for inclusion in the opening day press kit.
- To coordinate with the client in the development of supplemental invitation lists of selected guests for major receptions and exhibitions.
- To assist the client through general consultation for all public relations aspects related to the planning and participation in the Exhibition.
- To explore possibilities for and arrange initial press conference and liase with media and participants.
- To liase with news media and to meet with and brief client representatives in connection with press, radio and TV interviews.
- To contact news media to stimulate press interest and attendance at the opening day press conference.
- To establish and operate a press center during the exhibition; to liase with the client and his representatives and assist the press in arranging coverage throughout this period.

II. ADVANCE PUBLICITY

A. Initial Press Announcement

It is imperative that the preliminary announcement date be fixed as soon as possible. Participants should be identified and the venue arranged if a press conference is considered desirable.

The consultancy would prepare and coordinate the preliminary press release and explore the possibilities of a press conference to announce plans for the Exhibition. This would include the possibility of a joint announcement and participation by the Mayor's office.

Ideally, three or four pictures and a fact sheet on the Exhibition should accompany the news release announcing the event.

B. News Releases

Beginning with the first formal announcement of the Exhibition, certain news releases should be issued concerning important aspects of the Exhibition. These news releases, totalling four to six, will be issued to the Southern California media, with photographs where appropriate as a means of building up visitor interest in advance of the Exhibition. This includes special releases to ethnic papers highlighting the Armenian and Ukrainian sections.

News releases could be developed at the time the Exhibition arrives in the U.S.A., October 12, when major special events are announced, such as entertainment, cultural events, etc.

C. Features

Special efforts will be made to get some feature stories in key Southern California periodicals. Publications such as LOS ANGELES Magazine, have long lead times, so work must begin immediately after the initial announcement if we hope to interest them in a story.

D. Other Announcements

We should obtain a listing in the events section of certain publications, such as the LOS ANGELES TIMES' Calendar and in LOS ANGELES Magazine.

III. RADIO AND TELEVISION PUBLICITY

Special efforts will be directed toward utilizing radio and television for publicizing the Exhibition. Though we can not guarantee results, we believe six to eight interviews can be arranged on interview and talk shows, such as:

"Nine in the Morning"	-- KHJ-TV
"Collage"	-- KCOP-TV
"AM Los Angeles"	-- KABC-TV
"Sunday"	-- KNBC
"Ben Hunter Show"	-- KTTV
"Noontime"	-- KNXT
"Forum"	-- KIIS
"Perspectives"	-- KHJ

"Insight Out" -- KNX-FM
"The Michael Jackson Show" -- KABC
"The Mr. Blackwell Show" -- KIEV
"Hilly Rose Open Phone Forum"-- KFI

This would include all preliminary contact with the media, liaison with the client and follow-through to assist the client representative at the time of the interview. Preliminary contact will be made following the first press announcement and the arrival of client representatives.

Following identification of client interviewees, firm arrangements will be made to schedule specific people on specific shows. Most interviews will take place immediately prior to opening day and during the Exhibition.

Some local stations and networks will cover certain events because of the newsworthiness of the Exhibition. However, to assure better coverage by important stations in Southern California, a television film clip should be produced and distributed. This will be directed towards news shows and we believe could be well used by the stations. This would be distributed the week before the Exhibition. Both 30- and 60-second spots of 16mm film can be developed and distributed to key stations. Client will provide Burson-Marsteller with 16mm footage.

For events like the opening announcement, the press preview, the opening ceremonies and special events held during the Exhibition, live and video-taped coverage will be invited.

IV. MAIN PRESS CONFERENCE AND RECEPTION

The main press conference and reception would be held a day in advance of the opening of the Exhibition and would include a special press kit, press briefing and tour of the Exhibition.

The press invitation list for the news conference would include from 50 to 75 media, covering Southern California daily newspapers, wire services, radio and television stations and magazines. Costs for the reception are part of a separate budget.

V. PRESS ROOM

We will need to provide facilities and supplies for the press during the run of the Exhibition. The press room will be opened several days in advance of the Exhibit's opening. Burson-Marsteller will staff this facility during the period it is open. Refreshments should be available, but should be part of a separate budget.

VI. DIGNITARY RECEPTIONS

In addition to the press events, we recommend preview receptions for important business, cultural and ethnic groups. The first would be sponsored by the Host Committee the day prior to the opening. The Council, the U.S. and Soviet Embassies also could participate with possibly 300 to 400 in attendance. There could be a tour, a short talk by two to three dignitaries and then a reception, the costs of which are covered in a separate budget. Burson-Marsteller would review invitation lists and make recommendations for invitees.

BUDGET

	<u>Estimated Expenses</u>	
	<u>Fee</u>	<u>Out-of-Pocket</u>
I. Public Relations Services	\$26,000.00	
II. Advance Publicity		
Initial Press Announcement		\$ 800.00
News Releases		1,200.00
Features		150.00
Other Announcements		
III. Radio and Television		
Interviews		300.00
TV Film Clip		1,500.00
IV. Main Press Conference and Reception		
Press Kit		2,000.00
Refreshments		(separate budget)
V. Press Room		
Typewriters, supplies, telephones		1,500.00
Photography		2,000.00
News Releases		800.00
VI. VIP Receptions - Invitations and Refreshments		(separate budget)
VII. Local Travel, Telephone, Messenger Services and Other Administrative Expenses		2,500.00
VIII. Press Entertainment		250.00
IX. Contingency to Cover Miscellaneous Expenses	<u> </u>	<u>1,000.00</u>
	\$26,000.00	\$14,000.00