U.S. Department of Justice
Washington, DC 20530

Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, an amended

OMB No. 1105-0007

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. One original and two legible photocopies of this form shall be filed 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, copy of informational materials 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 of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

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, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
Daniel J. Edelman	3634

3. Name of Foreign Principal
Government of Burkina Faso

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Check Appropriate Boxes:

4. ☑ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit. (see Appendix A)

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ 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 expenses, if any , to be received.

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

Media relations and assistance in official visits.

Formerly OBD-65

FORM CRM-155
SEP. 1996

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

(see submitted contract + attached Appendix A)

Public relations services in furtherance of U.S.-Burkina Faso economic and trade relations.

9. Will the activities on behalf of he above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? 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.

See response to item #8 above.

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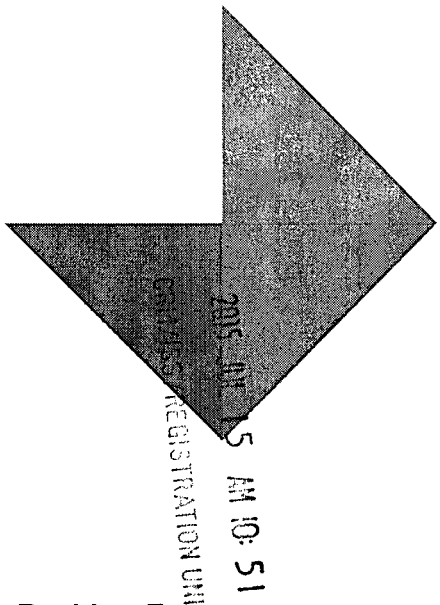
Date of Exhibit B	Name and Title	Signature
July 14, 2005	Robert Reig General Manager	Robert Reig

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any 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 interests, policies, or relations of a government of a foreign country or a foreign political party.

APPENDIX A

Date May 22, 2003

Edelman



To The Minister of State
Burkina Faso

From Rob Rehg, General Manager

cc Jeanette Obetsebi-Lamptey
Ambassador Roosevelt Quiah

Re **3-Month Communications Plan for Burkina Faso**

Memorandum

To begin the U.S. outreach efforts for the Government of Burkina Faso, we are pleased to submit the attached 3-month communications plan from June through August, 2003.

The plan covers proposed messages that we think will resonate with U.S. target audiences, as well as program elements that include the following: developing a database of people that may be helpful to the Burkinabe government, writing materials such as press releases and an information kit, conduct fact-finding mission to Burkina Faso, and recommended activities for the upcoming official U.S. visit of the Minister of State and Agriculture.

Two central themes/messages should dominate the U.S. outreach efforts over the next three months: the new era of U.S. - Burkina Faso relations cementing trade and economic ties, and Burkina Faso's move towards a deeper political and economic engagement with the United States.

In addition, we recommend positioning the Minister of State and Agriculture as a spokesperson of the Burkinabe government and an emissary of President Compaore to the U.S. in jumpstarting a revitalized relationship with the United States. We will work with other ministers as the program continues. We believe that this role could help strengthen his influence with administration officials on a variety of issues.

In order to move this plan forward, we will need to schedule a conference call with your team as soon as possible to get approval on program elements and discuss next steps.

We look forward to working with you and the Government of Burkina Faso.

3-Month Communications Plan
For the Government of Burkina Faso

I. Objectives

- To assist the Government of Burkina Faso in building relationships with U.S. policymakers, media and influencers in Washington;
- To develop relationships with U.S. business community to promote investments in Burkina Faso;
- To promote the official U.S. visit of the Minister of State and Agriculture with the U.S. media, arrange meetings with Washington influencers, Members of Congress and staff, and Administration officials;
- To develop a long-term plan to improve U.S. – Burkina Faso political and business relationships.

II. Target Audience

- U.S. Administration (*USTR, Departments of Commerce, State, Agriculture and Defense*)
- Members of Congress
- U.S. Business Community/Associations
- Elite media
- Think Tanks (policy experts)
- Academia
- Third Parties

III. Messages

We are proposing the following messages that we think will resonate with our U.S target audience:

- Burkina Faso is moving towards deeper political and economic engagement with the U.S.;
- Burkina Faso is a partner of the United States in West Africa, working towards strengthened ties with the U.S. in trade and investments.
- Burkina Faso is playing an important role towards the resolution of the conflict in West Africa.

IV. Program Elements

A. Ongoing Strategic Counsel

Edelman will provide the Burkinabe government with ongoing strategic counsel in communications, government relations and public relations for the entire duration of this plan.

B. Identifying Key Audiences – *the Burkina Faso 200 List*

Edelman will create a database of influencers with whom we will regularly communicate through written communications, meetings and events.

This important group of target audience would include elites such as policymakers, U.S. Congressional members and staff, Administration officials and staff, business leaders, academics, think tank representatives, leaders of associations and the U.S. media.

C. Materials Development

Edelman will create materials for the Burkinabe government as an important tool in communicating its messages to U.S. target audiences.

Edelman specifically recommends an **Information/Press Kit** to educate, update and engage key audiences on the country's political and economic situation, including the bilateral relationship between the U.S. and Burkina Faso. A well-crafted information kit is an excellent way to highlight and reinforce the Burkinabe government's messages with target audiences.

The kit will provide important background information, while clearly and concisely communicating the key messages. It would include the following components:

- Key press releases
- Burkina Faso testimonials/Quotes
- Fact sheets on each of the Burkina Faso export sectors
- Trade and Investment statistics
- Reprinted favorable news articles
- Highlights and overview of Burkina Faso
- Officials' biographies
- Camera ready photos of Burkinabe officials, American businessmen, company executives in Burkina Faso

Edelman will coordinate with the government to develop and write the kit's materials, and our graphics department will develop a compelling design for the folders and its contents.

D. Media Relations

- **Press Releases**

Press releases distributed to key U.S. publications have proven to be particularly effective in generating stories and articles, serving as backgrounders and information resources. Edelman will work with the Burkinabe government to identify newsworthy topics for press releases that will reach your target audience, including writing and distributing these releases.

- **Media Advisories**

Edelman will write media advisories for the Burkinabe government to inform the media about events and other important meetings, especially the upcoming official visit of the Minister of State and Agriculture to the U.S.

E. Official Visit of the Minister of State and Agriculture

For the upcoming official visit of the Minister of State and Agriculture, Edelman envisions a three-day trip to Washington with the following activities:

- **Message Document**

Edelman will create a message document for the Minister to guide his discussions with the media, Washington think tanks and influencers. This will enable the Minister to be "on message" and highlight positive messages that will resonate with his audiences.

Edelman will meet with the Minister every morning to brief him about his activities for the day, provide information on the people he will be meeting with, and highlight key messages for him to discuss and share with his audiences. We will also discuss strategic objectives for the long-term communications plan.

- **Desk-side Briefings/One-on-one Meetings with the Media**

Edelman will organize desk-side briefings/one-on-one meetings with the U.S. media for the Minister of State and Agriculture to educate the media about Burkina Faso and West Africa, including the benefits of closer economic and political engagement with the U.S. These briefings will help educate the media about the developments in Burkina Faso, as well as communicate positive messages about trade and investment opportunities for U.S. businesses.

- **Meetings with Washington Think Tanks and Academics**

Edelman will organize meetings for the Minister of State and Agriculture with leading Washington think tanks which influence U.S. policy such as *Brookings Institution*, *American Enterprise Institute*, *CATO Institute, Heritage Foundation*, and the *Woodrow Wilson Center International Center for Scholars*.

Edelman will set up meetings with Africa and international trade specialists of these think tanks to enable the Minister to convey his messages and build relationships with influencers.

- **One-on-One Meetings with the U.S. Administration and Members of Congress**

Edelman will organize meetings for the Minister with U.S. administration officials including Members of Congress and their staff. This will be an excellent way of building relationships with Washington influencers to further the goals of the Burkinabe government.

- **Salon Lunch with Washington Influencers**

For highly influential members of the target audience, Edelman will organize and host a Salon Lunch for the Minister. This is an excellent way to build bridges with different Washington influencers including members of Congress and their staff, business people and elite media – key people who are influential in the making of U.S. foreign and trade policy. This type of event allows the Minister to communicate his positive messages in a more casual setting.

Edelman's Vice Chairman, International, Michael Deaver and Special Counsel Ken Adelman have hosted similar dinners for high profile, well-known international leaders such as the Honorable William Hague, the leader of the opposition party in the U.K.

Edelman will organize this event, invite the guests, and handle all the logistics for this luncheon –from booking the venue, to writing the invitations, following up with the guests, arranging all the requirements such as securing a photographer, videographer, the menu, etc.

F. Fact-Finding/Familiarization Trip to Ouagadougou, Burkina Faso

After the Minister's visit to the U.S., we recommend a fact finding/familiarization trip to Ouagadougou for Edelman to meet with Burkinabe officials, leaders from the business community and non-government organizations, including U.S. business representatives and relief agencies.

These meetings will enable Edelman to conduct interviews, gather information for a communications plan, press releases, and other materials to be used for U.S. outreach efforts. This will also provide Edelman an excellent opportunity to get to know Burkina Faso, meet its government officials and the people with whom we will be working with.

G. Long-term Plan for Improving Relationships with U.S. political and business community

Edelman will develop a plan for the next six months based on the information we gather from the fact-finding trip to Ouagadougou, Burkina Faso. This plan will include media relations, government relations and U.S. business relations.

V. Working Together

To ensure the success of Edelman's outreach efforts, we recommend the following administrative arrangements with the Burkinabe government:

- **Monthly Activity Reports**

  Edelman will submit an activity report that will outline the work we accomplished for the government each month.

- **Bi-weekly Conference Calls with Client Contact**

  Edelman recommends a bi-weekly conference call with the representative/s of the Burkinabe government for updates, and coordination purposes. We propose a call every Tuesday mornings at 11 am EST, 3 pm Ouagadougou time.

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