Para Distribución Inmediata
Julio 11 de 1985

Contacto: Cece MacVaugh
Mark Robertson
(202) 333-7460

SE INAUGURA EN CHILE
EL INTERCAMBIO INTERNACIONAL DE CULTURA RAUSCHENBERG (R.O.C.I.)

LA GALERÍA NACIONAL DE ARTE EN WASHINGTON D.C.
ESTABLECERÁ LA NUEVA COLECCIÓN DE RAUSCHENBERG

Washington, D. C. Este mes se inaugura la exhibición de la colección de obras del mundialmente conocido artista americano, Robert Rauschenberg, en Santiago, Chile, segunda etapa en su gira mundial de paz de cinco años. Simultáneamente la Galería Nacional de Arte establecerá una exhibición permanente dentro de su Colección del Siglo XX, dedicada a las pinturas y esculturas de Rauschenberg del período 1949 a 1974. La exhibición incluirá además las obras de la gira mundial, que se irán incorporando a medida que progrese la misma.

El Intercambio Internacional de Cultura Rauschenberg (R.O.C.I.) se inaugura el 17 de julio en el Museo de Bellas Artes de Santiago de Chile. La exhibición visitará 22 países y culminará dentro de cinco años en la Galería Nacional de Washington con la primera exposición presentada por esa Galería en vida de un artista.
En cada uno de los países que visite R.O.C.I. el artista trabajará conjuntamente con pintores, escritores y artesanos locales a fin de crear una serie de obras que reflejen las características culturales de la región y su gente. Cuando R.O.C.I. se inauguró en México en el Museo Rufino Tamayo en abril de 1985, la exhibición consistía de 230 obras de Rauschenberg realizadas en la última década. Después de la permanencia en México el artista reemplazó varias de las obras originales por las nuevas creadas en ese país. Poco a poco estas y otras obras nuevas reemplazarán las obras que originalmente integran la exhibición. La exposición final en la Galería Nacional de Arte estará integrada por obras representativas de los 22 países. Entre los países que visitará R.O.C.I. figuran Venezuela, China, Japón, España e Italia.

El pueblo americano estará permanentemente ligado a la gira de R.O.C.I. De la serie de obras de cada país, una será donada a la Galería Nacional de Arte para ser expuesta mientras la exhibición está en el país respectivo.

La primera de estas obras, Altar de Paz, parte de la serie de obras realizada en México fue presentada a la Galería Nacional de Arte y exhibida en mayo de 1985. Rauschenberg presentará la segunda obra, inspirada en Chile, el 31 de julio. Estas y las otras 20 obras entrarán a formar parte de la colección permanente de la Galería Nacional de Arte.

El objetivo de R.O.C.I. es promover la paz y comprensión a través del lenguaje universal del arte. Al describir una de las exposiciones más ambiciosas que ningún artista haya organizado, Rauschenberg dijo, "Basado en la experiencia de mis distintos trabajos artísticos alrededor del mundo,
el contacto personal a través del arte es la forma menos discriminatoria
de compartir información ya sea exótica o común, conduciéndonos a una
mutua comprensión creativa en beneficio de todos."
With the opening of the R.O.C.I. exhibition in Chile less than a month away, our public relations program must be immediate and intense.

Following is Gray and Company’s plan for providing public relations support for R.O.C.I. between now and the 17th of July, when the exhibition will open at the Museo Nacional de Bellas Artes, Santiago, Chile.

I. Opening Event — an opening event will help ensure the R.O.C.I. exhibition is given proper recognition by the press, government officials and is brought to the attention of potential Chilean and U.S. contributors.

We have not been able to find out if an opening event has been planned and request Mr. Saff’s assistance in determining what kind of promotion the Museum has in mind. We have attempted to contact Ms. Osa, the Director of the Museo Nacional de Bellas Artes, and we understand she will be out of the country (Chile) until July 1st. As soon as we can make contact with Ms. Osa, we would like to begin working on plans for an opening event. We will use the event much as we did in Washington — as a focal point to encourage press coverage and to assist with fundraising efforts. Obviously, it is of primary importance we find out this information as soon as possible.

II. Publicity Activities — to encourage coverage by Chilean, U.S., European and Latin American press, the following publicity activities require immediate action.

A. Press Kit Development: Gray and Company will prepare press kits which can also be used in fundraising efforts on the R.O.C.I. project comprised of the following elements:

1. press release on the Chilean R.O.C.I. exhibition (to be prepared by Gray and Company in both Spanish and English);
2. background on R.O.C.I. (already written and will be translated into Spanish);
3. biographical information on Mr. Rauschenberg (already written and will be translated into Spanish);
4. photograph of Mr. Rauschenberg (we already have several but will need to get more copies from R.O.C.I.);
5. quality reproduction of clippings from press coverage generated around the Washington event (these clips are in the process of being professionally reproduced); and
6. copy of El Soñado Mundo De Rauschenberg (The Dreamed World of Rauschenberg — of which we will need more copies from R.O.C.I.).
Para Distribución Inmediata
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6. copy of El Sonado Mundo De Rauschenberg (The Dreamed World of Rauschenberg — of which we will need more copies from R.O.C.I.).
B. **Press List Development:** The press kits will be distributed to a press list developed by Gray and Company. The attached list contains the major print publications in Chile and throughout Latin America; major television fora in Chile; key radio programs broadcast in Chile and throughout Latin America; U.S.-based publications with international distribution; and U.S. and Latin American wire services. We also will send the press kits to U.S. art publications who might be interested in tracking the R.O.C.I. exhibition. The kits also will be mailed to American television fora such as "60 Minutes," "MacNeil Lehrer," "20/20," "Good Morning America" and others to encourage coverage of the exhibition while in Chile.

C. **Media Contacts in Chile:** Although it would be possible to mail the press materials from the U.S., that method of distribution is time consuming and not entirely reliable. We all appreciate the difficulty of attempting to schedule interviews from overseas. The most effective way to distribute materials and arrange interviews and news coverage in Chile will be to have someone — either from Gray and Company or R.O.C.I. — in the country working in advance of the opening. Come Stephens McVaugh, a Gray and Company account executive, who is fluent in Spanish and who worked as the protocol officer for the Organization of American States, will be available to advance the Chilean R.O.C.I. project provided you agree this is the best approach and the R.O.C.I. budget can handle travel and staff time expenses.

Whether the publicity for the exhibition is advanced from Washington or handled in Santiago, it is imperative we be apprised of Mr. Rauschenberg's schedule as soon as possible. Once we know when he will be in Santiago, we can start to arrange interviews and other appropriate media activity.

D. **Media Contacts in U.S.:** Follow-up contacts will be made to broadcast networks and other media who have expressed interest in R.O.C.I. but have not yet covered it. Many of the major media have correspondents in Chile and we will look through the Washington news editors to encourage coverage of the exhibition in Chile. At the same time, we will contact correspondents from Chilean and other Latin American media working in the U.S.

**III. Embassy Relations** — The development of a liaison with the Chilean Embassy in Washington will prove very useful to R.O.C.I. The Embassy will be able to act as a direct link to Chile before R.O.C.I. travels to Santiago and can assist with contacts and introductions for R.O.C.I. representatives while they are in Chile.

We have contacted Mario Correa, Cultural Attaché at the Chilean Embassy in Washington, D.C. He has followed Mr. Rauschenberg's activities in Mexico and Washington and is enthusiastic about R.O.C.I.'s planned opening in Chile. We suggest Don Saff meet with Mr. Correa in Washington as a courtesy gesture and to gather additional information.
Mr. Correa said Ambassador Errázuriz might be willing to host a dinner in Mr. Rauschenberg’s honor for a small select group in Washington. If Mr. Rauschenberg agrees to the dinner, Mr. Correa will propose it to the Ambassador. He has requested a 20 days advance notice to arrange a mutually convenient date. If it is not convenient at this time, we may suggest the Ambassador postpone the dinner to complement the unveiling of the Chilean work at the National Gallery in Washington.

IV. Supplemental Fundraising Activities -- this is an idea you may wish to pass on to your fundraiser.

A. We have attached a list of all major American corporations with holdings in Chile. We suggest a letter be written to the chief executive officer of each of these companies, which will introduce R.O.C.I. to them and encourage their support. The press kit should be included in this mailing.

V. Conclusion -- there are several important items of information we need to get from Don Saff as soon as possible.

A. What kind of event and promotion is the museum in Santiago planning?
B. Do you wish Gray and Company to advance the exhibition in Chile?
C. When will Mr. Rauschenberg be available for interviews in Santiago?
D. Does Mr. Rauschenberg want to pursue a possible dinner given in his honor by the Chilean Ambassador in Washington?
E. Will Mr. Saff be available to meet with Mr. Correa at the Chilean Embassy in Washington?
Addendum I.

Budget for Gray and Company
Staff Person to Travel to
Santiago, Chile

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roundtrip airfare travel from Washington, D.C. to Santiago, Chile</td>
<td>$1,602.00</td>
</tr>
<tr>
<td>Hotel accommodations for 1 week in Santiago, Chile</td>
<td>$350.00</td>
</tr>
<tr>
<td>Cabs and meals</td>
<td>$400.00</td>
</tr>
<tr>
<td>Telephone</td>
<td>$?</td>
</tr>
</tbody>
</table>

Total: $?

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FOR R.O.C.I./CHILE

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   3. U.S. and European Magazine Correspondents in Latin America
   4. U.S. Publications with International Distribution
D. Arts Publications

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C. U.S. Broadcasts to the U.S. and Latin America
D. U.S. National Broadcast

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A. Wire Services

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2021 K Street, N.W.
Washington, D.C. 20036
(202) 833-5366

John McClain
News Editor

UNITED PRESS INTERNATIONAL
1400 Eye Street, N.W., Room 800
Washington, D.C. 20005
(202) 898-8000

David Wiessler
Bureau Chief

LATIN-REUTERS NEWS AGENCY
1333 H Street, N.W., #410
Washington, D.C. 20005
(202) 628-9212

David Hume
Correspondent

B. Newspapers

1. Chile

EL MERCURO
Compania 1214
Casilla 13P
Santiago, Chile

LA TERCERA DE LA HORA
Av. Vicuna MacKenzie 1870
Santiago, Chile

LA SECUnda
Compania 1214
Santiago, Chile

EL CRONISTA
Augustinas 1269
Santiago, Chile

LA NACION
Augustinas 1269
Santiago, Chile
B. Newspapers

2. Chilean Newspapers with U.S.-based Correspondents

EL IMPARCIAL, ÚLTIMAS NOTICIAS, LA PRENSA,
LA PRENSA GRÁFICA, LA NACION, ÚLTIMA HORA
(various newspapers throughout Chile)
United Nations
Room 451
New York, New York 10017
(212) 754-7105
also:
43 W. 39th Street
New York, New York 10018
(212) 391-9207

Cynthia Neeseman
Correspondent


ASSOCIATED PRESS
Calle Tenderini 85
Piso 10
Santiago, Chile

Bureau Chief

UPI - will not give out

FRANCE PRESSE
Avda. O’Higgins, 1316
Apto. 92
Santiago, Chile

Bureau Chief

NEW YORK TIMES (Latin American Bureau)
Reforma 122
Piso Pen
06600 Mexico City (D.F.)

Richard Meislen
Bureau Chief

WASHINGTON POST (Latin American Bureau)
Corrientes 456
Oficina 181
1366 Buenos Aires, Argentina

Jackson Diehl
Bureau Chief (until 7/31/85)

Bradley Graham
Bureau Chief (after 7/31/85)
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B. Newspapers

4. United States Newspapers with International Distribution

DIARIO LAS AMERICAS
2900 N.W. 39th Street
Miami, Florida 33142
(305) 633-3341

Horacio Aquirre
Editor

EL DIARIO/LA PRENSA
143-155 Varick Street
New York, New York 10013
(212) 807-4600

Luis A. Villares
Editor

NOTICIAS DEL MUNDO
401 Fifth Avenue
New York, New York 10016
(212) 684-5656

Jose Cardinale
Editor

C. Magazines

1. Chile

QUE PASA
Dario Urzua 2109
Santiago, Chile
251-4151

ERCULE
Las Hortensias 2340
Santiago, Chile
222-8511

2. Chilean Magazines with U.S.-based Correspondents

COSAS
2961 Tilden Street, N.W.
Washington, D.C. 20008
(202) 296-1933

Loreto Serrano
Correspondent

HOY
701 N. Owen Street
Alexandria, Virginia 22304
(703) 370-5205

Cecilia Domeyko
Correspondent
C. Magazines
3. U.S. and European Magazine Correspondents in Latin America

TIME MAGAZINE (closest bureau)
Time Life News
Rua Mexico 41
Room 1802 B-C
Rio de Janeiro, Brazil

Gavin Scott

NEWSWEEK MAGAZINE (closest bureau)
Avda. Sao Sebastiao 157
Bosca, Rio de Janeiro
Brazil CEP 2299

Bureau Chief

4. U.S. Publications with International Distribution

AMERICAS
Organization of American States
17th Street and Constitution Avenue, N.W.
Washington, D.C. 20006
(202) 789-3278

Enrique Durand
Editor

NEWSWEEK
International Latin American Edition
Newsweek, Inc.
444 Madison Avenue
New York, New York 10022

TIME – LATIN AMERICA
Time and Life Building
New York, New York 10020
(212) 586-1212

Ray Cave
Editor

VANIDADES CONTINENTAL
605 Third Avenue
New York, New York
(212) 687-8760

NUESTRO
461 Park Avenue, South
New York, New York 10016
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Betty South
Editor

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ALLIED PUBLICATIONS, INC.
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New York, N.Y. 10019
(212) 541-9600

Lawrence Fleisman
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AMERICANA
29 West 38th Street
New York, N.Y. 10018
(212) 398-1550

Mike Durham
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AMERICAN ARTIST
1515 Broadway
New York, N.Y. 10036
(212) 764-7300

Stephen Doherty
Editor

APOLLO MAGAZINE
Kellie Pond Lake
Water Mill, N.Y. 11976

Mahonri S. Young
U.S. Correspondent

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Managing Editor

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122 East 42nd Street
New York, N.Y. 10168
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Editor

2. Mary Ilynn Kotz

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850 Third Avenue
New York, N.Y. 10022
(212) 734-5797

Elizabeth C. Baker
Editor

ART BUSINESS NEWS
2135 Summer Street
Stanford, CA 06905
(203) 356-1745

Vicki Wray
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ART NOW GALLERY GUIDE
144 North 14th Street
Kenilworth, N.J. 07033
(201) 272-5006

Bernice Shor
Editor

THE ART GALLERY
Hollycroft Press
Hollycroft
Ivoryton, CT 06442
(203) 767-1601

Editor
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New York, N.Y. 10028
(212) 427-2897

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Editor in Chief

ART FORUM
205 Mulberry Street
New York, N.Y. 10012
(212) 925-4000

David Frankel

ARTS MAGAZINE
23 East 26th Street
New York, N.Y. 10010
(212) 685-8500

Richard Martin

ART & ARTISTS
280 Broadway, #412
New York, N.Y. 10007
(212) 227-3770

Elliot Barowitz

ART MATERIAL TRADE NEWS
6255 Barfield Road
Atlanta, GA 30328
(404) 256-9800

Janet Koplos
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ART PRODUCT NEWS
300 Third Avenue, N.,
P.O. Box Drawer 117
St. Petersburg, FL 33731
(813) 621-6064

Chris Carter
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ART WEST MAGAZINE
303 E. Main Street
Boxeman, MT. 59715
(406) 586-5411

R.F. Graff
Editor
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(406) 596-5411

R.F. Graff
Editor

ARTS MAGAZINE
23 East 26th
New York, N.Y. 10010
(212) 685-8500

Richard Martin
Editor

ARTWEK
1628 Telegraph,
P.O. Box 28764
Oakland, Ca. 94906
(415) 763-0422

Cecile N. McCann
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CONNAISSANCE DES ARTS
Box 3273, Grand Central Station
New York, N.Y. 10017
(212) 223-0094

Phillip E. Jodidio
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THE CONNOISSEUR
224 West 57th Street
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INTERNATIONAL ART MARKET
850 Third Avenue
New York, N.Y. 10022
(212) 593-2100

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NORTH LIGHT
32 Berwick Court
Fairfield, CN 06430
(203) 336-4225

Donald Walker
Editor

PICTURES ON EXHIBIT
Pictures Publishing Company
30 East 60th Street
New York, N.Y. 10022

Charles Z. Offin
Editor

THE RABB REPORT
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(617) 263-7749

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Managing Editor

SOUTHWEST ART
Nine Greenway Plaza, #2010
Houston, TX 77046
(713) 850-0990

Susan Hallsten

WEST ART
198 Hillsmont Avenue
P.O. Box 1396
Auburn, CA 95603
(916) 885-0969

Martha Garcia
Editor

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CANAL 13 - Television
Universidad Catolica
Casilla 14600
Santiago, Chile
"Almorzando con el Trece" (features program)

CANAL 7 - Television
Universidad de Chile
Casilla 12985
Santiago, Chile
"525 Lineas" (features program)

TELEVISION NACIONAL DE CHILE
Bellas vista 900
Box 16104, Post 9
Santiago, Chile
"Sabados Gigantes" (day-long program)

RADIO UNIVERSIDAD CATOLICA
Casilla 14600
Santiago, Chile
"Noticias" (News)

RADIO UNIVERSIDAD DE CHILE
Casilla 12985
Santiago, Chile
"Noticias" (News)

B. U.S.-based Broadcast Media Correspondents in Latin America

ABC (Latin American Bureau)
El Camino Real Hotel
San Salvador, El Salvador

NBC (Latin American Bureau)
El Camino Real Hotel
San Salvador, El Salvador
236/006-230-173
236/006-230-185

CBS - will not give out information
II. BROADCAST

C. U.S. Broadcasts to the U.S. and Latin America

RADIO VOICE OF AMERICA (News and Features)
American Republics Division
Spanish Branch
United States Information Agency
400 C Street, S.W.
Washington, D.C. 20547

1. Martin Ronan
   Broadcast Chief

2. Mrs. Sanz
   Contact

RADIO OF THE ORGANIZATION OF AMERICAN STATES
17th Street and Constitution Ave., N.W.
Washington, D.C. 20006
(202) 789-3985

1. "Selecciones Interamericanas" (features)

2. "Programa de VOA" (news and features)

D. U.S. National Broadcast

ABC
1717 DeSales Street, NW
Washington, DC 20036
687-7777

1. Assignment Editor

2. Steve Skinner
   Producer

3. Pat Roddy
   Producer
   "Good Morning America"

4. Jerry Ludel
   "Good Morning America"
   1330 Avenue of The Americas
   New York, N.Y. 10019
   (212) 580-6100

5. Anita Krichner
   Future Events Editor

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C. U.S. National Broadcast (cont'd)

ABC RADIO NETWORK
1717 DeSales Street, NW
Washington, DC 20036
887-7630

Richard D. Rosenbaum
Director for Special Events

ASSOCIATED BROADCAST NETWORK
502 National Press Building
Washington, DC 20045
628-6397

Assignment Editor

ASSOCIATED PRESS RADIO NETWORK
1825 K Street, NW #615
Washington, DC 20006
955-7200

1. Steve Pendlebury
   Features

2. Jerry Bodlander
   General Assignment

CABLE NEWS NETWORK
2133 Wisconsin Avenue, NW
Washington, DC 20007
342-7900

1. Peggy Soucy
   Chief Assignment Editor

2. Blimma Free
   Features Editor

3. Gail Evans
   "Take Two"
   1050 Techwood Drive, N.W.
   Atlanta, GA 30310
   (404) 827-1500
II. BROADCAST

C. U.S. National Broadcast

CBS
2020 M Street, NW
Washington, DC 20036
463-6117

1. Susan Morrison
   News Assignment Editor

2. Jack Kirby
   "Nightwatch"
   or John Huddy (975-6800)

3. Paul Liebler
   "CBS Morning News"

4. Patricia Olson
   Special Events
   "CBS Morning News"
   518 West 52nd Street, 6th Floor
   New York, N.Y. 10019
   (212) 975-6472

CBS RADIO STATION NEWS SERVICE
2020 M Street, NW
Washington, DC 20006
955-7000

   Ana Mae Sokusky
   Director

COX BROADCASTING CORPORATION
400 North Capital Street, NW
Washington, DC 20001
737-0277

   Pat Weber
   Assignment Editor

C-SPAN
400 North Capital Street, NW
Suite 155
Washington, DC 20001
737-3220

   Marianne Sandretti

INTERNATIONAL MEDIA SERVICE
290 National Press Building
Washington, DC 20045
638-5071

   Victor B. Beattie
   News Editor/Director

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II. BROADCAST

C. U.S. National Broadcast (cont'd)

INTERNATIONAL NETWORK NEWS
366 National Press Building
Washington, DC 20045
783-5616

Susan Flannick

JEFFERSON PILOT BROADCASTING
400 North Capital Street, NW
Washington, DC 20001
737-4628

Assignment Editor

KING BROADCASTING COMPANY
400 North Capital Street, NW #161
Washington, DC 20001
737-4624

Assignment Editor

METROMEDIA
5151 Wisconsin Avenue, NW
Washington, DC 20016
364-5191

Assignment Editor

MUTUAL BROADCASTING SYSTEM
1755 S. Jefferson Davis Highway
Arlington, VA 22202
685-2090

1. Assignment Editor

2. Ross Simpson
"America in the Morning"

3. Pat Piper
"Larry King Show"
RRFA 10 Donald Saff records on Rauschenberg Overseas Culture Interchange (ROCI)
Select materials related to ROCI: Chile - low-resolution scans only

II. BROADCAST

C. U.S. National Broadcast (cont’d)

NBC
4001 Nebraska Avenue, NW
Washington, DC 20016
885-4200

1. Assignment Editor

2. Margie Lehman
   Producer
   "Today"
   885-4232

3. Rosemarie Barone
   "Today"
   30 Rockefeller Plaza
   New York, N.Y. 10020
   (212) 664-6374

NBC RADIO
1333 H Street, NW
Suite 510
Washington, DC 20005
885-4304

Assignment Editor

NATIONAL PUBLIC RADIO
2025 M Street, NW
Washington, DC 20003
822-2000

1. Robert Siegel
   News Director

2. Jay Curtis
   "Morning Edition"

3. Ted Clark
   "All Things Considered"

4. Susan Stamberg

RKO GENERAL BROADCASTING
1750 Pennsylvania Avenue, NW #2135
Washington, DC 20006
638-1750

1. Richard Rieman Bureau Chief

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UPI RADIO
1400 Eye Street, NW
Washington, DC 20005
202-789-0730
Assignment Editor
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Select materials related to ROCI: Chile - low-resolution scans only

CHILE

ABBOT LABORATORIES, 14th St. & Sheridan Rd., North Chicago, IL 60064
(Abott Laboratories de Chile Ltda., Casilla 169-D, Santiago, Chile
(Hospital & laboratory products, professional pharm., & nutritional products, consumer products)

AUX CORP, 1220 Dublin Rd., Columbus, OH 43216
Inc. Tec. Vignola S.A.C., Plaza Justicia, Casilla 93-V, Valparaíso, Chile
(Hydraulic, motors, pumps, valves & transmission)

AFA, 119 William St., New York, NY 10032
(Home Insurance Co., Moneda 1123, Casilla 987, Santiago, Chile
(Insurance)

AIRCARGO INTL., 151 Harvard Ave., Stamford, CT 06902
(Air Cargo Int'l. c/o Decapack, Antonio Bello 259, Providencia, Santiago, Chile
(Air freight forwarding)

AMERICAN BUREAU OF SHIPPING, 65 Broadway, New York, NY 10006
American Bureau of Shipping, Ave. Ejercito, Casilla 34, Antofagasta, Chile
American Bureau of Shipping, Urría 142, Casilla 2240, Valparaíso, Chile
(Ship surveys & classification)

AMERICAN CAN CO., American Can Int., 75 Holly Hill Lane, Greenwich, CT 06830
Lab. Fabr. Cia. S.A., Santiago, Chile
(Levy container & package products & consumer products, materials for food, beverage, household & personal care, etc.)

AMERICAN EXPRESS CO., 125 Broad St., New York, NY 10004
(ArponCo, Agustinas 1356-1358, Casilla 379, Santiago, Chile
(Travel-related communications, int'l. banking insurance & brokerage & investment services)

AMERICAN HOME PRODUCTS CORP., 605 Third Ave., New York, NY 10017
American Home Products Corp., Santiago, Chile
(Drugs, foods, household products, housewares)

AMERICAN LIFE INSURANCE CO., P.O. Box 2226, Wilmington, DE 19899
Lima de America del Seguro de Vida S.A., Casilla 111, Santiago, Chile
Lima de America del Seguro de Vida S.A., Santa Lucia 213, Santiago, Chile
(Insurance)

AMERICAN PROTECTIVE COATINGS DIV. (AMERON INC.), 201 North Berry St.,
(Brea, CA 92823
Aportadora 7 Tecnica del Pacifico, Casilla 16597, Correo 9, Providencia, Santiago, Chile
(Protective coatings, industrial linings, acidalkali-resistant cements, etc.)

APLOR ACRES FARM INC., Marlborough Rd., Glastonbury, CT 06033
(Aprika Fertia Ltda., Casilla 98, Melipilla, Chile
(Yield & female broiler breeders, commercial brown egg layers)

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CONTINENTAL BANK (CONTINENTAL ILLINOIS NB & T CO OF CHICAGO)
231 S. La Salle St., Chicago, IL 60601
Chicago Continental Bank, Moneda 1138, Clasificador 233, Correo Central, Santiago, Chile
(Banking)

COOPERS & LYBRAND 1251 Ave. of the Americas, New York, NY 10020
Coopers & Lybrand, Langton Clark & Co. Ltda., Casilla 2823, Agustinas 853, Santiago, Chile
(Accountants, int'l. auditors, etc.)

CROWN CORK & SEAL CO 9300 Ashton Rd., Box 6209, Philadelphia, PA 19136
Crown Cork de Chile S.A.I., Camino de Millipilla 10, 700, Casilla 9342, Casilla 108, Santiago, Chile
(Bottle caps, inspection machinery, metal decorating machinery, etc.)

CROWN ZELLERBACK CORP One Bush St., San Francisco, CA 94104
Laja Crown S.A., Papeles Especiales, Agustina 1357, Casilla 108, Santiago, Chile
(Paper, bags, newsprint, consumer items, lumber, chemicals & plastics)

DELOITTE HASKINS & SELLS INTL 1114 Ave. of the Americas, New York, NY 10096
Deloit, Haskins & Sells Int'l., Calle Compania 1085, Casilla 47, Santiago, Chile
(Accounting & auditing, tax & management services)

DIAMOND SHAMROCK CORP 1100 Superior Ave., Cleveland, OH 44114
Diamond Shamrock Chile S.A., Casilla 9711, Correo Central, Santiago, Chile
(Organic & inorganic chemicals & agricultural chemicals, oil & natural gas, etc.)

DINERS' CLUB INC 575 Lexington Ave., New York, NY 10036
Diners Club S.A., Estado 369, Santiago, Chile
(Credit card service)

DOW CHEMICAL CO 2030 Dow Center, Midland, MI 48640
Dow Quimica Chilena S.A., Sucia 281, P.O. Box 14590, Providencia, Santiago, Chile
(Plastics, industrial chemicals, metals, agricultural pharmaceuticals, packaging, consumer products)

DRESSER INDUSTRIES INC Dresser Bldg., P.O. Box 718, Dallas, TX 75221
Refractarios Chilenos S.A., Carretera Panamericana Norte 3076, Casilla 63, Santiago, Chile
Triconos Mineros S.A., Lo Rio 2880, Casilla 1335, Santiago, Chile
(Diversified mfr. of products & service for energy & natural resource related ind.)

EASTMAN KODAK CO 343 State St., Rochester, NY 14650
Kodak Chilena S.A.F., Alonso Ovalle 1180, Casilla 2797, Santiago, Chile
(Photographic supplies & developing processes)

EINEMER AIR FREIGHT CORP Old Danbury Rd., Wilton, CT 06897
Ward Vanlines Ltda., Santiago, Chile
(Air freight forwarding)

EMIART CORP 426 Colt Highway, Farmington, CT 06032
USM Proveedora de Maquinaria Industrial S.A., Eimat Machinery Group, Juan L. Sanfuentes, 4160, Santiago, Chile
(Mfr. of shoe machinery, glass container-making machines, rubber components, food display equip., & other store equip., etc.)

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GEOSOURCE INC. 2700 S. Post Oak Blvd., Houston, TX 77056
- Geosource Exploration Co., Compani 1085, Santiago, Chile
- Geosource-Wheatley, P.O. Box 1121, Vina del Mar, Chile
  (Distributors of products & services essential to discovery, development, processing & natural resources)

GOOD YEAR INTL CORP 1144 E. Market St., Akron, OH 44316
- Goodyear de Chile S.A.I.C., Camino Melipilla, Kilometro 16, Maipu, Santiago, Chile
  (Tires, tubes, industrial shoe & aviation products, plastics, films, metal products, etc.)

GRAY TOOL CO. 7135 Ardmore St., P.O. Box 2291, Houston, TX 77001
- Dimetl Ltda., Matias Cousine 82, Santiago, Chile
  (Design & manufacture of drilling & productions equip. for oil & gas)

A & P GREEN REFRACTORIES CO Green Blvd., Mexico, MO 65265
- Refractories Lota Green S.A., Santiago, Chile
  (Refractories)

GREY ADVERTISING INC 777 Third Ave., New York, NY 10017
- Publicidad Fabres de Heeckeren Casares & Grey S.A., Ernesto Pinto, Lagarrigue 148, Santiago, Chile
  (Advertising agency)

JOHN HANCOCK MUTUAL LIFE INSURANCE CO John Hancock Pl., P.O. Box 111, Boston, MA 02117
- Sud America de Chile Compania Nacional de Seguros de Vida S.A., Casilla 210, Santiago, Chile
  (Insurance)

HARRISON-WALKER REFRACTORIES CO 2 Gateway Center, Pittsburgh, PA 15222
- Refractories Chilenos S.A., Casilla 1330, Santiago, Chile
  (Mfr. of refractory bricks & specialties)

HEWLETT-PACKARD CO 3000 Hanover St., Palo Alto, CA 94304
- Hewlett-Packard, Jorge Calcagni 7, CIA. Ltda., Arturo Burtle 065, Casilla 256V, Santiago 9, Chile
  (Electronic computational & instrumentation products)

HOLIDAY INN 3742 Lamar Ave., Memphis, TN 38149
- Holiday Inn, 65 San Antonio St., P.O. Box 3319, Santiago, Chile
  (Hotel, casino gaming transportation, restaurants)

HORAGE TECHNOLOGY CORP 2270 S. 86th St., Lewisville, CO 80027
- Sonda Ltda., Yealinos 547, Santiago, Chile
  (Lenses, computer peripheral equipment electronic parts, etc.)

HORWATH & HORWATH INTL 919 Third Ave., New York, NY 10022
- Horwath & Horwath Ltd., P.O. Box 3577, Huerfanos, 682, Santiago, Chile
  (Accounting firm & auditors)

HUGHES TOOL CO P.O. Box 2539, Houston, TX 77001
- Hughes Tool Co., Chile Ltda., Huerfanos 1376, Casilla 14400, Correo 21, Santiago, Chile
  (Oil well drilling tools, etc.)

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Select materials related to ROCI: Chile - low-resolution scans only

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Industry</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LE TOURNEAU INC</td>
<td>P.O. Box 2307, Longview, TX 75606</td>
<td></td>
<td>Heavy construction, mining machinery</td>
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<tr>
<td>Contact Chile Wajax Int'l Ltd., 716 Gordon Baker Rd., Willowdale, Ontario M2H 3B4, Canada</td>
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<tr>
<td>ELI LILLY &amp; CO.</td>
<td>307 E. McCarty St., P.O. Box 618, Indianapolis, IN 46285</td>
<td></td>
<td>Human health, agricultural &amp; cosmetic products</td>
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<tr>
<td>Eli Lilly &amp; Co., Casilla 420V, Correo 21, Santiago, Chile</td>
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<tr>
<td>LONGYEAR CO.</td>
<td>925 Delaware St. Southeast, P.O. Box 1368, Minneapolis, MN 55440</td>
<td></td>
<td>Mineral exploration services; industrial drills &amp; diamond core-drilling equip.</td>
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<tr>
<td>Longyear Co., Las Dalias 2900, Macul, Santiago, Chile</td>
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<tr>
<td>MANHATTAN INDUSTRIES INC</td>
<td>1271 Ave. of the Americas, New York, NY 10020</td>
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<tr>
<td>Tejidos y Vustuarios S.A., Santiago, Chile</td>
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<tr>
<td>(Sportswear, accessories, clothing fabrication)</td>
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<tr>
<td>MANPOWER INTL</td>
<td>P.O. Box 2053, Milwaukee, WI 53201</td>
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<td>Manpower de Chile Ltda., Estados Unidos 395, Santiago, Chile</td>
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<tr>
<td>(Temporary services)</td>
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<td>MARRIOTT CORP</td>
<td>Marriott Dr., Washington, DC 20058</td>
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<td>Marriott de Chile Ltda., Aeropuerto International Antonio Merino Benitez, Santiago, Chile</td>
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<tr>
<td>(Retail restaurant, hotels, airline catering, cruise ships, etc.)</td>
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<tr>
<td>MATERIALS RESEARCH CORP</td>
<td>Rte. 303, Orangeburg, NY 10962</td>
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<tr>
<td>Coasins Chile Ltda., Teatinos 579, Casilla 14588, Correo 21, Santiago, Chile</td>
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<tr>
<td>(Scientific instrumentation, fabrication of high purity metals &amp; ceramics, etc.)</td>
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<tr>
<td>McCANN-ERICKSON INC</td>
<td>485 Lexington Ave., New York, NY 10017</td>
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<tr>
<td>C.C.C. McCann-Erickson, Cathedral 1165, P.O. Box 2428, Santiago, Chile</td>
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<tr>
<td>(Advertising agency)</td>
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<tr>
<td>ARTHUR C. MCKEE &amp; CO</td>
<td>6200 Oak Tree Blvd., Cleveland, OH 44131</td>
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<tr>
<td>Brilliant-Mckee Ltda., Randeria 172, Casilla 13516, Santiago, Chile</td>
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<tr>
<td>(Engineering &amp; construction)</td>
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<td>MENNEN CO</td>
<td>Morristown, NJ 07960</td>
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<tr>
<td>Mennen de Chile Ltda., Casilla 9358, Santiago, Chile</td>
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<tr>
<td>(Consumer packaged goods, primarily health, beauty aids)</td>
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<tr>
<td>MENTHOLATUM CO INC</td>
<td>1369 Niagara St., Buffalo, NY 14213</td>
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<td>Laboratorios Mentholatum Ltda., Carrascal 3585, Casilla 37D, Santiago, Chile</td>
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<tr>
<td>(Proprietary drugs)</td>
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<tr>
<td>MINE SAFETY APPLIANCES CO</td>
<td>600 Penn Center Blvd., Pittsburgh, PA 15235</td>
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<tr>
<td>MSA de Chile Ltda., Mons. Sotores Sanz 267, Casilla 16647, Santiago 9, Chile</td>
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<tr>
<td>(Personal safety equipment, importer of mining equipment)</td>
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<tr>
<td>MOBIL CORP</td>
<td>150 E. 42nd St., New York, NY 10017</td>
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<tr>
<td>Mobil Oil de Chile Ltda., Amunategui 178, Casilla 2060, Santiago, Chile</td>
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<tr>
<td>(Petroleum products, chemicals)</td>
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<tr>
<td>NCR CORP</td>
<td>1700 S. Patterson Blvd., Dayton, OH 45479</td>
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<tr>
<td>NCR S.A., Mclyer 370, Santiago, Chile</td>
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<tr>
<td>(Information processing-computers, terminals)</td>
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C Tennant Sons & Co. of NY
P.O. Box 9300, Minneapolis, MN 55440
(Tennant Chilena Ltda., Aguasink 972, Santiago, Chile (Imports & exports ferrous & non-ferrous minerals, metals, electronic components))

Texaco Inc
2000 Westchester Ave., White Plains, NY 10604
Texaco S.A.C., Casilla 13335, Correo 21, Santiago, Chile (Worldwide exploration, marketing of crude oil & its products, petrochemicals, etc.)

J Walter Thompson Co
966 Lexington Ave., New York, NY 10017
J. Walter Thompson Chilena S.A.C., Casilla 16383, Correo 9, Avenida Lyon 1262, Santiago, Chile
Azocar, Morrison, Walker, S.A., Taliana 873, Providencia, Santiago, Chile (Advertising agency)

3M Int'l
3M Center St., St. Paul, MN 55144
3M Chile S.A., Casilla 3068, Las Hortensias 650 Maipo, Santiago, Chile (Abrasive, adhesives, chemicals, diversified consumer & industrial products & services)

Tippetts-Abbett-McCarthy-Stratton
655 Third Ave., New York, NY 10017
Tippetts-Abbett-McCarthy-Stratton, Bombero Adolfo Ossa 1010, Santiago, Chile (Engineers & architects)

Toplight Corp
160 E. 9th Ave., York, PA 17404
Toplight Chile Ltda., Berlox 5550, Santiago, Chile (Printed pressure-sensitive adhesive materials)

Touche Ross & Co.
1633 Broadway, New York, NY 10019
Touche Ross & Co., Teatinos 445, Santiago 1, Chile (Accounting & auditing, tax & management services)

Trans World Airlines Inc
605 Third Ave., New York, NY 10158
Trans World Airlines Inc., Phillips 4151, Sao Miguel, Azores, Chile (Air transportation, hotel, food service, real estate)

Transamerica Corp
P.O. Box 7648, San Francisco, CA 94120
V.A. South American Corp., P.O. Box 623, Bandera 137, Santiago, Chile (Diversified service co.)

Twentieth Century-Fox Film Corp
1021 W. Pico Blvd., Los Angeles, CA 90035
Twentieth Century-Fox Chile Inc., Huarafoos 766, Santiago, Chile (Motion picture, TV programs, film processing, music publishing, etc.)

Union Carbide Corp
Old Ridgebury Rd., Danbury, CT 06817
Union Carbide Commercial Chile Ltda., Ahumada 11, Casilla 16184, Correo 21, Santiago, Chile (Carbon products, chemicals, plastics, gases & related products, etc.)

Union Oil Co of California
Union Oil Center, Los Angeles, CA 90017
Moly Corp. Inc., Minera Union Oil Chile Ltda., Ave. Providencia 1072, Torre A, Dento 1703, Santiago, Chile (Gasoline, lubricants, fuel, chemicals, natural gas, etc.)

United Artists Corp
729 Seventh Ave., New York, NY 10019
U.A. South American Corp., Paris 824, Casilla de Correo 623, Santiago, Chile (Distributors of motion pictures, television films & recordings)

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<thead>
<tr>
<th>Chile</th>
<th>325</th>
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<tbody>
<tr>
<td>UNITED STATES WHEAT ASSOCIATES</td>
<td>200 Market Bldg., Suite 200, Portland, OR 97201</td>
</tr>
<tr>
<td>(Market development for wheat)</td>
<td></td>
</tr>
<tr>
<td>UPJOHN CO</td>
<td>7000 Portage Rd., Kalamazoo, MI 49001</td>
</tr>
<tr>
<td>Upjohn Compania Ltda., Casilla 820, Correo Central, Santiago, Chile</td>
<td></td>
</tr>
<tr>
<td>(Pharmaceuticals, agricultural products, industrial chemicals)</td>
<td></td>
</tr>
<tr>
<td>UTAH INTL INC</td>
<td>550 California St., San Francisco, CA 94104</td>
</tr>
<tr>
<td>Minera Unido de Chile Inc., Isidora Goyenechea 2925, Santiago, Chile</td>
<td></td>
</tr>
<tr>
<td>(Mining, land development, ocean shipping, oil &amp; gas)</td>
<td></td>
</tr>
<tr>
<td>VISION INC</td>
<td>13 E. 75th St., New York, NY 10021</td>
</tr>
<tr>
<td>Vision, Merced 32, Santiago, Chile</td>
<td></td>
</tr>
<tr>
<td>(Magazine publisher)</td>
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</tr>
<tr>
<td>WARNER-LAMBERT CO</td>
<td>201 Tabor Rd., Morris Plains, NJ 07950</td>
</tr>
<tr>
<td>Parke Davis &amp; Co., Casilla 191D, Santiago, Chile</td>
<td></td>
</tr>
<tr>
<td>(Pharmaceuticals &amp; medical products, scientific instrument, etc.)</td>
<td></td>
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<tr>
<td>WESTINGHOUSE ELECTRIC CORP</td>
<td>Gateway Center, Westinghouse Bldg.,</td>
</tr>
<tr>
<td>Pittsburgh, PA 15222</td>
<td></td>
</tr>
<tr>
<td>Westinghouse Electric Co. S.A., Avenida Andres Belle, 1051, P.O. Box 10260,</td>
<td></td>
</tr>
<tr>
<td>Santiago, Chile</td>
<td></td>
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<tr>
<td>(Electrical generating, aerospace &amp; defense equip., etc.)</td>
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<tr>
<td>ARTHUR YOUNG &amp; CO</td>
<td>277 Park Ave., New York, NY 10172</td>
</tr>
<tr>
<td>Pinedo Hnos., y Cia., Ltda., Huerto San Ysidro 556-SY, Casilla Postal 2186, Santiago, Chile</td>
<td></td>
</tr>
<tr>
<td>(International accountants)</td>
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