ACTIVITY ALLOCATION - INFORMATION

.

	Worldwide	Region							Region					
			1											
Activity														
Radio														
Television				0	0	utpu	t							
Motion Pictures				o	To	otal	Cost	t						•
				0	U	nit C	lost	and	l Ma	argi	nal	Cos	st	•
Press & Publicity				0	Be	enefi	ts a	nd	Mar	gina	al R	etu	m	, ·
Information Centers					• *									
Exhibition								•						
Research														
Administration TOTAL						• .	-					,	÷	
														Total Information Budget

D.S. Orkand

1----

I 80 1

,

Chart 15

ernal Affairs le & Commerce power thern Affairs n Board