

Each partner, officer, director, associate, employee and agent of a registrant is required to file a short form registration statement unless he engages in no activities in furtherance of the interests of the registrant's foreign principal or unless the services he renders to the registrant are in a secretarial, clerical, or in a related or similar capacity.

1. Name <i>Leslie A. Cohen</i>	Registration No.
2. Residence Address <i>1100 Spruce St, Philadelphia, PA</i>	3. Business Address <i>Spiro &amp; Associates, 100 S. Broad, Phil. PA</i>
4. Date and Place of Birth <i>5/4/60</i> <i>Jersey City, NJ</i> Present Citizenship <i>USA</i>	5. If present citizenship was not acquired by birth, indicate when, where, and how acquired.
6. Occupation <i>Account Executive</i>	
7. What is the name and address of the individual or organization whose registration made it necessary for you to file this statement? Name <i>Karen Weiner Escalera Assoc.</i> Address <i>104 Fifth Ave. NY, NY 19107</i>	
8. List every foreign principal of the individual or organization named in Item 7. <i>FINLAND TOURIST BOARD GRENADA TOURIST DEPT.</i>	
9. Indicate your connection with the individual or organization named in Item 7: <input type="checkbox"/> partner <input type="checkbox"/> director <input checked="" type="checkbox"/> employee <input type="checkbox"/> officer <input type="checkbox"/> associate <input type="checkbox"/> agent <input type="checkbox"/> other (specify) _____	
10. Describe in detail all services which you have rendered or will render to the individual or organization named in Item 7. If you are no longer rendering such services, indicate period of past services. (If space is insufficient, a full insert page must be used.)	

*Attachment A -*

*I was the Account Executive responsible for the day to day handling of the account from Feb 1, 1987 through Sept 9, 1987*

INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

'87 SEP 25 P 1:02

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11. Do any of the above described services include political activity as defined in the footnote below?

Yes  No

If yes, fully describe such political activity.

12. The services described in Item 10 are to be rendered on a

full time basis  part time basis  special basis

13. What compensation are you receiving or will receive for above services?

Salary: Amount \$ 26,000 per YEAR  Commission at \_\_\_\_\_ % of \_\_\_\_\_

Fee: Amount \$ \_\_\_\_\_  Other thing of value \_\_\_\_\_

14. What compensation or thing of value have you received to date for above services?

Date	From Whom Received	Amount
9/14/87	KAREN WEINER BSCALERA ASSOC.	\$15,710.

15. During the period beginning 60 days prior to the date of your obligation to register to the time of filing this statement, did you make any contributions of money or other things of value from your own funds or possessions and on your own behalf in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes  No

If yes, furnish the following information:

Date	Amount of thing of value	Name of political organization	Name of candidate
Sept. 18, 1987		Reelie A. Cohen	

Sept. 18, 1987

Date of Signature

Reelie A. Cohen

Signature

New York

Subscribed and sworn to before me at \_\_\_\_\_

this 23rd day of September, 19 87.

*Carlos J. Bianchi*

Signature of notary or other officer

CARLOS J. BIANCHI

Notary Public, State of New York

No. 31-4846561

Qualified in New York County

Commission Expires ~~March 30, 1987~~

February 28, 1987

My commission expires \_\_\_\_\_, 19 \_\_\_\_\_

Footnote: Political activities as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Each partner, officer, director, associate, employee and agent of a registrant is required to file a short form registration statement unless he engages in no activities in furtherance of the interests of the registrant's foreign principal or unless the services he renders to the registrant are in a secretarial, clerical, or in a related or similar capacity.

1. Name <i>Karen Weiner Escalera</i>	Registration No.
2. Residence Address <i>45 West 60th St New York NY 10023</i>	3. Business Address <i>104 Fifth Ave, 11th Fl, NY 10011</i>
4. Date and Place of Birth <i>Philadelphia, PA Dec. 7, 1944</i> Present Citizenship <i>USA</i>	5. If present citizenship was not acquired by birth, indicate when, where, and how acquired.

6. Occupation  
*Public Relations*

7. What is the name and address of the individual or organization whose registration made it necessary for you to file this statement?  
Name *Karen Weiner Escalera Assoc.* Address *104 Fifth Ave, NY 10011*

8. List every foreign principal of the individual or organization named in Item 7.  
*Finland Tourist Board, Grenada Tourist Board*

9. Indicate your connection with the individual or organization named in Item 7:  
 partner  director  employee  
 officer  associate  agent  
 other (specify) \_\_\_\_\_

10. Describe in detail all services which you have rendered or will render to the individual or organization named in Item 7. If you are no longer rendering such services, indicate period of past services. (If space is insufficient, a full insert page must be used.)

*Attachment A*

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87 SEP 25 P 1:02  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

11. Do any of the above described services include political activity as defined in the footnote below?  
 Yes  No

If yes, fully describe such political activity.

12. The services described in Item 10 are to be rendered on a  
 full time basis  part time basis  special basis

13. What compensation are you receiving or will receive for above services?  
 Salary: Amount \$ \_\_\_\_\_ per \_\_\_\_\_  Commission at \_\_\_\_\_ % of \_\_\_\_\_  
 Fee: Amount \$ 120,000 per year  Other thing of value \_\_\_\_\_

14. What compensation or thing of value have you received to date for above services?

Date	From Whom Received	Amount
9/14/87	Finnish Tourist Board	\$60,000. Fee.

15. During the period beginning 60 days prior to the date of your obligation to register to the time of filing this statement, did you make any contributions of money or other things of value from your own funds or possessions and on your own behalf in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes  No

If yes, furnish the following information:

Date	Amount of thing of value	Name of political organization	Name of candidate
9/14/87			

Date of Signature

Signature

Subscribed and sworn to before me at New York

this 23<sup>rd</sup> day of September, 19 87.

Signature of notary or other officer

CARLOS J. BIANCHI

Notary Public, State of New York

No. 31-4846561

Qualified in New York County

Commission Expires March 30, 1987

February 28, 1990

My commission expires \_\_\_\_\_, 19 \_\_\_\_\_

Footnote: Political activities as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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

1. Name and address of registrant  
*Karen Weiner Escalera Assoc. Inc.*  
*104 Fifth Ave, NY 10011*

2. Registration No.

3. Name of foreign principal  
*Finland Tourist Board*

4. Principal address of foreign principal  
*Helsinki, Finland*

5. Indicate whether your foreign principal is one of the following type:

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

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87 SEP 25 P 1 02  
INTELLIGENCE SECURITY  
SECTION  
REGISTRATION UNIT

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

- a) Branch or agency represented by the registrant. *Finnish Tourist Board in North America*
- b) Name and title of official with whom registrant deals.  
*Pekka Kurki, Director - North America*

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

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

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

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

b) Is this foreign principal

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

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

SEP 23 1987

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

Date of Exhibit A 9-23-87	Name and Title Karen Weiner Escalera Pres	Signature 
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INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
<i>Karen Weiner Escalera Assoc. Inc.</i>	<i>Finnish Tourist Board</i>

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit. *Attachment A*
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

*Attachment A*

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87 SEP 25 P1 02  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT

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

*Attachment B*

9-23-87

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

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

Date of Exhibit B	Name and Title	Signature
9-23-87	Karen Weiner Escalera Pres.	

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

*Karen Weiner Escalera Associates, Inc.*

*555 Madison Avenue - Suite 1420*

*New York, N.Y. 10022*

January 27, 1987

(212) 838-4370

Telex: 226000 ETLN UR

*Att: A*

Mr. Y. Pekka Kurki  
Director for North America  
FINNISH TOURIST BOARD  
655 Third Avenue  
New York, NY 10017

Dear Pekka,

This letter, when signed by you, will confirm that THE FINNISH TOURIST BOARD has retained us as public relations counsel for 12 months beginning February 1, 1987.

For our public relations services you will pay us \$10,000 a month, based on a 12 month contract, for the services listed in our letter of January 27, 1987. The fee is billed on the first of each month in advance, and due and payable in thirty days.

In addition, we will bill you for reimbursement for out-of-pocket expenses incurred on your behalf. These expenses include such items as printing, mailing, art work, photography, etc. They will be rebilled to you at net cost plus standard agency service fee of 17.64% and will be supported by supplier invoices when available. Other items, such as postage, travel, luncheons with editors, long distance telephone calls, publications (prorated among all clients), etc. will be rebilled at net cost with no markup and will be supported by supplier invoices when available. It is understood that monthly expenses should not exceed \$1500. Any amount in excess of the \$1500 total shall require the prior approval of the Director for North America.

Both fee and expenses are payable within thirty days of billing; beyond thirty days, monthly interest of 1.5% is charged on outstanding balances.

You agree to indemnify and hold KAREN WEINER ESCALERA ASSOCIATES, INC. and/or its successors and assignees harmless from and against all losses, claims, judgements, damages, expenses or liabilities or attorneys' fees which Associates may incur based on information, representations, reports or data you furnish to Associates, to the extent that such material is furnished, approved, used and/or prepared by Associates and/or its successors and assignees, provided that the resulting material accurately reflects the information, representations, reports or data you furnish. Associates reserves the right to choice of counsel in any action or claim arising out of this agreement, but shall not have any right to indemnification unless you consent to such choice of counsel, which consent shall not be unreasonably withheld.

-MORE-

We agree that as long as we represent the Finnish Tourist Board we will not represent the national tourist organizations of competitive countries including Germany, Austria, Switzerland, Benelux, the USSR and other Scandinavian countries.

This agreement shall be in effect for a minimum of six months. After that time, either party may have the right to terminate the agreement upon delivery to the other party of sixty (60) days prior written notice.

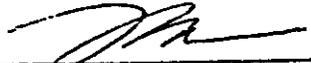
Unless either of us notifies the other in writing sixty days before this agreement expires, it will be renewed automatically for another year.

You have our assurance of our very best efforts on your behalf.

Sincerely,

KAREN WEINER ESCALERA ASSOCIATES, INC.

By:

  
\_\_\_\_\_  
Karen Weiner Escalera, President

ACCEPTED AND APPROVED

THE FINNISH TOURIST BOARD

By:

  
\_\_\_\_\_  
Y. Pekka Kurki, Director for North America

Date:

  
\_\_\_\_\_

*Karen Weiner Escalera Associates, Inc.*

*555 Madison Avenue - Suite 1420*

*New York, N.Y. 10022*

*(212) 838-4370*

*Telex: 226000 ETLX UR*

*Att A*

January 27, 1987

Mr. Y. Pekka Kurki  
Director for North America  
FINNISH TOURIST BOARD  
655 Third Avenue  
New York, NY 10017

FINAL PROPOSAL

Dear Pekka:

I am pleased to present our final proposal which includes the additional public relations activities we spoke about. The new additions have an asterisk.

As per our discussions, our program will include the following:

- Write, layout and prepare, ready for production, a one page, two-sided travel industry newsletter (such as Travel Management Daily) to appear quarterly.
- Write trade and consumer-targeted releases and feature stories for appropriate media, and handle distribution to the media. (Internal distribution to Finnish Tourist Board and travel industry will be handled by Finnish Tourist Board.) Target: 30 releases a year
- Initiate visits, and extend invitations both for individuals and groups to Finland, with 80 media targeted for the year. Use itineraries of existing tour products. A Karen Weiner Escalera executive will accompany four press groups; additionally, Karen Weiner will make one site visit to Finland.
- Radio promotions in major markets to build year-round business. We will do two mailings in 1987 to radio stations in Finland's major North American markets and do the followup.
- Counsel on special events or promotional programs that may be needed to build business.
- Initiate four days of press interviews annually.
- We will write two national features for Metro service (a special news service that reaches 4,000 daily and weekly newspapers in North America). (Their charge for typesetting, mailing and clip service are out-of-pocket expenses and additional). This, of course, is in addition to our regular servicing of news releases and features to the North American press.

-MORE-

- Initiate opportunities for fashion catalogues and fashion/travel spreads in major magazines and newspapers through one annual mailing and followup.
- Story placement in the consumer media. We work on a one-on-one basis with editors and writers from a list of key media targets. Exclusive story ideas are developed on Finland geared to their special editorial interests. We have found this the most effective way to get articles into top magazines and newspapers whose editors are not allowed to accept press trips (e.g. New York Times, Wall Street Journal, Architectural Digest, etc.)
- \* Initiate opportunities for television publicity, including feature segments and remotes, in Finland's top ten markets in North America. Develop a target list of national, syndicated and cable television programs that feature travel and send personalized letter proposing program ideas. In addition, target the major local stations in the ten markets that produce travel news/feature programming for coverage. Do all followup including visits to major market cities as required and coordinate arrangements for crew.
- \* Develop list of most upscale and promotionally active department stores and shopping malls in the top ten U.S. markets. Propose major promotions with in-store coverage as well as supplemental local radio and print advertising to be undertaken by store. To maximize our effectiveness, contact the corporate public relations staff of the major stores such as Bloomingdale's, Saks Fifth Avenue and Neiman Marcus to propose a national store-wide promotion. Estimate contacting 50 stores nationally. Handle all arrangements for the promotions.
- Act as a spokesperson to the media on the Finland travel product, as needed.
- Handle media requests for black and white and color photography.
- Provide marketing counsel.
- \* Our initial activity once the contract is in effect will be to develop a six month timetable of activities along with a media target list. This timetable will also include a list of news releases to be done each month and types of media each will be sent to.

Your program will be handled by your own Account Team. In addition you will have the services of our Special Projects Coordinator to handle radio promotions and that of the manager of our new department, Broadcast Publicity and Special Events, to handle television placements and promotions. For challenges

involving special marketing and creative input, you will also have the benefit of group counseling, utilizing the expertise of all of this firm's executives. And finally, I will personally supervise your account.

For carrying out the above program, professional fees to Karen Weiner Escalera Associates will be \$10,000 a month based on a 12-month contract. Out-of-pocket expenses including clipping service, overnight mail, fashion mailing (prorated), publications (prorated), messenger, postage, photocopies, travel, entertainment, long distance telephone, etc., are additional. We estimate that these will not exceed \$1500 a month. (Note that we use a discount long-distance carrier and calls are broken out by client code. Entertainment is prorated wherever possible and we estimate this to be \$200 a month).

We have not included printing charges for press release stationery or kit covers, or photographic reproduction as we assume these would come out of your existing budget.

As discussed, if you want us to handle mass distribution on news release mailings, these charges will be additional. For trade press mailings our production/computer time is billed at \$25 per hour. An average trade mailing (inclusive of photocopies, postage, and production time) costs between \$45 and \$175. Consumer mailings are done by an outside service, MDS, and range from \$500 to \$1500 depending on number of pages, photos, size of mailing. A sample distribution sheet is attached. Similarly, if we are to assemble press kits, there will be a production charge of \$25 per hour.

The Metro service mailing (see attached sheet) charges per column inch of copy. We estimate our two mailings will cost a total of \$2000 each.

In answer to your question about the charge if we were to accompany any additional press groups to Finland over and above the four trips: This would be charged at the respective executive's day rate. An Account Supervisor's time is charged at \$750 per day; an Account Executive's at \$375 per day.

You will also find enclosed a copy of the revised contract.

Sincerely,



Karen Weiner Escalera  
President

enc.

*Karen Weiner Escalera Associates, Inc.*

*555 Madison Avenue - Suite 1420*

*New York, N.Y. 10022*

*(212) 898-4370*

*Telex: 226000 ETLX UR*

*Attachment B*

FINNISH TOURIST BOARD  
PUBLIC RELATIONS TIMETABLE  
FEBRUARY 1987 - JULY 1987

DRAFT

February 19, 1987

*Incorporate rates from 3/10 mtg.*

Please Note:

Also to be included in this timetable:

- . Four days of media interviews
  - . Incentive newsletter
  - . Travel agency newsletter
  - . News release subjects
- . August 1987-January 1988 is included in this timetable; however a more detailed forecast of activities will be completed by May 1.

(fin-annon)

3/10/87:

forget Metro supplements for '87 - no budget  
give estimate (cost) on all MOS mailings  
dept. stores - just do followup for new

FEBRUARY 1987

STATUS

NEWS RELEASES	<ul style="list-style-type: none"><li>. KWEA Appointed P.R. for FTB</li><li>. FTB West Coast Office Opens</li><li>. 1987 Adventure Packages</li><li>. 1987 Finland Vacation Guide</li></ul> Additional consumer and trade releases as necessary.	Completed. Written; pending approval. To discuss 2/23. To discuss 2/23. To discuss 2/23.
SITE VISIT	Set dates for on-site visit by KWEA account team (in conjunction with first press trip?).	To discuss 2/23.
PRESS TRIP	Determine dates for first press trip--May. Confirm dates with FTB and Finnair.	Pending.
PUBLICITY MATERIAL	Review existing press materials and begin to update/revise as needed. Begin developing press kit.	To discuss 2/23.
	Review existing photo file and videotapes and assess current and future needs.	To discuss 2/23.
	Determine availability of stationery and needs. Coordinate necessary printing of additional stationery.	To discuss 2/23.
HIT LIST	Begin developing list of top media in major FTB markets; geographic and special interest.	Initial list completed 2/23.
STORY IDEAS	Begin developing list of story ideas.	Initial list completed 2/23.
TRADE PUBLICITY	Develop editorial calendars of travel trade and meeting/convention/incentive publications to ensure inclusion in appropriate sections.	Completed by 2/23.
TIMETABLE	Present six month timetable for 1987 for approval.	Completed.
CLIPPING SERVICE	Arrange for transfer of Burrelle's FTB account to KWEA.	Pending.
AIRLINE LIAISON	Meet with Finnair.	Meeting set for 2/24.

MARCH 1987

NEWS RELEASES

Write consumer and trade releases as appropriate.

PRESS TRIP

Meet with FTB to determine itinerary and make appropriate arrangements for May fam trip.

Develop hit list for trip and invite press.

NEWSLETTER

Write, layout and prepare, a one page, two-sided travel industry newsletter. (Finnewave)

LUNCHEON

Attend March 6 luncheon given by Finnish Consul General.

SPECIAL PROJECTS

Develop list and begin pitching to promotionally active department stores and shopping malls in major U.S. markets. Determine specific promotion themes.

TELEVISION

Finalize national TV hit list and begin pitching Finland as feature story/remote opportunity.

RADIO

Pitch WPIX on promotion in conjunction with concert sponsored by Sibelius Society at St. Stephen's Church.

Pitch WNYC on promotion in conjunction with program on Finnish music on April 20.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

MARCH 1987  
(Continued)

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

APRIL 1987

NEWS RELEASES

Write consumer and trade releases as appropriate.

PRESS TRIP

Finalize itinerary and press list for May trip.

Determine dates for second fam trip--July.

RADIO COVERAGE

*Send better list of target cities before we proceed*

First of two mailings in 1987 to radio stations in Finland's major North American markets.

Radio themes: Santa Claus Flight; and Shopping for a Summer Wardrobe.

RETAIL PROMOTIONS

Follow-up with department stores and shopping malls for promotions.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

*Newsletter - Travel Agents & Incentive*

MAY 1987

PRESS TRIP

Host press trip.

Follow-up invitations for next trip--July.

NEWS RELEASES

Write releases for trade and consumer as needed.

RADIO COVERAGE

Follow-up calls to radio stations.

Pitch Detroit station on promotion in conjunction with Finnfest '87.

TELEVISION

Follow-up letters to TV programs for remotes. Invite programs to Finland in July for locations--such as GOOD MORNING AMERICA and TODAY. Note: July is TV ratings month and programs usually receptive to remotes.

TIMETABLE

Develop complete p.r. timetable for next six months (August 1987-January 1988) and present for approval.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

*Newsletter - Get info + write - Interview*

JUNE 1987

PRESS TRIPS

Finalize attendees for July press trip. Develop itinerary.

NEW RELEASES

Write consumer and trade releases as appropriate.

FASHION CATALOGUES

Initiate opportunities for fashion catalogues and fashion/travel spreads in major magazines and newspapers through annual mailing.

NEWSLETTER

~~Write and~~ produce quarterly newsletter to ~~travel agents~~. <sup>Meetings</sup> ~~Interviews~~

TELEVISION

Finalize TV hit list of local shows and start pitching.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

JULY 1987

PRESS TRIPS

Host press group.

Set up dates for next press trip--possibly food writers. Target late Sept. or early October.

NEWS RELEASES

Write releases for consumer and trades as needed.

FASHION CATALOGUES

Follow-up calls to newspapers and magazines for fashion/location shoots.

CHRISTMAS PUBLICITY

Prepare recipes for food magazines on holiday treats, etc.

Draft winter and Christmas releases for approval to go out in August.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

*Newsletter*

*Meet with FTB to receive info for travel agent newsletter  
Produce & write*

AUGUST 1987

PRESS TRIPS

Invite food writers/editors for next trip--late Sept. or early Oct.

NEWS RELEASES

Write releases for consumer and trades as needed.

CHRISTMAS PUBLICITY

Distribution of Xmas recipes/feature stories.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Consel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

Newsletter -

Present travel news  
newsletter to FTB for dist.  
Get info to write newsletter  
for Incentive's

SEPTEMBER 1987

PRESS TRIPS

Host press trip for food writers/editors.

CHRISTMAS PUBLICITY

Set dates for shopping/design press trip in December.

NEWS RELEASES

Follow-up Christmas features/releases.

PRESS VISITS

Write releases for consumer and trade distribution.

STORY PLACEMENTS

Initiate individual press visits.

MARKETING COUNSEL

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

NEWS BUREAU FUNCTION

Counsel on special events; promotions; and packages.

INCENTIVE MEDIA

Act as spokesperson to the media on the Finland travel product.

OTHER TRADE

Handle media requests for black and white and color photography.

ACTIVITY REPORTS

Develop case studies and service pieces for leading incentive trade publications.

TRADE SHOW

Maintain editorial calendars of trade media to service with news on Finland.

Newsletter

Prepare monthly report of p.r. activities.

Initiate publicity for Oct. boat show ("swan")  
Incentive Newsletter out.

OCTOBER 1987

PRESS TRIPS

Develop hit list and invite press on shopping/design trip in December.

NEWS RELEASES

Write releases as appropriate

RADIO

Second of two mailings in 1987 to radio stations in Finland's major North American markets.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

INCENTIVE MEDIA

Handle media requests for black and white and color photography.

OTHER TRADE

Develop case studies and service pieces for leading incentive trade publications.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

TRADE SHOWS  
Newsletter

Attend boat show (N.Y.)  
Finnish "Swan" featured.  
Obtain information for  
N.Y. travel agent's newsletter.

NOVEMBER 1987

PRESS TRIPS	Finalize list of press for shopping/design trip in December.
NEWS RELEASES	Write releases for trade and consumer press.
SATW	Attend SATW Convention as p.r. representative for FTB.
RADIO	Follow-up letters sent to radio stations last month.
TIMETABLE	Begin to develop six-month timetable for 1988.
PRESS VISITS	Initiate individual press visits.
STORY PLACEMENTS	Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.
MARKETING COUNSEL	Counsel on special events; promotions; and packages
NEWS BUREAU FUNCTION	Act as spokesperson to the media on the Finland travel product.
	Handle media requests for black and white and color photography.
INCENTIVE MEDIA	Develop case studies and service pieces for leading incentive trade publications.
OTHER TRADE	Maintain editorial calendars of trade media to service with news on Finland.
ACTIVITY REPORTS	Prepare monthly report of p.r. activities.

Newsletter

Present travel agents newsletter to FTB for distribution

DECEMBER 1987

PRESS TRIP

Host shopping/design press trip.

Arrange for individual writers to visit Finland in winter months.

NEWS RELEASES

Write consumer and trade releases as appropriate.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

*Newsletter*

*Develop material of FTB  
for Jan. Newsletter.*

JANUARY 1988

NEWS RELEASES

Write releases announcing new 1988 vacation packages.

PRESS TRIPS

Determine dates for press trips in 1988.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

FINNISH TOURIST BOARD  
PUBLIC RELATIONS TIMETABLE  
AUGUST 1987 - JANUARY 1988

DRAFT

June 25, 1987

AUGUST 1987

PRESS TRIPS

Finalize list of food writers/editors for press trip-- Sept. 24 - Oct. 1.

NEWS RELEASES

Write releases for consumer and trades as needed.

CHRISTMAS PUBLICITY

Distribution of Xmas recipes/feature stories. *PIFJO TO CHECK FILE*

PRESS VISITS

Initiate individual press visits. *with Oct. 1*

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

INCENTIVE MEDIA

Handle media requests for black and white and color photography.

OTHER TRADE

Develop case studies and service pieces for leading incentive trade publications. *Niko*

ACTIVITY REPORTS

Maintain editorial calendars of trade media to service with news on Finland.

NEWSLETTER

Prepare monthly report of p.r. activities.

RADIO

Present Travel Agent newsletter to FTB for distribution.

Review and research subject matter of September newsletter (Incentives) with Mr. de Prado.

Agency to target radio stations in primary and secondary cities, "pitching" promotional themes that include skiing and winter sports, dining, shopping, reindeer safaris, and Santa's Workshop.

AUGUST 1987

SPECIAL EVENTS

Assist in planning of Finland Food Festival, Sept. 21-29 in New York. Agency to explore joint promotional activities on behalf of FTB in support of this event.

*Pelkonen  
RT to  
Attend*  
Agency to meet with Leena Peltola and Seppo Harkonen to coordinate efforts for Finnish Friendship Year.

TRADE SHOW

Initiate publicity for boat show taking place in New York in October. *Trade Counselor*

Agency to explore tie-in and publicity possibilities involving the Finnish-built Swan Boats.

*Hawaii to  
develop package*

*Minicor*

*Annapolis  
Radio interviews*

*Mankin - Stamford  
IIRO - Annapolis  
back visit - August*

*Oct 8-12  
show management  
301-268-8828*

SEPTEMBER 1987

PRESS TRIPS

*need specifics  
on food*

Host press trip for food  
writers/editors, Sept.24-Oct.1.

*fly or  
way to  
stock -  
expense?  
bank?*

Set dates for shopping/design  
press trip in December.

CHRISTMAS PUBLICITY

Follow-up Christmas  
features/releases.

NEWS RELEASES

Write releases for consumer and  
trade distribution.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers  
from hit list for consumer media  
placements. Exclusive story  
ideas are developed on Finland  
geared to their special editorial  
interests.

MARKETING COUNSEL

Counsel on special events;  
promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media  
on the Finland travel product.

Handle media requests for black  
and white and color photography.

INCENTIVE MEDIA

Develop case studies and service  
pieces for leading incentive  
trade publications.

OTHER TRADE

Maintain editorial calendars of  
trade media to service with news  
on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r.  
activities.

NEWSLETTERS

Present Incentive newsletter  
for distribution.

RADIO

Agency to follow up on letters  
that were sent to stations last  
month.

Agency to pursue positive leads  
with FTB and move projects  
forward as appropriate.

SEPTEMBER 1987

SPECIAL EVENTS

Agency to aggressively represent interests of FTB in special promotions and publicity opportunities connected with Finland Food Festival September 21-29.

Agency will manage media activities involving the FTB.

OCTOBER 1987

PRESS TRIPS

Develop hit list and invite press on shopping/design trip in December.

NEWS RELEASES

Write releases as appropriate.

PRESS VISITS

Initiate individual press visits.

SATW

Attend SATW Convention as p.r. representative for FTB.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages.

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

NEWSLETTER

Research and review information for November Travel Agent newsletter, and prepare copy.

SPECIAL EVENTS

Participate in development and advance publicity on behalf of Finnish Friendship Year.

TRADE SHOWS

Attend Boat Show and carry out publicity activities on behalf of FTB and Swan.

PRESS TRIPS

Finalize list of press or shopping/design trip in December.

NEWS RELEASES

Write releases for trade and consumer press.

TIMETABLE

Begin to develop six-month timetable for 1988.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

Handle media requests for black and white and color photography.

INCENTIVE MEDIA

Develop case studies and service pieces for leading incentive trade publications.

OTHER TRADE

Maintain editorial calendars of trade media to service with news on Finland.

ACTIVITY REPORTS

Prepare monthly report of p.r. activities.

NEWSLETTER

Present travel agents newsletter to FTB for distribution.

SPECIAL PROJECTS

Work with Consulate General's office on publicizing kickoff of Finnish Friendship Year.

PRESS TRIP

Host shopping/design press trip.

NEWS RELEASES

Arrange for individual writers to visit Finland in winter months.

PRESS VISITS

Write consumer and trade releases as appropriate.

STORY PLACEMENTS

Initiate individual press visits.

MARKETING COUNSEL

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

NEWS BUREAU FUNCTION

Counsel on special events; promotions; and packages

INCENTIVE MEDIA

Act as spokesperson to the media on the Finland travel product.

OTHER TRADE

Handle media requests for black and white and color photography.

ACTIVITY REPORTS

Develop case studies and service pieces for leading incentive trade publications.

SPECIAL PROJECTS

Maintain editorial calendars of trade media to service with news on Finland.

Prepare monthly report of p.r. activities.

Work with Consulate General's office on publicizing kickoff of Finnish Friendship Year.

JANUARY 1988

NEWS RELEASES

Write releases announcing new 1988 vacation packages.

PRESS TRIPS

Determine dates for press trips in 1988.

PRESS VISITS

Initiate individual press visits.

STORY PLACEMENTS

Work with editors and writers from hit list for consumer media placements. Exclusive story ideas are developed on Finland geared to their special editorial interests.

MARKETING COUNSEL

Counsel on special events; promotions; and packages

NEWS BUREAU FUNCTION

Act as spokesperson to the media on the Finland travel product.

INCENTIVE MEDIA

Handle media requests for black and white and color photography.

OTHER TRADE

Develop case studies and service pieces for leading incentive trade publications.

ACTIVITY REPORTS

Maintain editorial calendars of trade media to service with news on Finland.

Prepare monthly report of p.r. activities.

(fin-annon)