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1. Name of Registrant CMGRP, Inc. d/ba/ Weber Shandwick	2. Registration No. 3911
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
  - Initial Statement
  - Supplemental Statement for the period ending December 1, 2003
  - Other purpose (*specify*): \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

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4. If this amendment requires the filing of a document or documents, please list -  
Attachment 1 -- List of services provided to foreign principal Canadian Tourism Commission (CTC) for the period from July to December 2003.  
Attachment 2 -- List of expenses incurred on behalf of CTC for the period from July to December 2003.  
Attachment 3 -- List of fees and expense reimbursements received from CTC during the period from July to December 2003.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)

The original Supplemental Statement for this period did not disclose the Canadian Tourism Commission as a foreign principal serviced during this period in response to Item 9, or the services engaged in (Item 11) or expenses incurred on behalf of CTC (Item 15), or fees and expense reimbursements received from CTC during this period.

**EXECUTION**

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

(Date of signature)

(Type or print name under each signature)

November 23, 2010

  
Andrew J. Kameros

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

**Weber Shandwick**  
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<i>Weber Shandwick performed the following activities on behalf of the CTC July 2003</i>		
Activity	Status/Next Steps	
<b>Core Public Relations</b>		
Media Placements	Circulation	Advertising Value
<i>The Savvy Traveler Newsletter – June 2003</i> • Nova Scotia	20,000	N/A
<i>Diversion – July 2003</i> • Montréal	179,341	\$2,270
<i>VIA – July 2003</i> • Vancouver, Fairmont Hotels	2,655,203	\$8,387
<i>BRIDE'S – Sept./Oct. 2003</i> • Gulf Islands	428,733	\$18,235
<b>Total Circulation and Ad Value</b>	<b>3,283,277</b>	<b>\$28,892</b>
<b>News Bureau/Media Outreach</b>		
<i>The Tonight Show with Jay Leno</i> (viewership: 6,000,000)	Weber Shandwick continues to liaise with Tonight Show producer Scott Atwell regarding Mountie Training Camp segment, pursuing as a potential opportunity for fall.	
<i>Washington Flyer</i> (circ. 175,000)	Forwarded information on Canadian spas for possible inclusion in September issue.	
<i>Travel Savvy</i> (circ.: N/A, new publication)	Agency coordinated air travel to Toronto for managing editor Alia Akkam. Alia traveled from July 11-14, 2003. Her article will consist of an overview of the city (i.e. "What's doing in Toronto?"), but with a strong emphasis on Toronto's film and television scene. She will include it in the magazine's premiere issue in September.	
<i>Lincoln Road, Poder and LOFT</i> (combined circ.: 195,000)	Agency coordinated air travel to Montréal for travel editor Valeria Escobari. Valeria traveled from July 25-28, 2003. Valeria stayed at the Hotel Le St.-Paul and will review that and other properties for the travel section of the magazines. The publications feature luxury resorts, inns and hotels around the world.	
<i>JAL</i> (circ. 350,000/monthly)	Agency assisting Dave Bartruff with his upcoming piece on JAL (Japan Airlines in-flight magazine). Dave was a participant on the Vancouver Island press trip.	
<i>InStyle</i> (circ. 1,670,792)	Forwarded information about celebrities on Vancouver Island to freelancer Sandra Ramani working on a piece about celebrity spas.	

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<i>American Way</i> (circ. 344,375)	Agency forwarded various hotel packages to freelance writer Josh Sens, who was assigned to write a story on interesting hotel packages.
<b>George Hobica</b> <b>Travel Writer</b>	Forwarded information on hotels and resorts in Canada for upcoming piece on holiday travel. George could not reveal the outlet, but will let us know if Canada is included.
<b>Top Publications List</b>	Working off pre-approved list of top publications. Researched into several different story angles and regions in Canada to develop customized pitches for each publication. Continuing outreach to publications with these diverse angles to gain coverage in key destinations.
<b>Partner Support</b>	
<b>Travel Manitoba</b>	Agency conducting outreach with top-tier publications and key freelancers for two upcoming press trips.
<b>Josiane Betit/Tourisme Montréal</b>	Agency developed a list of food contacts in top market newspapers and magazines for upcoming event in Montréal.
<b>Prince Edward Island</b>	Agency conducted outreach and secured editorial appointment with deputy travel editor Jan Benzel at <i>The New York Times</i> for Minister Lantz.
<b>Shaw Festival</b>	Agency developed Sarasota media list for upcoming event.
<b>Special Projects</b>	
<b>CTC Chicago Office</b>	Agency developed Chicago and Cleveland media lists for Lou Macaluso.
<b>Clipping Service</b>	Agency forwarded monthly cost breakdown to the CTC.
<b>Meetings/Conference Calls</b>	
<b>Meeting with Fairmont Hotels</b> <b>July 8, 2003</b>	Agency met with Lori Holland as she alerted us to what they have coming up for Fairmont, so we can keep them top-of-mind if opportunities arise where we can work together on behalf of the CTC. Some things discussed include Fairmont being a community sponsor for the 2010 Olympics, Partnership with David Leadbetter on the first David Leadbetter Golf Academy at the Chateau Whistler Golf Academy, Fairmont's Green Partnership Program, the "Lounging with Fairmont" program and the upcoming launch of a bridal component.

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<p style="text-align: center;"><b>Conference Call with Rogers &amp; Cowan</b></p>	<p>Weber Shandwick is working closely with Rogers &amp; Cowan to leverage their Hollywood contacts and jointly working on securing celebrity involvement for potential Canada editorial coverage featuring highlights of the destination (i.e. what they like to do, where they like to go, etc.), while filming in a particular Canadian city. Next step is for R&amp;C to provide list of celebrities shooting films/TV shows in Canada through end of year. Weber Shandwick to determine which celebrities would be appropriate and then reach out to them in concert with R&amp;C to determine interest/availability for participation.</p>
<p style="text-align: center;"><b>Rolling Stones Toronto Concert-- Radio Promotions in NY &amp; Boston</b></p>	<p>Agency secured two radio promotions – one in Boston with WJMX-FM and one in NY with WAXQ-FM, where trips to Toronto to see the concert were given away on-air. Both promotions ran the weekend of July 19, trips have been redeemed and recaps and airchecks have been forwarded to the CTC.</p>
<p style="text-align: center;"><b>Antiques Road Show</b></p>	<p>Agency is in communication with show and has secured interest to have them shoot in Vancouver in the summer of 2005. As a next step, Agency is trying to set-up an in-person meeting to take place in NY during fall 2003 with reps from the CTC and Tourism BC and/or Tourism Vancouver present, to discuss show's needs and discuss how the CTC and its partners can assist with shooting permits and travel costs</p>
<p style="text-align: center;"><i>Wine Spectator</i></p>	<p>Agency has contacted magazine to secure promotional opportunities which would benefit Canada. From our outreach, however, we've learned that the magazine is only willing to work with its advertising partners on promotions.</p>
<p style="text-align: center;"><b>Exxon – Mobile Partnership</b></p>	<p>Agency in discussion with Exxon-Mobile, another Weber Shandwick client, to discuss ideas for partnership opportunities. Ideas currently being generated for review and consideration.</p>

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<p style="text-align: center;"><b>CTC Donation to Central Park</b></p>	<p>Agency has secured an opportunity with the Central Park Conservatory which involves the CTC donating something -- perhaps an ice sculpture, during the park's annual Holiday Tree Lighting Ceremony which takes place in mid-Dec. But upon further investigation, Agency learned that the event unfortunately does not target the same demographics as the CTC wishes to reach. Agency passed on this opportunity as a result, but is currently exploring other upcoming events with Central Park for tie-in opportunities with the CTC.</p>
<p style="text-align: center;"><b>1-800-Flowers &amp; Other Major Flower Retailers</b></p>	<p>Agency reaching out to major flower retailers, including 1-800-Flowers, to explore promotional opportunities for the CTC to take place around Valentine's Day 2004.</p>
<p><b>ADVERTISING PROMOTIONAL OPPORTUNITIES</b></p>	
<p style="text-align: center;"><b>Canada Wardrobe Items</b></p>	<p>CTC to provide University of Toronto apparel. Network TV shows are currently back from hiatus.</p>
<p><b>FILM PROMOTIONS</b></p>	
<p style="text-align: center;"><b>X-Men II (20th Century Fox) DVD Release date: Nov. 25, 2003</b></p>	<p>Theatrical promotion wrap-up report being finalized. Waiting for proposal from Fox regarding opportunities with DVD release.</p>
<p style="text-align: center;"><b>Bruce Almighty (Universal) DVD release date: Nov. 25, 2003</b></p>	<p>Exploring promotional potential with Universal for DVD release as a back-up to X2.</p>
<p><b>PRODUCT PLACEMENT OUTREACH</b></p>	
<p style="text-align: center;"><b>Sex and the City (HBO)</b></p>	<p>Production will not be doing remote shoots that involve out of city travel this season.</p>
<p style="text-align: center;"><b>Queer as Folk (Showtime)</b></p>	<p>Presented production with ideas about incorporating Gay Games into a storyline for the upcoming season. Filming resumes in October. Drafting cross-promotional ideas to share with CTC and Showtime.</p>
<p style="text-align: center;"><b>Amazing Race (CBS)</b></p>	<p>Season #5 has not been green-lighted yet. Sent follow-up email to producer to remind them of our interest.</p>
<p style="text-align: center;"><b>Race to the Altar (NBC)</b></p>	<p>Production chose tropical destination as location of wedding instead of Canada.</p>
<p style="text-align: center;"><b>Wonder Falls (FOX)</b></p>	<p>Reviewed pilot of this midseason replacement that debuts in January 2004. Contacted production and made them aware of our interest in possible sweepstakes and promotions.</p>

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<b>MARKETING PARTNERSHIPS</b>	
<b>Jaguar / Land Rover</b>	Possible media ride and drive in Canada. This R&C client is interested in exploring for next car launch – Land Rover in Sept. '04.
<b>Simeon Rice</b>	R&C client Simeon Rice will be launching two new apparel lines in Q4 2003 and Q4 2004. R&C is exploring possible catalog photo shoots in Canada for his thermal line.

<i>Weber Shandwick performed the following activities on behalf of the CTC August 2003</i>		
<b>Activity</b>	<b>Status/Next Steps</b>	
<b>Core Public Relations</b>		
<b>Media Placements</b>		
	<b>Circulation</b>	<b>Advertising Value</b>
<i>Washington Times – August 9, 2003</i>	101,001	\$9,781
• Nova Scotia		
<i>The Cincinnati Enquirer – August 10, 2003</i>	197,127	\$12,694
• Nova Scotia		
<i>The Boston Herald – August 17, 2003</i>	249,641	\$7,378
• Yukon		
<b>Total Circulation and Ad Value</b>	<b>547,769</b>	<b>\$29,853</b>
<b>News Bureau/Media Outreach</b>		
<i>The Tonight Show with Jay Leno (viewership: 6,000,000)</i>	Weber Shandwick continues to liaise with Tonight Show producer Scott Atwell regarding Mountie Training Camp segment, pursuing as a potential opportunity for fall.	
<i>JAL (circ. 350,000/monthly)</i>	Agency coordinating with Tourism BC for Dave Bartruff to return to Vancouver Island for additional photography. Dave's editor at JAL confirmed the article will be a feature spread. Issue TBD.	
<i>SmartMoney Magazine (circ. 808,752)</i>	Agency worked with reporter Noah Rothbaum to provide him with information on Canadian rail tours for an upcoming story on luxury rail tour operators.	
<i>Travel Age West Magazine (circ. 30,000)</i>	Forwarded an opportunity to Kate Colley Lo at Tourism Vancouver for an upcoming piece on gay travel.	
<i>Emily Kaufman "The Travel Mom"</i>	Forwarded deals to Emily Kaufman for an Orbitz online piece about ways to stretch your dollar.	
<i>Frequent Flyer (circ. 205,017)</i>	Business travel writer, Chris Barnett, was writing a story about hotels/resorts that have cool or innovative services or amenities that cater to frequent business travelers. Liaised with Lori Holland from Fairmont Hotels for appropriate	

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	information.
<i>Meeting West</i> (circ. 25,000)	Per client request, forwarded CTC media kit on to Mimi Kmet for story in the November issue.
<i>Travelocity</i>	Per client request, forwarded Canada b-roll on to Carla Sage Productions.
<i>San Diego Union-Tribune</i> (circ. 363,555)	Assisted Travel Editor Alison Da Rosa with fact-checking for an upcoming piece on travel to Canada.
<i>Travel Agent Magazine</i> (circ. 50,153)	Assisted Senior Editor Kerry Medina with fact-checking for a story on the "Canada Specialist Program."
<i>Boston Magazine</i> (circ. 140,694)	Forwarded materials for possible inclusion in fall travel issue.
<i>Money</i> (1,992,438)	Forwarded information on off-the-beaten path ski lodges in Whistler for consideration in upcoming ski lodges/skiing piece.
<i>The Press Democrat</i> (circ. 102,186)	Forwarded materials for possible inclusion in fall travel issue.
<i>Providence Journal</i> (circ. 165,628)	Forwarded materials for possible inclusion in fall travel issue.
<i>St. Louis Post-Dispatch</i> (circ. 286,665)	Forwarded materials for possible inclusion in fall travel issue.
<i>Washington Post</i> (circ. 786,032)	Forwarded materials for possible inclusion in fall travel issue.
<i>Cooking Light</i> (circ. 1,574,194 )	Spoke with Philip Rhodes about upcoming story on Canadian bacon (helped fact check) as well as any other opportunities for Canada. Also pitching freelancer Jill Daniel, who contributes frequently to the publication.
<i>Country Living</i> (circ. 1,758,891)	Spoke with Cheryl Slocum regarding upcoming opportunities for Canada. She's extremely interested in learning more about cheese in Ontario. Follow up continues.
<i>Wallpaper*</i> (circ. 133,405)	Forwarded information to Elizabeth Terry on Opus Hotel in Vancouver. Follow up continues.
<i>Child</i> (circ. 936,970)	Forwarded information on the Quebec Winter Carnival to lifestyle director Kathy Henderson. Follow up continues.
<i>FamilyFun</i> (circ. 1,534,849)	Speaking with regular contributor Lisa Frey about individual FAM to the Winter Carnival. Follow up continues.
<i>Cigar Aficionado</i>	Speaking to editorial staff about possible

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<i>(circ. 260,000)</i>	opportunities for Canada. Follow up continues.
<b>Washingtonian</b> <i>(circ. 110,000)</i>	Working with executive wine editor Thomas Head on possible individual FAM to Ontario for wine story. Follow up continues.
<b>Forbes</b> <i>(circ. 925,993)</i>	Speaking with Alan Farnham about upcoming PEI press trip. Alan is interested and will let us know if he can attend.

<b>Newsweek</b> <i>(circ. 3,125,151)</i>	Speaking with correspondent Tara Weingarten about possible individual FAM trip to British Columbia. Follow up continues.
<b>Partner Support</b>	
<b>Tourism Prince Edward Island</b>	Agency conducting outreach to targeted media for upcoming Celtic Impression group FAM trip. Secured interest from freelancer Jill Fergus, <i>Forbes</i> and <i>Woman's World</i> . Follow up continues.
<b>Special Projects</b>	
<b>February 2004 Media Event</b>	Agency currently brainstorming event venues and themes for February media event in New York City.
<b>Travelcanada.ca/media Web Site Recommendations</b>	Weber Shandwick reviewed the new media site and provided feedback.
<b>Clipping Service</b>	Agency forwarded monthly cost breakdown to the CTC.
<b>Promotional/Special Events Marketing Partnerships</b>	
<b>Ticketmaster Media Group</b>	Agency held in-person meeting with Ticketmaster Media Group on Aug. 22 to discuss ideas for a Canada program with one or more of its properties including Ticketmaster, Citysearch, Evite, Match.com and others. Following the meeting, Agency proposed specific program concepts to Ticketmaster and a detailed proposal is currently being developed.
<b>LA Sports Club</b>	Agency had a meeting scheduled with LA Sports Club to discuss promotional opportunities for the CTC, but the meeting had to be rescheduled for late-September.
<b>Antiques Road Show</b>	Agency is in communication with show and as our

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	old contact is no longer there, we are revisiting the idea of having the show shoot in different parts of Canada. As a next step, Agency is trying to set-up an in-person meeting to pursue further and discuss show's needs and discuss how the CTC and its partners can assist with shooting permits and travel costs.
<b>Exxon – Mobile Partnership</b>	Agency held internal meetings and brainstorms with Weber Shandwick's Exxon-Mobile team, to discuss ideas for partnership opportunities. Ideas will be included in 2004 planning for consideration.
<b>Central Park Event Sponsorships</b>	Agency held an in-person meeting with the Central Park Conservancy (CPC) on Aug. 25 to discuss promotions and event sponsorship opportunities for the CTC and its partners. Two opportunities have been identified CPC currently developing a proposal for Agency's review and feedback.
<b>Shakespeare in the Park</b>	Agency in discussion with the Joseph Papp Theater who produces these popular performances each summer in Central Park, to explore sponsorship opportunities for the CTC.
<b>1-800-Flowers</b>	Agency currently reaching out to major flower retailer to explore promotional opportunities for the CTC.
<b>ENTERTAINMENT PROMOTIONS</b>	
<b>Canada Wardrobe Items</b>	CTC to provide University of Toronto apparel. Network TV shows are currently back from hiatus.
<b>FILM PROMOTIONS</b>	
<b>X-Men II (20th Century Fox) DVD Release date: Nov. 25, 2003</b>	Theatrical promotion wrap report finalized. Fox approaching other partners (Jack in the Box, Exxon, Dr. Pepper) as well as Retail and Field Publicity for promotional opportunities for CTC with DVD release.
<b>Bruce Almighty (Universal) DVD release date: Nov. 25, 2003</b>	Forwarded copy of the Bruce Almighty film to Susan Iris to review for potential promotional program for DVD release as a back-up to X2.
<b>Niagara (Warner Bros.) Theatrical Release TBD</b>	New film to be produced by Steven Soderbergh and directed by Jay Roach, about a man who tries to stop his son from going over Niagara Falls in a barrel as a publicity stunt. Script currently being written. Tracking the development of this film for future placement and promotional opportunities.

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PRODUCT PLACEMENT OUTREACH	
<b>Queer as Folk (Showtime)</b>	Presented production with ideas about incorporating Gay Games into a storyline for the upcoming season. Filming resumes in October.

<b>The L Word (Showtime)</b>	This show explores the lives of a group of lesbians living in Los Angeles. Showtime will review the Queer as Folk proposal regarding the Gay Games and could possibly be interested for this show as well. Production is currently shooting in Toronto.
<b>Amazing Race (CBS)</b>	Show is still in danger of being cancelled, despite Emmy nomination for best reality series. If show is renewed, will re-approach production about Canada as a possible destination.
<b>Wonder Falls (FOX)</b>	Reviewed pilot of this midseason replacement that debuts in January 2004. Forwarded pilot to Susan Iris for review. Contacted production and network and made them aware of our interest in possible sweepstakes, promotions, and production support.
<b>The Bachelorette: Trista &amp; Ryan's Wedding (ABC)</b>	Reviewed proposal to possibly shoot the couple's bachelor and bachelorette parties in Canada, which will air as a three-part special on ABC in December. Production secured another destination before Canada made an offer. Offered to provide a honeymoon in exchange for verbal mention and b-roll footage on the wedding episode. Waiting to hear back from production.
<b>Judging Amy (CBS)</b>	Delivered posters and Mounties for a travel agency scene.

<i>Weber Shandwick performed the following activities on behalf of the CTC September 2003</i>		
<i>Media Placement</i>	<i>Circulation</i>	<i>Advertising Value</i>
<b>Poder – September 2003</b>		
• Montréal	50,000	\$19,842
<b>Total Circulation and Ad Value</b>	<b>50,000</b>	<b>\$19,842</b>
<i>News Bureau/Media Outreach</i>		
<b>Today Show (viewership: 6.2 million)</b>	Liaised with Ontario Tourism and Nova Scotia Tourism & Culture to obtain b-roll and packages to submit to Peter Greenberg for fall foliage segment.	
<b>New York Post</b>	Liaised with Tourism New Brunswick and Nova	

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<i>(circ. 620,000)</i>	Scotia Tourism & Culture to arrange for day tours for travel editor, Pucci Meyer McGill, while her cruise ship makes a stop in Saint John and Halifax.
<i>Arline and Sam Bleecker Syndicated Travel Writers</i>	Liaised with Tourism New Brunswick and Nova Scotia Tourism & Culture to arrange for day tours while the writers' cruise ship makes a stop in Saint John and Halifax.
<i>SmartMoney (circ. 808,752)</i>	Provided travel editor Noah Rothbaum with information on Canadian rail companies including Rocky Mountaineer and Royal Canadian Pacific, for upcoming story on luxury rail travel.
<i>More (circ. 796,626)</i>	Forwarded information on winter getaways for possible inclusion in scheduled travel piece in December issue.
<i>Seattle Post-Intelligencer (circ. 155,813)</i>	Forwarded ski deals for possible inclusion in scheduled ski piece in October.
<i>The Buffalo News (circ. 218,385)</i>	Forwarded information on fall deals for possible inclusion in scheduled Canada travel piece on Sept. 7.
<i>The Columbus Dispatch (circ. 261,566)</i>	Forwarded information on fall deals for possible inclusion in scheduled Canada travel piece on Sept. 14.
<i>Chicago Tribune (circ. 621,055)</i>	Forwarded information on fall deals for possible inclusion in scheduled fall travel piece on Sept. 14.
<i>Akron Beacon Journal (circ. 141,181)</i>	Forwarded information on fall deals for possible inclusion in scheduled Canada travel piece on Sept. 21.
<i>The Tampa Tribune (circ. 238,176)</i>	Forwarded ski deals for possible inclusion in scheduled ski piece on Sept. 21.
<i>Horizon Air Magazine (circ. 420,00)</i>	Forwarded information on BC getaways for possible inclusion in scheduled Western Canada piece in November.
<i>Seattle Times (circ. 239,468)</i>	Forwarded ski deals for possible inclusion in scheduled ski piece on Oct. 1.
<i>Frommers.com</i>	Columnist Sascha Segan requested meeting with Agency and asked to be informed of all Canadian deals. Agency forwarded Sascha's email to partner contacts and requested Sascha be included in all upcoming announcements.
<i>Judy Florman Freelancer</i>	Judy contributes to several newspapers and magazines, including the <i>Christian Science Monitor</i> and <i>St. Petersburg Times</i> . Forwarded information on Ontario wineries, specifically, Icewine.

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<i><b>FamilyFun</b></i> (circ. 1,534,849)	Liaised with partners in Québec to obtain additional information for contributor Luisa Frey. Luisa is speaking with her editor about a Winter Carnival article.
<i><b>Family Circle</b></i> (circ. 4,601,708)	Speaking with Editor-at-Large, Margaret Jaworski, about visiting Canada, either on an individual FAM or upcoming group FAM.
<i><b>Child</b></i> (circ. 936,970)	Managing Editor Polly Chevalier confirmed on Manitoba polar bear FAM trip.
<i><b>Country Living</b></i> (circ. 1,758,891)	Pitched travel editor Monica Willis to attend Celtic Immersion press trip. Due to scheduling conflicts Monica was not able to attend but is still very interested in covering Nova Scotia/PEI in the future.
<b>Partner Support</b>	
<b>Tourism Prince Edward Island</b>	Agency conducted outreach to targeted media for Celtic Impression group FAM trip. <i>Country Living</i> was interested in attending but could not due to scheduling conflicts. Agency continuing to keep in close contact with editor to reschedule individual trip.
<b>Travel Manitoba</b>	Agency conducted outreach with top-tier publications and key freelancers for upcoming polar bear press trip. Agency secured <i>Child</i> magazine to attend.
<b>Special Projects</b>	
<b>February 2004 Media Event</b>	Agency conducted site tours and submitted event recommendations memo to client highlighting possible event themes and venues.

<b>Competitive Analysis</b>	Per CTC's request, Agency researched and gathered materials on Jet Blue and Las Vegas' marketing campaigns to look at as industry models. Agency developing an in-depth summary of each campaign to be forwarded to CTC by Oct. 10.
<b>Washington DC/Baltimore Media List</b>	Developed media list for Frank LaFleche to assist with upcoming Baltimore Zoo event.
<b>Northern Lights Awards</b>	Developed media list for Northern Lights Awards and provided mailing labels.
<b>PURE Canada Mailing</b>	Distributed fall/winter PURE Canada magazines to top media contacts.

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<b>Clipping Service</b>	Agency forwarded monthly cost breakdown to the CTC.
<i>Meetings/Conference Calls</i>	
<b>Air Canada Luncheon September 24, 2003</b>	Tricia Rosentreter attended on behalf of the CTC. Provided Canada story angles sheet to be included in event media kit. Forwarded recap to client.
<i>Partnerships/Promotions</i>	
<b>Ticketmaster Media Group</b>	Agency developed relationship with Ticketmaster, initiated meetings, and recommended promotional partnership with CTC. Awaiting feedback.
<b>LA Sports Club</b>	Coordinating meeting with LA Sports Club to discuss promotional opportunities for the CTC.
<b>Antiques Road Show</b>	Agency is in communication with show, and as our old contact is no longer there, we are revisiting the idea of having the show shoot in different parts of Canada. Proposal has been forwarded to show's licensing department for review and consideration.
<b>Central Park Event Sponsorships</b>	Agency in discussions with the Central Park Conservancy (CPC) to discuss promotions and event sponsorship opportunities for the CTC and its partners. One opportunity has been identified but awaiting a full proposal from CPC for review.
<b>Shakespeare in the Park</b>	Agency in discussion with the Joseph Papp Theater who produces popular performances each summer in Central Park, to explore sponsorship opportunities for the CTC.

<b>Weber Shandwick Consumer Clients</b>	Agency brainstorming ideas for partnerships/promotions with various Weber Shandwick clients including General Motors, Pier 1 Imports, Liz Clairborne, Bally Total Fitness, MasterCard, Sprint, Verizon Wireless, Toshiba and others.
<i>Partnerships/Promotions</i>	
<b>Canada Wardrobe Items</b>	Waiting for confirmation that apparel is cleared from University of Toronto before purchasing.
<i>Partnerships/Promotions</i>	

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<b>X-Men II (20<sup>th</sup> Century Fox) DVD Release date: Nov. 25, 2003</b>	CTC sent Fox proposal regarding working with Blockbuster. Proposal being reviewed by Fox.
<b>Bruce Almighty (Universal) DVD release date: Nov. 25, 2003</b>	Currently on hold, this film is a back up to X2 promotion.
<b>Niagara (Warner Bros.) Theatrical Release TBD</b>	In development. New film to be produced by Steven Soderbergh and directed by Jay Roach, about a man who tries to stop his son from going over Niagara Falls in a barrel as a publicity stunt. Script currently being written. Tracking the development of this film for future placement and promotional opportunities.
<b>PRODUCT PLACEMENT OUTREACH</b>	
<b>Queer as Folk (Showtime)</b>	In discussions with Gay Games about promotional possibilities. Will present to Showtime by October 22 <sup>nd</sup> .
<b>The L Word (Showtime)</b>	Production has wrapped and the show will begin airing in January. This show explores the lives of a group of lesbians living in Los Angeles. Showtime will review the Queer as Folk proposal regarding the Gay Games and could possibly be interested for this show as well.
<b>Amazing Race (CBS)</b>	The show won an Emmy Award for best "Reality or Competition Program." CBS picked up the show for another season. We have spoken with production and are trying to gauge their interest in Canada. Production not yet not fully staffed.
<b>Wonder Falls (FOX)</b>	Contacted production and network and made them aware of our interest in possible sweepstakes, promotions, and production support. Waiting to hear from the network.
<b>"Empire Falls" (HBO)</b>	Delivered posters and Mounties for set dressing in a travel agency.
<b>"White Chicks" Revolution Studios</b>	Delivered posters for a travel agency scene.
<b>"The Bachelor 5" &amp; "The Bachelorette 2"</b>	Production contacted us about the possibility of using Canada as a destination for their exotic getaway dates. CTC is working with partners to determine what we could offer. The filming is scheduled to take place December 7 <sup>th</sup> – 12 <sup>th</sup> .
<b>Mike Myers</b>	R&C approached Mike Myers on behalf of the CTC to appear at convention in Indianapolis. Publicist reviewing request.

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<i>Weber Shandwick performed the following activities on behalf of the CTC October 2003</i>		
<i>Client/Activity</i>	<i>Circulation</i>	<i>Advertising Value</i>
<b><i>The Knot Weddingpages – Winter/Spring 2003</i></b>	1.2 million	\$1,738
• <b><i>Vancouver Island</i></b>		
<b>Total Circulation and Ad Value</b>	<b>1.2 million</b>	<b>\$1,738</b>
<i>News Bureau/Media Outreach</i>		
<b><i>The Oprah Winfrey Show</i></b> <i>(6.5 million viewers)</i>	Agency contacted producers at show with offer to send entire audience to Canada for Shania Twain concert. Response was positive, but unfortunately Shania had already performed on the show. Follow up will continue for additional opportunities.	
<b><i>New York Times</i></b> <i>(circ. 1,130,740)</i>	Forwarded luxury winter travel options for possible inclusion in scheduled luxury travel piece.	
<b><i>San Jose Mercury News</i></b> <i>(circ.276,787)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>Boston Magazine</i></b> <i>(circ. 140,694)</i>	Forwarded information on leaf peeping and deals on travel to Mont Tremblant for possible inclusion in scheduled fall travel piece.	
<b><i>Hooked on the Outdoors</i></b> <i>(circ. 150,000)</i>	Forwarded information on outdoor winter activities for possible inclusion in scheduled winter travel piece.	
<b><i>Chicago Tribune Magazine</i></b> <i>(circ. 621,055)</i>	Forwarded information on leaf peeping in the Rockies for possible inclusion in scheduled fall travel piece.	
<b><i>Gotham</i></b> <i>(circ. 70,000)</i>	Forwarded information on leaf peeping and deals on travel to Mont Tremblant for possible inclusion in scheduled fall travel piece.	
<b><i>Houston Chronicle</i></b> <i>(circ. 548,508)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>The Press Democrat</i></b> <i>(circ. 102,186)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>San Francisco Chronicle</i></b> <i>(circ. 514,265)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>St. Louis Post-Dispatch</i></b> <i>(circ. 286,665)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>The Oregonian</i></b> <i>(circ.344,550)</i>	Forwarded information on winter travel deals in BC and Alberta for possible inclusion in scheduled winter travel piece.	
<b><i>The Washington Post</i></b> <i>(circ. 786,032)</i>	Forwarded winter travel deals for possible inclusion in scheduled winter travel piece.	
<b><i>FamilyFun</i></b> <i>(circ. 1,534,849)</i>	WS has been working with contributing editor, Luisa Frey, on a possible individual visit to the	

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	Québec Winter Carnival. Luisa submitted a pitch to her editor in October, who loved the idea. Unfortunately, since the magazine does not accept sponsored travel, her editor enlisted a local travel writer from Québec to write the piece.
<i>Family Circle</i> (circ. 4,601,708)	WS continues to speak with Editor-at-Large, Margaret Jaworski, about possible individual visit in 2004.
<i>Incentive Magazine</i> (circ. 40,050)	Forwarded request for information from reporter on to appropriate partners. Publication had a scheduled Rockies travel story on the November issue.
<b>Partner Support</b>	
<b>Tourism New Brunswick</b>	Provided list of top travel trade publications to Rose Arsenault.
<b>Special Projects</b>	
<b>February 2004 Media Event</b> <b>February 11, 2003</b> <b>Astra</b>	Drafted “Romance Canada” planning document, outlining theme, flow of event as well as venue recommendations. Escorted client on site inspection while in New York. Secured Astra as event venue and established date.
<b>Media Marketplace 2004</b>	Developed media list for teaser mailing.
<b>Rockies Winter Wonderland Press Trip</b>	Developed targeted media invite list. Created and distributed E-vite to media. Follow up continues to secure 6 media to attend.
<b>Research on Travel Marketing Campaigns</b>	Per the CTC’s request, Agency conducted extensive research and developed a report outlining the recent JetBlue and Las Vegas marketing campaigns for CTC to look at as industry models.
<b>Co-op SMT Opportunity</b>	Agency presented a co-op SMT opportunity to the CTC who recommended Banff/Lake Louise, Ski Banff/Lake Louise, Fairmont and Travel Alberta’s participation for the Canada segment. The SMT was postponed, but since the Agency received interest from the partners, we are reviewing additional co-op SMT opportunities.
<b>Clipping Service</b>	Agency forwarded monthly cost breakdown to the CTC.
<b>Meetings/Conference Calls</b>	
<b>CTC/Palmer Jarvis/Weber Shandwick Meeting</b> <b>New York, October 14, 2003</b>	Agency met with CTC and Palmer Jarvis to discuss 2004 planning. Recap memo was provided.
<b>Presentations/Panel Events</b>	

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<b>Marketing Partnerships</b>	
<b>Special Event Ideas</b>	Agency brainstormed and developed a memo outlining our ideas for a major national consumer event and ideas for large-scale regional events in the CTC's top markets. Memo was forwarded to Palmer Jarvis to include in their 2004 advertising plan for the CTC.
<b>Ticketmaster Media Group</b>	Agency developed relationship with Ticketmaster, initiated meetings, and recommended promotional partnership with CTC. Awaiting feedback.
<b>Working Mother</b>	Have pitched a Canadian Spa Giveaway as part of an in-magazine and online promotion celebrating the magazine's 25 <sup>th</sup> Anniversary. Follow up continues.
<b>The Sports Club/LA</b>	Coordinating meeting with The Sports Club/LA to discuss promotional opportunities for the CTC.
<b>Antiques Road Show</b>	Agency is in communication with show, and as our old contact is no longer there, we are revisiting the idea of having the show shoot in different parts of Canada. Proposal has been forwarded to show's licensing department for review and consideration.
<b>Shakespeare in the Park</b>	Agency in discussion with the Joseph Papp Theater, who produces popular performances each summer in Central Park, to explore sponsorship opportunities for the CTC.
<b>Weber Shandwick Consumer Clients</b>	Agency brainstorming ideas for partnerships/promotions with various Weber Shandwick clients including General Motors, Pier 1 Imports, Liz Clairborne, Bally Total Fitness, MasterCard, Sprint, Verizon Wireless, Toshiba and others.
<b>Canada Sell Sheet</b>	Based on the CTC/Weber Shandwick/Palmer Jarvis brainstorm, which took place on Oct. 14, agency is currently developing a Canada sell sheet to use when reaching out to potential partners. Will send to CTC for review when completed.
<b>Other Marketing Initiatives</b>	
<b>Canada Wardrobe Items</b>	Waiting for confirmation that apparel is cleared from University of Toronto before purchasing.
<b>FILM PROMOTIONS</b>	
<b>X-Men II (20<sup>th</sup> Century Fox) DVD Release date: Nov. 25, 2003</b>	Fox was unable to deliver a promotion with Blockbuster for DVD release.
<b>Are We There Yet? (Columbia Tristar)</b>	Family road trip scripted from Portland to

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	Vancouver. Waiting to get the newest draft of the script to review for potential promotional opportunities.
<b>Brother Bear (Disney)</b>	Exploring possible DVD promotion with this animated film.
<b>PRODUCT PLACEMENT OUTREACH (Television)</b>	
<b>Queer as Folk (Showtime)</b>	CTC trying to set up conference call with Gay Games to discuss promotional opportunities.
<b>The L Word (Showtime)</b>	We will submit the same Queer as Folk proposal regarding the Gay Games once it is written and Showtime could possibly be interested for this show as well.
<b>Amazing Race (CBS)</b>	Arranged conference calls and sent proposal to producers outlining potential support from Tourism Vancouver and the CTC. Production was interested in receiving an Alberta proposal, but timing has been an issue. Production was very impressed with the ideas and suggestions presented by Vancouver and have raised some further issues that are currently being addressed.
<b>Wonder Falls (FOX)</b>	Contacted production and network and made them aware of our interest in possible sweepstakes, promotions, and production support. Waiting to hear from the network.
<b>The Bachelor 5 &amp; The Bachelorette 2 (ABC)</b>	Working with CTC and Québec to bring the “The Bachelor” to Québec in late February to shoot an “exotic date” episode with the bachelor and one of his chosen bachelorettes. Québec is currently preparing a proposal to present to production outlining our support. Production has already decided that they want to shoot in Québec, but need written proposal.  “The Bachelorette 2” has already chosen locations and did not include Canada for this installment.

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PRODUCT PLACEMENT OUTREACH (Film)	
<b>Loverboy (Independent)</b>	Delivered posters for set dressing in an airport lounge.
PRODUCT PLACEMENT OUTREACH (Appearances)	
<b>Mike Myers</b>	R&C approached Mike Myers on behalf of the CTC to appear at convention in Indianapolis. Waiting for response.

<i>Weber Shandwick performed the following activities on behalf of the CTC November 2003</i>		
Media Placement	Circulation	Advertising Value
<b>BRIDE'S – Jan./Feb. 2004</b>		
• <b>King Pacific Lodge</b>	428,733	\$50,960
<b>Total Circulation and Ad Value</b>	<b>428,733</b>	<b>\$50,960</b>
New Bureau/Media Outreach		
<b>The Ellen DeGeneres Show (viewership: 1.1 million)</b>	Agency noted that Ellen mentioned liking Toronto and Québec on the show, and pitched the producer on the 50 <sup>th</sup> anniversary of the Québec Winter Carnival. Showed interest in Canada story ideas. Package with segment ideas went out last week. Follow up continues.	
<b>Today Show (viewership: 6.2 million)</b>	Agency held a meeting with Peter Greenberg and pitched Canada locations for the February shoot of Where in the World is Matt Lauer series. Follow up continues.  Agency pitched senior producer Betsy Alexander on having Chef Tojo of Vancouver's Tojo's Restaurant on TODAY as a guest chef.	
<b>Simply Wine with Andrea Immer/Genuine Article Fine Living Network</b>	Currently coordinating <i>Simply Wine</i> shoot at the Niagara Icewine Festival with production crew and Ontario Tourism. Crew scheduled to shoot from Jan. 15-18, 2004.  Worked with associate producer, Julie Epstein to collect background on potential items for <i>Genuine Article</i> . Unfortunately, there wasn't a fit for the show at this time, but will explore other	

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	opportunities in the future.
<i>Travel &amp; Leisure</i> (circ. 962,768)	Discussed editorial opportunities with Bob Spitz, frequent contributor to magazine. Researched and forwarded background on Vancouver as new “Hollywood.”
<i>Gourmet</i> (circ. 956,974)	Pitched Linda Bladholm, a freelancer who regularly writes for <i>Gourmet</i> , a media fam trip to Canada for winter 2004 to obtain ideas for a Canada culinary feature story.

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<i>American Baby</i> (circ. 2,002,071)	Speaking with senior lifestyles editor about a media visit. Forwarded the fall/winter issue of PURE Canada. Editor doesn't feel comfortable traveling now since she wouldn't be able to include in 2004, but she is pitching internally for inclusion in 2005 planning. Follow up continues.
<i>Orange Coast Magazine</i> (circ. 50,000)	Agency followed up with editor Anastacia Grenda, who participated in the VI press trip. Article was slated for the Dec. 2003 issue, but it has been moved to the April travel issue instead. Agency assisted editor with obtaining images and 2004 rates for the Aerie Resort to be included in the article.
<i>Heart &amp; Soul</i> (circ. 350,000)	Pitched upcoming press trips along with adventure travel to Lifestyle & Fitness editor, Lynya Floyd.
<i>The Dallas Morning News / InStyle</i> (circ. 532,052 / 1,670,792)	Agency followed with freelancer Sandra Ramani who attended the VI press trip earlier this year. Sandra's piece in the DMN is scheduled to run in 2004, and she will advise of exact timing. Sandra is also pitching the spa at the Kingfisher Lodge to <i>InStyle</i> . Follow up continues.
<i>New York Times</i> (circ. 1,130,740)	Forwarded information on Kingfisher Lodge for possible inclusion in scheduled spa piece.
<i>The Boston Globe</i> (circ. 448,817)	Forwarded information on Northeast ski resorts for annual ski issue.
<i>The Hartford Courant</i> (circ. 190,402)	Forwarded information on Northeast ski resorts for annual ski issue.
<i>The Providence Journal</i> (circ. 165,628)	Forwarded information on Northeast ski resorts for annual ski issue.
<i>The Union Leader</i> (circ. 84,295)	Forwarded information on Northeast ski resorts for annual ski issue.
<i>Washington Post</i> (circ. 686,032)	Forwarded information on Northeast ski resorts for annual ski issue.
<i>The Dallas Morning News</i> (circ. 532,052)	Forwarded information on Whistler/Banff ski resorts for annual ski issue.
<i>St. Louis Post-Dispatch</i> (circ. 286,665)	Forwarded information on Whistler/Banff ski resorts for annual ski issue.
<i>Chicago Tribune</i> (621,055)	Forwarded information on Whistler/Banff ski resorts for annual ski issue.
<i>Denver Post</i> (circ. 301,107)	Forwarded information on Whistler/Banff ski resorts for annual ski issue.
<i>Los Angeles Times</i> (circ. 979,549)	Forwarded information on Whistler/Banff ski resorts for annual ski issue.

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<b>Oregonian (circ. 344,550)</b>	Forwarded information on Whistler/Banff ski resorts for annual ski issue.
<b>Partner Support</b>	
<b>LUCE Clipping Service</b>	Sent detailed responses to select partners who had inquiries about the graphs.
<b>Special Projects</b>	
<b>Co-op SMT Opportunity</b>	Agency presented a co-op SMT opportunity to the CTC who recommended Banff/Lake Louise, Ski Banff/Lake Louise, Fairmont and Travel Alberta's participation for the Canada segment. Received confirmations from all and awaiting key messages from partners.
<b>February 2004 Media Event February 11, 2003 Astra</b>	Agency working on event specifics, including overall flow of event, securing vendors, and exploring gift bag options.
<b>Rockies Winter Wonderland Press Trip December 6-11, 2003 Vancouver, Jasper, Edmonton</b>	Secured four media to attend press trip: <ul style="list-style-type: none"> <li>• John McCaslin, columnist, <i>Washington Times</i></li> <li>• Tim Jacobs, assistant editor, <i>Travel Savvy</i></li> <li>• Nicole Alper, freelance, <i>Elle, More, Self</i></li> <li>• Sandy MacDonald, freelance, <i>Miami Herald, SKI Magazine</i></li> </ul> Agency worked with partners and CTC to secure airfare and develop detailed trip itinerary. Agency representative Valerie Edmonds escorted trip.
<b>Niagara Icewine Festival Press Trip</b>	Agency liaising with Ontario Tourism to coordinate trip to the Niagara Icewine Festival in late January. Next steps: Once dates are confirmed, Agency to develop media list and e-vite.
<b>LUCE Clipping Service</b>	Agency forwarded monthly cost breakdown to the CTC.
<b>Major Retailer Media Marketing Partnership</b>	
<b>Toshiba</b>	Agency secured major national promotion which will be featured in major retailers' circulars and Web sites and through Toshiba's Web site as consumers fill out online rebate forms for a Toshiba computer. Retailers confirmed so far include Best Buy, CompUSA and Circuit City. Awaiting trip package information from the CTC.
<b>2004 Events in Top Markets</b>	Agency researching and compiling comprehensive list of events and festivals taking place in the CTC's priority markets in 2004. Complete list to be

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	forwarded to CTC in early Dec.
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<b>Wine Spectator</b>	Meeting confirmed for Dec. 15 to discuss advertising/partnership opportunities with the CTC.
<b>WPIX-TV in New York</b>	Producer interested in doing a live remote in Canada similar to what their sister station, KTLA, did in Los Angeles last year. Also pitching opportunities for in-studio segments featuring Mounties and Canada trivia. Follow-up continues.
<b>Ticketmaster Media Group</b>	Agency developed relationship with Ticketmaster, initiated meetings, and recommended promotional partnership with CTC. A proposal was forwarded to the CTC in Oct. and we are currently awaiting feedback.
<b>Antiques Road Show</b>	Proposal currently under review at show's licensing department for consideration in summer 2005.
<b>Weber Shandwick Consumer Clients</b>	Agency brainstorming ideas for partnerships/promotions with various Weber Shandwick clients including General Motors, Pier 1 Imports, Liz Clairborne, Bally Total Fitness, MasterCard, Sprint, Verizon Wireless, Toshiba and others.
<b>Canada Sell Sheet</b>	Based on the CTC/Weber Shandwick/Palmer Jarvis brainstorm, which took place on Oct. 14, agency developed a Canada sell sheet to use when reaching out to potential partners. Will send to CTC for review and additions.
<b>INTERNATIONAL MARKETING</b>	
<b>TV PROMOTIONS</b>	
<b>Are We There Yet? (Columbia Tristar)</b>	Family road trip scripted from Portland to Vancouver. Exploring potential promotional opportunities and release date with studio.
<b>Brother Bear (Disney)</b>	Exploring possible DVD promotion. DVD release date: March 2004. Potential tie-in utilizing Mackenzie Brothers.

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<b>PRODUCT PLACEMENT OUTREACH (Television)</b>	
<b>Frasier (NBC)</b>	In support of the series finale, the network is looking for promotional support and offering access to the actors, as well as to the set for product placement and promotional opportunities. In exchange for promotional support that includes media, the show could write Canada into one of their episodes leading up to the finale. Paramount is reviewing Canada as potential destination with Producers.
<b>Amazing Race (CBS)</b>	Production has included Alberta / Vancouver in their initial race outline and has presented to the network. Waiting to hear if the network approves. Production is working with the CTC on getting visas in order. Production would likely film in Canada in mid-late February.
<b>Wonder Falls (FOX)</b>	Contacted production to get an update on the show, still waiting to hear back.
<b>The Bachelor 5 (ABC)</b>	Producer scheduled to scout in mid-December for exotic date location. Working with CTC and Quebec to decide what type of support will be offered for the scout and the shoot. Production would film in late February.
<b>PRODUCT PLACEMENT OUTREACH (Film)</b>	
<b>American Black Beauty (Independent)</b>	Offered posters to production for set dressing in airport scenes. Waiting to hear back.
<b>PRODUCT PLACEMENT OUTREACH (Appearances)</b>	
<b>Mike Myers</b>	Approached Mike Myers on behalf of the CTC to appear at convention in Indianapolis. Waiting for response.

<i>Weber Shandwick performed the following activities on behalf of the CTC December 2003</i>		
<i>Media Placement</i>	<i>Circulation</i>	<i>Advertising Value</i>
<b>Travel Savvy – Nov./Dec. 2003</b>	100,000	\$95,400
<b>• Toronto</b>		
<i>News Bureau/Media Outreach</i>		

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<p style="text-align: center;"><b><i>The Ellen DeGeneres Show</i></b> <b><i>(viewership: 1.1 million)</i></b></p>	<p>The agency pitched the Ellen Show and has developed a working relationship with human interest producer Hedda Muskat who is interested in doing a Canada segment. When pitched on several ideas, the producer showed interest in dogsledding and asked for video footage of Yukon Jim. The agency is working on developing a short video of Yukon Jim talking about dogsledding in Canada to submit to the show.</p>
<p style="text-align: center;"><b><i>Today Show</i></b> <b><i>(viewership: 6.2 million)</i></b></p>	<p>Follow up continues re: Where in the World is Matt Lauer series.</p> <p>Agency pitched senior producer Betsy Alexander on having Chef Tojo, the creator of the California Roll, on Today as a guest chef. Her researcher called for a video of Chef Tojo, which the agency has submitted. Follow up continues.</p>
<p style="text-align: center;"><b><i>Simply Wine with Andrea Immer</i></b> <b><i>Fine Living Network</i></b> <b><i>(viewership: 20 million)</i></b></p>	<p>Currently coordinating <i>Simply Wine</i> shoot at the Niagara Icewine Festival with production crew and Ontario Tourism. In addition, the show will now feature Montréal and Apple Icewine on the segment as well. Agency coordinating with Tourisme Québec. Crew scheduled to shoot from Jan. 14-18, 2004.</p>
<p style="text-align: center;"><b><i>Queer Eye For the Straight Guy</i></b> <b><i>(viewership: 2 million)</i></b></p>	<p>Agency crafted creative delivery pitch to executive producer David Collins, including hand-delivered Mountie with bottle of IceWine, Canada “wedding album” and pitch letter. Proposed location shoot in Canada. His assistant was very excited about idea. Follow up in progress.</p>
<p style="text-align: center;"><b><i>Live! with Regis and Kelly</i></b> <b><i>(viewership 2.5 million)</i></b></p>	<p>The agency pitched a Canada segment on the show using the Mounties. The producer Marian Sabol-Nieves said they have had the Mounties on before. She will keep Canada in her files for a possible “Mom’s Dream” Mother’s Day segment. The agency is continuing to pitch the show on new ideas.</p> <p>Agency is also exploring opportunities with the Travel Trivia Wheel segment.</p>
<p style="text-align: center;"><b><i>New York Daily News</i></b> <b><i>(circ. 729,124)</i></b></p>	<p>Agency secured placement of the Niagara Icewine Festival prior start date to raise awareness in the NY market. Feature article slated for early January.</p>
<p style="text-align: center;"><b><i>Gourmet</i></b> <b><i>(circ. 956,974)</i></b></p>	<p>Pitched Linda Bladholm, a freelancer who regularly writes for <i>Gourmet</i>, a media fam trip to Canada for</p>

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	winter 2004 to obtain ideas for a Canada culinary feature story.
<i>Lifetime Magazine</i> (circ. 500,000)	Agency pitched lifestyle director Cathy Cavender on the Canadian Rockies press trip and Niagara Wine Festival. Although both dates did not work for them at this time, we will continue follow up with additional story ideas.
<i>Forbes</i> (circ. 922,252)	Agency secured staff reporter Heidi Brown to go on a media FAM to the Niagara Icewine Festival.
<i>Bridal Guide</i> (circ. 220,066)	Agency secured travel editor Sherri Eisenberg to go on a media FAM to the Niagara Icewine Festival and Toronto.
<i>The Record</i> (circ. 191,034)	Agency pitched Food Editor Pat Mack on the Niagara Icewine Festival trip. Pat was supposed to attend, but had to cancel due to a family illness. We'll continue to brainstorm Canada story ideas with Pat.
<i>JANE</i> (circ. 678,979)	Agency pitched senior editor Karen Catchpole on the Niagara Icewine Festival trip. Karen was scheduled to attend, but canceled due to a conflict. We will continue to brainstorm Canada story ideas with Karen.
<i>Cigar Aficionado</i> (circ. 246,739)	Currently in contact with <i>Cigar Aficionado</i> to discuss opportunities for Canada. Agency to schedule a meeting with travel editor for early February.

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<p style="text-align: center;"><i><b>Food &amp; Wine</b></i>  (circ. 964,206)</p>	<p>Agency to schedule meeting with new travel editor to discuss opportunities for Canada. Agency also pitched wine editor Lettie Teague on Icewine and the Niagara Icewine Festival.</p>
<p style="text-align: center;"><i><b>Wine Spectator</b></i>  (circ. 361,781)</p>	<p>Agency pitched Dana Nigro on including the Niagara Icewine Festival on the magazine's Web site. She said it's a do-it-yourself submission which the agency then afterwards submitted to winespectator.com.</p> <p>Agency also pitched the Niagara Icewine Festival for a Winter Harvest Happenings (a round up of regional festivals and events) but according to the editor, they are not planning a winter round up. But, the editor said that as soon as the next Icewine festival, or any other wine festival dates are confirmed for 2004, to please send it along for inclusion in a possible future Harvest Happenings.</p>
<p style="text-align: center;"><i><b>Travelgirl</b></i>  (circ. 500,000)</p>	<p>Agency pitched writer Ana Figueroa on doing a girl's version of the bachelor party in Vancouver article, which appeared in Maxim magazine.</p>
<p style="text-align: center;"><i><b>Country Living</b></i>  (circ. 1,758,891)</p>	<p>Agency pitched travel editor Monica Willis on New Brunswick country inns.</p>
<p style="text-align: center;"><i><b>Men's Journal</b></i>  (circ. 653,230)</p>	<p>Agency pitched travel senior editor Claire Martin on the Sub-Arctic Survival package.</p>
<p style="text-align: center;"><i><b>National Geographic Adventure</b></i>  (circ. 403,626)</p>	<p>Agency pitched features editor David Dunbar on the Sub-Arctic Survivor package. He said that although the Manitoba program was interesting because of the First Nations connection, the magazine had already covered too many similar types of stories. He is interested in Canada and would like to continue receiving story ideas.</p>
<p style="text-align: center;"><i><b>Parenting</b></i>  (circ. 2,150,000)</p>	<p>Agency confirming editorial lunch for mid-January to discuss and refine story pitches.</p>
<p style="text-align: center;"><i><b>The Golfer</b></i>  (circ. 200,000)</p>	<p>Agency met with <i>The Golfer</i> magazine to discuss opportunities for Canada in 2004.</p>

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<b>Special Projects</b>	
<b>Co-op SMT Opportunity</b>	Agency presented a co-op SMT opportunity to the CTC who recommended Banff/Lake Louise, Ski Banff/Lake Louise, Fairmont and Travel Alberta's participation for the Canada segment. Received confirmations from all and key messages and b-roll have been forwarded to producer. SMT scheduled to take place on Feb. 11.
<b>February 2004 Media Event February 11, 2003 Astra</b>	Agency working with Monica to move forward with all logistics for event including media list, design of e-vites, room set-up, menu, entertainment, streaming video, decorations, giveaways, binder for press materials, nametags, etc.
<b>Rockies Winter Wonderland Press Trip December 6-11, 2003 Vancouver, Jasper, Edmonton</b>	Secured four media to attend press trip: <ul style="list-style-type: none"> <li>• John McCaslin, columnist, <i>Washington Times</i></li> <li>• Tim Jacobs, assistant editor, <i>Travel Savvy</i></li> <li>• Nicole Alper, freelance, <i>Elle, More, Self</i></li> <li>• Sandy MacDonald, freelance, <i>Miami Herald, SKI Magazine</i></li> </ul> Trip complete. Journalists were extremely impressed with the itinerary and we look forward to very positive stories. Follow up in progress.
<b>Niagara Icewine Festival Individual Media Visits</b>	Agency reached out to a targeted list of publications. Agency secured <i>Forbes</i> and <i>Bridal Guide</i> to experience the Icewine Festival. Coordinated trip logistics with CTC and Ontario Tourism.
<b>LUCE Clipping Service</b>	Agency forwarded monthly cost breakdown to CTC.  Per Susan Iris' request, agency forwarded detailed description of clipping service to Atlantic Canada group.
<b>Media/Conference Calls</b>	
<b>Québec Luncheon New York, December 9, 2003</b>	Agency attended luncheon in New York on behalf of CTC.
<b>Ice Hotel Media Event Boston, December 17, 2003</b>	Agency attended the event in Boston to meet with Ice Hotel contacts and explore opportunities for winter 2004/2005.
<b>CTC/Palmer Jarvis/Weber Shandwick Meeting New York, December 19, 2003</b>	Agency met with CTC and Palmer Jarvis to discuss 2004 planning. Provided updates and new ideas for media hit list, promotions/partnerships and WS/CTC outreach. Recap memo was provided.

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<b>Morrell &amp; Co.</b>	Agency secured interest from Morrell to feature a Canada promotion in the Feb. catalog, in-store and online. Copy points, images and logos have been forwarded to Morrell. Awaiting next steps.
<b>Toshiba</b>	Agency secured major national promotion to be featured in major retailers' circulars and Web sites. Retailers who have expressed interest so far include Best Buy, CompUSA and Circuit City.
<b>2004 Events in Top Markets</b>	Agency researching and compiling comprehensive list of events and festivals taking place in the CTC's priority markets in 2004. Agency to provide recommendations to CTC in Jan.
<b>Wine Spectator</b>	Meeting took place on Dec. 15 to discuss advertising/partnership opportunities. Information provided to the CTC.
<b>WPIX-TV in New York</b>	Producer interested in doing a live remote in Canada similar to what their sister station, KTLA, did in Los Angeles last year. Also pitching opportunities for in-studio segments featuring Mounties and Canada trivia. Follow-up continues.
<b>Ticketmaster Media Group</b>	Agency developed relationship with Ticketmaster, initiated meetings, and recommended promotional partnership with CTC. A proposal was forwarded to the CTC in Oct. and a detailed memo in Dec. Per the CTC's request, this opportunity will be put on hold for now.
<b>Weber Shandwick Consumer Clients</b>	Agency brainstorming ideas for partnerships/promotions with various Weber Shandwick clients including General Motors, Pier 1 Imports, Liz Clairborne, Bally Total Fitness, MasterCard, Sprint, Verizon Wireless and others.
<b>Canada Sell Sheet</b>	Based on the CTC/Weber Shandwick/Palmer Jarvis brainstorm, which took place on Oct. 14, agency developed a Canada sell sheet to use when reaching out to potential partners. Agency to revise sell sheet based on collateral the CTC uses when reaching out to potential partners.

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FILM PROMOTIONS	
<b>Canada Wardrobe Items</b>	Susan Iris is following up regarding the University of Toronto apparel order. These items are needed ASAP for placement.
<b>X-Men II (20th Century Fox)</b>	Production has wrapped filming in Canada. Principal photography has shown warm, sunny exteriors. Canada will be identified in the film like "Alkali Lake - Alberta, Canada" as a burn-in on the screen, as in the first film. While Alkali Lake is fictional (which is described as the origin of the character Wolverine), the Alberta, Canada mention is important because it is these scenes were actually shot in Alberta. Also, production will thank in the credits, Vancouver, Kananaskis, Alberta and possibly city of Surrey (Drake House). These are all locations where production filmed. R&C will explore the promotional opportunities and will discuss with the CTC.
PRODUCT PLACEMENT CONTRACT	
<b>KTLA's "Mindbender" (WB)</b>	R&C sent copies of the weeklong exposure to WS in November. Agency forwarded tapes to CTC and partners.
<b>Friends (NBC)</b>	The show's wardrobe department would like to place a university sweatshirt on Matthew Perry. Need the University of Toronto apparel ASAP, as they are already filming episodes that will air in late February.
<b>Will &amp; Grace (NBC)</b>	R&C requested that special "Gay Games" T-shirts be created by the CTC, to be sent to wardrobe ASAP for possible placement on the show.
<b>Crossing Jordan/ET Promotion (CBS)</b>	R&C proposed that "Crossing Jordan" star Jill Hennessy return to Toronto with "Entertainment Tonight" to revisit her old stomping grounds and to capture her singing at local clubs and coffeehouses, where she used to perform before she made it big. Still awaiting word from Jill Hennessy to approve.
<b>Angel (WB)</b>	R&C told the show's Prop master about the

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	Canadian Mounties, and he thought they were so unique that he promised to use them on the show if a travel agency or airport is ever scripted.
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<b>Amazing Race (CBS)</b>	R&C in communication with show's producers to discuss Alberta as consideration for the show's next season.
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NSD/CES/REGISTRATION UNIT  
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Cost/Act Code Desc	Vendor Name	Doc/Work I Invoiced (	
HC_Airfare	American Express	12/30/2003	1,240.64
HC_Airfare			1,240.64
HC_Clipping Services	Luce Press Clippings, Inc.	8/1/2003	4,645.41
HC_Clipping Services	Luce Press Clippings, Inc.	11/1/2003	3,318.84
HC_Clipping Services	Luce Press Clippings, Inc.	12/1/2003	2,653.93
HC_Clipping Services	Luce Press Clippings, Inc.	9/1/2003	3,500.01
HC_Clipping Services	Luce Press Clippings, Inc.	10/1/2003	3,190.89
HC_Clipping Services			17,309.08
HC_Data Line	Advertising Information Services	7/25/2003	290.03
HC_Data Line			290.03
HC_Entertainment - C	Valerie S Edmonds	12/6/2003	51.21
HC_Entertainment - C			51.21
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	12/7/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	12/21/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	5/11/2003	39
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	5/11/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	5/25/2003	20
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	5/25/2003	12
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	6/8/2003	18
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	6/8/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	6/15/2003	12
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	6/22/2003	8
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	7/13/2003	12
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	7/27/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	8/3/2003	18
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	8/17/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	8/27/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	9/21/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	10/26/2003	6
HC_Express Deliverie	Deluxe Delivery Systems, Inc.	12/21/2003	12
HC_Express Deliverie	Federal Express	12/22/2003	10.51
HC_Express Deliverie	Federal Express	12/29/2003	7.09
HC_Express Deliverie	Federal Express	7/28/2003	6.5
HC_Express Deliverie	Federal Express	8/11/2003	10.74
HC_Express Deliverie	Federal Express	8/18/2003	13.98
HC_Express Deliverie	Federal Express	8/25/2003	40.44
HC_Express Deliverie	Federal Express	9/1/2003	13.36
HC_Express Deliverie	Federal Express	9/2/2003	40.44
HC_Express Deliverie	Federal Express	10/20/2003	13.88
HC_Express Deliverie	Federal Express	7/21/2003	21.63
HC_Express Deliverie	Federal Express	12/29/2003	0
HC_Express Deliverie	Federal Express	10/20/2003	5.27
HC_Express Deliverie	Federal Express	9/29/2003	10.69
HC_Express Deliverie	Federal Express	10/7/2003	6.14
HC_Express Deliverie	Federal Express	10/27/2003	36.23
HC_Express Deliverie	Federal Express	12/8/2003	101.26
HC_Express Deliverie	Federal Express	12/15/2003	12.95
HC_Express Deliverie	Federal Express	9/15/2003	6.11
HC_Express Deliverie			562.22
HC_Factiva		7/2/2003	2.36

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HC_Factiva			10.04
HC_Inter-company Exp	Sawyer Miller & Co.	5/15/2003	2,100.00
HC_Inter-company Exp	Sawyer Miller & Co.	5/15/2003	-2,100.00
HC_Inter-company Exp			0
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	19.65
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	21.26
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	2.32
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	2.71
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	5.86
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	5.88
HC_Meals - Staff & a	Valerie S Edmonds	12/6/2003	4.43
HC_Meals - Staff & a			62.11
HC_Meals-Client	Bocca	12/19/2003	233.45
HC_Meals-Client	Cucina & Company	10/14/2003	199.87
HC_Meals-Client	Cucina & Company	10/14/2003	95.59
HC_Meals-Client	Valerie S Edmonds	12/6/2003	24.61
HC_Meals-Client	Valerie S Edmonds	12/6/2003	51.99
HC_Meals-Client			605.51
HC_Office Supplies	Kerry Cullen	12/16/2003	32.25
HC_Office Supplies	Renata Bacellar	9/23/2003	15.98
HC_Office Supplies	Valerie S Edmonds	12/18/2003	39.03
HC_Office Supplies			87.26
HC_Photocopying	Patricia Ann Rosentreter	12/8/2003	18.93
HC_Photocopying			18.93
HC_Postage	Valerie S Edmonds	12/6/2003	107.68
HC_Postage			107.68
HC_Promotional Mater	Patricia Ann Rosentreter	12/8/2003	38.45
HC_Promotional Mater			38.45
HC_Subscriptions	Dawn Sheryl Weissman	10/7/2003	25
HC_Subscriptions	EBSCO Subscription Services	10/15/2003	0
HC_Subscriptions	Keri Toler	11/3/2003	4.99
HC_Subscriptions	Patricia Ann Rosentreter	7/1/2003	8.49
HC_Subscriptions	Renata Bacellar	8/7/2003	5.99
HC_Subscriptions	Renata Bacellar	9/1/2003	32.5
HC_Subscriptions	Renata Bacellar	9/23/2003	15
HC_Subscriptions	Renata Bacellar	10/21/2003	17.84
HC_Subscriptions			109.81
HC_Taxis	Bens Luxury Car & Limo Service	10/17/2003	83.64
HC_Taxis	Bens Luxury Car & Limo Service	12/3/2003	76.5
HC_Taxis	Bens Luxury Car & Limo Service	12/18/2003	176.46
HC_Taxis	Kerry Cullen	12/16/2003	9.8
HC_Taxis	Patricia Ann Rosentreter	7/1/2003	8
HC_Taxis	Patricia Ann Rosentreter	7/24/2003	15
HC_Taxis	Patricia Ann Rosentreter	12/8/2003	5
HC_Taxis	Patricia Ann Rosentreter	12/8/2003	10
HC_Taxis	Valerie S Edmonds	12/6/2003	20.13
HC_Taxis	Valerie S Edmonds	12/6/2003	25.76
HC_Taxis	Valerie S Edmonds	12/6/2003	45
HC_Taxis	Valerie S Edmonds	12/18/2003	30

HC_Taxis			505.29
HC_Telephone	Sprint Conferencing Services	10/22/2003	0
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HC_Telephone	Sprint Conferencing Services	8/22/2003	300.22
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HC_Travel Other	Valerie S Edmonds	12/6/2003	8.05
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HC_Travel Other	Valerie S Edmonds	12/6/2003	16.1
HC_Travel Other	Valerie S Edmonds	12/6/2003	8.05
HC_Travel Other	Valerie S Edmonds	12/6/2003	6.89
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HC_Travel Other	Valerie S Edmonds	12/6/2003	2.42
HC_Travel Other			53.19
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SC_Photocopying		9/25/2003	116.2
SC_Photocopying		9/26/2003	25.2
SC_Photocopying		10/27/2003	444.85
SC_Photocopying		10/24/2003	2.8
SC_Photocopying		11/20/2003	11.2
SC_Photocopying		12/17/2003	31.15
SC_Photocopying			706.3
SC_Photocopying-Col		12/10/2003	15
SC_Photocopying-Col			15
SC_Postage		8/27/2003	26.16
SC_Postage		9/25/2003	250.57
SC_Postage		9/25/2003	8.55
SC_Postage		9/25/2003	22.22
SC_Postage		10/24/2003	28.99
SC_Postage		11/20/2003	25.55
SC_Postage		12/17/2003	10.77
SC_Postage			372.81
SC_Supplies		11/11/2003	1.18
SC_Supplies		11/18/2003	1.18
SC_Supplies		12/4/2003	1.18
SC_Supplies			3.54
SC_Telephone		8/31/2003	451.67
SC_Telephone		9/25/2003	279.74
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SC_Telephone		10/24/2003	381.81
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SC_Lexis/Nexis	7/3/2003	4.08
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SC_Lexis/Nexis	7/16/2003	4.08
SC_Lexis/Nexis	7/16/2003	4.08
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SC_Lexis/Nexis	7/24/2003	0.02
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SC_Lexis/Nexis	7/30/2003	26.01
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Total 32,939.64

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DZ	12/30/2003	-750	1400006376	14134
DZ	9/9/2003	-4,360.32	1400001589	55717
DZ	10/3/2003	-49,155.33	1400002661	55785
DZ	10/9/2003	-196.52	1400003034	55802
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DZ	11/21/2003	-29,766.67	1400004822	55869
DZ	12/5/2003	-45,845.46	1400005469	55952
DZ	12/22/2003	-42,287.69	1400006230	55962
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<u>Type Clearing</u>		<u>Amt in loc.cur.</u>
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DZ	10/9/2003	196.52
DZ	10/9/2003	4,170.00
DZ	11/21/2003	29,766.67
DZ	12/5/2003	45,845.46
DZ	12/22/2003	42,287.69
<b>Total</b>		<b>278,647.05</b>

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