

RECEIVED  
CRIMINAL DIVISION  
NOV 14 4 57 PM '79  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

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

SUPPLEMENTAL STATEMENT

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

For Six Month Period Ending OCT 7 1979  
(Insert date)

Name of Registrant Registration No.  
Aaron D. Cushman and Associates, Inc. 2572  
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 type="checkbox"/>	No <input checked="" type="checkbox"/>

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

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>
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- 
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 principal<sup>1</sup> 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 principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

Mexican National Tourist Council

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## 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 were 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  
3) Enclosed Itinerary for Press Trip

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<sup>1</sup>The 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 activity<sup>2</sup> as defined below?

Yes  No

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

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

Yes  No

If yes, describe fully.

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<sup>2</sup>The 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.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
4/8/79 to 10/7/79	Mexican National Tourist Council	Fees & Expenses	\$34,720.31

Total \$34,720.31

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> 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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<sup>3</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

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

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

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

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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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 insert listing disbursements)

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Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> 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 value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes  No

If yes, furnish the following information:

<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.

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

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

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

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

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

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

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

- 
21. What language was used in this political propaganda:

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

- 
22. Did you file with the Registration Section, 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

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## 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 A<sup>6</sup>    Yes  No

Exhibit B<sup>7</sup>    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.

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<sup>6</sup> 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.

<sup>7</sup> 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<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

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

If no, please attach the required amendment.

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.

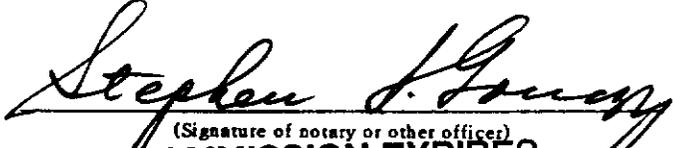
The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) 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, President

Subscribed and sworn to before me at Chicago, Illinois  
this 1<sup>st</sup> day of November, 19 79

  
(Signature of notary or other officer)

**MY COMMISSION EXPIRES  
OCTOBER 26, 1983**

<sup>8</sup> 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.

## 15a - DISBURSEMENTS - Monies

Financial information for Mexican National Tourist Council  
4/8/79 through 10/7/79

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
4/11/79	Henshaw Newspaper	Back issues newspapers	\$ 61.40
4/23/79	Bob Goldman Bindery	Scrapbooks	60.00
4/24/79	Burrelle's Press Clipping	Press clipping	111.63
4/24/79	Creative Establishment	Slides	511.00
4/24/79	Synthegraphics	Printing	189.00
4/25/79	Northwest Mailing	Outside letter service	181.00
5/ 4/79	Phil Hoffman	Minneapolis expenses	81.36
5/ 7/79	Phil Hoffman	Mexico Expenses 5/12-19	1,047.05
5/ 9/79	Phil Hoffman	Miscellaneous expenses	48.32
5/10/79	Cash	Papers	1.35
5/16/79	Burrelle's Press Clipping	Press clipping	290.74
5/16/79	National Photo	Photographs	78.25
5/16/79	Northwest Mailing	Outside letter service	279.12
5/16/79	Dart Printing	Printing	8.00
5/23/79	Burrelle's Press Clipping	Press Clipping	106.82
5/23/79	Synthegraphics	Printing	244.50
5/23/79	Joseph Jedd	Photography	59.00
5/23/79	Northwest Mailing	Outside letter service	281.38
5/23/79	Boise Cascade	Supplies	27.77
5/31/79	Phil Hoffman	Miscellaneous expenses	3.00
5/31/79	Metro News Photos	Photography	80.90
6/ 7/79	Consumer Digest Magazine	Back issues	1.50
6/ 7/79	Hanke Gratteau	Miscellaneous expenses	1.65
6/14/79	Federal Express	Air Freight	16.00
5/ 5/79	Phil Hoffman	Mexico Expenses 6/9-14	469.90
6/20/79	Burrelle's Press Clipping	Press clipping	133.89
6/20/79	Joseph Jedd	Photographer	106.25
6/20/79	Northwest Mailing	Outside letter service	170.32
6/21/79	Phil Hoffman	Miscellaneous expenses	11.55
6/22/79	Cash	Cabs	3.75
6/27/79	American Express	Plane to Minneapolis	110.00
6/28/79	Delaware Car Rental	Car rental	29.77
6/29/79	Janet Blair	Miscellaneous expenses	2.50
7/12/79	Steven Cole	Photography	8.00
7/17/79	Phil Hoffman	Minneapolis expenses	104.75
7/19/79	Phil Hoffman	Miscellaneous expenses	29.22
7/19/79	Utility	Supplies	269.54
7/20/79	Burrelle's Press Clipping	Press Clipping	141.68
7/20/79	Gamma	Photography	7.45
7/20/79	Northwest Mailing	Outside letter service	107.10
7/20/79	George Carlson	Photographer	40.00
8/ 9/79	Phil Hoffman	Miscellaneous expenses	7.74
8/16/79	Burrelle's Press Clipping	Press Clipping	117.90
8/16/79	Gamma	Photos	65.50
8/17/79	American Express	Minneapolis plane fare	116.00
8/20/79	Cash	Supplies	9.92
8/27/79	National Photo Service	Photos	300.50
8/27/79	Astra Photo	Photos	33.00
9/17/79	Burrelle's Press Clipping	Press clipping	126.51
9/17/79	Northwest Mailing	Outside letter service	295.30
9/19/79	Phil Hoffman	Miscellaneous expenses	25.52
			<u>\$6,615.29</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

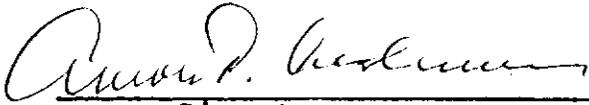
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

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

  
Signature

October 31, 1979  
Date

Aaron D. Cushman

Please type or print name of signatory on the line above

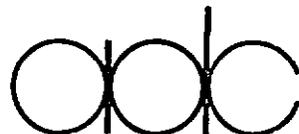
President - Aaron D. Cushman and Associates, Inc.  
Title

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public relations  
sales promotion  
marketing



aaron d. cushman and associates, inc. ~~INTERNATIONAL SECURITY~~ ~~133 North Dearborn~~ avenue chicago, illinois 60601 (312) 263-2500  
SECTION  
REGISTRATION UNIT  
cable ADCCHGO  
telex 25-4005

May 9, 1979

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

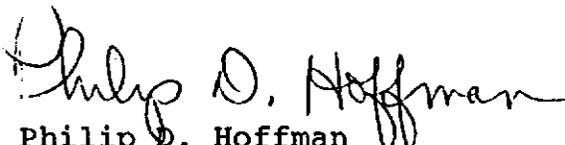
Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of April 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

  
Philip D. Hoffman  
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro  
Jose Luis Llabres  
Angel Palacio  
Gen. Oliverio Melendez  
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: May, 1979

Account Executive: Philip D. Hoffman

### I. PROJECTS COMPLETED

- A. LYRIC OPERA OF CHICAGO -- Alerted the wire services and local Chicago press to the arrival of the Lyric Opera in Guanajuato which resulted in story and photo coverage in the local newspapers. (see clippings)
- B. TRAVELAGE MID-AMERICA -- Arranged for Linnea Smith Jessup to attend a seminar on Mexico conducted by Garza Travel in the offices of the Consejo. This resulted in a story on the seminar plus eight other Mexico destination stories in the April 30 issue of the magazine. Circulation: 9,500. (see clippings)
- C. STAR PUBLICATIONS -- Prepared a feature story on summer vacations in Mexico plus photos and provided it to the editor of this chain of newspapers who requested Mexico feature materials. Circulation: 100,00+.
- D. CANNON ADVERTISING -- Supervised photography and obtained background material on two wholesalers for use in the advertising series on wholesalers and retailers who sell Mexico travel.
- E. TRAVEL HOTLINE -- Provided a news item about a new flight that started April 1 from Chicago to Guadalajara on American Airlines.

### II. PROJECTS UNDERWAY

- A. PRESS VISITATION TOUR -- Final arrangements have been made for the Midwest press visitation tour to Guadalajara, Mazatlan and Mexico City. Those who will be going are Jerry Reedy, MONTGOMERY WARD AUTO CLUB NEWS (Circ: 1 million plus);

offices: chicago • new york • los angeles • miami • cleveland • boston

Candace Kumerfield, MIDWEST MOTORIST (Circ: 280,000) and ALBERTA (Can.) MOTORIST (Circ: 200,00); Richard Wronski, ECONOMIST NEWSPAPERS (Circ: 207,888); and Dorothy M. Jones, OMAHA WORLD-HERALD, (Circ: 282,000).

- B. APARTMENT LIFE MAGAZINE -- Working with Joanna Krotz, the features editor of this publication, on a possible trip to Mexico and a travel feature story in this prestigious publication with a circulation of 800,000.
- C. TIANGUIZ -- Working closely with Sr. Sanchez-Navarro coordinating activities in the Midwest. Sent out invitations to the press and now making arrangements for those who accept.
- D. CONTINENTAL MAGAZINE -- Talked with Robert Hodesh, editor of this publication of the Ford Motor Company (Circ: 800,000) about a possible story on Ixtapa which he is interested in. He will be getting back to me concerning the timing of the article and arrangements to gather story material.

### III. PROJECTS BEING PLANNED

- A. MINNEAPOLIS AQUATENNIAL -- Sr. Navarro and I will meet with the coordinators of this event in Minneapolis in early May to make definite arrangements for activities and publicity coverage.
- B. DAYTON'S DEPARTMENT STORE -- Several years ago we talked with this prestigious store about photographing its fashion catalog in Mexico. Now with the Mexico theme at the Aquatennial, it is a perfect time to reopen discussions. Will talk with them while in Minneapolis for the Aquatennial meetings.
- C. TRAVEL SEMINARS -- Working with Sr. Navarro to set up travel seminars with Mexico Travel Advisors and Funway Holidays with appropriate activity to generate publicity.
- D. JALISCO WEEK -- Sr. Navarro has started discussions with the representative of the State of Jalisco to bring to Chicago the week of Sept. 3-8 entertainers, exhibit of arts and crafts. Plan to hold further discussions with Joel Aguilar while in Guadalajara on press visitation trip.

### IV. SERVICES PERFORMED

- A. Set up a meeting with Sr. Navarro and David Feder the new Midwest representative of the Princess Hotels.
- B. Provided additional material on Mexico to Robert Meyers of CRUISE TRAVEL Magazine and arranged for him to obtain color photos from Robinsons for use in his publication.

- C. Sent to American Airlines in Cleveland, Ohio, photos, press releases and background information on six destinations in Mexico so they could publicize their new routes.
- D. Michele Deland of the DETROIT NEWS requested various photos of Baja which we provided.
- E. Loaned a variety of Acapulco slides to a representative of Burson Marsteller Public Relations for a client presentation in Acapulco.
- F. Sent to Marianne York, publications editor, Celina Group Insurance, Celina, Ohio, photos and news releases on Cancun and the Yucatan to promote a trip to that area.
- G. Provided Adrian Kaplan of CRUISE Magazine background information on buying silver in Mexico which she will use in an article.
- H. Sent to free lance writer Jeanne Perkins Harman, Valdosta, Georgia, background information on Northern Mexico to use in conjunction with an editorial trip she is making there.
- I. Provided Grant, Wright & Baker Avertising with a beach scene photo of Mexico for a client promotion.
- J. Photos of Acapulco and Mexico City were sent to TRAVEL RECREATION NEWS, St. Clair Shores, Michigan, for use in promoting a trip to those destinations.
- K. Prepared a letter to be sent to travel coordinators informing them of the procedure that is necessary to ship convention displays, exhibits, etc. to Mexico.
- L. Contacted the Minneapolis and Detroit Travel Show coordinators to obtain publicity photos of the Consejo exhibit for trade press publicity.
- M. Sent to Linnea Jessup, TRAVELAGE MID-AMERICA, information on upcoming Mexico seminars in the Midwest.

V. RELEASES

A. April 5, 1979

PHOTO AND CAPTION

Manuel Avilla Camacho, ambassador of Mexico was in Chicago to meet with Carlos Dario Ojeda and members of the Chicago Committee for the Center of Mexican Cultural Affairs. Sent to Spanish language publications in Chicago.

B. April 17, 1979

SHORT TAKES FROM THE AMIGO COUNTRY  
A collection of short travel items concerning Mexico. Sent to Midwest secondary, community, suburban and Spanish language newspapers and ZANE 2.

C. April 25, 1979

SUMMERTIME IN MEXICO  
A feature story about Mexico being a year round vacation destination with special emphasis on summer travel. Dispels the myth that winter is the only time to visit Mexico. Sent to Midwest secondary, community, suburban and Spanish language newspapers and ZANE 2.

VI. INDEX OF CLIPPINGS

Page 1

Monthly Report

Page 2 & 3

Photo of Manual Avilla Camacho

Page 4

Short Takes Release

Page 5

Summertime in Mexico Release

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

Pages 6-10

YOUNGSTOWN VINDICATOR -- March 11.  
A full page of photos and a feature story on Puerto Vallarta by Ann Przelomski is the result of a press visitation trip to Mexico in May, 1978. Ms. Przelomski has written other stories on Mexico prior to this one. (Circulation: 153,200.)

Pages 11-17

TRAVELAGE MID-AMERICA -- A series of twelve stories on Mexico appeared in the April 30 issue of this publication. (Circulation: 9,500.)

Pages 18-19

CHICAGO TRIBUNE -- A feature story and photos of the Lyric Opera in Guanajuato appeared April 29 and a photo and caption of the associate conductor returning to Chicago appeared on May 1. (Circulation: 757,000.)

Pages 20-21

CHICAGO SUN-TIMES -- A feature story on the Lyric Opera in Guanajuato appeared in the April 29 issue and a column item on Carmen Lopez Portillo calling Chicago to invite the Lyric Opera back next year appeared in the May 1 issue.  
(Circulation: 611,000.)

Page 22

ST. LOUIS POST-DISPATCH -- Rick Kogan's story on Mexico, Land of Romance, which resulted from the December press visitation trip, appeared via the CHICAGO SUN-TIMES Syndicate.  
(Circulation: 455,121.)

Pages 23-24

PADDOCK PUBLICATIONS -- An article by Kathy Rodghier about driver's licenses for travelers included information on driving in Mexico and appeared in a number of neighborhood publications.  
(Total circulation: 50,000.)

Page 25

TRAVELAGE MID-AMERICA -- Seminars of the Mexican National Tourist Council were listed in this publication.  
(Circulation: 9,500.)

Page 26

TRAVEL TRADE NEWS -- A photo and caption of the travel presentation in Milwaukee by the Mexican National Tourist Council and Mexicana Airlines ran in this publication. (Circulation: 21,500.)

B. CLIPS ORIGINATING FROM OTHER SOURCES

Page 27

CHICAGO TRIBUNE -- April 1 story by Richard Leo on Puerto Vallarta and driving through the mountains near that vacation destination. (Circulation: 1,114,966.)

Page 28

OMAHA WORLD-HERALD -- March 25 feature by Joel Slead from Newhouse News Service on vacationing in Acapulco with emphasis on things to do, places to visit and stay.  
(Circulation: 110,736.)

Page 29

ST. LOUIS (Mo.) FENTON JOURNAL -- Feature on vacationing in Oaxaca. (Circulation: 6,735.)

- Pages 30-32 DUBUQUE (Iowa) TELEGRAPH HERALD--Travel story by a local resident who visited Mexico City in January when it was cold and snowy in the Midwest. (Circulation: 42,136.)
- Page 33 THE HAMMOND (Ind.) TIMES -- Feature story on Cozumel and the facilities there. (Circulation: 70,752.)
- Page 34 DUBUQUE (Iowa) TELEGRAPH HERALD -- The Bob Greene CHICAGO TRIBUNE feature on Acapulco which was reported last month also appeared in this newspaper. (Circulation: 42,136.)
- Pages 35-36 DES MOINES (Iowa) REGISTER -- Travel story by a staff member on all the things there are to see in Puebla and Cholula. (Circulation: 433,290.)
- Pages 37-40 EVANSVILLE (Ind.) COURIER AND PRESS -- Travel editor Margaret McKinney wrote two articles on Mexico. The first one on March 25 was about Mexico City and the second on April 1 was about the Yucatan. (Circulation: 117,472.)
- Page 41 DUBUQUE (Iowa) TELEGRAPH HERALD -- Another story on Mexico compares cold Dubuque with warm Acapulco and appeared on April 1. (Circulation: 42,136.)
- Pages 42-48 CENTRALIA (Ill.) SENTINEL -- Two extensive features on the Yucatan, with many photos, by Judith Joy appeared in the publication on April 3 and 4. (Circulation: 17,645.)
- Pages 49-51 HAMILTON (Ohio) JOURNAL NEWS -- A full page feature with one color and several black and white photos of the Coast of Baja ran in the newspaper on April 8. (Circulation: 30,575.)
- Page 52 DES MOINES (Iowa) REGISTER -- Jim Healey, a staff writer, wrote a story about a gastronomic tour of Mexico that will take place from May 18 to June 1 for Des Moines residents. (Circulation: 433,290.)
- Page 53 ST. LOUIS GLOBE-DEMOCRAT -- A Stan Delaplane feature on cruising the Mexican Riviera was carried by this newspaper on March 24. (Circulation: 271,178.)

Pages 54-60

JANE BRYANT QUINN -- This New York based writer prepared an article urging travelers to take trips before the airline rates go up and mentioned Mexico as a particular bargain. This story appeared in 21 Midwest newspapers with a total circulation of 527,265.

Pages 61-62

FREDERICK M. WINSHIP -- This UPI travel writer wrote features on Ixtapa that appeared in the BOWLING GREEN (Ohio) SENTINEL-TRIBUNE (Circulation: 13,085) and the COLUMBUS (Ohio) SUNDAY DISPATCH (Circ: 330,287).

Pages 63-65

STEPHEN BIRNBAUM -- This syndicated travel writer had two articles on Mexico recently. The first one, about off-season bargains appeared in the CHICAGO TRIBUNE (Circ: 1,114,966) and the ST. PAUL (Minn.) PIONEER PRESS (Circ: 241,915). The second article on renting a car in Mexico appeared in the CHICAGO TRIBUNE.

Pages 66-68

JERRY HULSE -- This LOS ANGELES TIMES travel writer's story on Cabo San Lucas appeared in the CLEVELAND PLAIN DEALER (Circ: 452,496) and his story on Puerto Vallarta appeared in the WILLOUGHBY (Ohio) NEWS-HERALD (Circ: 25,548).

Pages 69-70

BOB DORN -- This Copley News Service writer's story on Yelapa was carried by the JOLIET (Ill.) HERALD (Circ: 50,758) and the AURORA (Ill.) BEACON-NEWS (Circ: 42,888).

Pages 71-81

MISCELLANEOUS CLIPPINGS -- The following contains clippings from a variety of daily and weekly newspapers throughout the Midwest during the month of April.

PH/cr

*file copy*  
public relations  
sales promotion  
marketing



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INTERNAL SECURITY  
SECTION  
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cable ADCCHGO  
telex 25-4005

June 25, 1979

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

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of May 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

*Philip D. Hoffman*  
Philip D. Hoffman  
Vice President

PDH/smk

cc: Jose Luis Sanchez-Navarro  
Jose Luis Llabres  
Angel Palacio  
Gen. Oliverio Melendez  
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: June, 1979  
Account Executive: Philip D. Hoffman

### I. PROJECTS COMPLETED

- A. PRESS VISITATION TRIP -- The trip to Guadalajara, Mazatlan and Mexico City which began in Chicago on May 12 was completed on May 19. Those who went-- Jerry Reedy, MONTGOMERY WARD AUTO CLUB NEWS; Candace Kumerfield, MIDWEST MOTORIST and ALBERTA (Can.) MOTORIST; Richard Wronski, ECONOMIST NEWSPAPERS and Dorothy Jones, OMAHA WORLD-HERALD-- were very impressed with what they saw. The trip was very informative for them, they took many photos and we can look forward to some very positive travel stories on Mexico from all of them.
- B. PRESS VISITATION TRIP FOLLOW-UP -- Sent thank you letters to hotels, restaurants and individuals who hosted the press group from the midwest in Guadalajara and Mazatlan.
- C. TRAVEL HOTLINE -- Provided a news item on recent press visitors to Mexico.
- D. CANNON ADVERTISING -- Obtained approval for the FUNWAY HOLIDAYS ad and obtained material and photos for the SUNFLIGHT HOLIDAYS ad and forwarded to New York.
- E. POLISH FAIR, PONTIAC, MICHIGAN -- Worked with Sr. Navarro and Father Malewski to coordinate activities and press coverage for this event. Also prepared remarks for Sr. Navarro and contacted photographer for photos of the event.

### II. PROJECTS UNDERWAY

- A. TIANGUIS TURISTICO PRESS ARRANGEMENTS -- Contacted the press from the midwest who accepted the invitation to attend, assisted with their travel and hotel arrangements. Also received instructions for duties during the Tianguis and made arrangements to carry them out.

offices: chicago • new york • los angeles • miami • cleveland • boston

- C. MINNEAPOLIS AQUATENNIAL -- Met with officials in Minneapolis, provided them with necessary materials and established plans to assist them with appropriate public relations activities for this event.
- D. DAYTON'S DEPARTMENT STORE -- Met with Janet Hirsch, advertising manager, to discuss the possibilities of this large department store shooting commercials and advertising photos in Mexico as a follow-up to the Aquatennial. Store is very interested but decision has to wait until they see new fashions in September.

### III. PROJECTS BEING PLANNED

- A. TRAVEL SEMINARS -- Continuing to work with Sr. Navarro to set up travel seminars with Suntrack in Chicago and Milwaukee and The Connection in Chicago and Minneapolis.
- B. JALISCO WEEK AND MEXICO WEEK -- Continuing to work with Sr. Navarro on arrangements for local celebrations during these two important weeks in September.
- C. MEXICO EXHIBIT AT CHICAGO ART INSTITUTE -- As a tie-in to Mexico Week, if possible, we are contacting the Institute to set up a display of Mexican art from their permanent collection.
- D. INTERNATIONAL TENNIS TOURNAMENT -- Discussing with a major Chicago wholesaler for Mexico the possibilities of holding an international pro-am tennis tournament in Acapulco sometime this winter.

### IV. SERVICES PERFORMED

- A. Requested from the Consejo in Mexico, a list of events and holidays between September 1979 and February 1980 for inclusion in the Official Airline Guide.
- B. Provided to free lance writer, Arlene Sarna, Oak Forest, Ill., background material on Cozumel and Cancun.
- C. Sent to Clarence Andrews, Iowa City, Iowa, a photo of Cuernavaca to accompany an article he has written.
- D. Prepared for Sr. Navarro, a letter to travel wholesalers which informs them of resources for equipment rental and instructions for water sports in Cancun.
- E. At the request of free lance writer, Patricia Cheatham, Charlotte, N.C., we sent background material on Cancun, Cozumel and Isla Mujeres.

- F. Sent to Worldwide Specialists, a travel agency in Southfield, Michigan, background and photographs of Acapulco.
- G. Provided Mary Jane Wessell, travel editor of Journal-News Publications, Des Plaines, Ill., black and white photos of Uxmal and Chichen Itza to accompany her story on Great Mayan Centers.
- H. Prepared remarks for Sr. Navarro to present at a fair in Pontiac, Michigan, which featured live entertainment from Mexico.
- I. Agnes Hofman of Halladay Travel requested information on the performances of the Folkloric Ballet in Acapulco, which we provided.
- J. Provided free lance writer, Mike Michaelson, with photos of Mexico for inclusion in a story on winter vacations scheduled for the magazine of the Montgomery Ward Travel Club.
- K. Sent to E.F. Mac Donald Company, for use in travel promotion material, a number of photos of Acapulco.
- L. Convention Destinations Unlimited, a travel agency in Oak Brook, Ill., requested a number of photographs of Acapulco and Mexico City, which we provided.
- M. Suntrack Holidays, Milwaukee, was provided with a number of photographs of Puerto Vallarta, Guadalajara and Mazatlan.
- N. Sent to Augsburg Publishing House, Minneapolis, some background material they requested on Christmas in Mexico.
- O. Provided Chicagoland Magazine with photos of Acapulco and Puerto Vallarata which they will use with a travel story.

V. RELEASES

- A. May 1, 1979                      MEXICO CITY - NUMERO UNO  
A travel story about this cosmopolitan travel destination with details of what there is to do and see.
- B. May 24, 1979                      GASOLINE PLENTIFUL IN MEXICO  
A story on traveling by car in Mexico without worrying about gasoline. The story also covers bargain prices and the availability of airplane fuel.

C. May 12, 1979

PRESS KIT FOR PRESS TOUR  
A press kit with stories, brochures  
and background on places visited --  
Guadalajara, Mazatlan and Mexico City.

VI. INDEX OF CLIPPINGS

Page 1	Monthly Report
Page 2	Mexico City Release
Page 3	Gasoline Release
Page 4	Press Kit

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

Pages 5 & 6	STAR PUBLICATIONS -- A feature story on vacationing in Mexico City in the summer, with photos, appeared in ten of this newspaper chain's publications. (Circulation: 75,479)
Pages 7-12	LET'S LIVE MAGAZINE -- A feature story on Papaya, with travel information about Mexico, was written by Paul Martin, who we sent to Mexico to obtain the material. (Circulation: 145,000)
Page 13	ST. LOUIS SUBURBAN PUBLICATIONS -- Carried the story we released on a guarantee of airline fuel for flights to Mexico. (Circulation: 137,450)
Page 13	ST. PAUL PIONEER PRESS -- Ran the story we released on a gastronomic tour of Mexico. (Circulation: 241,915)
Page 14	ST. LOUIS SOUTH COUNTY JOURNAL -- Published story on guaranteed air fuel to Mexico. (Circulation: 56,900)
Pages 15-19	INCENTIVE MARKETING -- This trade publication carried a four plus page story on the Kelvinator meeting in Acapulco which we assisted with. The convention plans were made through the Chicago office of the Consejo and Sra. Norma Furlong is mentioned in the story. (Circulation: 34,000)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Page 20 MINNEAPOLIS TRIBUNE -- The Magazine section of this newspapers did a major cover story on MEXICO/THE PEOPLE/ THEIR LIVES. (Circulation: 504,616)
- Page 21 ST. LOUIS NORTHWEST JOURNAL -- A story on Acapulco by Philip Sousa of Copley News Service states that it is still an unpretentious place to vacation. (Circulation: 45,610)
- Pages 22-24 ST. LOUIS POST-DISPATCH -- Feature story by Jeff Meyers describes the many changes that have taken place in Zihuatanejo/Ixtapa. (Circulation: 275,121)
- Pages 25-28 EVANSVILLE (IND.) COURIER AND PRESS -- Travel editor Margaret McKinney wrote four travel articles on Mexico. They cover Merida, the ruins at Chichen Itza, and Cancun. (Circulation: 117,472)
- Pages 29-31 NEW YORK TIMES SYNDICATE -- A syndicated story with a photo is about the many U.S. citizens who are moving to Baja, the newest sun belt. Story appeared in THE CANTON (Ohio) REPOSITORY (Circulation: 80,806), CASPER (Wyo.) STAR TRIBUNE (Circulation: 31,618) and WISCONSIN STATE JOURNAL (Circulation: 120,281)
- Pages 32-34 FAMILY WEEKLY -- This Sunday supplement carried a story on the ten best camping trips in North America which included Mexico. The story appeared in the midwest in the AURORA (Ill.) BEACON NEWS (Circulation: 42,888); LIMA (Ohio) NEWS (Circulation: 47,505); POST-TRIBUNE (Gary, Ind.) (Circulation: 83,107).
- Page 35 WORLD TRAVELING -- This byline story by Gordon Quarnstrom is about the many facilities of Acapulco and the continuing efforts being made to keep it a first rate resort area.
- Page 36 ECONOMIST NEWSPAPERS -- Gordon Quarnstrom story on tourism in Mexico appeared in all issues of this suburban chain. (Circulation: 150,000)

Pages 37 & 38

MINNEAPOLIS TRIBUNE -- AP story on the subway system in Mexico City. (Circulation: 604,616)

Pages 39 & 40

UPI IXTAPA FEATURE -- This story by Frederick Winship describes the new resort of Ixtapa and what it offers. Appeared in the UNION CITY (Ind.) NEWS GAZETTE (Circulation: 4,000) and INDIANAPOLIS STAR (Circulation: 354,736)

Page 41

SOUTHWEST MESSENGER PRESS -- This chain of suburban newspapers carried a story on Baja by Gary Grant. (Circulation: 72,000)

Pages 42-66

Miscellaneous Clippings -- The following contains clippings from a variety of daily and weekly newspapers throughout the Midwest.

PDH/smk

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INTERNAL SECURITY SECTION  
REGISTRATION UNIT

(312) 263-2500  
cable ADCCHG  
telex 25-400

July 24, 1979

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

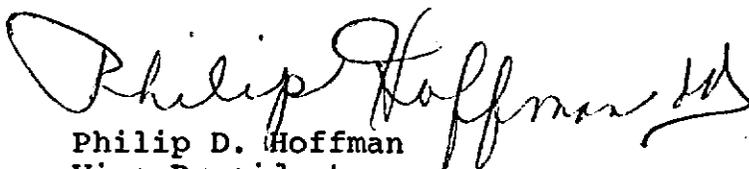
Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of June 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

  
Philip D. Hoffman  
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro  
Jose Luis Llabres  
Angel Palacio  
Gen. Oliverio Melendez  
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: July 24, 1979

Account Executive: Philip D. Hoffman

### I. PROJECTS COMPLETED

- A. TIANGUIS TURISTICO--Attended the event, served as host for English speaking judges and winners of La Pluma de Plata and performed various press room duties.
- B. MONTGOMERY WARD AUTO CLUB NEWS--A feature story on "Planning a Vacation," with many Mexico destinations, was sent to us for approval by this publication. The story is scheduled to appear in the September-October issue. (Circulation: 1.16 million)
- C. VISIT OF SR. FERNANDEZ de CASTRO--Mexico's Ministry of Tourism representative for the State of Jalisco was a recent visitor to Chicago. We set up an interview with TRAVELAGE MIDAMERICA and sent a column item to Aaron Gold at the CHICAGO TRIBUNE.
- D. OFFICIAL AIRLINE GUIDES--Provided the editor of this publication a listing of all the events in Mexico, of interest to tourists, for the period of September 1979 - February 1980, for inclusion in the next edition.
- E. THE LION EN ESPANOL--Fernando J. Fernandez, editor of this magazine, finished his first article in a series that resulted from his trip to Mexico in April. This story, entitled "Leonismo y Turismo En Mexico," will appear in the August issue. Copy attached. (Circulation: 100,000)
- F. TRAVEL HOTLINE--Provided via telex a round-up story on Mexico's participation in the Minneapolis Aquatennial July 20-29.

offices: chicago • new york • los angeles • miami • cleveland • boston

II. PROJECTS UNDERWAY

A. STORIES FROM MAY PRESS TRIP--Contacted the writers and editors who accompanied me on the May press trip to Guadalajara and Mazatlan and the following projects are underway:

1. Jerry Reedy--Has submitted travel story to 20 midwest daily newspapers.
2. Candy Kumerfield--Has written first story for January-February 1980 issue of MINNESOTA MOTORIST. Other stories underway.
3. Richard Wronski--Has written travel story for publication in the SOUTHTOWN ECONOMIST NEWS-PAPERS which should be published shortly.
4. Dorothy Jones--Her travel story for the OMAHA WORLD-HERALD planned for the fall when travelers start making winter vacation plans.

B. MINNEAPOLIS AQUATENNIAL--Arrangements being finalized for extensive press coverage of this major event to be held in Minneapolis July 20-29. In addition to coverage by news media of groups from Mexico, there will be interviews and press conferences for the Governor of Jalisco, the Mayor of Guadalajara, Sr. Hodgins and Sr. Navarro.

Also working very closely with Sr. Navarro on arrangements for travel agent reception scheduled for Tuesday, July 24.

C. CHICAGO ART INSTITUTE--Working with Dr. Evan Maucer on setting up a special exhibit of Mexican art from the Pre-Columbian period during Mexico Week.

D. MUSEUM OF CONTEMPORARY ART--There will also be an exhibit of Hispanic Art during this period of which Mexican art will be prominently displayed.

III. PROJECTS BEING PLANNED

A. JEWISH HERITAGE PRESS TRIP--Obtaining extensive background on the Mexican Jews in Pachuca in order to plan a special press trip for editors of Jewish weekly

newspapers in the midwest. Our research indicates there are 13 of these publications in our area. The trip will also include tourist destinations in Mexico City and Acapulco.

- B. APARTMENT LIFE PRESS TRIP--This important magazine, read by many affluent people who travel, is seriously considering a travel story on Mexico and should make a definite decision shortly.
- C. MEXICO WEEK and JALISCO WEEK--Sr. Navarro and I have begun preliminary plans for these two September events and final planning will get underway with the completion of the Minneapolis Aquatennial.

IV. SERVICES PERFORMED

- A. Obtained for Sr. Navarro contact prints of photos taken at the Polish Fair in Pontiac, Michigan, which featured entertainers from Mexico.
- B. Counseled Sra. Furlong on the remarks she should make when speaking to the Kiwanis Club of Rogers Park.
- C. Sent to Enrak Swertlow of the CHICAGO SUN-TIMES information on Mexico which he wanted for a possible trip there.
- D. Provided black and white photos of Puerto Vallarta to Travel Plans International, Oak Brook, IL, for use in promoting this travel destination.
- E. We sent information on Mazatlan to Mary Ranniger at International Travel Associates, Des Moines, Iowa, to use in selling that destination.
- F. Loaned to Karen Murray of Burson-Marsteller, a national public relations agency, slides of Acapulco for use in a promotional piece she is doing for a client.
- G. Provided to the Automobile Club of Michigan the names of hotels on Isla Mujeres and background on Merida, Chichen Itza, Uxmal and Cancun.
- H. Sent to Sr. Vertiz copies of Consejo ads that appeared in the KANSAS CITY STAR, DETROIT FREE PRESS and CHICAGO SUN-TIMES.
- I. Met with John W. Cone of Triton College and counseled him on possible contents of a film the school will produce entitled "Re-Discover Mexico."

MEXICAN NATIONAL TOURIST COUNCIL  
Progress Report - Page 4

- J. Sent to the editor of THE JOURNAL TIMES, Racine, Wisconsin, photos of Mexico City to accompany a story we supplied.
- K. Pat Baldwin of the HOUSTON BUSINESS JOURNAL requested at the Tianguis two photos of the Acapulco Center, which we sent.
- L. Supplied photos of Acapulco to Grand, Write and Baker Advertising Agency to be used in a Wurlitzer Organ ad.
- M. Provided Dale Henderson, Inc., with photos of Oaxaca, which they needed.
- N. Sent to Betty French, Group Travel Service, Kansas City, Mo., photos she requested of Ixtapa.
- O. Supplied photos of Acapulco to Fensholt, Inc., a direct mail marketing firm that is doing a promotion for one of their clients who is offering a prize trip to Acapulco.

V. RELEASES

- A. June 5, 1979                      SEMINARS AT TIANGUIS TURISTICO  
A news release on the specialists in world travel who would be speaking at the Tianguis.
- B. June 15, 1979                    LA PLUMA DE PLATA WINNERS  
Story on the winners of La Pluma de Plata Mexicana awards presented at the Tianguis.

VI. INDEX OF CLIPPINGS

- Page 1                      -- Monthly Report
- Page 2                      -- Seminars at Tianguis Release
- Page 3                      -- Winners of La Pluma de Plata Awards
- A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS
- Pages 4 & 5                -- STAR PUBLICATIONS--A feature story on Ixtapa and Zihuatanejo appeared in 11 of this newspaper chain's publications. (CIRCULATION: 100,000)

MEXICAN NATIONAL TOURIST COUNCIL  
Progress Report - Page 5

- Page 6 -- CHICAGOLAND MAGAZINE--A feature story on Acapulco by Jack McGuire was prepared. We supplied the author with background material. (Circulation: 20,000)
- Page 7 -- TRAVEL WEEKLY--A photo and caption taken at an all-day seminar sponsored by Mexicana and the Mexican National Tourist Council appeared in this publication. (Circulation: 30,000)
- Page 8 -- SKYWAY NEWS--This Minneapolis publication carried the first story and photo of the Mexico activities at the Aquatennial. (Circulation: 120,000)
- TIANGUIS CLIPPINGS--The following stories have appeared as a result of midwest press representatives attending the Tianguis in Acapulco:
- Pages 9 & 10 -- STAR PUBLICATIONS--Madelyn Merwin column on the Tianguis. (Circulation: 100,000)
- Page 11 -- STAR PUBLICATIONS--Madelyn Merwin column on her visit to the former El Pozo del Rey.
- Pages 12 & 13 -- CHICAGO ECONOMIST PUBLICATIONS--Gordon Quarnstrom column on the Tianguis and his column on more planes to Cabo San Lucas. (Circulation: 150,000)
- Page 14 -- SUMMER IN MEXICO STORY--A story on vacationing in Mexico during the summer season appeared in the ECONOMIST PUBLICATIONS. Four clippings have been received, but the total circulation of all editions is 150,000.
- Pages 15-18 -- NO GASOLINE SHORTAGE STORY--The story we sent out on the gasoline situation in Mexico appeared in the ST. LOUIS GLOBE DEMOCRAT (circulation: 271,078) and the STAR PUBLICATIONS (circulation: 100,000).

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Pages 19-21 -- ST. LOUIS POST DISPATCH--A feature story with color photos on bullfighting in San Miguel de Allende. (Circulation: 275,121)
- Page 22 -- LAFAYETTE (Ind.) JOURNAL AND COURIER--Travel story on Guadalajara with a photo of one of the main streets. (Circulation: 45,000)
- Page 23 -- FLINT (Mich.) JOURNAL--A story by Joel Slead of the Newhouse News Service about vacationing in Acapulco ran with a photo of Caleta Beach. (Circulation: 104,353)
- Pages 24-26 -- DETROIT FREE PRESS--Feature story and photos on movie making in Chupaderos. (Circulation: 718,191)
- Page 27 -- INDIANAPOLIS STAR--Story from the Los Angeles Times on the development of Zihuatanejo and Ixtapa. (Circulation: 354,736)
- Pages 28 & 29 -- ST. LOUIS POST DISPATCH--From the New York Times News Service, this paper carried a feature story on Margaritas and how it is produced in Mexico. (Circulation: 455,121)
- Pages 30 & 31 -- NEW YORK TIMES SYNDICATE--A syndicated story about the many U.S. citizens who are moving to Baja, the newest sun belt, appeared in the MILWAUKEE JOURNAL (circ: 524,947) and the DAVENPORT (Iowa) QUAD-CITY TIMES (circulation: 85,758).
- Pages 32 & 33 -- NEWARK (Ohio) ADVOCATE--This newspaper ran two Copley News Service stories on Mexico in the same issue. One is about the many activities available to tourists and the other is about a visit to the Sonora foothills. (Circulation: 24,000)
- Page 34 -- WISCONSIN STATE JOURNAL--Feature story in the Travel Section on the use of CBs in Mexico. (Circulation: 120,281)

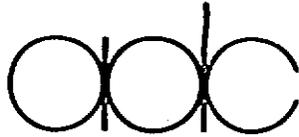
MEXICAN NATIONAL TOURIST COUNCIL  
Progress Report - Page 7

- Page 35 -- EVANSVILLE (Ind.) COURIER AND PRESS-- Margaret McKinney, travel editor, wrote a feature with two photos on the sights at Tulum. (Circulation: 117,472)
- Page 36 -- CANTON (Ohio) REPOSITORY (circulation: 80,000) and CLEVELAND PLAIN DEALER (circulation: 452,496) ran a photo and caption of Taxco.
- Page 37 -- KNOXVILLE (Ill.) JOURNAL--Maria-Teresa Creighton wrote two stories about visiting her family and traveling in Mexico. (Circulation: 850)
- Page 38 -- WINCHESTER (Ind.) NEWS GAZETTE--A story by Frederick Winship of UPI on Ixtapa and what it offers. (Circulation: 5,366)
- Page 39 -- MADELIA (Minn.) TIMES MESSENGER--A column on getting to and from Mexico. (Circulation: 1,867)
- Pages 40 & 41 -- DES PLAINES JOURNAL--Feature story on Chichen Itza with two photos.
- Pages 42-44 -- SYLVIA PORTER SYNDICATED STORY--Covers the subject of auto insurance in Mexico and appeared in the:
- SOUTH BEND TRIBUNE (Circ: 126,277)  
CHICAGO SUN-TIMES (Circ: 682,043)  
HARLAN (Ky.) ENTERPRISE (Circ: 6,000)
- Pages 45-49 -- HUGH MULLIGAN AP STORY--A feature on Cancun and how it was developed appeared in seven midwest newspapers with a total circulation of 171,361.
- Pages 50-68 -- MISCELLANEOUS CLIPPINGS--The following contains clippings from a variety of daily and weekly newspapers throughout the midwest.

RECEIVED  
CRIMINAL DIVISION

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public relations  
sales promotion  
marketing



aaron d. cushman and associates, inc.

INTERNAL SECURITY  
333 north michigan avenue  
REGISTRATION UNIT

chicago, illinois 60601 (312) 263-2500  
cable ADCCHGO  
telex 25-4005

August 20, 1979

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

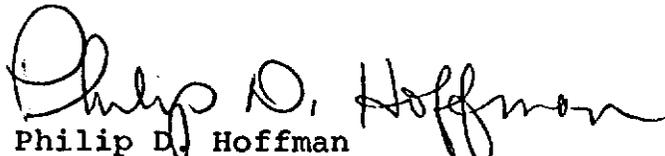
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Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

  
Philip D. Hoffman  
Vice President

PDH/dd

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



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 268-2500

cable: ADCCHGO

## PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL

Date: August 20, 1979

Account Executive: Philip D. Hoffman

### I. PROJECTS COMPLETED

- A. TIANGUIS TURISTICO--Completed the first and second Tianguis reports with results from the media in the midwest. These results are contained in the section of this report titled "Clips Originating From Agency's Direct Efforts."
- B. MINNEAPOLIS AQUATENNIAL--The following activities under the direction of the public relations agency were completed at the Minneapolis Aquatennial. A separate report on this promotion will be completed as soon as clippings and photographs are received from the Aquatennial office.
  1. Set up and supervised interviews for Sr. Navarro, Sr. Hodgins, Sr. Fernando de Castro and Sr. Flavio Romero de Velasco, Governor of the State of Jalisco, on radio, television and in newspapers.
  2. Supervised photography of all the Mexico events at the Aquatennial.
  3. Assisted with arrangements and execution of Consejo reception for members of the travel industry during the Aquatennial.
- C. MEXICO WEEK--Contacted the Merrill Chase Art Gallery in Chicago and arranged to tie into the opening of an exhibit by Mexican artist Leonardo Nierman that opens during Mexico Week in Chicago. All arrangements are made to have the representative from Mexico, who is here that week, open the exhibit. Also, if we have entertainment from Mexico, they will perform at the opening.

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- D. BETTER HOMES & GARDENS BRIDES MAGAZINE--Provided background information and color photos to be used in an upcoming edition of the magazine which will feature honeymooning in Mexico. (Circulation: 300,000)

II. PROJECTS UNDERWAY

- A. MEXICO WEEK IN CHICAGO--In addition to completing arrangements for the Nierman Exhibit tie-in, the following activities are underway:
1. Pre-Columbian exhibit at the Chicago Art Institute
  2. Hispanic Exhibit at the Chicago Museum of Contemporary Art
  3. Alejandro Romero Exhibit at John Hancock Center
  4. Archeological Exhibit at Holiday Inn City Centre
  5. Performances for musical group from Mexico with appropriate publicity.
- B. JEWISH HERITAGE PRESS TRIP--Now have obtained background on the Mexican Jews in Pachuca and a list of Anglo-Jewish newspapers in the midwest. Putting together an itinerary to include tourist destinations in Mexico City and Acapulco with aim towards October trip.
- C. STORIES FROM MAY PRESS TRIP
1. Jerry Reedy's story on Mazatlan with color photos has been scheduled for the September 2 issue of the Chicago Sun-Times (circulation: 704,000).
  2. Richard Wronski has informed us his stories on Guadalajara and Sergio Bustamante will appear in the Economist Newspapers the week of August 20 (circulation: 207,800).
- D. TRITON COLLEGE FILM--Arranging with Mexico for a film crew from this Chicago area school to go to Mexico to shoot the film, "Mexico-Land of Many Colors."
- E. TENNIS MIDWEST--Working with this publication on obtaining a listing of tennis facilities in Mexico which will be used in a feature story to promote tennis playing while visiting Mexico.

III. PROJECTS BEING PLANNED

- A. AIRLINE PUBLICATION STORIES--Working with the Webb Company, Minneapolis, publishers of in-flight magazines for Northwest Airlines and Frontier Airlines, on possible Mexico travel stories. Both carriers fly to Mexico.
- B. DAYTON'S DEPARTMENT STORE--Awaiting word on the possibility of shooting this fashion store's advertising/catalog on location in Mexico.

IV. SERVICES PERFORMED

- A. Photos of Acapulco sent to Art Desmond, editor, AVENUE M Magazine, for Tianguis story.
- B. Prepared remarks for Sr. Navarro to deliver at Aquatennial events in Minneapolis.
- C. Wrote speech for Sr. Navarro to present at Randhurst Shopping Center Mexican Festival.
- D. Sent background material on Mexico City Metro to Alice Cromie, travel writer.
- E. Provided Acapulco photos to Mexicana office in Milwaukee.
- F. Background materials on Ixtapa sent to International Travel Associates, West Des Moines, Iowa.
- G. Prepared travel industry questionnaire for Sr. Navarro to send to those who attended the Tianguis.
- H. Updated for Sr. Navarro travel regulations to Mexico which he sent to travel industry.
- I. Provided a list of villas and condominiums on the west coast of Mexico to a travel representative in Kansas City, Kansas.
- J. Copies of Mexico travel brochures were sent to WOODALL'S, the RV camp guide publication.
- K. Reviewed border crossing regulations copy for Rand McNally Travel Research Center and returned it as they requested. It was correct.

- L. Sent to Henry and Vera Bradshaw, freelance travel writers, the list of La Pluma de Plata winners, they requested.
- M. Modern Travel Service, Chicago, requested photos of Ixtapa and Zihuatanejo, which we sent.

V. RELEASES

- A. July 13, 1979 - THE MEXICO CITY SUBWAY--A story on this tourist attraction in Mexico City.
- B. July 31, 1979 - TRAVELING WITH CHILDREN IN MEXICO--A round-up on all there is to do with youngsters in Mexico.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- The Mexico City Subway Story
- Page 3 -- Traveling With Children Story

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

- Pages 4 & 5 -- COLUMBUS (Ohio) CITIZEN-JOURNAL--Pauline Wessa, who attended the Tianguis, wrote two stories on Mexico. The first was about Acapulco and the second was on the Yucatan ruins (circulation: 113,000)
- Pages 6-8 -- STAR PUBLICATIONS--Madelyn Merwin, as a result of attending the Tianguis, wrote several columns on Mexico (circulation: 100,000)
- Pages 9-12 -- CHICAGO ECONOMIST--Gordon Quarnstrom's visit to the Tianguis resulted in three columns: one on Cabo San Lucas; one on Oaxaca; one on Acapulco (circulation: 150,000)
- Page 13 -- AVENUE M--The story on Acapulco that appeared in this magazine resulted from Art Desmond's visit to the Tianguis (circulation: 15,000)

- Pages 14 & 15 -- TRAVELAGE MIDAMERICA--A story on the Tianguis and the cancellation of the St. Louis service to Mexico appeared in the July 9 issue (circulation: 9,500)
- Pages 16-18 -- ARIZONA REPUBLIC--Although not in our geographic area, we were requested to supply material to Dorothee Polson which resulted in the story on Tianguis (circulation: 224,000)
- Page 19 -- GRIT--A trip to Mexico for Paul Martin, freelance writer, which we arranged, resulted in this story on an American doctor in Guadalajara (circulation: 1,250,000)
- Pages 20-23 -- LET'S LIVE MAGAZINE--Paul Martin also wrote a story on a Mexican orphanage as a result of the same trip (circulation: 150,000)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Pages 24-26 -- ST. LOUIS POST DISPATCH--Feature story on new archeological excavations in Mexico (circulation: 455,121)
- Page 27 -- CHICAGO SUN-TIMES--Story on renting condominiums and villas at bargain prices in Mexico (circulation: 704,000)
- Page 28 -- RAINBOW MAGAZINE--Travel story, which includes Guadalajara, by Vera and Henry Bradshaw (circulation: 11,000)
- Page 29 -- CINCINNATI ENQUIRER--Travel story on students who travel in Mexico and how they can make their money go farther (circulation: 287,113)
- Page 30 -- LOUISVILLE (Ky.) COURIER-JOURNAL--Travel story on Zihuatanejo and Ixtapa and how they were developed (circulation: 344,518)

Mexican National Tourist Council  
Progress Report - Page 6

- Pages 31 & 32 -- SAGINAW (Mich.) NEWS--Travel story on Ixtapa and Zihuatanejo and what there is to see there (circulation: 57,550)
- Pages 33-36 -- KING FEATURES--Jim Bishop wrote a travel story on Mexico that appeared in eight midwest newspapers with a total circulation of 741,253
- Page 37 -- UPI--A syndicated story about the Sanborn travel guide appeared in three midwest newspapers with a total circulation of 93,270
- Pages 38-40 -- COPLEY NEWS SERVICE--Stories by John Pinkerman on the Yucatan appeared in four midwest newspapers (circulation: 35,446)
- Pages 41 & 42 -- PANAX NEWS SERVICE--A travel round-up story by Herb Rau included mentions of the low cost gasoline in Mexico and the Budget Rent-A-Car brochure for Mexico. It appeared in three midwest newspapers with a total circulation of 23,468.
- Pages 43-45 -- STAN DELAPLANE--Several of his recent columns have contained information on Mexico. One discussed the low cost gasoline in Mexico with a credit for the Mexican National Tourist Council. This column appeared in four midwest newspapers with a circulation of 1,873,058. Another column on health precautions in Mexico appeared in two midwestern newspapers with a circulation of 1,445,253.
- Pages 46-59 -- MISCELLANEOUS CLIPPINGS--The following contains clippings from a variety of daily and weekly newspapers throughout the midwest.

MEXICAN NATIONAL TOURIST COUNCIL  
Progress Report - Page 5

- O. Prepared copy for an invitation to the State of Jalisco/Mexican National Tourist Council reception. Event was later cancelled.
- P. Prepared a letter for Sr. Navarro to send to a group of foreign consuls in Detroit who are going to visit Mexico.
- Q. Wrote a letter for Sr. Sanchez-Navarro to be sent to the regional managers of American, Braniff and Eastern airlines requesting that we coordinate promotional activities to stimulate travel to Mexico.
- R. Prepared a memo to the travel industry informing them that we now have specific information on the assistance offered by the Green Angels and they should call the Chicago office for this information.

V. RELEASES

- A. August 10 - THE YUCATAN--AN OUTDOOR ARCHEOLOGICAL MUSEUM  
Sent to all daily and suburban newspaper.  
Photos available on request.
- B. August 23 - SHORT TAKES FROM THE AMIGO COUNTRY  
Sent to all daily and weekly newspapers.

VI. INDEX OF CLIPPINGS

- Page 1 - Monthly Report
- Page 2 - The Yucatan Story
- Page 3 - Short Takes

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

- Pages 4 & 5 - CHICAGO SUN-TIMES--A full-page story on Mazatlan with color photos by Jerry Reedy appeared September 2, 1979. This was the result of our May press trip to Mazatlan and Guadalajara (circulation: 719,577)

MEXICAN NATIONAL TOURIST COUNCIL  
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- Page 6 - ECONOMIST NEWSPAPERS--A half-page story with two photos by Rich Wronski was published. This story on Guadalajara was the result of our May press trip also (circ: 150,000)
- Page 7 - PADDOCK PUBLICATIONS--A story on the Randhurst Shopping Center's anniversary and the speech by Sr. Sanchez-Navarro appeared in 9 editions of this newspaper chain (circ: 63,500)
- Page 7 - STAR PUBLICATIONS--Madelyn Merwin's column on the winners of La Pluma de Plata Mexicana appeared in two more editions of this newspaper chain (circulation: 17,975)
- Page 8-9 - AUSTIN AMERICAN-STATESMAN--As a result of her post-Tianguiz trip and assistance offered by this office, Connie Sherley wrote three stories on Oaxaca (circ: 106,300)

B. CLIPS ORIGINATING FROM OTHER SOURCES

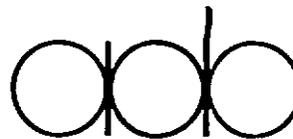
- Page 10 - CHICAGO SUN-TIMES--A feature story by Robin Kinkead on the advantages of condo rental in Mexico (circ: 719,577)
- Page 11 - STAR PUBLICATIONS---Madelyn Merwin's column contained five paragraphs on the new "Tourist's Guide to Jewish History in Mexico," offered by American Airlines (circ: of three editions: 24,350)
- Page 12 - STAR PUBLICATIONS--A full page feature on Baja, with three photos by Madelyn Merwin, appeared in all editions of this newspaper chain (circ: 115,000)
- Page 13 - KENTON, OHIO, TIMES--UPI story on the Sanborn's Guide to Mexico (circ: 8,500)
- Page 14 - CHICAGO SUN-TIMES--UPI story on the ruins that have been discovered in downtown Mexico City (circ: 719,577)
- Page 15 - COLUMBUS, OHIO, DISPATCH--Story with photo by John Pinkerman of Copley News Service on the ruins at Tulum (circ: 330,287)

MEXICAN NATIONAL TOURIST COUNCIL  
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- Page 16 - SPRINGFIELD, ILL., STATE JOURNAL REGISTER--  
Feature story by Natalie Best of Copley News  
Service on Cabo San Lucas (circ: 71,940)
- Page 17 - SPRINGFIELD, ILL., STATE JOURNAL REGISTER--  
Feature story by Darla Welles of Copley News  
Service on Lake Chapala (circ: 71,940)
- Page 18 - ANN ARBOR, MICH., NEWS--Feature story with  
photo on Tijuana by Jeffrey Robinson,  
Christian Science Monitor Service (circ:  
44,746)
- Page 19 - CHICAGO TRIBUNE--Feature story on student  
travel tips to Mexico (circ: 1,139,079)
- Page 19 - CHICAGO TRIBUNE--Story on Acapulco as a  
backdrop for a new mystery thriller movie  
(circ: 1,139,079)
- Page 20 - ECONOMIST NEWSPAPERS--Two stories on Acapulco  
and one on Mexicana service to Mexico by  
Gordon Quarnstrom (circ: 150,000)
- Page 21 - PADDOCK PUBLICATIONS--Short story on Sun-  
flight Holiday's free children's fare to  
Cozumel (circ: 63,500)
- Page 22 - OHIO GRANGE MAGAZINE--A full-page feature  
story about a Mexican Riviera Cruise  
(circ: 40,000)
- Page 23-27 - MISCELLANEOUS CLIPPINGS--The following con-  
tains clippings from a variety of daily and  
weekly newspapers throughout the midwest.

RECEIVED public relations  
CRIMINAL DIVISION sales promotion  
marketing

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INTERNAL SECURITY SECTION REGISTRATION UNIT  
cable ADCCHG  
telex 25-400

September 12, 1979

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

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of August 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman  
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro  
Jose Luis Llabres  
Angel Palacio  
Gen. Oliverio Melendez  
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: September 12, 1979

Account Executive: Philip D. Hoffman

### I. PROJECTS COMPLETED

- A. WCFL RADIO--Wrote a script on Acapulco for Norma Furlong to use in a travel program where she appeared with Joe Mayer of Montgomery Ward Travel.
- B. MLT TOURS--Prepared a speech for Sr. Sanchez-Navarro on Mazatlan which he presented at a seminar on winter travel programs sponsored by MLT Tours, Bloomington, Minn.
- C. CONTINENTAL AIRLINES/MEXICO TRAVEL ADVISORS--To kick off the new routes from the midwest that will start for Continental Airlines in October, we wrote a speech on the six new destinations of Puerto Vallarta, Manzanillo, Cabo San Lucas, La Paz and Acapulco. Sr. Sanchez-Navarro gave the speech at a combined Continental/MTA Seminar in August.
- D. DAYTON DAILY NEWS--Obtained for Betty Dietz Krebs information on the various kinds of opera and symphony presentations in Mexico, which she is using in an article on the subject.
- E. AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES--Sr. Sanchez-Navarro and I met Sr. Juan Buendia in Chicago on his way to St. Louis for this convention. Arranged for photographic coverage of the Consejo exhibit and forwarded to Sr. Hodgins for his use. Photos will also be used to promote the convention in Mexico in 1981.

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- F. RANDHURST SHOPPING CENTER--Prepared a speech for Sr. Sanchez-Navarro to present at the International Fair and 17th anniversary of this major shopping center. An article on the celebration, with mention of Sr. Sanchez-Navarro and the Consejo, appeared in nine local newspapers (see clippings).

II. PROJECTS UNDERWAY

- A. MEXICO WEEK IN CHICAGO--Working with Sr. Sanchez-Navarro on arrangements for the visit of Sr. Jorge Espinoza de los Reyes, director general, National Financiera, and special representative of President Jose Lopez Portillo, September 14-16. Activities include a press conference on September 14, a reception on September 15, and participation in Mexico Week activities sponsored by the Mexican community in Chicago. Other Mexico Week activities outlined in last month's report have been cancelled on instructions from Mexico.
- B. BAJA PRESS TRIP--Early in August we met with Continental Airlines to set up an inaugural press trip to Cabo San Lucas and LaPaz in October. Those invited and confirmed are Jean Adelsman, CHICAGO SUN-TIMES; Bill Hughes, CLEVELAND PRESS; David Stucker, LOUISVILLE AAA; Madelyn Merwin, STAR PUBLICATIONS and Donald Merwin, Copley News Service. At the end of August, Continental called to say they could not provide the transportation. Because of the quality of this press group, we have requested from Mexico permission to continue with the trip and fly to Baja via Mexicana.
- C. JEWISH HERITAGE PRESS TRIP--Because of the Baja press trip in October, we have postponed this press trip until December. Have obtained itinerary and list of possible invitees and plan to proceed with arrangements at appropriate time.
- D. TRITON COLLEGE FILM--This project is still very much alive and requests for arrangements have been made to Mexico to assist in the shooting of the film, "Mexico--Land of Many Colors." However, departure date has been changed from September until November.
- E. TENNIS MIDWEST--Have obtained for this publication a list of tennis facilities in Mexico and now trying to work out a time for them to obtain material for a feature story.

- F. KANSAS CITY STAR--Talked with Laura Hockday, who is putting together her travel plans for 1980. She definitely wants to do a story on traveling Mexico's west coast, but newspaper must pay on expenses. We assisted her in putting together a budget for her trip and she would like to go with an agency representative and other midwest publications after Easter.
- G. SKYWAY NEWS--Working with the editor of this weekly publication in Minneapolis who plans to go to Zihuatanejo/Ixtapa and write a destination story sometime in January.

### III. PROJECTS BEING PLANNED

- A. ROTARIAN MAGAZINE--Planning to contact the publication and set up a trip to Mexico to write stories similar to those we did with LIONS Magazine. Rotary, like Lions, has a strong interest in Mexico, where it has many chapters.
- B. DAYTON'S DEPARTMENT STORE--Dayton's has asked us to contact them during September to discuss the possibility of shooting this fashion store's advertising and/or catalog on location in Mexico.
- C. KENTUCKY DERBY FESTIVAL--We plan to contact this organization to discuss a Mexico promotion at the Derby or during one of the Heritage Weekends the Festival sponsors. This would be for May 1980.
- D. SEMINAR SUPPORT--Public relations support will be provided for a Consejo seminar planned with Continental Airlines in September and for a travel promotion in October at the Lexington, Ky., Mall.

### IV. SERVICES PERFORMED

- A. Placed with columnist Aaron Gold, CHICAGO TRIBUNE, an item about the entertainers from Jalisco who were to appear in Chicago. Cancelled before it was printed.
- B. Provided to Robert Suits, travel editor, ST. LOUIS GLOBE DEMOCRAT, four photos of Puebla for editorial use.

- C. Sent to Gwen St. Clair, FT. WORTH STAR-TELEGRAM, at the request of Dale Henderson, background material and photos of the west coast of Mexico and the Yucatan.
- D. Pauline Wessa, COLUMBUS CITIZEN-JOURNAL, requested photos of Zihuatanejo/Ixtapa, Guadalajara and Mexico City for additional stories she is writing.
- E. Provided information to four Downtown Chicago Holiday Inns for Mexico Week celebrations they are having.
- F. Sent to Madelyn Merwin, STAR PUBLICATIONS, black and white photos of the Yucatan, which she requested for editorial use.
- G. Supplied Mexico photos to Wurlitzer Corporation for use in a promotion they are conducting.
- H. Sent to Sarah Spain at Wheaton Travel black and white photos of Mexico City and Acapulco for promotional use.
- I. Provided Club Travel, Topeka, Kansas, with six slides of Cancun for use in a new travel brochure they are producing.
- J. Sent to CAMPUS LIFE Magazine, Wheaton, Ill., slides of Cozumel for use in the publication.
- K. Provided London International Travel, St. Louis, with black and white photos of Guadalajara for use in the Washington University Alumni News in September.
- L. Sent to the Minneapolis Star and Tribune background material on Mazatlan and Acapulco for use in a September 9 special supplement.
- M. Prepared for Sr. Sanchez-Navarro a letter of thanks to the Commodore, Chairman and President of the Minneapolis Aquatennial.
- N. Wrote for Sr. Sanchez-Navarro a letter to the Sheraton-Northwest Hotel in Minneapolis thanking them for their assistance with the Consejo travel industry reception that was held there.

RECEIVED  
CRIMINAL DIVISION

Nov 6 4 57 PM '79

INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

October 18, 1979

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

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of September 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman  
Vice President

PDH/dd

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

aaron d. cushman and associates, inc.

333 north michigan avenue chicago, illinois 60601 (312) 263-2500

**MEXICAN NATIONAL TOURIST COUNCIL**

**October, 1979**

**Philip D. Hoffman**

**I. PROJECTS COMPLETED**

- A. THE LION EN ESPANOL** -- The story on Lionism and tourism in Mexico, which we assisted Fernando J. Fernandez with, appeared in the September issue.
- B. CAPITAL BANKERS** -- A photo of Acapulco, requested by Mexicana Airlines in Milwaukee, was used to promote an incentive group meeting in Mexico.
- C. MEXICO WEEK ACTIVITIES**
1. Supervised photography coverage of Mexico Week events during the visit of Sr. Lic. Espinosa de los Reyes.
  2. Prepared copy for the invitation to a reception honoring Sr. Lic. Espinosa de los Reyes.
  3. Assisted in coordination of activities for Mexico Week which included the airport arrival of Sr. Espinosa de los Reyes, the Independence Banquet, the Consejo Reception and the Grito.
  4. Selected photographs for the Mexico Week Memoria.
  5. Provided Joe Scholnick with photos of Sr. Lic. Espinosa de los Reyes taking during his visit.
- D. MINNESOTA AAA** -- Learned from freelance writer Candace Kumerfield that this publication has accepted her article on Mazatlan and it will run in the November/December issue. This story was a result of the May press trip to Mazatlan and Guadalajara.

**aaron d. cushman** and associates, inc.

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- E. **ASSOCIATION OF OFFICIAL TOURIST OFFICES** -- Prepared the invitation for the luncheon the Consejo office in Chicago will host Tuesday, October 15. Also supplied names of travel editors to be included.

**II. PROJECTS UNDERWAY**

- A. **BAJA PRESS TRIP** -- Plans are complete for the October 13-19 trip to Baja California. Those who will be going are:

1. Raymond Vodioka, **ST. LOUIS POST-DISPATCH**  
(circulation: 456,000)
2. Jean Adelman, **CHICAGO SUN-TIMES**  
(circulation: 704,000)
3. Bill Hughes, **CLEVELAND PRESS**  
(circulation: 325,000)
4. Donald Merwin, **Copley News Service**  
(circulation: 25 million)
5. David Stucker, **LOUISVILLE AAA**  
(circulation: 138,000)
6. Madelyn Merwin, **STAR PUBLICATIONS**  
(circulation: 119,000)

- B. **BETTER HOMES & GARDENS BRIDES BOOK** -- Providing information and color photos for the first issue of this magazine, which will be published in January and carry a story on a Mexico honeymoon. The editor sent us a copy of the story so we could check accuracy.

- C. **TENNIS MIDWEST MAGAZINE** -- Working with the editor and The Connection, a Chicago travel wholesaler, on a tennis in Acapulco story. The magazine will send a writer to Acapulco and The Connection will provide accommodations.

- D. **TRITON COLLEGE FILM** -- Finalised dates and schedules and telexed to Mexico for approval of itinerary and assistance for this group of two persons who plan to shoot the film "Mexico -- Land of Many Colors," beginning October 30.

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**MEXICAN NATIONAL TOURIST COUNCIL**  
**Progress Report - Page 3**

- E. **JEWISH HERITAGE TRIP** -- Participants will be invited to participate in this trip the middle of October and request for approval will be sent to Mexico.
- F. **ROTARIAN MAGAZINE** -- Contacted the editor of this publication, who is interested in visiting Mexico to write stories on Rotary and Mexico travel. Awaiting a definite date.

**III. PROJECTS BEING PLANNED**

- A. **LOUISVILLE HERITAGE WEEKEND** -- The Kentucky Derby Festival has determined that a Mexico promotion would not tie into the Festival's 1980 program and have suggested that we contact the Louisville Chamber of Commerce to participate in a Heritage Weekend promotion.
- B. **DEPARTMENT STORE TIE-INS** -- Since Dayton's Department Store in Minneapolis has decided against photographing its catalog and advertising series in Mexico, we will contact other Midwest fashion stores.
- C. **FORD TIMES & CONTINENTAL MAGAZINE** -- The editor of this publication has expressed interest in a possible feature on Mexico, and we will pursue it with him.
- D. **DISCOVERY MAGAZINE** -- This publication has expressed interest in doing a feature story on Mexico, and we plan to follow up with the editor and freelance writer, Paul Martin, who writes travel stories for the publication.

**IV. SERVICES PERFORMED**

- A. Provided black and white photos of Guadalajara, Puerto Vallarta and Manzanillo to LaRosa, the Spanish language newspaper, for use in a special travel edition.
- B. Sent to Mexicana Airlines in Cleveland a selection of black and white publicity photos of Acapulco.
- C. Provided a photo of the divers and the Bay of Acapulco to Mexicana Airlines in Milwaukee.

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**MEXICAN NATIONAL TOURIST COUNCIL**  
**Progress Report - Page 4**

- D. Sent photos of Cancun to Travel Plans International, Oak Brook, Ill., for use in a travel brochure.
- E. The Latitude Club, Chicago, requested photos of Mexico City for use in their travel club newsletter, which we provided.
- F. Background material and photos on Baja were provided to Total Travel, Arlington Heights, Ill., for use in a promotional piece on Mexico.
- G. Sent photos of Acapulco to Worldwide Specialists, Southfield, Mich., for use in a group travel brochure.
- H. Ordered for Sr. Navarro, color slides of Mexico activities at the Minneapolis Aquatennial.

**V. RELEASES**

- A. September 6 -- MEXICO'S INDEPENDENCE OBSERVANCE  
Sent to all daily and suburban newspapers.
- B. September 14 -- AMATEUR CHEF COOK-OFF IN GUADALAJARA  
Sent to all daily and suburban newspapers.
- C. September 24 -- PLAN A WINTER VACATION--Story on Acapulco, Ixtapa and Puerto Vallarta.  
Sent to all daily and suburban newspapers. Photos available upon request.

**VI. INDEX OF CLIPPINGS**

- Monthly Report
- Page 1 -- Capitol Bankers Publication
- Page 2 -- The LION Magazine
- Pages 3-8 -- Mexico Week Materials
- Page 9 -- Mexico's Independence Observance Release

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**MEXICAN NATIONAL TOURIST COUNCIL**  
**Progress Report - Page 5**

- Page 10 -- Amateur Chefs Competition Release  
Page 11 -- Winter Vacation Story

**A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS**

- Page 12 -- THE INDIANAPOLIS NEWS--A feature story by Rick Kogan, released through the CHICAGO SUN-TIMES wire on Mexico City and Oaxaca. This story is a result of a press trip to those areas in December, 1978. (circ: 182,367)
- Pages 13-16 -- HERALD NEWSPAPERS--A story and photo on Mexican entertainers at Randhurst Shopping Center appeared in nine newspapers with a total circulation of 62,118.
- Page 17 -- CHICAGO TRIBUNE--Photos and caption of Mexico Week activities (circ: 793,872)
- Page 18 -- CHICAGO SUN-TIMES--Photos and captions of Mexican Independence Day, plus a column item by Bob Herguth (circ: 682,573)
- Pages 19-20 -- ECONOMIST NEWSPAPERS--Richard Wronski's story on Guadalajara, with photos, which resulted from the May press trip appeared in four newspapers with a total circulation of 36,135.

**B. CLIPS ORIGINATING FROM OTHER SOURCES**

- Page 21 -- CHICAGO TRIBUNE--Story on Cuernavaca and the filming of a movie there is covered by Jim and Shirley Higgins in their weekly feature column (circ: 1,139,079).
- Pages 22-23 -- CHICAGO SUN-TIMES--Two travel features, one on Ixtapa and the other on Puerto Vallarta, were featured in the Sunday travel section (circ: 719,577).

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- Page 24 -- ST. LOUIS POST-DISPATCH--A cruise story contained color photos of Mazatlan and a mention of the Mexican Riviera (circulation: 455,121).
- Page 25 -- CHICAGO SUN-TIMES--UPI story on the archeological diggings in Mexico City (circ: 719,577)
- Pages 26-27 -- CHICAGO SUN-TIMES--Two travel stories on Mexico. One on Veracruz and the other on the bargains to be found in Mexico (circ: 719,577).
- Pages 28-30 -- OHIO MOTORIST MAGAZINE--A feature story on Mexico with color photos of Acapulco, Guadalajara, Ixtapa and Puerto Vallarta (circ: 222,000)
- Page 31 -- COUNCIL BLUFFS, IOWA, NONPAREIL-- Feature story on the markets of Mexico by Tom Hoge, AP wine and food editor (circ: 207,620)
- Page 32 -- COLUMBUS SUNDAY DISPATCH--UPI story on Dan Seaborn's book for tourists (circ: 330,287)
- Page 33 -- ST. LOUIS POST-DISPATCH--Yucatan story with photo of Mayan ruins by Dave Richwine of UPI (circ: 275,121)
- Pages 34-36 -- TRAVELAGE MIDAMERICA--A variety of travel articles that appeared in the September 3 issue (circ: 8,500)
- Pages 37-38 -- HERALD NEWSPAPERS--Travel story on Guadalajara and one on Puerto Vallarta appeared in nine newspapers with a total circulation of 62,116.
- Pages 39-40 -- WILLIAM STIFF COLUMN--A column, writer William Stiff, on customs checks in Mexico appeared in six midwest newspapers with a total circulation of 257,757.

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- Pages 41-42 -- **MICHAEL CARLTON STORY**--Travel writer Michael Carlton wrote a story on Puebla and mole poblano which appeared in the **CHICAGO SUN-TIMES** (circ: 719,577) and **RAVENNA, OHIO, RECORD-COURIER** (circ: 35,490).
- Pages 43-46 -- **STAN DELAPLANE COLUMN**--This well-known travel writer did a story on Mexico and the Independence Day celebration which appeared in six midwest newspapers with a circulation of 2,284,805.
- Pages 47-48 -- **STAR PUBLICATIONS**--A feature story on Baja, with photographs, appeared in six editions of this newspaper chain (circ: 34,900).
- Page 49 -- **FREDERICK VINSHIP COLUMN**--This well-known UPI travel writer's story on Ixtapa appeared in the **OMAHA WORLD HERALD** (circ: 273,294) and the **LAWRENCEVILLE (ILL.) RECORD** (circ: 47,783).
- Pages 50-51 -- **SUSAN DEFORD STORY**--This Gannett News Service writer wrote a story on Cancun which appeared in the **ROCKFORD (ILL.) REGISTER STAR** (circ: 81,002) and the **LANSING (MICH.) STATE JOURNAL** (circ: 78,418).
- Pages 52-56 -- **GORDON QUARNSTROM MEXICO STORIES**--Stories on Mexico by Gordon Quarnstrom and his non de plume, Gary Grant, appeared in a variety of midwest newspapers with a total circulation of 209,850.
- Pages 57-68 -- **MISCELLANEOUS CLIPPINGS**--The following contains clippings from a variety of daily and weekly newspapers throughout the midwest.

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