

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*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 Rubenstein Associates, Inc. 1345 Avenue of the Americas New York, NY 10105		2. Registration No. 4778
3. Name of foreign principal State of Israel	4. Principal address of foreign principal 800 Second Avenue New York, NY 10017	

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

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

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

- a) Branch or agency represented by the registrant. Consulate General of Israel
- b) Name and title of official with whom registrant deals. Colette Avital

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

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

RECEIVED  
DEPT. OF JUSTICE  
CRIMINAL DIVISION  
95 NOV - 2 PM 10:28  
REGISTRATION UNIT

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.)*

---

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 OCT 30, 1995	Name and Title Howard J. Rubenstein President	Signature 
-----------------------------------	---	--

**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 triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

**Privacy Act Statement.** Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant <b>Rubenstein Associates, Inc.</b>	Name of Foreign Principal <b>State of Israel</b>
--	---

Check Appropriate Boxes:

1.  The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2.  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 three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3.  The agreement or understanding between the registrant and the 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.

RECEIVED  
DEPT. OF JUSTICE  
CRIMINAL DIVISION  
95 NOV -2 PM 12:28  
INTERNAL SECURITY  
REGISTRATION UNIT

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

Rubenstein Associates is to:  
Offer public relations counsel to the Consul General of Israel in New York.  
Assist with press releases for cultural events, luncheons and receptions hosted by the Consul General. Assist in making mailing lists of prominent business and political New York leaders for the Consul.

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

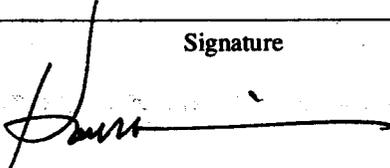
We will help to indentify the individuals and organizations; communicate with them; establish meetings and publicize the areas of mutual understanding among these groups.

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.

We will possibly communicate directly, by mail, phone, meetings, invitations with local New York City and State officials, as well as with Federal officials (Congress and Senate) to seek closer relationships and better understanding between the Israel government and the African-American and Hispanic Communities, better race relations, stronger economic ties and understanding, as well as cultural interchanges will be sought.

Date of Exhibit B	Name and Title	Signature
OCT 30, 1995	Howard J. Rubenstein President	

<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.

# RUBENSTEIN ASSOCIATES, INC.

Public Relations

1345 Avenue of the Americas  
New York, New York 10105-0109  
212-843-8000  
Fax 212-843-8200

August 21, 1995

Ambassador Colette Avital  
Consul General  
State of Israel  
800 Second Avenue  
New York, NY 10017

Dear Colette:

I am pleased to confirm our understanding whereby the State of Israel retains Rubenstein Associates, Inc., as your public relations counsel beginning September 1, 1995 at a monthly fee of \$2,500. At the end of each billing period either party may give thirty days' notice to cancel the agreement.

It is also understood that you will pay all out-of-pocket expenses. These may include postage, xerox, long-distance telephone, messengers, photography, printing, etc. Any individual expense in excess of \$100 will be approved by you in advance.

As part of our public relations services, we will seek to project the State of Israel in a positive and constructive way in African American, Latino and other communities of color.

Specifically, we will help you to expand your relationships and communications in this area by arranging speaking engagements, exhibits, cultural programs and other programs in institutions that are important to communities of color.

We will provide reports on these activities every quarter.

By execution of this retainer, you hereby also agree to indemnify, hold harmless and defend us against any liability whatsoever, based upon our utilization of any information furnished by you to us, which we have your permission to use.

continued.....

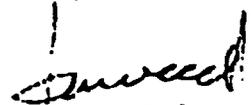
RECEIVED  
DEPT. OF JUSTICE  
CRIMINAL DIVISION  
SEP 10 1995

If this letter outlines our understanding, please sign a copy and return it to me with your first month's retainer fee of \$2,500.

I have enclosed a bill for your convenience.

I look forward to a long and mutually productive relationship.

Sincerely yours,



Howard J. Rubenstein  
President

DATE: Sept 22/95

ACCEPTED BY: A. Dulal

Enclosures  
#

RECEIVED  
DEPT. OF JUSTICE  
ORIGINAL DIVISION  
95 NOV -2 PM 12:28  
REGISTRATION UNIT