

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

RECEIVED
OCT 11 1978
FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending OCT 7 1978
(Insert date)

Name of Registrant Registration No. 2572
Aaron D. Cushman and Associates, Inc.
Business Address of Registrant
333 North Michigan Avenue
Chicago, Illinois 60601

I - REGISTRANT

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

(a) If an individual:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|---|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

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

Branch office opened in St. Louis, Missouri:

130 South Bemiston, Suite #710
Clayton, Missouri 63105

Branch office under same name: Aaron D. Cushman and Associates, Inc.

(note: this office does not have any participation with Mexico;
this is just to inform you of another office)

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

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

If yes, furnish the following information:

Name	Position	Date Connection Ended
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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
Cheryl M. Patric	1400 Lakeshore Dr. Chicago, Ill. 60610	U.S.	Account Supervisor	5/15/78

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

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

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

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?
Yes No

If yes, furnish the following information:

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

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

If yes, furnish the following information:

Name of foreign principal

Date of Termination

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

If yes, furnish following information:

Name and address of foreign principal

Date acquired

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

Mexican National Tourist Council

III - ACTIVITIES

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

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

Mexican National Tourist Council - We are responsible for the execution of a public relations/publicity program directed towards the Midwestern states of the United States and whose sole purpose is the encouragement of tourist travel to Mexico.

Please see: 1) Enclosed Monthly Reports
2) Enclosed Press Releases

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

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes No

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

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes No

If yes, describe fully.

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

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes No

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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
4/7/78 to 10/7/78	Mexican National Tourist Council	Fee and expenses	\$ 25,001.60

Total \$ 25,001.60

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

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

⁴ 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.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

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

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

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

Date	To Whom	Purpose	Amount
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(list of disbursements for Mexican National Tourist Council ~~***~~ is too long to be typed in space allowed on this page - See attached typed inserts listing disbursements)

Total \$6, 286,79

15. (b) DISBURSEMENTS - THINGS OF VALUE

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

Yes No

If yes, furnish the following information:

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

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

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

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

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

17. Identify each such foreign principal.

⁵ 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.

Rest of Section V - not applicable since no political propaganda was disseminated...

-8-

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

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

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

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

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

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

21. What language was used in this political propaganda:

English Other (specify) _____

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?

Yes No

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

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

Yes No

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

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

Exhibit A⁶ Yes No

Exhibit B⁷ Yes No

If no, please attach the required exhibit.

- (a) 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.

⁶ The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C^B, state whether any changes therein have occurred during this 6-month reporting period.

Yes No

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

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements, been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes No

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

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

(Type or print name under each signature)

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

Aaron D. Cushman

Aaron D. Cushman, President

Subscribed and sworn to before me at Chicago, Illinois

this 1st day of Nov., 19 78

Stephen D. Gormley
(Signature of notary or other officer)

MY COMMISSION EXPIRES OCTOBER 25, 1979

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

DD
May 23, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is a copy of the current report of public relations activities covering the period of April 1, 1978 through April 30, 1978.

Please contact me if you have any questions.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hodgins

MEXICAN NATIONAL TOURIST COUNCIL

May 24, 1978

Philip D. Hoffman

The following is a report of public relations activities conducted on behalf of the Mexican National Tourist Council from April 1, 1978 through April 30, 1978. This report includes major publicity articles on Mexico which appeared in the mid-western United States.

I. PROJECTS COMPLETED

A. Publicity Program

1. **CHICAGO TRIBUNE**--The feature story on Mexican food by Phyllis Magida appeared on April 17. As reported last month, we assisted Ms. Magida with statistics on the number of people who traveled to Mexico from Chicago through the years (circulation: 1,079,945).
2. **MEXICO MEMO**--Wrote the copy for the April Mexico Memo, had it printed, and sent to the Consejo for distribution.
3. **MARITZ MEXICO DAY**--Provided the following assistance to Sr. Sanchez-Navarro on the Maritz Mexico Day Project:
 - a. Accompanied Sr. Sanchez-Navarro to St. Louis for meetings with Maritz executives to plan the event.
 - b. Prepared remarks for Sr. Sanchez-Navarro to make in St. Louis at the Maritz promotion, at the St. Louis Cardinals Baseball Game and before the Mayor of St. Louis.

Mexican National Tourist Council
Progress Report - Page 2

- c. Worked with Don Reynolds of Reynolds-Hendry Travel to prepare the necessary press release announcing the visit of the Folkloric Ballet of Guadalajara to St. Louis.
 - d. Accompanied Sr. Sanchez-Navarro to St. Louis for the Maritz presentation and served as the narrator for the four performances of the ballet.
 - e. Supervised photography of the ballet performances and Mexico Day decorations at Maritz.
 - f. Prepared for Sr. Sanchez-Navarro thank you letters to the president of Maritz; Don Hendry of Hendry-Reynolds; Paul J. Simon, president, St. Louis Board of Alderman; Mayor James Conway of St. Louis and Raymond L. Perovich, comptroller, City of St. Louis.
4. VISIT OF LIC. ARMANDO HERRERIAS TO LOUISVILLE--The following activities were performed during the visit of Lic. Herrerias to the "Kentuckians Look At Mexico" Seminar at the University of Louisville, April 24.
- a. Set up interview with WAVE-TV.
 - b. Contacted the newspapers in Louisville and informed them of the visit of Lic. Herrerias.
 - c. Arranged for a photographer to accompany him during his visit to the city.
 - d. Traveled to Louisville and accompanied Lic. Herrerias to his television interview, to the seminar and to the dinner where he spoke on "Mexico, Its Past and Present."
 - e. Ordered photographs of the Louisville trip for Sr. Sanchez-Navarro to send to Mexico.
5. TIANGUIZ NOTICE--Prepared for the Consejo, a special notice to the travel industry instructing those who are attending the Tianguiz to contact the district sales manager in their area for transportation information.

6. SHRINE MEETING--Wrote for Sr. Navarro a letter to be sent to the Shriners of Euhrah Temple, Minneapolis, who are planning an eight-day trip to Acapulco in 1979.
7. KANSAS CITY STAR--In last month's report, we stated that we had provided background material to Robert J. Pessek of this newspaper who was making a trip to Mexico City. The stories Pessek wrote as a result of this trip appeared on April 9 (circulation: 386,379).

B. Photography and Information Services

1. Obtained for the editor of Resort and Campground Guide a map of Mexico which shows the locations of the Green Angels. The editor will use this map in an upcoming issue of her publication.
2. Provided free-lance writer Paul Martin with information on Mexico's outdoor museums.
3. Received a request from Kelvinator Corporation for some line art of Mexico which we do not have so referred them to Cannon Advertising in New York.
4. Sent to free-lance writer Jerry Reedy material on Toluca, Cuernavaca and Puebla. This material will be used for a travel story he is writing for the Chicago Sun-Times.

II. PROJECTS UNDERWAY

- A. Received approval for May 20-28 press trip and sent to the members of the press who are going a copy of the proposed itinerary and informed them that additional information would follow.
- B. Learned from John Justin Smith, travel editor of the Chicago Sun-Times, that the article on Toluca, Cuernavaca and Puebla by Jerry Reedy will appear Sunday, June 4.
- C. Followed up with the articles editor of Apartment Life (circulation: 775,000) and sent her information on Hacienda San Jose de Vista Hermosa about which she might be interested in doing a story.

Mexican National Tourist Council
Progress Report - Page 4

III. PUBLICITY RESULTS

- Page 1 -- Monthly Report
- Page 2 -- Mexico Memo
- Page 3 -- Remarks for Maritz Promotion
- Page 4 -- Maritz Promotion Brochure
- Page 5 -- St. Louis Publicity Clipping
- Page 6 -- Thank you Letters for Maritz Promotion
- Page 7 -- Program from "Kentuckians Look At Mexico"
- Page 8 -- Tianguiz Notice
- Page 9 -- Shrine Meeting Letter
- Page 10 -- CHICAGO TRIBUNE food feature (circulation: 1,079,945)
- Pages 11-12 -- KANSAS CITY STAR Mexico City features (circulation: 386,379)
- Page 13 -- ST. LOUIS POST-DISPATCH--A feature story on Cancun with a photo appeared in this newspaper (circulation: 455,121)
- Page 14 -- MILWAUKEE SENTINEL--Travel editor Dennis getto wrote a story about driving through Mexico and being helped by the Green Angels (circulation: 167,765)
- Page 15 -- OMAHA WORLD-HERALD--This newspaper carried a story by Leonard Greenwood of the Los Angeles Times on an archaeological find in Mexico City (circulation: 273,394)
- Page 16 -- DES MOINES (Iowa) REGISTER--Feature story on the ruins at Chichen Itza and guide Juan Vazquez (circulation: 433,290)
- Page 17 -- GARY (Ind.) POST-TRIBUNE--Carried a feature story on Teotihuacan by John Bull of Knight-Ridder Newspapers (circulation: 77,320)

Mexican National Tourist Council
Progress Report - Page 5

- Page 18 -- PEORIA (Ill.) JOURNAL STAR--This newspaper ran a feature story and photo of Guanajuato (circulation: 120,023)
- Page 19 -- THE TIMES (Hammond, Ind.)--Carried a feature story on La Paz and Cabo San Lucas plus photo (circulation: 67,782)
- Page 20 -- FREEMONT (Ohio) NEWS-MESSENGER--Ran a story on Mexico by Robert M. McDow of Gannett News Service (circulation: 15,000)
- Pages 21-22 -- ASSOCIATED PRESS--Two AP stories appeared in the midwest. One in the TOLEDO (Ohio) BLADE (circulation: 205,639) was on the earthquake in Acapulco, which did not affect tourism, and the other one in the PEORIA (Ill.) JOURNAL STAR (circulation: 120,000) was about safe travel in Mexico
- Page 23 -- STAN DELAPLANE--The travel column of this well-known writer appeared with items about Mexico in the CHICAGO TRIBUNE, three issues (circulation: 1,079,943) and the LINCOLN (Neb.) STAR (circulation: 26,553)
- Page 24 -- UNITED PRESS INTERNATIONAL--A UPI story on the discovery of Coyolxauhqui, the Aztec moon goddess in Mexico City, appeared in the MINNEAPOLIS (Minn.) STAR (circulation: 241,742); the PARIS (Ky.) ENTERPRISE (circulation: 5,107); and the HOOPERSTON (Ill.) CHRONICLE HERALD (circulation: 2,998)
- Pages 25-26 -- MARIE MATTSON--This well-known travel writer prepared a story on San Cristobal, Las Casas, Mexico, which appeared in the PORT HURON (Mich.) TIMES HERALD (circulation: 38,000) and the MARIETTA (Ohio) TIMES (circulation: 14,000)
- Pages 27-29 -- MURRAY J. BROWN--The travel editor of UPI wrote a story on places where the dollar still goes a long way and included Mexico. The story appeared in the MINNEAPOLIS TRIBUNE (circulation: 604,616); ST. LOUIS POST-DISPATCH (circulation: 455,121); and the CHICAGO ECONOMIST (circulation: 28,135)

**Mexican National Tourist Council
Progress Report - Page 6**

- Page 30 --- ECONOMIST NEWSPAPERS--A positive travel story on Acapulco by Maria Kruse appeared in four editions of the Economist Newspapers with a total circulation of 129,564**
- Pages 31-33 -- UNITED PRESS INTERNATIONAL--A large feature story on Acapulco by Frederick M. Winship appeared in the ST. LOUIS POST-DISPATCH (circulation: 455,121); CEDAR RAPIDS (Iowa) GAZETTE (circulation: 77,500) and the KENOSHA (Wisc.) NEWS (circulation: 28,500)**
- Page 34 --- TRAVELAGE MIDAMERICA--An assortment of articles on Mexico appeared in this publication (circulation: 8,500)**
- Pages 35-43 --- GORDON QUARNSTROM--An assortment of articles on Mexico by this free lance writer have appeared in a number of midwest newspapers**
- Pages 44-73 --- Assorted clippings from midwest newspapers**

June 14, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is a current report on public relations activities undertaken by the Cushman agency on behalf of the Mexican National Tourist Council during the month of May, 1978.

Please contact me if you have any questions on the attached.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

CMP/nn

cc: Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hodgins
Joe Scholnick

MEXICAN NATIONAL TOURIST COUNCIL

June 12, 1978

Cheryl M. Patric

The following is a report of public relations activities conducted on behalf of the Mexican National Tourist Council from May 1 - May 30, 1978. This report includes major publicity articles on Mexico which appeared in the mid-western United States.

I. PROJECTS COMPLETED

A. Publicity Program

1. PRESS TRIP TO MEXICO--Philip Hoffman escorted five members of the travel press on a seven day trip to Mexico, (May 20-28). Press included:

Donald Carr, Director/Photographer
AMERICAN LIFESTYLE TV SHOW (28.2 million viewers)

Jean Dareck, Travel Editor
CONSUMER'S DIGEST MAGAZINE (circulation: 300,000)

Diane Nelson, Associate Editor
MINNESOTA AAA MOTORIST (circulation: 270,000)

Ann Przelomski, Travel Editor
YOUNGSTOWN (OHIO) VINDICATOR (circulation: 157,000)

Karen Kierman, Writer
AMERICAN LIFESTYLE

They visited Guadalajara, Puerto Vallarta, Yalapa, Mexico City. Response was extremely enthusiastic by all participants. Enclosed is a letter from Diane Nelson, ~~Minnesota Motorist~~, commenting on the trip. She plans to run one or two stories on Mexico in the September

issue of this publication.

2. MEXICO MEMO--Wrote the copy for the May Mexico Memo, had it printed and sent to the Consejo for distribution.
3. CHICAGO SUN-TIMES--Sent the Chicago Sun-Times the story on the Cervantes Festival, and story appeared May 4, 1978.
4. FESTIVAL OF THE STARS: MEXICO--Prepared a release announcing this two-hour television special on CBS Television, May 18, 1978, and serviced to all Mid-West Media.
5. AMERICAN AIRLINES PRODUCT FAIR--Provided the following assistance to Sr. Sanchez-Navarro on this project:
 - a. Attended the American Airlines Product Fair at the Hyatt Regency Chicago with Sr. Sanchez-Navarro and his staff - May 23, 1978.
 - b. Supervised photography of the event - Mexican National Tourist Council Booth, Mariachi San Luis who performed for this event, all references to travel in Mexico, etc.
 - c. Prepared a story on MNTC involvement for Spanish language newspaper in Chicago, LA RAZA, to accompany photographs.
 - d. Serviced photo of Sr. Sanchez-Navarro and Norma Furlong with American Airlines and major midwest travel wholesalers to travel media.
6. FORD TIMES--Set a Baja fishing trip with Leonard Johnson at FORD TIMES in Detroit. Sent extensive background literature. Unfortunately, Mr. Johnson's superior decided to use a free lance writer, and this particular trip with Mr. Johnson has been cancelled.
7. BETTERHOMES & GARDENS--Provided Barbara Humston with information on Cabo San Lucas for use in an upcoming story in one of their Fall '78 issues.
8. PANAX NEWSPAPERS--Provided Panax Newspaper chain with a feature story on Guadalajara and black and white photos for use at their request.

9. VISIT OF LIC. ARMANDO HERRERIAS TO LOUISVILLE --
Prepared thank you letters from Sr. Sanchez-Navarro to Dr. George Brocschi at the University of Louisville and Mr. E.P. Beck at Chemtron Corp. in Louisville re: 'Kentuckians Look at Mexico Day' on Campus and for the Kentucky Colonel certificate for Sr. Rossell de la Lama.
10. SATURDAY EVENING POST INQUIRIES--The requests for the free brochure, "Wonderful Mexico," which ran in the July-August issue of this magazine now number 580. Requests are forwarded to the Cushman agency and orders are filled by the Consejo in Chicago.

B. Photography and Information Services

1. Provided Pete Bordwell of WLS-TV (ABC) Chicago, with background on Cinco de Mayo.
2. Prepared a bulletin and poster to the travel industry informing them of the Cervantes Festival in Guanajuato.
3. Prepared a letter for Sr. Snachez-Navarro to all airlines asking them to supply each regional Consejo with the number of charter and regular passengers that travel to Mexico each month beginning in January 1978.
4. Attended the Tianguis III in Acapulco and attended various public relations meetings with the PR Network.
5. Prepared a cover letter and detailed questionnaire from Sr. Sanchez-Navarro to the Midwest Travel Agents who attended the Tianguis. A copy of the letter and questionnaire are attached.
6. Supplied travel consultant, Ron Green, with slides and information of Cancun for use in his presentation to executives who are thinking of Mexico as a vacation destination.
7. Sent Stuart Hall Advertising, photos of Ixtapa to be used in an ad for Total Travel that will appear in Travel Midamerica.
8. Provided information on Cancun to the Zion Publishing pany in Zion, Illinois.
9. Provided Curtin-Pease, with slides on Acapulco for use in a presentation for a client on Mexican trip.

10. Ordered new letterhead "News from Mexico" for use by the PR Network.

II. PROJECTS UNDERWAY

- A. Provided MONTGOMERY WARD AUTO CLUBS NEWS with numerous feature stories and brochures on travel in Mexico. They are developing three feature stories for this publication and will get back to me with manuscripts to approve. Stories are scheduled to appear in July issue.
- B. Spoke with Irwin Bach, free lance writer and photographer for The Chicago Tribune, and supplied him with literature on Mexican Archiology. Am scheduling a meeting for he, Sr. Sanchez-Navarro and me to sit down together and discuss where he will visit in Mexico and when.
- c. Provided freelance outdoors writers Bart Crabb, Spring Valley, Illinois, with background on Mexico and a Mexico road map. Mr. Crabb just completed a fishing trip to Mexico and will be writing a story about it in the near future.

III. PUBLICITY RESULTS

- Page 1 -- Monthly Report
- Page 2 -- Letter from Diane Nelson, MINNESOTA
MOTORIST
- Pages 3-4 -- Mexico Memo
- Pages 5-6 -- "Festival of the Stars: Mexico" Release
- Page 7 -- Letter to Sr. Vega regarding MNTC/
American Airlines Product Fair
- Page 8 -- MNTC/American Airlines Product Fair
Release and Outline
- Page 9 -- Ford Times letter
- Page 10 -- Panax Newspaper letter
- Pages 11-12 -- Thank You Letters - "Kentuckians Look
At Mexico" presentation
- Page 13 -- Cervantes Festival Notice
- Page 14 -- Airline Passenger Count Letter
- Page 15 -- Ron Green Letter re: Cancun slides
- Pages 16-18 -- Tianguis Letter and Questionnaire
- Page 19 -- Montgomery Ward Auto Club News
- Page 20 -- CHICAGO SUN TIMES - Cervantes Festival
in Guanajuato, Thursday, May 4, 1978.
Circulation: 551,000
- Page 21 -- CHICAGO TRIBUNE - Festival of the Stars
Large blow up ad and listing, Thursday,
May 18, 1978 - Circulation: 748,000
- Page 22 -- CHICAGO SUN TIMES - Festival of the
Stars - paragraph on special in TV
TONIGHT by Bernie Harrison, Thursday, 1,
May 18, 1978 - Circulation 551,000

Mexican National Tourist Council
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- Page 23 -- INDIANAPOLIS STAR - Festival of the Stars feature story in TV SCENE by Julia Inman
- Page 24 -- THE YOUNGSTOWN (Ohio) VINDICATOR - Festival of the Stars feature story by Adrian Slifka, Wednesday, May 17, 1978 - Circulation: 102,000
- Page 25 -- THE LERNER TIMES NEWSPAPER - Festival of the Stars announcement that Barbara Eden was one of the stars and in the special, Week of May 18, 1978 Circulation: 80,172
- Page 26 -- CHICAGO TRIBUNE - Exploring Oaxaca - Feature story and photo by Judith Rew Sunday, May 21, 1978 - Circulation: 1,079,945
- Page 27 -- CHICAGO TRIBUNE - 18th Century Taxaco - Mexico's Silver City - Feature story by John V. R. Bull with photo and map Sunday, May 28, 1978 - Circulation: 1,079,945
- Page 28 -- CHICAGO TRIBUNE - OTC's to Cancun Story on Club Med Inclusive Tour Charters and flights; also mentions their new "Archeological Villas", Sunday, May 28, 1978 - Circulation: 1,079,945
- Pages 29-30 -- CHICAGO TRIBUNE - World's 15 Best Golf Courses - Story by Lee Tyler highlights Mexican courses, Sunday, April 23, 1978 Circulation: 1,079,945
- Page 31 -- CHICAGO TRIBUNE - Tourist Offices in Chicago, Sunday, April 23, 1978 - Circulation: 1,079,945
- Pages 32-34 -- THE DETROIT NEWS - Photo essay and story by June Hicks about Puerto Vallarta - "A Mexican Garden is Like a Fiesta" Sunday, April 30, 1978 - Circulation: 816,608

Mexican National Tourist Council
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Page 35

- THE DETROIT NEWS - Oaxaca feature by Jeanie Douglas about getting away from it all in Oaxaca, where you can afford it, Sunday, April 30, 1978 - Circulation: 816,608

Pages 36-38

- THE GRAND RAPIDS (Michigan) PRESS - Feature story on Cancun with photos by Gloria Bursey Slyhouse, Sunday, May 7, 1978 - Circulation: 136,284

Pages 40-42

- UNITED PRESS INTERNATIONAL - Feature story by UPI writer Carol Cook on Traveling the Pan American Highway by Car appeared in three Midwest newspapers: THE DETROIT NEWS, Sunday, May 7, 1978; Circulation: 816,608; THE COLUMBUS (Ohio) SUNDAY DISPATCH, Sunday, May 7, 1978, Circulation: 318,899; THE SOUTH BEND TRIBUNE, Sunday, May 7, Circulation: 120,846

Pages 43-44

- THE MILWAUKEE JOURNAL - Feature story on Mexico City with color photos by Alice Anne Conner, Sunday, May 30, 1978 - Circulation: 524,947

Pages 45-47

- STAN DELAPLANE - Byline stories by this well known travel writer highlighted guitar making in Paracho, Mexico, and appeared in three Midwest newspapers: THE ST. LOUIS GLOBE DEMOCRAT, Sunday, May 6-7, 1978, Circulation: 271,078; THE COLUMBUS (Ohio) SUNDAY DISPATCH, Sunday, April 30, 1978, Circulation: 318,899; THE TOLEDO BLADE, Sunday, April 30, 1978, Circulation: 205,639

Pages 48-50

- THE WARREN OHIO TRIBUNE CHRONICLE - Feature story and photo essay by Mark Planin on travel "fantasy" throughout Mexico, Sunday, May 7, 1978 - Circulation: 40,000

Page 51

- The CINCINNATI ENQUIRER - Story about weather and summer travel being good in Mexico. Photos also. Sunday, May 14, 1978 - Circulation: 273,368

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Program Report - Page 8

- Page 52 -- OMAHA WORLD-HERALD - Same copy as above, Sunday, April 30, 1978, Circulation: 127,254
- Page 53 -- THE TOLEDO BLADE - Yucatan Tourist Mecca, Sunday story by Mark Chester with photo - April 30, 1978 - Circulation: 205,639
- Page 54 -- THE CLEVELAND PRESS - Mexico Implements Master tourism Plan, May 2, 1978, Circulation: 332,358
- Page 55 -- THE ROCKFORD (IL) REGISTER STAR - Photo and story on Mexico - Easy to visit, enjoy - by Roberta McDow of the Gannett News Service, Sunday, May 7, 1978 - Circulation: 79,160
- Page 56 -- ECONOMIST NEWSPAPERS - Feature story on LaPaz returning as a tourist Center, Sunday, May 7, 1978 - Circulation: 330,000
- Pages 57-58 -- ECONOMIST NEWSPAPERS - Positive travel story on Acapulco by Maria Kruse - appeared in two editions on April 16, 1978 - Circulation: 330,000
- Pages 59-62 -- GORDON QUARNSTROM - An assortment of articles by this prominent free lance travel writer have appeared in assorted newspapers in the Midwest
- Pages 63-72 -- Assorted clippings from Midwest newspapers

NA

July 5, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico, 5, D.F.

Dear Sr. Moreno:

Attached is a current report of the public relations activities undertaken by the Cushman agency for the Mexican National Tourist Council during the month of June 1978.

Please let me know if you would like further description on the attached.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

CMP/nn

cc: Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hodgins
Joe Scholnick

MEXICAN NATIONAL TOURIST COUNCIL

July 5, 1978

Cheryl M. Patric

The following is a report of the public relations activities conducted on behalf of the Mexican National Tourist Council from June 1 - June 30, 1978. This report includes major publicity articles on Mexico which appeared in the mid-western United States.

I. PROJECTS COMPLETED

A. Publicity Program

1. INTRODUCTORY MAILING--Wrote and distributed a major mailing to entire midwest travel media list containing an introductory letter, 3-page ASTA release and two brochures - Wonderful Mexico and Travel Tips.
2. ISTON MOON GODDESS--Wrote story on 15-ton Aztec Moon Goddess Archaeological find in Mexico City. Am waiting for pictures from Mexico and will service release and photo to all Midwest media.
3. RAND-McNALLY RV HANDBOOK--Updated an 8-page story on travel in Mexico for Rand-McNally Recreational Vehicle Handbook; submitted to them and approved final copy with minor alterations. Book is scheduled for October '78 release.
4. MEXICO MEMO--Researched and wrote all copy for July Mexico Memo. Sr. Navarro approved and it is at printers. Copies of the June Mexico Memo are attached.
5. CSAE RECEPTION--Worked with Chicago Society of Association Executives to arrange an 'International' reception at the Holiday Inn Mart Plaza on June 28, 1978. Provided 1/2 posters, flags, sombreros,

sarapes, etc. to create graphics for the Mexican fiesta. There were also mariachis, Mexican buffet and bar service serving Mexican beers, margaritas, tequila, etc.

I attended along with Norma Furlong (in Sr. Navarro's absence) and arranged to have photographs taken which we will service to the trade press.

6. BETTER HOMES & GARDENS--Better Homes & Gardans sent me the final copy on the Cabo San Lucas story they prepared for their October issue. I approved with minor changes after reviewing with Consejo.
7. CONSUMER DIGEST--Jean Dareck visited Mexico in May with Phil Hoffman on the press junket; we supplied her with pictures of Mexico City, Guadalajara, etc. and she has sent final copy for the story she wrote for Sept./Oct. issue of Consumer Digest (Circulation: 650,000).
8. BUY RIGHT--Syndicated Column by Arthur Dareck - We were notified by authhr that story on travel in Mexico he prepared will appear week of July 3, 1978 in Gannett chain of 77 newspapers as well as 39 other papers throughout the country.
9. MONTGOMERY WARD AUTO CLUB NEWS--Approved the copy for two stories on Mexico - indepth travelog thru the Wucatan and the other highlighting the Western coast of Mexico. Stories will appear in the September/October issue of this publication. (Circulation: 1,050,000)

B. Photography and Information Services

1. Prepared two-page Notice to the Travel Industry regarding Destino Plus packages to the Miss Universe Pageant in Acapulco, July 19-25, 1978. Area Served: Acapulco
2. Provided Gordon Elkins at McRand, Inc. Travel Incentives with five black and white photos of Mexico City for presentation he made to American College of Emergency Physicians concerning travel trip to Mexico. Area Served: Mexico City

3. Mailed two black and white photos of Acapulco to Carlin Elgin at Kowasaki Motors Corp. for use with their release announcing a dealer promotion in which winners receive trips to Mexico. Area Served: Acapulco
4. Serviced Bill Thomas, a free lance writer from Indiana with information and literature on the Yucatan. Area Served: Yucatan
5. At request of Better Homes & Gardens, wrote a letter and sent literature on Cancun and Ixtapa to one of their readers. Area Served: Cancun & Ixtapa

II. PROJECTS UNDERWAY

- A. Had a meeting with Sr. Navarro and Irwin Bach, free lance writer/photographer for the Chicago Tribune. We are putting together an itinerary for him for a trip to Mexico City, Guadalajara, San Miguel de Allende and Morelia in early October.
- B. Miss Universe Pageant Press - We're following up with phone calls to all press from the Midwest who were invited to be guests of the Mexican government at the Miss Universe Pageant, July 19-26 in Acapulco.
- C. Finalizing story on Travel In Mexico with Children which will initially be used by Holiday Travel Newsletter and then sent out by our office as a full release. We are also developing an itinerary for Editor of Holiday Travel Newsletter of where to travel in Mexico with her daughter, age 7.
- D. Have begun making calls regarding a press junket for late August to Mexico City, Oaxaca and Puebla and possibly Puerto Escondido.

Mexican National Tourist Council
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III. PUBLICITY RESULTS

- Page 1 -- Monthly Report
- Page 2 -- Introductory Letter
- Page 3 -- ASTA Release
- Page 4 -- 15 Ton Moon Goddess Release
- Page 5 -- Rand McNally - RV Handbook copy
- Page 6 -- Mexico Memo - June 1978
- Page 7 -- Pictures of CSAE Reception
- Page 8 -- Notice to Travel Industry
- Page s 9-11 -- CHICAGO SUN TIMES--Summer Vacations in Mexico by Jerry Reedy. Front page of travel section with 2 beautiful color photos of Mexican people at markets as well as story that carries over to Page 2 on numerous destinations. We supplied the writer with information for story. Sunday, June 4, 1978; Circulation: 667,850
- Page 12 -- CHICAGO SUN TIMES--Try Sunny Mazatlan story by Patrice Wingert. Syndicated story highlighting all Mazatlan has to offer at a reasonable price - Sunday, June 4, 1978; Circulation: 667,850
- Page 13 -- KANSAS CITY STAR--Tapestry of Cobblestone, Tile - An indepth look at Taxco today by Helen K. Hawkins with photo of city. Sunday, June 11, 1978; Circulation: 386,379
- Page 14 -- KANSAS CITY STAR--Story by Randy Mink on the joys of Las Hadas in Manzanillo. Sunday, May 21, 1978; Circulation: 386,379
- Page s 15-20 -- PENNY WISE TRAVELER by Jane Morse - Review of National Tourist Council offices of many countries. Mexico did very poorly in

Mexican National Tourist Council
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ratings. FREE DETROIT PRESS, Sunday, June 4, 1978; Circulation: 746,708; also MILWAUKEE JOURNAL, Sunday, May 28, 1978; Circulation: 524,947; CLEVELAND PLAIN DEALER, Sunday, May 28, 1978; Circulation: 443,132; DAYTON DAILY NEWS, Sunday, June 11, 1978; Circulation: 217,854; ST. LOUIS POST DISPATCH, Sunday, June 4, 1978; Circulation: 455,121

Page 21

-- DETROIT FREE PRESS - Best Bargain Vacations are close to Home by Peter Weaver. Mexico is mentioned as a bargain, a most rewarding experience and prices are right. Wednesday, May 24, 1978; Circulation: 623,846

Page 22

-- ANN ARBOR NEWS - Story on Veracruz and how wonderful children are received there; written by Jeannie Douglas of the Christian Science Monitor Service. Sunday, June 11, 1978; Circulation: 39,315

Page 23

-- MILWAUKEE JOURNAL -- UPI story on taxes some countries impose on tourists to get out (departure tax). Many countries are mentioned including Mexico which charges \$4.40 to each visitor leaving Mexico's airports. Sunday, April 30, 1978; Circulation: 524,947

Page 24

-- ST. LOUIS POST DISPATCH - UPI story by Muray J. Brown regarding record number of Americans on the move this year. Canada and Mexico are prime destinations. Sunday, May 21, 1978; Circulation: 455,121

Page 25

-- INDIANAPOLIS STAR - Honeymoon Time for Memories discusses planning a wedding trip and mentions Mexico and specifically Acapulco because you can also take a cruise to get there. Sunday, May 14, 1978; Circulation: 355,142

Page 26

-- SOUTH BEND TRIBUNE - News story about Exchange Program in South Bend whereby married couples have an opportunity to

- spend 2 weeks in Mexico living with Mexican families as part of International Exchange Program. Cities are Mexico, Puebla, Oaxaca & Yucatan. Friday, June 9, 1978; Circulation: 111,521
- Page 27 -- CHICAGO TRIBUNE - Voice of the Traveler column mentions Stan Delaplaine's mistaken reference to Kino Bay. It's in the state of Senora, not Baja. Sunday, June 11, 1978; Circulation: 1,079,945
- Page 28 -- CINCINNATI ENQUIRER - Byline story by Earl Gustkey on Baja California - how beneficial the Carretera Transpeninsular has been to access to Baja; yet how little it's changed the beauty that is Baja. Story then goes into detail about Baja Highway. Sunday, June 4, 1978; Circulation: 273,360
- Page 29 -- CINCINNATI ENQUIRER - Story by Ron Butler on Airport Duty - Free shops and mentions Mexico City's airport duty free shop. Sunday, June 11, 1978; Circulation: 273,360
- Pages 30-31 -- AKRON BEACON JOURNAL - Feature story by Pat Norman on her wonderful trip to Acapulco in April to get away from the winter doldrums. Lengthy story with photo. Sunday, May 21, 1978; Circulation: 210,294
- Page 32 -- CLEVELAND PRESS - News story on Ministry of Tourism establishing all purpose telephone number for tourism information and assistance throughout Mexico. Tuesday, June 13, 1978; Circulation: 332,358
- Page 33 -- COLUMBUS SUNDAY DISPATCH - Story by Evelyn Kieran of Copley News Service divulging her favorite vacation spots - including Oaxaca, Mexico. Sunday, June 4, 1978; Circulation: 318,899
- Page 34 -- COLUMBUS SUNDAY DISPATCH - Story by Neil Morgan of Copley News Service. He mentions Creative Leisure, the San Francisco based

Mexican National Tourist Council
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firm that specializes in renting villas and condos in Mexico, and the fact that they've just printed a new brochure.

Pages 35-38

-- GORDON QUARNSTROM - This well known free-lance travel writer provided us with an assortment of clips on Mexico.

Pages 39-58

-- MISCELLANEOUS Clippings collected from throughout the Midwest Region.

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 388 north michigan avenue chicago, illinois 60601 (312) 263-2500

August 7, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico, 5, D.F.

Dear Sr. Moreno:

Attached is the current report of the public relations activities undertaken by the Cushman agency for the Mexican National Tourist Council during the month of July, 1978.

Please let me know if you would like further information or clarification on any of the enclosed materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

CMP/na
Encls.
cc:

Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hogdins
Joe Scholnick



d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

cable: ADCCHGO

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL

Date: August 5, 1978

Account Executive: Cheryl M. Patric

The following is a report of the public relations activities conducted on behalf of the Mexican National Tourist Council from July 1 - July 31, 1978. This report includes major publicity articles on Mexico which appeared in the midwestern United States.

I. PROJECTS COMPLETED

A. Publicity Program

1. CHICAGO SUN TIMES - Provided SUN TIMES Travel Editor John Justin Smith with color slides of the Yucatan and Ensenada for use with three stories he has on Mexico. Stories will appear in September and October in the SUN TIMES.
2. MINNESOTA MOTORIST - Provided three (3) color slides of Puerto Vallarta to MINNESOTA MOTORIST for story they're doing on Puerto Vallarta as a result of writer Diane Nelson's press junket to PV with Philip Hoffman in May. Story and photos will September issue.
3. KANSAS CITY STAR - Provided Mexicana Airlines in Kansas City with pictures of Ixtapa for use by KANSAS CITY STAR. Mexicana is flying media to Ixtapa in cooperation with Holiday Inns which just opened a new 280 room hotel in Ixtapa. Photos we provided will be used in story Kansas City Star will do as a result of this trip.
4. DISCOVERY MAGAZINE - Provided Allstate Insurance Motor Club Magazine with a calendar of events in Mexico throughout 1978. This will be used as part of story on events in Mexico for their August issue.
5. MEXICO MEMO - wrote and researched copy for August Mexico Memo; got approved by Sr. Sanchez-Navarro and to printer. Beginning in September, we will increase

the quantity of Mexico Memos we print and mail a copy to all members of midwest media on our mailing lists.

6. CSAE RECEPTION - Mailed 25 photos of Norman Furlong from MNTC and Rudy Prieto District Director of Holiday Inns, at a recent reception in Chicago where Mexico was represented. Mailed to all pertinent hotel and travel trade publications.
7. 15 TON MOON GODDESS RELEASE - Mailed release and photo of Coyolxauhqui to all Midwest media.
8. SOUTH OF THE BORDER FOR THE SUMMER - Mailed out a release on travel aspects of visiting Mexico during the summer.
9. MISS UNIVERSE - Contacted TV Editors of 15 major newspapers throughout the Midwest and invited them to be guests at Miss Universe Pageant in Acapulco. Roger Simon at Sun Times was scheduled to go, but was forced to cancel; Arthur Darack of Gannett Newspapers did attend. We arranged their airline tickets and other information for their trip.

Also spoke with TV editors of Chicago Sun Times and Tribune regarding listings and highlighting of telecast of Miss Universe Pageant in TV sections of papers.

10. TRAVELER'S UPDATE - Monthly newsletter owned by Saturday Evening Post. Provided Editor with a report of numerous areas in Mexico to visit with children as well as supplied her literature on all areas. She was planning a trip in August with her daughter but now has had to postpone until October. We will work out her itinerary for October trip as date is confirmed.
11. WOODALL'S TRAILER AND RV TRAVEL PUBLICATION - Provided them with a packet of travel materials available at MNTC regarding travel in Mexico throughout the winter months. We supplied numerous brochures list of Consejo offices throughout the US, Sanborn's listing of camp/trailer sites throughout Mexico and list of 10/most attractive areas to visit in Mexico. Circ: 300,000

B. Photography and Information Services

1. Provided E. F. McDonald in Dayton, Ohio, with list of all festivals and celebrations in Mexico during

- May, June and July for group of 200-500. They're planning to bring this group to Mexico in 1979.
2. Provided Kuoni Travel with four black and white photos of various destinations in Mexico - Mexico City, Acapulco, Guadalajara - for use in preparation of brochure on Mexico for tour groups.
 3. Secured photographer to shoot the Mexico Fiesta Days at Randolph St. Shopping Center on Saturday, July 15, with Sr. Sanchez-Navarro. MNTC provided mariachis, exhibit booth, girls in Mexican costumes to pass out literature, etc.
 4. Provided Resort Condominiums Inc., in Indianapolis with photos of Mazatlan for article they're doing on condominiums in Mazatlan.
 5. Supplied Connections, Ltd. Travel with press packet on Cancun for familiarization use by their travel agents.
 6. Provided Motivation Marketing in Chicago with slides on Acapulco for use in a brochure they are preparing for clients traveling to Mexico.
 7. Provided Melia Travel with black and white photos of Acapulco for use in production of a brochure on Mexico.
 8. Provided Mexicana Airlines in Chicago with black and white photos of Acapulco for project they are preparing on Acapulco.
 9. Wrote a Notice to the Travel Industry for Sr. Sanchez-Navarro's Signature regarding new tourist card information.
 10. Wrote another Notice to the Travel Industry regarding the upcoming DINAH! AND FIESTA Show-will air on August 15, 1978.

II. PROJECTS UNDERWAY

A. DETROIT MEXICAN ETHNIC FESTIVAL - August 4, 5, and 6, 1978.

1. Sent out a release on the Festival to all daily and weekly newspapers within the state.
2. Made all air and hotel reservations for Sr. Navarro to make the trip to Detroit.
3. Prepared Opening Remarks for Sr. Navarro at Opening Ceremonies.

4. Secured Photographer to photograph festivities as well as all archaeological reproductions that MNTC is providing for this event.
 5. Worked with local PR gal in Detroit to schedule radio and TV show interviews and newspaper stories on the Festival. A full 'memorial' report will be forthcoming at the conclusion of the Mexican Festival.
 6. Tried unsuccessfully to arrange a window display at Hudson's Department Store in Detroit of Mexican costumes, poster, artifacts, etc.
 7. Spent one day on Monday, July 17, in Detroit, working Sr. Jorge Alcocer, Mexican Consulate and members of the Mexican Patriotic Committee to lock plans for the Festival.
 8. Final wrap up of results and publicity will be included in next month's report.
- B. ROUND TABLE SEMINARS - August 10 & 11, 1978 - Louisville/Lexington. Am preparing Speech for Sr. Navarro to use on both occasions when he addresses Kentucky Travel Agents. Title of speech: MEXICO: TODAY & TOMORROW.
- C. VISA PROMOTION - Have made preliminary plans for VISA (Bank Americard) Newsletter promotion for January 1979. Cover story of newsletter on travel in Mexico in winter with photographs. Inside we will coordinate a coupon for a travel package vacation to Mexico which can be charged on customers' VISA card. We plan to work with Pink Holidays Travel to develop package.
- D. IRWIN BACH - Trip to Mexico. Have finalized the dates for Irwin Bach from the Chicago Tribune to visit Mexico for written and photographed stories on art and artists in Mexico. He will go down October 29 through November 5. Details and request will be forthcoming for approval.
- E. MEXICO WEEK IN CHICAGO - September 11-16, 1978.
1. Attended meeting with Sr. Navarro, Sr. Francisco Ocevedo-Morga of Mexican Consulate, business leaders and members of the Mexican Civic Society to review plans to Mexico Week activities in Chicago. We will be working very closely with them to develop more publicity for the festivities this year.
 2. Secured Fred Villanueva, reporter for WLS-TV. (ABC) to

serve as judge for the Miss Mexico Festival which is being held August 5, 1978 in conjunction with Mexico Week. Working with Mexican Civic Society.

3. Prepared copy for Program ad (full page ad) for Miss Mexico independence Festival program which will be used August 5 at Palmer House Pageant. 1,000 people are expected to attend program. MNTC is donating a trophy to the young girl entered in the competition who has the most beautiful costume.
 4. Secured photographer to shoot events of Queen Ceremony.
 5. Prepared column items for newspapers announcing event as well as news assignment memo to Tv stations and newspaper photo editors.
 - 6.. Have arranged for the John Hancock Center to exhibit the archaeological reproductions during Mexico Week as well as raise the Mexican Flag and provide an opportunity for the Veracruz musicians and dancers to perform at the center during the week.
- F. PHOTO SESSION/LA MARGARITA RESTAURANTS - Am setting up photo session to photograph food for our own use as well as for a cookbook that is being published this fall. They want Mexican food photography and none exists. Cost to us will be minimal.

III. PUBLICITY RESULTS

- | | |
|--------|---|
| Page 1 | -- Monthly Report |
| Page 2 | -- Mexico Memo |
| Page 3 | -- CSAE Photo Caption |
| Page 4 | -- 15 Ton Moon Goddess Release |
| Page 5 | -- South of the Border For Summer Release |
| Page 6 | -- Traveler's Update Story Material |
| Page 7 | -- Letter to the Travel Industry re: DINAH & FIESTA |
| Page 8 | -- Letter to the Travel Industry re: TOURIST CARD
INFO |
| Page 9 | -- Detroit Ethnic Festival Release |

- Page 10 --CHICAGO TRIBUNE; July 30, 1978; Circ.: 1,114,966
"Running of the bulls down in Huamantla" story with photos of annual bull run staged as part of the celebration of the Feast of the Assumption each August. It's been going on for 50 years but the public isn't really aware of it.
- Pages 11-15 --CHICAGO TRIBUNE; July 2, 1978; Circ: 1,114,966
A 400-mile Wilderness Rail Trip; Front page travel section story with color photography by Robert E. Gehrt on 400 mile jaunt on the Chihuahua al Pacifico Railroad from Chihuahua in northern Mexico to the Los Mochis on the Gulf of California. Page 2 of the story shows maps and gives flight information and further railroad information. This writer is in love with Mexico.
- Page 16 --ASSOCIATED PRESS; Wire story out of San Diego California regarding Bargain Prices for Products, food and other miscellaneous items in Mexico. Writer and photographer went to Tijuana and comparatively shopped and report same. So far, we have seen pick up from following:
St. Louis Post Dispatch; June 25, 1978; Circ: 455,121
The Detroit News; June 21, 1978; Circ: 626,801
- Pages 17-19 --THE FLINT MICHIGAN JOURNAL; June 29, 1978; Circ: 104,535. Photo essay and story by Barry Edmonds of this newspaper on Taxco, Mexico and silver mining and marketing.
- Pages 20-22 --CHRISTIAN SCIENCE MONITOR; writer Jeannie Douglas syndicated a story on Veracruz and all it has to offer for children and adults alike. story appeared in: The Lansing (Mich) State Journal; June 25, 1978; Circ: 75,469; and The Ann Arbor (Mich) News; June 11, 1978; Circ: 39,315.
- Pages 23-25 --AKRON (Ohio) BEACON JOURNAL; June 18, 1978; Circ: 210,294. Travel story by staff writer, Pat Norman on her trip to Mexico City and surrounding area with photos. Very positive story on travel in Mexico.
- Page 26 --THE CLEVELAND (Ohio) PRESS; June 26, 1978; Circ: 321,357; Story by Marilyn Shuman on RV Directories being a necessity for Travel. She comments on Rand McNally's Campground and

- Page 27 --THE YOUNGSTOWN (Ohio) VINDICATOR; June 19, 1978; Circ: 100,987; UPI photo caption of the colossal Olmec stone head that is on display in New York City at Knoedler Gallery.
- Page 28 --THE MILWAUKEE (Wisc.) SENTINEL; June 16, 1978; Circ: 167,765; Travel story on Acapulco in the summer - good rates, good weather, etc., by Raymond Minkus.
- Page 29 --THE OMAHA (Neb) WORLD HERALD; June 18, 1978; Circ: 273,394; Photo and stories by Earl Gustkey of LA Times Service on Baja Highway Travel.
- Page 30 --ST. PAUL (Minn) PIONEER PRESS; June 25, 1978; Circ: 239,909; Story on Barranca del Cobre - comparing it to our Grand Canyon and tours that are available.
- Page 31 --THE DETROIT (Mich) NEWS; June 9, 1978; Circ: 811,297; Travel News update on Acapulco being site of Miss Universe Pageant and fact that vendors have now been banned from selling goods along the beach to tourists. Tourists must now do their bargaining at various vendor stations along the beach.
- Page 32 --OMAHA (Neb) WORLD HERALD; June 18, 1978; Circ: 273,394; News item about Mexican earning \$863.3 million in tourist dollars in 1977 according to Guillermo Rossell de la Lama, Tourism Secretary.
- Page 32 --FLINT (Mich) JOURNAL; June 20, 1978; Circ: 105,741; Dateline Mexico City about World Bank Loan of \$50 million to finance construction of 20,800 new hotel rooms and tourism facilities in Mexico.
- Page 33 --DETROIT FREE PRESS; June 18, 1978; Circ: 746,708; Story on Gold by Jay Clarke of Knight-Ridder Syndicate and where to find it.
- Page 34 --MASON CITY (Iowa) GLOBE GAZETTE; June 10, 1978; Circ: 26,000; Jane Morse syndicated story for Penny Wise Traveler comparing Tourist Council offices in the US. Mexico faired poorly.
- Page 35 --WILLOUGHBY (Ohio) NEWS HERALD; July 6, 1978; Circ: 28,548; Story and photos on parasailing in Acapulco.
- Page 36

Mind Your Mondy Column by Peter Weater on travel being cheapest when you are close to home and Mexico travel is rewarding and the price is right.

Pages 37-45

--BUY RIGHT COLUMN by syndicated columnist Arthur Darack. He writes for the Register and Tribune Syndicate and his column is carried in Gannett chain of 77 newspapers as well as 39 other newspapers throughout US.

"YANKEES HEADING SOUTH OF THE BORDER" story about Mexico being easily accessible by car or plane, inexpensive compared to other countries; beautiful countryside, architecture and history; great marketplaces. Overall theme is that it's well worth the travelers time to go there. So far we've received clippings from:

Herald Publications: July 6, 1978; chain includes:
Buffalo Grove (IL) Herald - Circ: 25,000
Elk Grove (IL) Herald - Circ: 25,318
Palatine (IL) Herald - Circ: 4,020
Rolling Meadows (IL) Herald - Circ: 2,500
Wheeling (IL) Herald - Circ: 25,308
Des Plaines (IL) Herald - Circ: 4,000
Arlington Heights (IL) Herald - Circ: 7,500
Hoffman Estates (IL) Herald - Circ: 3,000
Mt. Prospect (IL) Herald - Circ: 4,000

Bloomington (IL) Pantagraph; June 26, 1978;
and July 3, 1978; Circ: 51,786.

Fremont (Ohio) News Messenger - July 10, 1978;
Circ: 16,059.

The Lincoln (Neb) Star - July 7, 1978; Circ: 26,553

Mitchell (S.D.) Republic; July 8, 1978; Circ:
17,000

Marion (IND) Chronicle--Tribune; July 9, 1978
Circ: 26,113.

Rockford (IL) Register-Republic; July 12, 1978
Circ: 25,559.

St. Cloud (Minn) Times; July 7, 1978; Circ:
24, 500.

Pages 46-66

---ASSOCIATED PRESS SYNDICATED WIRE STORY ON
SMOG PROBLEM IN MEXICO CITY By Kernan Turner

Very harsh report on the serious smog problems facing residents and tourists to Mexico City - explains problems today and projections for year 2,000. Story appeared in the following publications we received:

- CLINTON (Iowa) HERALD; July 6, 1978; Circ: 23,500
- THE SAGINAW (Mich) NEWS; July 9, 1978; Circ: 57,550
- AUSTIN (Minn) HERALD; July 6, 1978; Circ: 13,000
- LINCOLN (Neb) JOURNAL; July 6, 1978; Circ: 47,949
- FAIRBAULT (Minn) NEWS; July 6, 1978; Circ: 8,000
- TAYLORVILLE (Il) BREEZE COURIER; July 6, 1978; Circ: 8,000
- BELLEFONTAINE (Ohio) EXAMINER; July 10, 1978; Circ: 10,356
- POPULAR BLUFF (Mo) AMERICAN-REPUBLIC; July 6, 1978; Circ: 13,000
- WORTHINGTON (Minn) GLOBE; July 7, 1978; Circ: 16,000
- OWATONNA (Minn) PEOPLE'S PRESS; July 9, 1978; Circ: 7,000
- WINONA (Minn) NEWS; July 6, 1978; Circ: 22,000
- KEOKUK (Iowa) GATE CITY; July 6, 1978; Circ: 9,000
- SIDNEY (Ohio) NEWS; July 10, 1978; Circ: 12,523
- WINCHESTER (Ky) SUN; July 6, 1978; Circ: 5,000
- FERGUS FALLS (Minn) JOURNAL; July 8, 1978; Circ: 12,500
- STERLING (Il) GAZETTE; July 6, 1978; Circ: 14,000
- MANKATO (Minn) FREE PRESS; July 6, 1978; Circ: 22,500

Pages 46-66

MARSHFIELD (Wisc) NEWS-HERALD; July 6, 1978;
Circ: 13,000

BOWLING GREEN (Ky) PARK CITY NEWS; July 6, 1978;
Circ: 6,000

SHEBOYGAN (Wisc) PRESS; July 6, 1978; Circ:
30,500

Page 67

--THE CB'er's NEWS - Columbia, MO; May, 1978;
Circ: 50,000

Major story with photos by writer Western P.
Stern entitled, "CBing South of the Border"

Page 68

--TRAVELAGE MIDAMERICA; Chicago, IL; June 26, 1978;
Circ: 8,500

Story on Club Med New Archaeological Villas in
Mexico

Page 68

--DISCOVERY MAGAZINE - Summer 1978; Northbrook, IL

Two news items under DOWN MEXICO WAY . . .

One story relates to new book by Loraine Carlson,
"The Traveler Guide to Mexico City," - other
article explains that the Mexican government
now has a telephone number where tourists can
call in Mexico to register complaints in Mexico
City. They provide phone number and address
where to write in your complaints.

Page 69

--THE TODAY SHOW; July 6, 1978; Travel Reporter
Steve Birnbaum reported on mini-vacations and
mentioned Mexico as a good choice.

Page 70

--HERALD PUBLICATIONS - July 1, 1978; Photo and
story on climbing the pyramids at Teotihuacan.
We received clippings from the following editions:

BUFFALO GROVE (11) HERALD; Circ: 25,000

ELK GROVE VILLAGE (11) HERALD; Circ: 25,318

ARLINGTON HEIGHTS (11) HERALD; Circ: 7,500

PALATINE (11) HERALD; Circ: 4,020

MOUNT PROSPECT (11) HERALD; Circ: 4,000

ROLLING MEADOWS (11) HERALD; Circ: 2,500

HOFFMAN ESTATES (11) HERALD; Circ: 3,000

Page 71&72

--HERALD PUBLICATIONS; July 1, 1978; Travel story with photos on Mexico City by Katherine Rodeghier. Clippings were received from:

ROLLING MEADOWS (11) HERALD; Circ: 2,500
HOFFMAN ESTATES (11) HERALD; Circ: 2,000
ELK GROVE VILLAGE (11) HERALD; Circ: 25,318
WHEELING (11) HERALD; Circ: 25,318
ARLINGTON HEIGHTS (11) HERALD; Circ: 7,500
PALATINE (11) HERALD; Circ: 4,020
MOUNT PROSPECT (11) HERALD; Circ: 4,000
BUFFALO GROVE (11) HERALD; Circ: 25,000

Pages 73-84

--GORDON M. QUARNSTROM - Variety of by-lined stories on Mexico that have appeared in publications throughout the Midwest.

Pages 85-96

--MISCELLANEOUS CLIPPINGS that have been received from numerous newspapers throughout the Midwest Region.

September 7, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico, 5, D.F.

Dear Sr. Moreno:

Attached is the current report of the public relations activities undertaken by the Cushman agency for the Mexican National Tourist Council during the month of August, 1978.

Please let me know if you would like further information or clarification on any of the enclosed materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

Encls.
CMP/na
cc:

Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hodgins
Joe Scholnick

MEXICAN NATIONAL TOURIST COUNCIL

September 7, 1978

Cheryl M. Patric

The following is a report of the public relations activities undertaken on behalf of the Mexican National Tourist Council from August 1 through August 31, 1978. This report also includes all major publicity articles on Mexico which appeared in the Midwestern United States.

I. PROJECTS COMPLETED

A. Publicity Program and Special Events

1. **THE DETROIT NEWS** - Provided Travel Editor, George Cantor with detailed information on Queretero, San Miguel de Allende, Guadalajara and Ixtapa for him as reference. He is planning to visit these areas in November and prepare a series of stories.
2. **TRAVEL WEEKLY** - Monday, August 7, 1978 issue ran a photo and outline of Sr. Sanchez-Navarro and Norma Furlong of the Consejo with Jean Peterson of Pink Holidays and Don Holiday, general manager of American Airlines in Chicago. We had sent them the photo and cutlines after the American Airlines Product Fair which we were involved with.
3. **MINNESOTA MOTORIST AAA** - Provided Diane NELSON WITH information on retirement in Mexico, specifically, Guadalajara for another story she's preparing as a result of her press junket with agency in May of 1978.
4. **THE YOUNGSTOWN VINDICATOR** - Ann Prezelomski, Managing Editor of this Ohio daily newspaper, attended the press junket with Phil Hoffman from our office in May of this year. The result to date is a story on Guadalajara with photos of El Tapatio in the travel section and, a full page of photos on the City of Flowers in the rotogravure section on Sunday, July 16, 1978, Circ: 157,000. She is planning stories on Puerto Villarta and Mexico City.

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PAGE TWO.

5. MEXICO MEMO - Researched and wrote all copy for September Mexico Memo. Consejo approved and it will be mailed first week in September. As of this issue a Midwest Mexico Memo goes to all Midwest travel editors and writers in addition to members of travel industry, agents, wholesalers and airlines.
6. LA CHARREADA RELEASE - Mailed release on Mexico's famous sports spectacle to all Midwest travel writers.
7. ACAPULCO CONVENTION CENTER RELEASE - Mailed release on all the Acapulco Center has to offer and what guests of ASTA will find there at October World Travel Congress. Release sent to all Midwest travel media.
8. DETROIT'S MEXICAN ETHNIC FESTIVAL - August 4, 5, & 6, 1978. Last month's report indicated all the pre-publicity work involved in the Ethnic Festival. The following is the publicity that resulted from this annual event. MNTC provided the archaeological pieces for display and Sr. Sanchez-Navarro attended the festivities and spoke at the opening ceremony.

Photos that were taken at the Festival will be included with Sr. Sanchez-Navarro's report to you.

The following broadcast and print media resulted:

TV

WJBK-TV, Channel 2 (CBS) "Good Morning Detroit" host Vic Caputo did a 10 minute segment on the Mexican Ethnic Festival with Festival Chairman, the Queen and local ethnic dancers.

WJBK-TV, Channel 2 (CBS) also used a mini-cam and did live pickup into their 6:00 p.m. Newscast of the Friday evening opening ceremonies and crowds.

WXYZ-TV, Channel 7 (ABC) had mini-cam coverage on Saturday, August 5, 1978.

WDIV-TV, Channel 4 (NBC) also had mini-cam coverage on Saturday, August 5, 1978, and both aired footage of Mexican Ethnic Festival on their 11:00 p.m. newscasts.

RADIO

WOMC-Radio interviewed Angel Cornejo.

WDET-FM Radio interviewed Carmen Cortina.

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WJR-AM Radio interviewed Ofelia Guajardo; all of the aforementioned are members of the Mexican Patriotic Committee in Detroit.

WJZZ-Radio interviewed people at the Festival on Friday evening, August 4, 1978.

PRINT

DETROIT FREE PRESS - Wednesday, August 2, 1978, food pages ran Angel Cornejo's taco recipe and information about upcoming Mexican Ethnic Festival.

DETROIT FREE PRESS - Saturday, August 5, 1978, story about life of Teresa Tosqui and her love of Mexico. Her parents are Mexican and she returns there yearly. Tosqui was the emcee of the Opening Ceremonies at the Festival.

DETROIT NEWS - Friday, August 4, 1978, photo and outline of Nancy Guajardo, the reigning Queen of the Detroit Mexican Ethnic Festival.

B. Photography and Information Services

1. Prepared a speech/outline (attached) for Sr. Sanchez-Navarro, MEXICO: TODAY AND TOMORROW, for him to deliver to travel agents at meetings in Louisville and Lexington, Kentucky.
2. Prepared letter for Sr. Sanchez-Navarro to 60 men from St. Louis who will be going to Ixtapa on trip. This will be included with large informational packet he will present to each one.
3. Wrote letter to Mr. William Shannon, Vice President of American Airlines for Sr. Rudolfo Morgia of MNTC.
4. Provided Steve Keehan, Chicago Sun Times Advertising Department with all clips of editorials on Mexico that appeared in Sun Times in 1978, relative to travel in Mexico. This is for a project he is doing in conjunction with Cannon Advertising.
5. Provided Travel Headquarters with all of our slides on Acapulco for a presentation they made to travel groups. Area served: Acapulco.
6. Provided Arrington Center with black and white photos of Mexico City and Acapulco for a brochure they're preparing. Area served: Mexico City and Acapulco.

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PAGE FOUR.

7. Wrote letter to Paladin Publishers with statistics on number of tourists who visit the Yucatan annually.
8. Provided Louisville, Kentucky, Automobile Club with black and white photos of Mexico City, Chapultepec Park, Palace, Taxco, Pyramids, Xochimilco, Acapulco, parasailing for use in AAA monthly bulletin on travel tours. Area served: all of the above.
9. Provided International Harvester with a map of Mexico for a project they're doing.
10. Provided Corporate Travel Service in Detroit, Michigan with information on hotels and locations of each along Costera Aleman in Acapulco. Area served: Acapulco.

II. PROJECTS UNDERWAY

- A. The weeklong festivities of Mexico Week are underway here in Chicago and a complete "Memorial" of all events, parade, Television shows, etc. will be presented to you with photo documentation at the conclusion of this major project.
- B. We are working with local department stores to arrange tie-ins promotions and hopefully arrange datalog photography sessions in Mexico for the future.
- C. We plan to contact the PHIL DONAHUE, syndicated talk show about possibly taping one week of show's in Mexico.
- D. We are planning the details of the press trip with Erwin Bach of the Chicago Tribune to visit Mexico October 29 through November 6. Awaiting approval of request from Mexico.

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III. PUBLICITY RESULTS

- Page 1 -- Monthly Report
- Page 2 -- Letter from George Cantor, Travel Editor of the Detroit News re: Trip to Mexico
- Page 3 -- Letter to George Cantor from Cheryl Patric.
- Page 4 -- Travel Weekly
- Page 5 -- Letter from Diane Nelsen, Associate Editor of Minnesota AAA Motorist re: Information on retirement in Mexico.
- Page 6 - 8 -- Letter from Mrs. Ann N. Prezelomski, Managing Editor of The Youngstown ~~Indicator~~ re: results from press junket in May, 1978.
- Page 9 -- Mexico Memo
- Page 10 -- La Charreada: Mexico's Unique Sports Spectacle Release
- Page 11 -- Acapulco Convention Center Release
- Page 12 -- Detroit's Mexican Ethnic Festival Print Results.
- Page 13 -- Cover letter for Ixtapa press packet for Sr. Sanchez-Navarro.
- Page 14 -- Letter to William P. Shannon for Sr. Rudolfo Morgia of MNTC.
- Page 15 -- Speech/outline for Sr. Sanchez-Navarro, MEXICO: TODAY AND TOMORROW.
- Page 16 -- Letter from Steve Keehan, Resort & Travel Division of the Chicago Sun Times.
- Page 17 -- Letter to Paladin House Publishers re: Number of tourists who visited the Yucatan annually.
- Page 18 -- Program of the Election of the Queen of the Fiestas Patrias Mexicanas.
- Page 19 -- CHICAGO TRIBUNE, Sunday, August 6, 1978; Circ: 1,114,966. Tribune Magazine story by Food Editor Joanne Will on Mexican food - 'Fancy Flautas from plain tortillas.

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**MEXICAN NATIONAL TOURIST COUNCIL
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dateline Palenque about Maya Mysteries and archaeologists efforts to answer questions about Mayan civilization in Mexico.

- Page 29 -- CHICAGO TRIBUNE, Sunday, August 20, 1978, Circ: 1,114,969. Photo of Chac Mool & story about PSB television special 'The Lost World of the Mayan.' Writers Jim and Shirley Higgins discussed archaeological treasures in Yucatan and mentioned new Club Med Archaeological Villas.
- Page 30 -- LAFAYETTE (Indiana) JOURNAL & COURIER, Sunday, July 23, 1978; Circ: 45,000. Outstanding story on travel to Mexico City in the summer by Ron Butler with photo of Chapultepec Park Fountain of David.
- Page 31 -- FLINT (Michigan) JOURNAL, Sunday, August 13, 1978; Circulation: 104,353. Story and photos by Mark Chester of the Christian Science Monitor about how much the Yucatan has to offer. Really excellent travel incentive story.
- Page 32 -- YPSILANTI (Michigan) PRESS, Sunday, August 13, 1978; Circ: 14,691. Story on Baja California Sur by John Pinkerman of Copley News Service. He details how LaPaz, (also San Lucas and Loreto) are no longer sleepy little Mexican towns. Things are booming.
- Pages 333-37 -- ASSOCIATED PRESS, Wire Service story by Kernan Turner on terrible smog problem in Mexico City. Last month there were numerous clippings on this story. Current Clippings include:
- RACINE (Wisconsin) JOURNAL-TIMES, Sunday, July 16, 1978; Circ: 39,000.
- ST. CLOUD (Minnesota) TIMES, Thursday, July 6, 1978; Circ: 24,500.
- HARLAN (Kentucky) REPORTER, Wednesday, July 12, 1978; Circ: 6,000.
- FON DU LAC (Wisconsin) REPORTER, Wednesday, July 12, 1978; Circ: 22,000
- MARINETTE (Wisconsin) EAGLE-STAR, Thursday, July 6, 1978; Circ: 11,000

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- Pages 38-39 -- ARTHUR DARACK - Syndicated columnist article on travel to Mexico still being a good buy and he lists many advantages.
- LAFAYETTE (Indiana) JOURNAL COURIER, Sunday, July 16, 1978; Circ: 46,500.
- AURORA (Illinois) BEACON-NEWS, Wednesday, July 5, 1978; Circ: 42,888.
- Page 40 -- EVANSVILLE (Indiana) COURIER - Monday, August 14, 1978; Circ: 63,508. Story by Joe Aaron on trip to Mexico - "Neighbors to the south a gentle, kindly people."
- Pages 41-42 -- MARIETTA (Ohio) TIMES Saturday, July 15, 1978; Circ: 14,934. Story by Times correspondent Mabel Carpenter's trip to Mexico City, Guadalajara, Morelia and Puerto Vallarta with photos. Positive story about Mexican culture and sights.
- Page 43 -- COPLEY NEWS SERVICE - Story by Neil Morgan on Acapulco and how tourism is growing stronger every year and for good reason. This story appeared in PAINSVILLE (Ohio) Sunday Paper, August 6, 1978.
- Page 44 -- CHAMPAIGN (Illinois) NEWS-GAZETTE, Monday, July 17, 1978; Circ: 41,461. Story by staff writer on bargains to be had in travel with new reduced airfares.
- Page 45 -- MEDINA (Ohio) GAZETTE, Monday, August 3, 1978, Circ: 11,000. Story by William Giandoni about Mexico being the place for rest and relaxation - especially La Paz.
- Page 46 -- MINNEAPOLIS SKYWAY NEWS, Tuesday, August 1, 1978. Story on Mexico, specially Acapulco and Guadalajara comparing all the different things there are to do for different types of people.
- Page 47 -- COLUMBIA (Missouri) TRIBUNE, Sunday, August 20, 1978; Circ: 14,500. LA Times syndicated story on Baja California Highway with photos.
- Page 48 -- OTTOWA (Minnesota) PEOPLE'S PRESS, Friday, August 25, 1978; Circ: 7,000. Story by

**MEXICAN NATIONAL TOURIST COUNCIL
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writer "Lefty Ringhofer" with photos
on Chihuahua, Mexico's 5th largest city.

Page 49

--- HERALD PUBLICATIONS -- Katherine Rodeghier
Column re: Mexicana offering low Chicago
to Mexico fares. Appeared in the following:

DES PLAINES HERALD, Saturday, August 12, 1978;
Circ: 4,000.

ROLLING MEADOWS HERALD, Saturday, August 12, 1978;
Circ: 2,500.

HOFFMAN ESTATES HERALD, Saturday, August 12, 1978;
Circ: 3,000.

ELK GROVE VILLAGE HERALD, Saturday, August 12, 1978;
Circ: 25,318.

WHEELING VILLAGE HERALD, Saturday, August 12, 1978;
Circ: 25,318.

PALATINE HERALD, Saturday, August 12, 1978;
Circ: 4,020.

MT. PROSPECT HERALD, Saturday, August 12, 1978;
Circ: 4,000.

Pages 50-55

--- GORDON M. QUARNSTROM- Series of stories
written by this well known syndicated
columnist on Mexico Travel destinations.

Pages 56-68

--- MISCELLANEOUS CLIPPINGS - Numerous clips
compiled from smaller papers throughout
the Midwest.

#

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

October 7, 1978

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico, 5, D.F.

Dear Sr. Moreno,

Attached is the current report of the public relations activities undertaken by the Cushman agency for the Mexican National Tourist Council during the month of September 1978.

Please advise me if you would like further information or clarification on any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

CMP/na

Enclosures

cc:

Jose Luis Sanchez-Navarro
Gen. Oliverio Melendez C.
Angel Palacio
Miriam Blanco
Vince Hodgins
Joe Scholnick



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

cable: ADCCHGO

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL

Date: October 7, 1978

Account Executive: Cheryl M. Patric

The following is a report of the public relations activities undertaken on behalf of the Mexican National Tourist Council from September 1-30, 1978. This report also includes all major publicity articles on Mexico which appeared in the Midwestern United States.

I. PROJECTS COMPLETED

A. Publicity Program and Special Events

MEXICO WEEK IN CHICAGO

In addition to our initial involvement with the election of the Queen of the Fiestas Patrias, we were specifically involved with the following:

1. We prepared a three page release on the events of Mexico Week and serviced to all the daily and weekly newspapers in the greater Chicago area and surrounding suburbs.
2. We prepared a News Assignment Memo and column items for the specific newspapers and TV stations in Chicago promoting specific events of Mexico Week.
3. We obtained media coverage of Ballet Folkloric of Veracruz performance at Daley Plaza (City Hall) on September 11, 1978. Chicago Tribune ran a photo of group's performance on Tuesday, September 12, 1978. WLS-TV (ABC) ran film clip of group on the 5 P.M. News on Monday, September 11, 1978. Chicago Tribune, Monday, September 11 ran an announcement of the concert.
4. We had a meeting with Mayor Bilandic, MNTC, the Consul General, Mexican Civic Society, the Queen, etc. on Tuesday, September 12, 1978 for the Mayor to proclaim Mexico Week. Press attended.

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PAGE TWO.

5. Attended and photographed American Airlines seminars on Mexico on Tuesday, September 12 and Wednesday, September 13, 1978. 200 Travel Agents attended each evening. Veracruz group performed nightly. Wrote introductory remarks for Sr. Sanchez-Navarro to deliver to audiences. Coordinated photography of events and will service to travel media.
6. Scheduled Veracruz performers, Chicago Consul General and Miss Mexico to appear live on Lee Phillip Show (CBS) on Wednesday, September 13. Ms. Phillip mentioned that Veracruz performers appeared through the courtesy of the MNTC. Ordered a videotape of the 1/2 hour television program. We wrote the remarks for the Consul General.
7. Set up performance of Veracruz group and Miss Mexico at John Hancock Center on Thursday, September 14. WGN-TV was present and aired a 2 1/2 minute film clip of festivities on their 10 P.M. Nightly News. Secured photographs.
8. Assisted Mexicana Airlines in scheduling a press conference for Miss Mexico on Wednesday, September 13. Approximately ten Spanish language newspapers covered this event.
9. Accompanied Sr. Sanchez-Navarro to airport on September 14 to greet Lic. Jorge de la Vega Dominguez and photograph his arrival.
10. Set up an interview with Chicago Sun Times reporter Bob Herguth and Miss Mexico which ran in the paper on Thursday, September 14, 1978.
11. Placed an announcement on de la Vega Dominguez's arrival in Chicago to give El Grito for the 168th Anniversary of Mexico's Independence with columnist Aaron Gold of the Chicago Tribune.
12. Arranged for Chicago Tribune Friday, September 15 to list all of Mexico weekend festivities under "Fun To Do" Section.
13. Attended and supervised photography for El Grito, parade and Aztec Banquet. Newspaper and TV coverage at events.
14. Placed column items and arranged photography for

Veracruz Group's performance at Our Children Foundation Benefit on Sunday, September 17, 1978.

15. Provided WLS-TV (ABC) 'Weekend Edition' TV Show with all details of Mexico Week activities to announce on the show.
16. Same for WXFM Radio Show 'Journeys in Music' to promote Mexico Week events.
17. Prepared stories and photos on Guadalajara, Puerto Vallarta and Cuernavaca and La Charreada for La Raza Newspaper, number one Spanish language newspaper in Chicago (Circ: 30,000). Stories appeared in their September 13, 1978 issue saluting Mexico Week and credited MNTC for all information.

The following press coverage resulted:

Saturday, September 9, 1978

CHICAGO TRIBUNE - announced performance of BALLET FOLKLORIC OF VERACRUZ at Our Children Foundation Benefit at Continental Plaza. This is Mayor Bilandic's pet charity.

Monday, September 11, 1978

CHICAGO TRIBUNE - listed the Veracruz performance at Daley Plaza during the noon hour, as part of salute to Mexico Week.

WLS-TV (ABC) - the 5 p.m. News aired the film of the Veracruz group performing at Daley Plaza as part of Mexico Week celebration.

Tuesday, September 12, 1978

CHICAGO TRIBUNE - Extremely large photo and outline on Page 3 of the Tribune showing the dancers and musicians in Ballet Folkloric of Veracruz. The outline also listed other concerts they would perform.

Wednesday, September 13, 1978

CHICAGO SUN-TIMES - photo page tribute to Mexico

MEXICAN NATIONAL TOURIST COUNCIL
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Week on Page 7 of this newspaper showing Folkloric dancers, charros, mariachi music, etc. and detailing events of Mexico Week in Chicago.

CHICAGO SUN-TIMES and TRIBUNE both ran television listings announcing the Mexico Salute show on Noonbreak/The Lee Phillip Show on WBBM-TV (CBS) in Chicago.

NOONBREAK/THE LEE PHILLIP SHOW (WBBM-TV, Channel 2, CBS) - one half hour tribute to Mexico Week highlighting dancing by the Ballet Folkloric of Veracruz, Miss Mexico and Sr. Carlos Dario Ojeda, new Consul General in Chicago. We have purchased a 1/2 hour videotape of this excellent presentation.

Thursday, September 14, 1978

CHICAGO SUN-TIMES - columnist Bob Herguth of PUBLIC EYE did a phone interview with Miss Mexico and a paragraph about her appeared in his column.

CHICAGO TRIBUNE - columnist Aaron Gold ran a large paragraph about Sr. Lic. Jorge de la Vega Dominguez arrival in Chicago to give El Grito to celebrate Mexico's 168th anniversary of its independence. Mentioned that Sr. de la Vega is here representing Mexico's President Jose Lopez-Portillo.

WGN-TV - 10 p.m. Newscast showed the Ballet Folkloric of Veracruz during their noon hour concert at John Hancock Center. Piece of film ran about 2 1/2 minutes of television.

Friday, September 15, 1978

CHICAGO TRIBUNE - "Fun To Do" calendar column ran three columns about all the special events that were taking place during the weekend to celebrate Mexico Week. . . parade, El Grito, Aztec Banquet, etc.

Saturday, September 16, 1978

Television coverage of the parade down Michigan Avenue on the three network stations in Chicago during 10 p.m. Newscast.

Sunday, September 17, 1978

CHICAGO TRIBUNE - two photographs and a cutline of the festivities for El Grito at Grant Park on Friday night.

CHICAGO SUN-TIMES - large photo and cutline of Mexican parade on Saturday.

SPECIAL - all week long on four large electrically lighted signs on the highways in Chicago, we were able to get signs donated which read:

CHICAGO WELCOMES
MEXICO'S SECRETARY
OF COMMERCE
JORGE DE LA VEGA
DOMINGUEZ

CHICAGO SALUTES
MEXICO WEEK
SEPTEMBER 11-17

There was tremendous publicity and coverage in the Spanish language newspapers - not all of which we have documentation on.

18. MONTGOMERY WARD AUTO CLUB NEWS - We have been working with the editors and writers of the three stories that appear in this September/October issue of Montgomery Ward Auto Club News. This issue is dedicated to Mexico - the cover photo; three feature stories on Mexico - Mexico City, Guaymas to Acapulco and Cancun to the Yucatan; and a series of Mexican recipes.

We edited and approved all copy, worked to provide photos, etc. Their travel club is promoting tours to Mexico with this issue. Circ:

19. MINNESOTA MOTORIST - September 1978 issue contains an in depth story on Puerto Vallarta (with photos) written by Diane Nelsen who accompanied us on the last press junket to Mexico.

20. MINNESOTA MOTORIST - October 1978 issue contains another story written by Diane Nelsen this time highlighting the city of Guadalajara and Tlaquepague.
21. WOODALL'S TRAILER AND RV TRAVEL GUIDE - In July we provided the editorial department of this monthly publication with a sample of the literature that was available from the MNTC, a list of Consejo offices, camp sites, etc.

Their October issue contains two stories on Mexico with photos and also a Reader Service Request form for literature on Mexico. Within two weeks we have already received 506 requests for more literature on Mexico.

22. SEPTEMBER MEXICO MEMO - We wrote, researched and printed the September Mexico Memo. It was mailed to members of the travel industry as well as all travel media in this 11 state region.
23. NBC'S TODAY SHOW RELEASE - We mailed out a release to all travel media as well as television editors of newspapers within our 11 state region announcing the fact that the Today Show would originate live from Mexico on September 14, 15 and 18, 1978.

B. Photography and Information Services

1. Sent letter to Articles Editor at Playboy Magazine reminding them of our interest in their doing stories about Mexico or on location in Mexico.
2. OAG Travel Planner & Hotel/Motel Guide - We provided Travel Planner with the correct address of the Consejo office as well as a calendar of events from December through May 1979 for their book.
3. Provided Interlude Tours in Minneapolis with additional photos of Mexico for Dayton's Department Store tie-in for their employee newsletter. They're planning a trip for employees to Mexico.
4. Provided Jim Jacobs and Associates with black and white photos and release on Acapulco for promotion they're running at seven shopping centers to promote Mexico.

5. Supplied ITA Incentives with all our slides on Mexico City for presentation to West Bend Company. They're taking 1400 people to Mexico in 1979.
6. Provided Gerrard Productions with color photos of Mexico for A/V presentation to BDP Heating Contractors for their 1979 trip to Mexico.
7. Provided Travel Coordinators of Milwaukee with photos of Acapulco and Mexico City for Tour they're planning to Mexico.
8. Provided Educational Cooperative with photos of Acapulco, Cancun and Yucatan ruins for use in brochure they're planning to Mexico.
9. Provided Travel Unlimited in Oxford, Ohio with numerous brochures and information for their use in selling Mexico.
10. Assisted Travel Management with visuals for a presentation to Masonite Corporation for '79 trip to Mexico.
11. Prepared letter to E.F. McDonald in Dayton, Ohio for Sr. Sanchez-Navarro thanking them for their assistance with White Motor Corp. tour to Acapulco during ASTA.
12. Wrote a letter for Sr. Sanchez-Navarro's signature to accompany each film that is loaned from the Consejo notifying all borrowers they are responsible for all repairs if a film is damaged.

MEXICAN NATIONAL TOURIST COUNCIL
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II. PROJECTS UNDERWAY

- A. Finalizing plans for a press junket to Mexico December 3-10, 1978 with 5 writers from the Midwest. Request will be forthcoming.
- B. Erwin Bach press trip - correcting last minute arrangements and all specifics on his October 29 trip to Mexico.
- C. Working with the Apparel Center on January 1979 Major Clothing Fashion Show for 1000 buyers and manufacturers. Theme will be Fiesta of Fashions and MNTC will be heavily involved.
- D. Making plans for November Open House for Mexican National Tourist Council.
- E. Writing proposal for January-February on-air radio promotion in Chicago, Minneapolis and Milwaukee to win trips to Mexico.

III. PUBLICITY RESULTS

- Page 1 -- Monthly Report
- Page 2 -- Mexico Week to be Celebrated in Chicago Release
- Page 3 -- Mexico Week in Chicago, September 11-17, 1978 News Memo
- Page 4 -- Exclusive to Kup, CHICAGO SUN TIMES
- Page 5 -- Exclusive to Bob Herguth, CHICAGO SUN TIMES
- Page 6 -- Exclusive to Maggie Daley, CHICAGO TRIBUNE
- Page 7 -- Exclusive to Aaron Gold, CHICAGO TRIBUNE
- Page 8 -- Certificates of exposure for highway signs for Mexico Week
- Page 9 -- CHICAGO TRIBUNE - Monday, September 11, 1978; Media coverage of Ballet Folkloric of Veracruz performance at Daley Plaza (City Hall); Circ:

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- Page 9 -- CHICAGO TRIBUNE - Saturday, September 9, 1978;
"Places to Be" listing appearance of
Veracruz performers at benefit for Our
Children's in Ballroom of Continental Plaza
Hotel; Circ: 1,114,966.
- Page 10 -- CHICAGO TRIBUNE - Tuesday, September 12, 1978;
Photo and caption of Veracruz performers
at Daley Plaza and John Hancock Center;
Circ: 762,810.
- Page 11 -- CHICAGO SUN TIMES - Wednesday, September 13,
1978; Folklorico dancers montage with
caption; Circ: 682,043.
- Page 12 -- Viva Mexico! photo caption/American Air. Seminar
- Page 13 -- CHICAGO SUN TIMES - Wednesday, September 13,
1978; TV listing for "Noonbreak" on channel
2 with guests for Mexico Week.
- Page 14 -- CHICAGO SUN TIMES - Thursday, September 14, 1978;
Herguth mention of Miss Mexico's arrival
and his interview with her; Circ: 682,043.
- Page 15 -- CHICAGO TRIBUNE - Thursday, September 14, 1978;
Aaron Gold column mentions arrival of Jorge
de la Vega Dominguez; Circ: 762,810.
- Page 16 -- CHICAGO TRIBUNE - Friday, September 15, 1978;
"Fun to Do" column lists events of Mexico Week.
Circ: 762,810.
- Page 16 -- DOWNTOWN NEWS - Tuesday, September 12, 1978;
National Hispanic Heritage Week activities
listed; Circ: 75,000.
- Page 17 -- CHICAGO TRIBUNE - Sunday, September 17, 1978;
Pictures of Fiesta in Petrillo Bandshell with
caption; Circ: 1,114,966.
- Page 18 -- CHICAGO SUN TIMES - Sunday, September 17, 1978;
Parade photos with caption. Circ: 682,043.

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- Page 19 -- Miscellaneous clips from Mexico Week.
- Page 20 -- Aztec Banquet Program.
- Page 21 --MONTGOMERY WARD AUTO CLUB NEWS - We have been working with the editors and writers of the three stories that appear in this September/October issue. This issue is dedicated to Mexico.
- Page 22 -- MINNESOTA MOTORIST - September 1978 issue contains an in depth story on Puerto Vallarta (with photos) written by Diane Nelsen who accompanied us on the last press junket to Mexico.
- Page 23 -- MINNESOTA MOTORIST - October 1978 issue contains another story written by Diane Nelsen this time highlighting the city of Guadalajara and Tlaquepague.
- Page 24 -- WOODALL'S TRAILER AND RV TRAVEL GUIDE - In July we provided the editorial department of this monthly publication with a sample of the literature that was available from the MNTC, a list of Consejo offices, camp sites, etc.
- Page 25 -- Mexico Memo for September.
- Page 26 -- NBC'S Today Show Release.
- Page 27 -- Letter to E.F. McDonald in Dayton, Ohio, for Sr. Sanchez-Navarro.
- Page 28 -- Letter
- Page 29 -- CHICAGO TRIBUNE - Sunday, September 24, 1978; Stan Delaplane AROUND THE WORLD column explains that smallpox vaccination card is no longer necessary when visiting Mexico. US Public Health service trusts Mexico's water purification systems. Circ: 1,114,966.
- Page 29 -- CHICAGO TRIBUNE - Sunday, October 1, 1978; Stan Delaplane AROUND THE WORLD column discusses "The Shrimp Bucket" in Mazatlan - great seafood and beer and raw turtle eggs which he used to get there. Mexican government has now put turtles on endangered species list. Circ: 1,114,966.

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- Page 30 -- CHICAGO SUN TIMES - Sunday, September 3, 1978; Traveler's Alert Column describes some tips for visitors to Mexico i.e., better off with cab than taking a car; cab fare rates in Acapulco cab ride is \$5 from Princess, but the bus costs 5 cents. They also mention ASTA will be in Acapulco. This came from Travel Smart Magazine. Circ: 682,043.
- Page 30 -- THE DETROIT NEWS - Tuesday, September 12, 1978; UPI story dateline Mexico City regarding the initial results of the segregated subways to avoid fanny pinching of women passengers. Circ: 627,569.
- Page 31 -- THE INDIANAPOLIS (Indiana) STAR - Sunday, September 10, 1978; UPI story out of Mexico City about Mexican Tourism Booms Again - States statistics of new tourist increases; President Jose Lopez-Portillo's efforts to enhance tourism; new tourism projects, and future projections; Circ: 354,736.
- Page 31 -- THE DETROIT NEWS - Sunday, August 27, 1978 Travel Editor elaborates on Jamaica proposing Caribbean bloc for tourism. He mentions Mexico's problems with Jewish tourists and fact that things are back on course and tourism is booming again for Mexico. Circ: 811,297.
- Page 32 -- THE SOUTH BEND (Indiana) TRIBUNE - Sunday, September 10, 1978; Travel Tips Column by Fred Karst on the new Club Med Archaeological villas in Mexico. Circ: 126,277.
- Page 32 -- CLEVELAND (Ohio) PRESS - Tuesday, July 25, 1978. UPI story from Mexico City quoting Sr. Rosell de la Lama with tourism dollar earnings for 1977 being \$863.3 million.
- Page 33 -- THE GARY (Indiana) POST TRIBUNE - Sunday, September 10, 1978; Associated Press business story out of New York concerning tourism and decline in value of the dollar. Mexico is such a smart investment because of the peso and Mexico's inflation rate. They quote numerous travel agents and discuss various tourist destinations.

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- Page 34 -- THE DETROIT NEWS - Sunday, August 27, 1978. Mini-quiz on which country in Latin America ranks behind Mexico in tourism. Panama expects 400,000 visitors this year; Circ: 811,297.
- Page 34 -- THE ROCKFORD (Illinois) REGISTER STAR - Sunday, September 10, 1978; Feature story by AP out of Belen de las Flores concerning Mexicans who live in caves - not as primitive as sounds -- they have electricity heat, water and usually a TV set and phone.
- Page 34 -- CHICAGO (Illinois) DAILY DEFENDER - Saturday, September 30, 1978; Story on Veracruz, Mexico highlighting hotels, marketplace, beaches and ruins; Circ: 22,212.
- Page 35-41 -- GUADALAJARA MAJOR FEATURE STORY WITH PHOTOS BY HERB RAU, Travel Editor for the Miami News, retired. Excellent story on charm and romance of Guadalajara - tequila, mariachis and charros in one of the best cities and climates in the world.
- Story appeared in:
- CHICAGO SUN TIMES - Sunday, September 3, 1978. Circ: 682,043.
- LINCOLN PARK (Michigan) SOUTHGATE SENTINEL - Wednesday, August 23, 1978; Circ: 10,422.
- LINCOLN PARK (Michigan) TAYLOR TRIBUNE - Wednesday, August 23, 1978; Circ: 22,208.
- LINCOLN PARK (Michigan) MELVINDALE MESSENGER - Wednesday, August 23, 1978; Circ: 4,046.
- CHICAGO CALUMET - Friday, August 25, 1978 Circ: 9,468.
- LINCOLN PARK (Michigan) LINCOLN PARKER - Wednesday, August 23, 1978; Circ: 18,500.
- Page 42-44 -- ASSOCIATED PRESS STORY ON ARCHAEOLOGICAL FINDS BELOW STREETS OF MEXICO CITY - Story and photos of Ancient Aztec finds and work being done to excavate these artifacts.

-- Stories appeared in:

THE GRAND RAPIDS (Michigan) PRESS -
Sunday, August 27, 1978; Circ: 138,762.

THE GARY (Indiana) POST TRIBUNE - Sunday,
August 21, 1978; Circ: 83,107.

THE FLINT (Michigan) JOURNAL - Sunday,
August 27, 1978; Circ: 104,363.

Page 45

-- ASSOCIATED PRESS STORY dateline Mexico
City about the strike by air traffic
controllers. Problems were same at
all 50 major airports in Mexico.
Government assigned employees of the
Communications Ministry to replace striking
controllers, but Mexican pilots would not
fly planes until union checked out the
quality of the controllers. Stories
appeared in:

CHAMPAIGN (Illinois) NEWS-GAZETTE, Monday,
September 18, 1978; Circ: 41,461.

JOLIET (Illinois) HERALD NEWS; Monday,
September 18, 1978; Circ: 49,493.

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-- THE EVANSVILLE (Indiana) COURIER & PRESS -
Sunday, September 3, 1978; N.Y. Times News
Service story about Quality Inns and
Banco Nacional de Mexico joint plan to
create chain of 40 hotels in Mexico in
next 10 years; Circ: 117,472.

Page 46

-- THE TODAY SHOW - copy of verbage that
appeared on the September 13 show re:
Mexico.

Page 47-48

-- MISCELLANEOUS CLIPPINGS - submitted from
the 11 state Midwestern Region.

Page 49-53

-- GORDON QUARNSTROM CLIPPINGS - a variety of
clippings collected from this continuing
free lance writer.

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Philip D. Hoffman

EXCLUSIVE TO CHICAGO SUN-TIMES

CERVANTES FESTIVAL SET FOR GUANAJUATO, MEXICO

One of Mexico's most important cultural festivals, the CERVANTES FESTIVAL IN GUANAJUATO, is taking place from April 28 - May 14. This year it is being sponsored by Mexico's First Lady, Carmen Lopez Portillo.

The international program includes such distinguished concert personalities and groups as cellist Janos Starker of Hungary, the Chamber Orchestra of Moscow, the Philharmonic Orchestra of Los Angeles, the National Folklore Dance Group of Cuba, the Opera Ballet of Armenia and the Theater Company of Nuria Espert of Spain.

The setting for the Festival is the colonial city of Guanajuato and performances will take place in the city's unique Teatro Juarez and the Temple de la Compania, as well as its historic squares and streets where the traditional excerpts from Cervantes' works are usually performed.

In anticipation of the Festival, a tourist route has been established between the cities of Leon, San Miguel de Allende and Guanajuato with special and continuous first class bus service, which will greatly increase hotel and restaurant capacity for visitors.

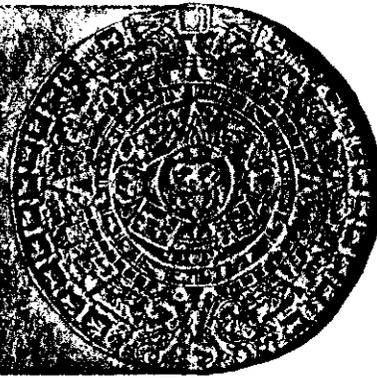
CERVANTES FESTIVAL
ADD ONE

Tickets for theater performances are available at the office of the Festival Cervantino, Humboldt 49, Mexico City, as well as the Teatro Juarez in Guanajuato. Also, special packages which include tickets to performances are available at Mexico's major tourist agencies.

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MEXICO



news

For: Mexican National
Tourist Council

For release:

Aaron Cushman and Associates 333 North Michigan Ave. Chicago Ill. 60601 312-263-2500

For further information

Philip D. Hoffman

FOR IMMEDIATE RELEASE

ENTIRE NATION OF MEXICO TO BE STAR OF TWO-HOUR
CBS-TV SPECTACULAR, THURSDAY EVENING, MAY 18

The entire nation of Mexico -- its history, rich cultural heritage, breathtakingly beautiful scenery, appealing vacation resorts, and much more -- will be the "star" of a two-hour spectacular on the CBS Television Network (9 p.m. to 11 p.m., Eastern time) Thursday, May 18, 1978.

Helping to present the fascinating face of the entire nation, in spectacular format, will be more than a dozen United States entertainment celebrities, who will present an exciting show of music and comedy.

The unique telecast, "Festival of Stars: Mexico," was shot in selected locations throughout all of Mexico. It will not only feature a dazzling array of U.S. music and comedy talent, but also famous Mexican performers, running the gamut from the world-renowned Ballet Folklórico of Mexico, to the Mexico State Symphony Orchestra, performing in the dramatic setting of the famed Pyramids of Teotihuacan.

Hosts for the two-hour spectacular, expected to reach an audience in excess of 60 million viewers, are Suzanne Somers and

- more -

MEXICO TO STAR IN TV SPECTACULAR
ADD ONE

John Ritter, with special guest host, Ricardo Montalban.

Also starring in the show, and performing in varied Mexico locations, are: Steve Allen, Roy Clark, Gary Collins, Bert Convy, Jamie Lee Curtis, Barbara Eden, Freddy Fender, Mary Ann Mobley, Rita Moreno, Mummenschanz, Samantha Sang, and Jerry Stiller and Anne Meara.

The outstanding Mexican talent to be showcased in the show include: The Boys Choir of Padre Barba, Charros of Guadalajara, The Folklorico Ballet of Mexico under the direction of Amalia Hernandez, and the Mexico State Symphony Orchestra conducted by Enrique Batiz and Rondalla Feminina.

The entire production, arranged with the full cooperation of the Mexican National Tourist Council, is a production of Bob Stivers Associates. The telecast is being sponsored in prime time on the entire CBS network by Procter & Gamble.

Miguel Aleman, former president of Mexico and chairman of the board of the Mexican National Tourist Council, noted that the show, superbly entertaining, is one of the most comprehensive travelogues of Mexico ever presented on U.S. network television. Scenes during the show feature such exciting areas as the fabulous beaches of Acapulco, the dramatic Pyramids of the Moon and Sun at Teotihuacan, just outside of Mexico City, the colorful vacation areas of Guadalajara, the Yucatan, Merida and Cancun, and many other fascinating locations throughout Mexico.

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#7804



news

For: Mexican National
Tourist Council
For release:

Aaron Cushman and Associates 333 North Michigan Ave. Chicago Ill. 60601 312-263-2500

For further information

Cheryl M. Patric

MEXICO WELL REPRESENTED AT AMERICAN AIRLINES PRODUCT FAIR

American Airlines hosted more than 600 Midwest travel agents in the Ballroom of the Hyatt Regency Chicago for their second annual Product Fair on Tuesday evening, May 23, 1978. More than 25 exhibitors representing major travel wholesalers and hotels displayed their wares and provided information to the visitors.

The Mexican National Tourist Council was well represented with a booth distributing brochures, literature and flags depicting the numerous tourist destinations in the Republic of Mexico. The staff of the Tourist Council was on hand to greet visitors and answer questions. Sr. Jose Luis Sanchez-Navarro, Regional Director of the Mexican National Tourist Council, was responsible for the bountiful mariachi music that filled the room with song and added to the fiesta. The performers were members of the Mariachi San Luis.

The Mexican National Tourist Council offices in the Midwest are located in the John Hancock Center--Suite 3612. For information on travel to Mexico, the Mexican National Tourist Council is available to assist at 312/263-2500.

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FOR: MEXICAN NATIONAL TOURIST COUNCIL
CONTACT: Cheryl Patric

FOR RELEASE June 14, 1978

VIVA MEXICO

CHICAGO, Ill. -- Representatives of the Mexican National Tourist Council were on hand to speak with more than 600 travel agents at the recent American Airlines Product Fair held recently at the Hyatt Regency Chicago.

Shown from left to right are: Sr. Jose Luis Sanchez-Navarro, Regional Director of the Mexican National Tourist Council, Jean Peterson, President, PINK HOLIDAYS INC., Don Holiday, General Manager for American Airlines/Chicago and Norma Furlong, Representative of Groups and Conventions for the Mexican National Tourist Council.

Twenty-six exhibitors set up booths, distributed literature and spoke with members of the travel industry. In addition to discussing Mexico destinations, the Mexican National Tourist Council provided the Mariachi San Luis to perform for the fiesta.

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#7806

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT: Cheryl Patric

FOR RELEASE June 28, 1978

MEXICO PLANNING FOR 48th ANNUAL ASTA

WORLD TRAVEL CONGRESS IN ACAPULCO OCT. 15-20

MEXICO CITY--The planning by Mexico to host the 48th Annual World Travel Congress of the American Society of Travel Agents in Acapulco October 15-20 this year is taking on the meticulous precision of a major military campaign.

With some 9,000 visitors anticipated--7,000 registered delegates and 6,000 other participants in the trade show and other activities--it is expected to be the largest attendance ever achieved by the Annual ASTA Convention.

At a planning meeting chaired by Guillermo Moreno, Coordinator General of the Mexican National Tourist Council, 20 separate committees were established, to provide for such diverse needs as ground transportation, accommodations, receptions, hospitality, programming, social events, post-convention tours, etc.

"The Acapulco hotel owners have firmly committed themselves to more than 4,500 deluxe and first class hotel rooms," Moreno noted after the meeting. "These will be available throughout Acapulco, from the El Mirador on the north, along the entire bay to the Princess on the south."

The theme of this year's gathering of travel agents is "The Challenge of the Future," and General ASTA Congress Chairman Robert Griffin promises many innovative features. "All seminars have been scheduled for the mornings," he noted, "leaving the afternoons free to visit the extensive trade show, and to enjoy the world-famous beach, sun and sports activities for which Acapulco is justly famed. Included within the program are two banquets: a Munich Night and an Acapulco Night."

Moreno, noting that ASTA had chosen the beautifully modern Acapulco Cultural and Convention Center as the site for the World Travel Congress in 1973, said that arrangements this year--despite the sharply increased attendance--would be even better.

"Acapulco is now served, directly or via connecting flights, by 18 scheduled airlines from throughout the world," Moreno commented. "A special shuttle-bus system is being planned to provide quick and convenient transportation for every delegate and participant to and from all hotels to the Convention Center. In addition, taxi service, which has been bolstered in Acapulco, is quite good."

He also cautioned that, while the number of rental automobiles available in Acapulco has doubled in the past five years, delegates who desire them should make rental-car reservations as early as possible to avoid disappointment.

"We are taking every step necessary," Moreno added, "to insure that every participant in the ASTA World Travel Congress has a thoroughly enjoyable experience while visiting with us here in Acapulco--and after the convention, throughout all of Mexico on post-convention tours."

MEXICO PLANNING FOR 48th ANNUAL ASTA
ADD TWO

More than 50 representatives of government agencies, at the Federal, State of Guerrero and City of Acapulco levels, attended the planning meeting and were given specific assignments and directives covering even such subjects as street decoration, and the issuance of a declaration by the Governor naming the week of the World Travel Congress as "ASTA Week" throughout Guerrero.

ASTA officials stated that registration forms have already been mailed to all members, who were urged to return them as soon as possible.

On behalf of the Mexican government, the primary responsibility for hosting the ASTA World Travel Congress is shared by Miguel Aleman, former President of Mexico and President of the Mexican National Tourist Council, and Guillermo Rossell de la Lama, Mexico's Secretary of Tourism.

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public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

June 28, 1978

Dear Travel Editor:

I would like to take a few moments of your time to introduce myself. My name is Cher Patric, and I have recently assumed the public relations responsibilities for the Mexican National Tourist Council here in the Midwest.

Many of you have worked with Philip Hoffman in the past. He has been promoted within our agency, and I hope that in time you and I will be able to develop a similar rapport. I look forward to working with you and, hopefully, planning trips to many of the fantastic Mexico destinations.

We have two new brochures on Mexico--"Travel Tips" and "Wonderful Mexico"--which I have enclosed for your files. Both are extremely useful, updated references.

Mexico is very proud to be hosting this year's Miss Universe Pageant in Acapulco on July 24, 1978, and is equally proud to announce its plans to host the 48th Annual ASTA World Travel Congress in Acapulco from October 15-20, 1978. For your information, I am enclosing a release on Mexico's plans for the ASTA Convention.

I look forward to working with you and hope that you will feel free to call on me at any time for further information or materials regarding Mexico.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Cheryl M. Patric
Account Supervisor

CMP/dd

Enclosures--3

FOR: MEXICAN NATIONAL TOURIST COUNCIL
CONTACT: Cheryl M. Patric

FOR RELEASE IMMEDIATE

AZTEC ARCHAEOLOGICAL FIND OF THE CENTURY

MEXICO CITY--The recent discovery of the 15 ton stone-carved ceremonial monolith Coyolxauhqui, the Aztec Moon Goddess, brings archaeologists a major treasure in understanding ancient Aztec religious customs wiped out centuries ago by the conquering Spaniards.

Coyolxauhqui means "Rattlesnake on the Face", and Aztec mythology suggests that Coyolxauhqui was the daughter of Coatlicue, Mother of Gods, and the sister of Huitzilopochtli, the War God. Coyolxauhqui tried to kill their mother, but her brother, the War God rose to their mother's defense and dismembered his sister, Coyolxauhqui, and other brothers and sisters. They became the stars and other heavenly bodies in the sky.

The stone of Coyolxauhqui was uncovered beneath Mexico City's streets on February 23, 1978, while workers were repairing electrical cables. The exposed area where the 15 ton monolith was found is actually the righthand corner of the ancient Aztec "Temple Mayor." This was the most important of the Aztec temples and an appropriate place to keep the stone. For the moment the stone is being left where was found protected by a tent while archaeologists study it.

considers it one of the

"AZTEC ARCHAEOLOGICAL FIND"

ADD ONE . . .

most important finds of the Aztec culture since the discovery of the famous "Aztec Calendar Stone."

The carved stone is approximately three meters in diameter and it is broken almost through the middle because of uneven support. It is light creamy pink in color and was probably executed between 1480 and 1490 A.D. It appears to have been covered shortly after it was put in place, and the carvings are in perfect condition. It depicts the dismembered Goddess with the rattlesnake on her cheek, an elaborate headdress, a belt with a skull to show that she is dead, and ornaments on her knees, feet and arms. There are three small chambers cut in the ground around it. Another, at the base of stone, was found containing figures of copper, obsidian, gold, and stone together with silican knives and five skulls decorated with shells. Also there were several small obsidian bowls used for incense, a mass of seashells and some human bones.

A stela in green stone (1.30 x .70 meters) and carved with the figure of another goddess was found at the head of the carved stone. This figure possibly represents Tlalique, the wife of Tlaliloc, the Rain God. It was found on a bed of cut and decorated shells.

Under the original carved stone, a more primitive statue of Coyolxauhqui, which weighs several tons, is being kept either in a special humid room or in a refrigerator to prevent decay until they can be treated.

"AZTEC ARCHAEOLOGICAL FIND"
ADD TWO . . .

Plans are being made to build a museum and the Institute of Anthropology has purchased available land close to the dig and has already been rewarded with four statues to Tlaloc (The Rain God), two frogs, and several cut stones probably thrown down from the top of the temple by the conquering Spaniards.

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#7808

FDR: MEXICAN NATIONAL TOURIST COUNCIL
CONTACT: CHERYL M. PATRIC

FOR RELEASE July 10, 1978

VACATIONERS HEAD SOUTH OF THE BORDER FOR THE SUMMER

The old adage, "Go south in the winter and north in the summer," may still apply to birds, but it is as obsolete for vacation travelers as the covered wagon. More vacationers are heading south for the summer than ever before, with increasing numbers choosing Mexico as their destination.

Boasting a year-round cornucopia of attractions for both the neophyte and well-seasoned traveler, Mexico has something for everyone. Pesos for dollars, the low summer rates offer budget-conscious travelers one of the great summer travel bargains. Mexico extends a challenge to the senses as well as the intellect and is a country where the past rubs elbows with the future. Weathered temples and colossal pyramids -- the splendor of ancient civilizations -- compete with the finest in 20th century art and architecture.

(More)

Within the boundaries of this multifaceted neighbor to the south, there are remote villages, unchanged by the centuries, that appear to exist in isolation but are easily reached by tourists. And for the sybarite there are some of the most sumptuous resorts in the Western Hemisphere, with ultramodern facilities and every conceivable luxury.

Six thousand miles of tropical coastline on the Pacific, the Caribbean and the Gulf of Mexico provide magnificent beaches for sun worshipers and crystal waters to challenge even the most seasoned skindivers and fishermen.

Summer vacationers heading for the "amigo" country might consider three locales, each an exotic summer adventure:

. Mexico City -- The walls of an old Aztec building are a stone's throw from the Presidential Palace, the Mexican White House, built atop the ruins of Montezuma's Palace by the Spanish. A potpourri of excellent hotels, superb international restaurants, renowned museums and galleries, Mexico City is charming, vibrant and typically Latin. The avenues of this oldest city in the Western Hemisphere are tree-lined and sweeping, punctuated with picturesque cafes.

Outside the city at Teotihuacan, gigantic pyramids pay tribute to an ancient civilization that was developed centuries before Columbus made his pitch for Queen Isabella to sell the family jewels.

(More)

In the bright sunshine, lovers wander through huge Chapultepec Park. And when the sun sets, the city pulsates -- there is music everywhere, in hotels, bars, restaurants and on the streets.

The moderate year-round climate is what brought the Indians to what is now Mexico's capital -- set on a plateau where an elevation of 7,400 feet guarantees perennial springtime.

. Acapulco -- If your taste runs to Dom Perignon but your budget says beer, Acapulco, with its reduced summer rates, is a summer-dream-vacation-come-true. Playground of the jet set, this super-chic "in" spot is one of the world's top resorts, 365 days a year.

This is where water skiing originated, where the current fascination is parachute sailing and where the international set frolics in a haven of sun, surf and sand.

Acapulco is home of two of the world's most famous resorts -- Las Brisas, an elegant colony of casitas perched on the hillside over the bay, and the Acapulco Princess Hotel, built to resemble an Aztec pyramid, but with ultra luxurious accommodations geared to "la gente bonita" ("the beautiful people") who crop up as often as tequila in Acapulco.

. Cancun -- One thousand years ago Cancun was a sanctuary for Mayan kings who came to worship the sun and escape their cares. Today Cancun is still one of the most beautiful vacation spots in Mexico.

(More)

An L-shaped island along the Mexican Caribbean near the Yucatan Peninsula, Cancun is a modern resort which owes its genesis to a computer. The Mexican Government made an extensive study -- with the aid of computers -- to find the ideal site to start a new resort area. Cancun -- choice of ancient Mayan royalty -- was the modern-day winner.

Today Cancun boasts a bevy of hotels and fine restaurants, pristine beaches and water sports galore. Nightlife here is more low key than in Acapulco, but then Cancun's special appeal is that it still preserves the mystery and splendor that made it a mecca for Mayan kings.

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#7809

Press Release

from: aaron d. cushman and associates, inc.
333 north michigan avenue
chicago, illinois 60601
(312) 263-2500
cable: ADCCHGO

For further information:
Cheryl M. Patric at 312/263-2500
Mr. Salvador Rojas at 313/842-7491

FOR IMMEDIATE RELEASE

July 21, 1978

MEXICAN ETHNIC FESTIVAL TO BE HELD AUGUST 4, 5 and 6, 1978

This year, Detroit's Mexican Ethnic Festival will be held August 4, 5 and 6, and it's gonna be better than ever!

The three-day event will be kicked off on Friday evening, August 4 at 6 pm at the Festival Site at Michigan and 3rd Avenues. On hand to begin the official opening ceremonies will be Detroit Mayor Coleman Young, Governor William Milliken, members of the Detroit City Council, Sr. Jorge Alcocer, Director of the Mexican Consulate, Sr. Jose-Luis Sanchez-Navarro, Regional Director of the Mexican National Tourist Council, the reigning Queen and the Queen Elect of the Fiestas Mexicanas.

The gaiety that makes a fiesta will continue as Mariachi musicians stroll through the crowds and later in the evening Folkloric Dance Groups will perform on stage and Los Barrios will play dance music for the public.

There will be more than 60 booths this year overflowing with food and drink and Mexican handcrafts. The Mexican National Tourist Council has arranged to have five major archaeological reproductions

MEXICAN ETHNIC FESTIVAL
ADD ONE . . .

brought to Detroit. They will be on display in the cultural booth at the Festival site along with Mexican costumes, sarapes, antique munecas (dolls) and Mexican historical and cultural artifacts.

Each day there will be huge life-size pinatas filled with candy and toys for the children to break open, as well as mariachis and Folkloric groups to sing and dance. On Sunday there will be a Catholic Mass at the Festival Site at noon.

This annual event is open to the public free of charge, and hours for the Festival are:

Friday	-	6 PM	-	11 PM
Saturday	-	12 Noon	-	11 PM
Sunday	-	12 Noon	-	11 PM

#

#7810

Press Release

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FOR: MEXICAN NATIONAL
TOURIST COUNCIL

For further information:
Cheryl M. Patric

July 28, 1978

PHOTO CAPTION:

CHICAGO - Mexico was well represented at a recent reception to honor the Chicago Society of Association Executives at the Holiday Inn Mart Plaza. The reception for more than 300 had an international flair with Mexico, Greece, Germany and the United States being highlighted by festive buffets, beverages, handcrafts and music.

Norma Ruiz Furlong, Representative for Groups and Conventions for the Mexican National Tourist Council, enjoys a bite to eat with Rudy Prieto, District Director of Holiday Inns.

(

#7811

Press Release

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FOR: MEXICAN NATIONAL TOURIST COUNCIL
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For further information:
Cheryl M. Patric
312/263-2500

August 2, 1978

NEWS MEMO:

WHO: Mexican Civic Society will host the annual festival for the Election of the Queen of the Mexican Independence Day Festivities.

WHAT: Twenty-three (23) young Chicano girls from the Chicago area will compete for the title.

WHEN: Saturday evening, August 5, 1978, 8:30 PM - Midnight

WHERE: Grand Ballroom Palmer House Hotel

SPECIFICS: There is expected to be approximately 1,000 people in attendance at this event.

Photo possibilities are excellent - each contestant will promenade in Mexican costume as well as in a bathing suit.

Panel of judges will select the young girl who will reign over this year's festivities in celebration of Mexico Week in Chicago, September 11-16, 1978. This is the 168th anniversary of Mexican Independence.

The Queen will be crowned on September 16, Mexican Independence Day at the Aztec Banquet in the Conrad Hilton Hotel.

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#7812

Press Release

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FOR: MEXICAN NATIONAL TOURIST COUN

EXCLUSIVE TO AARON GOLD

Channel 7's Fred Villanueva will be on hand Saturday night at the Palmer House to help judge the selection of the Queen who will reign over Chicago's celebration of the 168th Anniversary of Mexico's Independence during Mexico Week, September 11 - 16, 1978.

#

#7813

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT:

Cheryl M. Patric

FOR RELEASE

IMMEDIATE

LA CHARREADA: MEXICO'S
UNIQUE SPORTS SPECTACLE

Mexico's Spanish heritage, unmistakable in her culture, her language and her people, has also given her two favorite sports spectacles - the bullfight and the charreada. And while Mexico shares the bullfight with Spain and with other Latin American countries she has made the Charreada her own.

It's a contest similar to a rodeo, with robust feats of riding and roping performed by charros, or gentlemen cowboys.

The term charro originated in the Salamanca region of Spain, where it meant a man from the country or a ranch cowboy; when transplanted to Mexico it referred to the men on horseback who rounded up cattle on sprawling haciendas. These were the hacienda owners as well as their hired hands.

Today's charros perform the round-up chores as a gentlemen's sport - their social status is like that of polo players here - but they maintain the same highly skillful horsemanship that hacienda life required.

They choose their horses carefully. The Spaniards, who introduced horses to Mexico, also brought the superstitions which they had inherited from the Arabs, so today's charros still avoid "bad luck cowlicks," watch for certain "favorable" markings on legs and foreheads and select dark horses over light ones.

Training a charro's mount is a long, careful process, aimed at making the horse and rider behave almost as one, the animal becoming also sensitive to the pressure of reins that the slightest twist of his master's wrist causes him to turn, to stop, to obey commands.

A CHARREADA
ADD ONE . . .

The charro club, or rancho, to which the rider belongs is where the training, practice sessions and eventually the charreadas take place. It's more than a corral and arena, however, it's also a center for meetings, dances and other sociable activities. Members may range in age from mid-twenties to mid-sixties, but all have in common social standing and enthusiasm for the charreada.

The rancho consists of a club house, corral, stables and an arena made up of a performing ring and lienzo, or runway, where charros chase the steers which they will rope and land in the ring. Grandstands encircle the arena so visitors can watch the charros' daily practice sessions - no admission fee - or the color and action of a full-fledged charro fiesta.

The fiesta or charreada - also called a jaripeo - is usually a competition among several charro clubs, whose members are scored for their performance in the ring.

They wear a dashing outfit - short jacket and tightly fitting trousers, both trimmed extravagantly in silver embroidery, buttons, and ornaments; a broad leather belt studded with silver and gold; brightly colored hand-woven serape tossed over one shoulder and a wide-brimmed sombrero, also embroidered in gold and silver. (Except for holstered guns, this costume has been adopted by performers all over Mexico - singers, guitar players and dancers of the familiar "Mexican Hat Dance.")

Charros garb their horses no less handsomely, with magnificently carved saddles, silver-ornamented bits and bridles, and glittering spurs.

Ceremonies and welcoming speeches open the charreada; the charros parade on their horses before the stands; then the contest is on.

The first event is usually the cala de caballo which shows how well the man and mount coordinate. The charro backs up his horse about 100 yards, halts, then makes a flying start and covers the distance at top speed. He stops the horse by breaking his speed three times, over a

very short distance. After coming to a complete stop, the horse must stand absolutely quiet, then the charro turns him lightly to the left and right, dismounts and mounts again.

Judges score the event on the basis of quality of performance - the animal must walk backwards in a straight line, must not avoid the charro as he climbs off and on after the speed trial, and the horse-man's posture must be perfect.

In other contests, the charro matches his skill against wild horses and steers. There is the peal (from pies - feet) which is lassoing a running horse by the hind feet, and the mangana (from manos - hands) which, since charros call the front feet "hands," means a lasso around the animal's forefeet. In both tricks the lasso must stop the running horse 'on a dime.'

In a cola, meaning tail, the charro gallops along the lienzo or runway at the side of a running steer, slaps the animal with his hand, then while both steer and horse are racing along, runs his hand along the steer's back and grabs his tail. He twists it around his own right leg, near the stirrup, and by increasing the speed of his horse while he holds the tail tightly, forces the steer to fall on its back and roll over.

Another stunt is the "death pass" - paso de la muerte. Here the mounted charro chases a wild horse and, when they are running side by side, crosses from his own to the wild animal, straddles and rides it. Despite the furious action, the charro's wide-brimmed embroidered sombrero is clamped firmly on his head. If it falls off, he loses points.

After a series of such events, there's usually a break in the proceedings when the charros dance with their feminine counterparts called Chinas Poblanas. The name comes from a legend about a Chinese princess who lived in the city of Puebla and wore a costume consisting of a heavily embroidered full skirt, short sleeved blouse and a fringed shawl. It has since become almost a national costume and when the charros and chinas perform at a charreada they usually do a jarabe

LA CHARREADA
ADD THREE . . .

tapatio, the national folk dance. A heel-and-toe dance, it ends with a kiss behind a sombrero.

The traditional climax of the fiesta is bullfighting on horseback, an art called rejonear. The barbs are placed and sword thrust from a mounted position; if unsuccessful at the "moment of truth," the rider must dismount to make the kill.

Usually the robust activity of the charreada is followed by a banquet in the clubhouse or on the grounds of the rancho, with tequila to toast the charro's feats of horsemanship.

The charro center of Mexico is the highland state of Jalisco, whose capital, Guadalajara, is the country's second largest city. Riders from Jalisco are considered outstanding and the annual charro fiesta held there in September attracts enthusiasts from all over Mexico.

But throughout the country, every town with means enough has its charro rancho with charreadas on Sundays and fiesta days. In sophisticated Mexico City, there are ranchos in the center of town and one of the capital's Sunday diversions is watching the dashing charros as they ride through Chapultepec Park or along the handsome boulevard called the Paseo de las Reforma.

In a suburb of the city - Tlalpan - there's even a charro museum, housed in a Colonial mansion called Casa Chata.

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#7814

(Note to Editor: Photos available upon request.)

FOR: MEXICAN NATIONAL TOURIST COUNCIL
CONTACT: Cheryl Patric

August 28, 1978
FOR RELEASE Immediate

UNIQUE ACAPULCO CENTER GROWS, EXPANDS
IN FIVE YEARS SINCE LAST ASTA WORLD TRAVEL CONGRESS

Five years ago, when the American Society of Travel Agents last held its World Travel Congress in Mexico, the site of that gathering--the Acapulco Center--was one of the most efficient in North America.

This year, when some 7,000 ASTA delegates return to Acapulco Oct. 15-20, they will find the remarkable facility even more efficient, not only as a convention center, but also as a cultural center offering a wide variety of attractions.

The complex, located on a 12-acre site just a block away from the picturesque Acapulco Bay, was completed in 1973, just weeks before the ASTA conventioners and trade show moved in, to inaugurate the facility.

In the intervening years, the \$25 million facility has been expanded to include restaurants, night clubs, cultural presentations--even a disco--that keeps visitors on the grounds until the wee hours of the morning.

As a convention and meeting facility, the Acapulco Center is still unmatched for efficiency--and beauty. The main hall can seat 8,000 visitors, and a huge hall below provides 50,000 square feet of exhibit space. Throughout the facility, there are additional meeting rooms that will seat groups ranging in size from 80 to 600. And a modern, well-equipped theater seats 1,200.

- more -

UNIQUE ACAPULCO CENTER GROWS, EXPANDS
ADD ONE . . .

In addition, however, visitors will now find several restaurants, offering a wide variety of cuisine. Cafe Tacuba is a branch of one of the best known restaurants in Mexico City. Cafe Veranda offers outdoor dining in the soft air that typifies Acapulco. And El Chef restaurant offers an international cuisine--including even a Japanese menu.

Five nights a week, two shows nightly, Amalia Hernandez presents performances of the world-renown Ballet Folklorico de Mexico. And on the Plaza Mexico, a continuous outdoor show is presented, starting at 8 p.m. nightly, including cock fights; the Papantla fliers twirling breathtakingly down a 100-foot pole on dangling ropes; mariachis; charros doing rope tricks, and much more.

Those whose bent is bar-hopping will enjoy Los Mariachis and, across the way, the Piano Bar. And for those who enjoy Las Vegas style shows, El International is the show place of the Acapulco Center.

El Cine Centro is a motion picture theater on the grounds, where the last show starts at midnight. And after that, the disco--Laser In.

As an attraction in its own right, the beautiful Acapulco Center is a unique facility in Acapulco. As a modern convention facility, it has the unique capability of handling large getherings--even the more than 7,000 expected for the ASTA World Travel Congress--with smooth efficiency.

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#7815

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT:

Cheryl M. Patric

FOR RELEASE

Sept. 1, 1978

MEXICO WEEK TO BE CELEBRATED IN CHICAGO

On Monday, September 11, Mayor Michael A. Bilandic will proclaim Mexico Week in Chicago in honor of the 168th anniversary of Mexico's Independence.

Mexico Week will be filled with activities throughout the city and suburbs. The Ballet Folkloric of Veracruz, Mexico, composed of six dancers and four musicians, will be in Chicago throughout the week performing concerts through the courtesy of the Mexican National Tourist Council, Americana Airlines and Mexicana Airlines. Mexicana Airlines has also made it possible for Miss Mexico, Alva Margarita Cervera from the state of Yucatan, Mexico, to be here for the festivities.

Sr. Jorge de la Vega Dominquez, Mexico's Secretary of Commerce will be here representing President Jose Lopez-Portillo. He will lead the Independence Cry on Friday evening at the Petrillo Band Shell in Grant Park.

The newly appointed Consul General of Mexico in Chicago, Sr. Carlos Dario Ojeda, will be present for all of the major festivities during Mexico Week.

- more -

MEXICO WEEK TO BE CELEBRATED IN CHICAGO
ADD ONE . . .

The success of the annual Mexico Week Celebration in Chicago is a result of the 'labor of love' on the part of the members of the Mexican Civic Society. Throughout the year, they work on plans for the Mexican parade, Aztec Banquet, Coronation of the Queen, celebration in Grant Park, Costumes, etc. Last year, the film that was made to recognize Mexico Week in Chicago, 'Viven en Chicago,' won an Emmy here locally.

The various activities throughout Mexico Week include:

- Monday, Sept. 11 - Mayor Bilandic's proclamation of Mexico Week in Chicago.
- 1-2 p.m. - A performance by the Ballet Folkloric of Veracruz at Daley Plaza along with an exhibit of Mexican arts and crafts.
- 4-5 p.m. - A performance by the Ballet Folkloric of Veracruz at Lincoln Mall in Matteson, IL.
- 7-9 p.m. - A performance by the Ballet Folkloric of Veracruz at Woodfield Mall in Schaumburg, IL.
- Wednesday, Sept. 13 -
- 12 Noon - The Lee Phillip Show - Channel 2, WBBM-TV
The Ballet Folkloric of Veracruz will perform, Miss Mexico, Alva Margarita Cervera, the Queen of this year's Fiestas Patrias Elena Caloca will appear. There will also be an exhibit of original Mexican archaeological artifacts dating back several centuries depicting Mexican history and culture.
- Thursday, Sept. 14
- 12 Noon - 1 - John Hancock Center Plaza - The Ballet Folkloric of Veracruz will perform and there will be an exhibit of Mexican archaeological artifacts on the lobby concourse.
- Friday, Sept. 15 -
- 8 p.m. - Petrillo Band Shell - Grant Park

MEXICO WEEK TO BE CELEBRATED IN CHICAGO
ADD TWO . . .

Sr. Jorge de la Vega Dominguez will lead the Independence Cry before thousands of spectators. The Ballet Folkloric will perform as will numerous mariachi groups, singers, entertainers. Miss Mexico and the Queen of the Fiestas Patrias and many other honored guests will be present. The festivities will last until approximately 12 Midnight.

Saturday, Sept. 16 -

1:30 p.m. - Mexico Week Parade down Michigan Avenue.

Numerous floats, mariachis, Ballet Folkloric, Miss Mexico and the Queen of the Fiestas Patrias, Sr. Jorge de la Vega Dominguez and many representatives of the Mexican community will participate down Michigan Avenue.

6 p.m. - Midnight - The Aztec Banquet - Conrad Hilton Hotel.

Sunday, Sept. 17 -

2-3 p.m. - Ballet Folkloric of Veracruz will perform a program at Randhurst Shopping Center in Mt. Prospect, IL.

#

#7816

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For further information:
Cheryl M. Patric

October 5, 1978

VIVA MEXICO!

CHICAGO - Ray Dean, District Sales Manager for American Airlines (kneeling) and Jose Luis Sanchez-Navarro (third from right), Regional Director of the Mexican National Tourist Council hosted a series of receptions for 600 Midwest travel agents during Mexico Week in Chicago.

Frank Duran, President of The Connection Unlimited travel agency in Chicago, is shown here with four of the dancers from the Ballet Folkloric of Veracruz (Mexico) who were in Chicago to perform during the Mexico Week festivities.

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#7824

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT: Cheryl M. Patric

FOR RELEASE IMMEDIATE

MEXICO'S CALIFORNIA PENINSULA - BAJA

Baja California is fast becoming the world's most spacious and spectacular vacationland and playground. Already at its extremities it provides an immense variety of tourist attractions that are enjoyed by millions of Americans and Canadians every year.

In the north, there are the jai alai, the bullfights, the horse and dog races, the duty-free shopping, the restaurants, the night life and the lively Mexican ambience of Tijuana and Mexicali just across the U.S. border plus the seaside fun at Ensenada and San Felipe on the Pacific and Gulf of California respectively.

Hundreds of miles farther south, there is the world's finest sportsfishing in the world's largest fish feeding grounds, the Sea of Cortez, with sunny La Paz serving not only as a prime fishing and water-sports resort but also as a connecting link to the other resorts north and south of it which range from rustic fishing lodges to the superbly elegant hotels at the very tip of Baja.

But this is nothing compared to what is happening along the 800-mile-long peninsula.

Asphalt is the key that is opening up a treasure house of virgin beaches and untouched upland hunting grounds for motoring U.S. and Canadian vacationers and sportsmen. This particular asphalt is Mexico Highway #1, the long-dreamed-of transpeninsular road that now runs from Tijuana all the way down to Cabo San Lucas.

Up until the completion of the highway in December of 1973 the rugged terrain of mid-Baja served chiefly as the ultimate test for off-road racers in the famous Baja 1000 -- and also effectively sealed off roughly four-fifths of the long peninsula from ordinary automobile traffic and economically feasible, large-scale tourism development.

The result was two Bajas from the tourist's point of view: the Baja Norte for the many (millions) and the Baja Sur for the few (thousands).

Northern Baja attracts millions of visitors yearly to the gateway cities of Tijuana and Mexicali, to the Pacific Coast resort town of Ensenada, an hour's drive farther south, and to the fishing village of San Felipe, 122 miles below Mexicali on the Gulf.

Only 16 miles from San Diego, Tijuana is a paradise for shoppers with its duty-free shops along Avenida Revolucion offering a multitude of bargains in such imports as Swiss watches, French perfumes, Swedish glass, British raincoats and Italian sandals, not to mention Mexican pottery, hand embroidery, furniture and other handcrafts. Sports lovers flock to the large, white Fronton Palacio where the world's fastest game, jai alai, is played four nights a week; to the Tijuana bull ring at 4 p.m. on Sundays from June through September to watch some of the world's most famous matadors in action; and to the Caliente Race Track every Saturday and Sunday afternoon for horse racing all year-round. As if that weren't enough, the greyhounds run at Caliente several evenings a week.

Many people just drive across the border for a Mexican lunch or dinner or a night-on-the-town in one of the many night clubs or discos -- especially since no tourist card is required for visits of 72 hours or less in places no more than 75 miles from the border.

BAJA
ADD TWO. . .

The 67-mile drive down the superhighway to Ensenada offers a complete change of pace. The busy, colorful port on the beautiful Bay of Todos Santos combines excellent seafood dining with good shopping (specialties: furniture, jewelry, leather goods and silver). Potent attractions too are the fabulous fishing and water sports. Yellowtail, albacore, tuna, marlin, white sea bass and barracuda abound, and fishing boats of every type are available. The season runs eight months, from March through October. Surfing is good to excellent, mainly in the winter months, and any time is fine for other water sports.

To the east, across from Calexico in California's Imperial Valley, Mexicali has lost its frontier atmosphere in recent years with the construction of many beautiful homes and government buildings. The capital of the state of Baja California del Norte, Mexicali also offers duty-free shopping (best buys: fine silver and leather articles), a golf course and slightly lower-key night life than Tijuana. A paved road leads south 122 miles to San Felipe on the Gulf with its good beaches, fishing, and facilities for camping.

The hub of the new state of Baja Sur is its territorial capital, La Paz, sometimes called the world capital of game fishing because of its location near the mouth of the Sea of Cortez. A charming combination of modern hotels, Spanish colonial homes, flower-filled patios and courtyards, sidewalk cafes and shops on tree-shaded streets, La Paz is a wonderful place for shopping (beachwear, sandals, dolls, ceramics, woven goods, baskets and jewelry), beaching it on the dazzling white sands of Coromuel Beach, sipping Margaritas on the Malecon and seafood dining.

BAJA
ADD THREE . . .

Its international airport has jet service from Los Angeles, Tijuana, Phoenix-Tucson, Guaymas, Guadalajara, Mexico City and Puerto Vallarta. Two cruise-liners, automobile and passenger ferries connect La Paz with Mazatlan and another does the same for Guaymas and Topolobampo farther up the mainland coast. Still another runs from Cabo San Lucas to Puerto Vallarta.

By air (private plane as well as commercial) and by sea, thousands of sports fishermen pour into La Paz every year, drawn by the plentiful marlin (mid-March through November), sailfish (late May through November) and other billfish (best in the summer months), as well as the year-round yellowtail, bonito, cabrillo, sierra, roosterfish and tuna population.

Some fishermen operate out of La Paz itself, while others drive or take air taxis (all southern Baja fishing resorts have their own air strips) to the fishing grounds of their choice.

South of La Paz from Punta Pescadero to Cabo Pulmo there are several casual fishing lodges, and the magnificent white beaches of Cabo Pulmo are excellent for surf casting. A three-hour drive over a good road (or half an hour by air taxi) brings you to the super-luxurious resort hotels at the southern tip of Baja in the Cabo San Lucas area. Here, as at La Paz, water temperatures and visibility are just right for snorkeling and scuba diving, and rental equipment is readily available.

North of La Paz on the Sea of Cortez, the two principal resort areas are at Loreto and Mulege. In the waters off Loreto, large numbers of marlin and sailfish appear in early summer on their northern migrations and reappear on their way south from September to mid-November. Mulege, beautifully situated on a bay at the mouth of the

BAJA
ADD FOUR . . .

Rio Rosalia, has much the same billfish schedule as Loreto and the additional benefit of giant snook in the river. Both locales provide excellent roosterfish, dolphin and yellowtail fishing year-round. Both are also accessible by car, private boat, air taxi and commercial flights from La Paz, Tijuana and Guaymas across the Gulf. Ferry service operates between Mulege and Guaymas.

With the completion of the Transpeninsular highway, the era of the two Bajas, once separated by hundreds of miles of inaccessible but tempting beaches, lagoons, rocky coasts and lush green mountains, has come to a close.

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NOTE: Photos available upon request.
#7823

September 9, 1978

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT: Cheryl M. Patric

FOR RELEASE

IMMEDIATE

NBC-TV'S "TODAY" PROGRAM TO

ORIGINATE LIVE FROM MEXICO

National Broadcasting Company's "TODAY" Television Program, the early-morning network news show that reaches an estimated 10 million viewers between 7 and 9 a.m. each weekday morning, will broadcast three shows live from Mexico in conjunction with the annual celebration of Mexico's Independence Day.

The three shows are scheduled to be aired on Thursday, Sept. 14; Friday, Sept. 15, and Monday, Sept. 18. Mexico celebrates its Independence Day starting at 11 p.m. the night of Sept. 15, when the President of the Republic proclaims the historic "Grito" (cry of freedom), and continues throughout most of the following day with parades and other festivities.

The first show on Thursday, will be beamed live to U.S. audiences (at 7 a.m. - 9 a.m., Eastern Daylight Time) from Cuernavaca, from locations in front of the Cortes Castle and from a charreada (similar to U.S. rodeo) ring on the outskirts of town. Tom Brokaw and Jane Pauley, the "anchors" of the show, will both be there.

On Friday, the live telecasts will originate from two locations in and near Mexico City--the interior of the world-famous Museum of Anthropology in Mexico City's Chapultepec Park, and from the Pyramids of Teotihuacan, about 35 miles north of the City, the remarkable archeological site of the Aztecs, that comprised North America's first known city.

NBC-TV'S "TODAY" PROGRAM -- LIVE FROM MEXICO
ADD ONE . . .

On Monday, Sept. 18, the "TODAY" Program will originate, live, from the National Palace in Mexico City, from the balcony on which President Jose Lopez-Portillo will stand, on Sept. 15, to proclaim the "Grito," and to ring the Independence Bell--echoed, at the same time, with similar bells throughout the entire Republic of Mexico.

Included in the three live telecasts will be pre-taped segments of scenes throughout Mexico, including the cities of Taxco, Cholula, Guadalajara, Villahermosa, Merida, the archeological Mayan sites of Chichen Itza, and Mexico's fabulous beach resort areas.

Arrangements for the historic telecasts were made through the Mexican National Tourist Council. The producer of the Program, Gene Farinet of N.B.C. News, said that interviews with various government officials are also planned for inclusion in the three broadcasts.

Because of the time difference, the "TODAY" telecasts will actually be broadcast live from 5 a.m. to 7 a.m. Mexico time. Arrangements are being made, in Cuernavaca, to fully light the charreada ring, and to present the full pageantry and ceremony of the "cala," (precision horsemanship,) the "jineteo de novillo," (unique form of bulldozing,) and the other exciting elements of the charreada--all as the sun rises.

Arrangements are also made to illuminate the startling beauty of the Pyramid of the Sun, the Pyramid of the Moon, and the temples lining the Avenue of the Dead at Teotihuacan. Plans are to have one of the stars of the "TODAY" Program positioned on the Pyramid of the Moon, and to record the scene, live, as the sun rises over the Pyramid of the Sun.

NBC-TV'S "TODAY" PROGRAM - LIVE FROM MEXICO
ADD TWO. . .

On Monday morning, Sept. 18, the "Zocalo" (main square) of Mexico City is being lighted, starting at 5 a.m., for the "TODAY" telecast, which will originate from the balcony of the President's offices, and from the courtyard of the structure, featuring the huge and strikingly beautiful mural by Mexico's famous artist, Diego Rivera. Also to be featured will be scenes of the National Cathedral, which also faces the Zocalo.

In the Monday morning telecast will also be included tape recordings of the President proclaiming the Grito, from that same spot on the previous Friday night, as well as scenes of the Independence Day Celebration throughout Mexico.

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#7822

Press Release

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September 5, 1978

NEWS MEMO:

MEXICO WEEK IN CHICAGO, SEPTEMBER-11-17, 1978

WHO &
WHAT:

The Mexican Consulate, The Mexican Civic Society and the Mexican National Tourist Council are working together to present Mexico Week in Chicago in honor of the 168th anniversary of Mexico's Independence.

WHEN &
WHERE:

Numerous activities are scheduled throughout the week and include the following:

Monday, Sept. 11 -

11 a.m.

Mayor Bilandic Proclaims Mexico Week - Mayor's Office with Mexican Consul General, Ballet Folkloric of Veracruz, Mexico, etc.

1-2 p.m.

Daley Plaza - Performance by the Ballet Folkloric of Veracruz, Mexico; weeklong exhibit of arts & crafts by Mexican students.

Thursday, Sept. 14 -

12-1 p.m.

John Hancock Center Plaza - Music & dance by the Ballet Folkloric of Veracruz, Mexico; exhibit of century-old Aztec & Mayan archaeological artifacts, (Note: These are outstanding pieces.)

Friday, Sept. 15 -

8-12 p.m.

Petrillo Bandshell in Grant Park - Mexico's Secretary of Commerce, Sr. Lic. Jorge de la Vega Dominguez, will be here representing Mexico's President Jose Lopez-Portillo. He will give 'El Grito' - the Independence Cry - before thousands of spectators.

MEXICO WEEK IN CHICAGO
ADD ONE . . .

Throughout the evening there will be speeches, Ballet Folkloric of Veracruz, mariachis, the Queen of the Fiestas Patrias, Miss Mexico, etc. This is a lovely, joyous and festive occasion.

Saturday, Sept. 16 -

1:30 p.m.

Mexico Parade down Michigan Avenue - Floats, performers, Ballet Folkloric, mariachis, Miss Mexico, The Queen of the Fiestas Patrias, etc.

6-12 p.m.

The Aztec Banquet - Conrad Hilton Ballroom
More than 1,000 people are expected to attend this dinner/dance and program. There will be many performances by singers, mariachis, Ballet Folkloric of Veracruz, speeches, etc. The highlight of the evening will be the crowning of the Queen of the Fiestas Patrias, Elena Coloca,

Actual festivities will begin after dinner at 9:00 p.m.

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#7821

Press Release

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for further information:
Cheryl Patric

September 11, 1978

EXCLUSIVE TO MAGGIE DALY:

The Ballet Folkloric of Veracruz (six dancers and four musicians) are in Chicago all week to participate in the Mexico Week festivities. On Thursday, September 14, the group will perform a noonhour concert from 12:00 to 1:00 p.m. on the plaza of the John Hancock Center.

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7820

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(312) 263-2500
cable: ADCCHGO

for: MEXICAN NATIONAL TOURIST
COUNCIL
875 N. Michigan Avenue
Chicago, Il. 60611

for further information:
Cheryl Patric

September 9, 1978

EXCLUSIVE TO BOB HERGUTH:

Miss Mexico, Alva Margarita Cervera from the state of Yucatan, Mexico, will arrive in Chicago today (Tuesday, September 12) to participate in the many festivities of Mexico Week in Chicago.

#

7819

Press Release

from: aaron d. cushman and associates, inc.
333 north michigan avenue
chicago, illinois 60601
(312) 263-2500
cable: ADCCHGO

for: MEXICAN NATIONAL TOURIST
COUNCIL
875 N. Michigan Avenue
Chicago, Il. 60611

for further information:
Cheryl Patric

September 8, 1978

EXCLUSIVE TO KUP:

Mayor Michael A. Bilandic has proclaimed September 11 through September 17 MEXICO WEEK IN CHICAGO. September 16 marks the 168th anniversary of Mexico's independence.

#

7818

Press Release

from: aaron d. cushman and associates, inc.
333 north michigan avenue
chicago, illinois 60601
(312) 263-2500
cable: ADCCHGO

for: MEXICAN NATIONAL TOURIST
COUNCIL
875 N. Michigan Avenue
Chicago, Il. 60611

for further information:
Cheryl Patric

September 11, 1978

EXCLUSIVE TO AARON GOLD

(Aaron, please use on Thursday or Friday... He arrives on Thursday, and the Bandshell presentation is on Friday.)

Sr. Jorge de la Vega Dominguez, Mexico's Secretary of Commerce, will arrive in Chicago today. He is representing Mexico's President Jose Lopez-Portillo and will give the Independence Cry tonight at the Petrillo Bandshell in Grant Park in honor of the 168th anniversary of Mexico's independence.

#

7817

DISBURSEMENTS - MONIES

Financial information for Mexican National Tourist
Council - 4/7/78 through 10/7/78

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
4/12/78	Philip Hoffman	Miscellaneous expenses	\$ 23.26
4/17/78	Philip Hoffman	St. Louis trip expenses	50.00
4/20/78	Northwest Mailing	Outside letter service	26.10
4/21/78	Philip Hoffman	Louisville trip expenses	75.00
5/12/78	A. D. Cushman	Mexico trip expenses	107.50
5/18/78	Philip Hoffman	Mexico trip expenses	1,289.63
5/18/78	Philip Hoffman	Miscellaneous expenses	7.65
5/22/78	Synthegraphics	Printing	185.00
5/22/78	National Photo	Photos	292.50
5/22/78	Northwest Mailing	Outside letter service	182.68
5/22/78	Travel Counselors	Plane fare	88.00
5/22/78	Travel Counselors	Plane fare	88.00
5/22/78	Travel Counselors	Plane fare	92.00
5/24/78	Cheryl Patric	Mexico trip expenses	195.10
5/24/78	Cheryl Patric	Miscellaneous expenses	4.00
5/25/78	Cheryl Patric	Miscellaneous expenses	6.50
5/21/78	Youngstown Vindicator	4 copies 5/17 edition	.80
6/ 2/78	Cheryl Patric	Miscellaneous expenses	23.00
6/ 6/78	Burrelle's Press Clipping	Press clipping	137.30
6/ 6/78	Mark Bretzmann	Photography	85.10
6/ 6/78	Utility Stationery	Supplies	6.70
6/ 9/78	Synthegraphics	Printing	188.50
6/16/78	Cheryl Patric	Miscellaneous expenses	4.00
6/23/78	Cheryl Patric	Miscellaneous expenses	2.00
6/29/78	Cheryl Patric	Miscellaneous expenses	8.45
7/17/78	Cheryl Patric	Detroit trip expenses	17.50
7/20/78	Philip Hoffman	Miscellaneous expenses	12.36
7/20/78	Cheryl Patric	Miscellaneous expenses	6.00
7/27/78	Federal Express	Air freight	14.00
7/27/78	Cheryl Patric	Miscellaneous expenses	4.00
7/31/78	Travel Counselors	Plane fare	305.00
7/31/78	Travel Counselors	Plane fare	349.00
8/ 3/78	Burrelle's Press Clipping	Press clipping	120.15
8/ 3/78	Louisville Defender	Copies	2.00
8/ 3/78	Synthegraphics	Printing	185.00
8/ 3/78	Joseph Jedd Photography	Photography	123.00
8/ 3/78	Lin Caulfield Photography	Photography	325.75
8/ 3/78	Cheryl Patric	Miscellaneous expenses	7.00

(continued on next page)

Financial information for Mexican National Tourist
Council - 4/7/78 through 10/7/78

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
8/10/78	Cheryl Patric	Miscellaneous expenses	11.86
8/21/78	Seventy One Club	Lunch	18.75
8/21/78	Burrelle's Press Clipping	Press clipping	102.30
8/21/78	Synthegraphics	Printing	320.05
8/21/78	National Photo Service	Photos	102.00
8/21/78	Northwest Mailing	Outside letter service	82.32
8/22/78	Travel Counselors	Plane fare	86.00
8/22/78	American Express	Mexico trip expenses	73.08
8/29/78	Cheryl Patric	Miscellaneous expenses	4.50
8/31/78	Cheryl Patric	Miscellaneous expenses	6.00
9/11/78	Cheryl Patric	Miscellaneous expenses	4.00
9/12/78	Joseph Jedd Photography	Photography	339.50
9/12/78	National Photo Service	Photos	433.50
9/13/78	Cheryl Patric	Miscellaneous expenses	15.00
9/15/78	Cheryl Patric	Miscellaneous expenses	13.50
9/19/78	Cheryl Patric	Miscellaneous expenses	20.90
10/ 3/78	Cheryl Patric	Miscellaneous expenses	14.00
			<u>\$ 6,286.79</u>

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

NOTICE

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

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

Yes _____ or No X

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

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

Yes X or No _____

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

Enclosed - for Mexican National Tourist Council

Aaron D. Cushman
Signature

November 1, 1978
Date

Aaron D. Cushman

Please type or print name of signatory on the line above

President - Aaron D. Cushman and Associates, Inc.
Title