

CIA HISTORICAL REVIEW PROGRAM  
RELEASE AS SANITIZED

2003

HUL-A- 756

~~SECRET~~  
~~PBSUCCESS/RVBAT~~

12 MAY 1954

Chief of Station, Guatemala  
LINCOLN

INFO: PBSUCCESS, Headquarters

KUGOWN  
SHERWOOD; Comments on Broadcasts

REF: GUAT 515

1. We appreciate all comments, criticism and suggestions concerning SHERWOOD (or any other KUGOWN activity, for that matter). We have discussed reference with our SHERWOOD editors as well as with [ ] and the consensus of opinion is this: it is true that offcolor jokes have been used, but they have been strictly confined to the remarks interspersed between the musical programs, in an attempt to gain a larger audience, especially among "men of action" whom we obviously want to mobilize for our further plans. It may be a sad reflection on the general level of humanity, but it is an undeniable fact -- confirmed by all experiences in this type of propaganda -- that offcolor jokes etc, are very helpful in building up audiences.

2. On the other hand, you will have noted that SHERWOOD has never used any actually vulgar or obscene language and has generally omitted any levity from its political programs proper. It ought to be understood, however, by all concerned that SHERWOOD must not confine its appeal to the well educated upper classes, but must win sympathies among the common people, among poorly educated workers and peasants as well. It is therefore not possible that every program satisfies every listener.

3. We appreciate ESSENCE's effort, as reported paragraph 1/C reference. SHERWOOD has already started refuting the government stories, put out in a frantic effort to counter its effectiveness, as you will have noticed in the meantime. Your points in paragraph 2 reference are well taken.

4. Suggest that RAZMARA inform ESSENCE along the above lines. Please continue to let us have any pertinent comments, criticisms and suggestions concerning SHERWOOD as well as all reports about reception, audience reaction, rumors circulating in connection with these broadcasts, government counter-efforts etc. We realize, however, that such reporting must be kept within the limits prescribed by your personnel shortages and general overwork.

JCD/EPL/a  
12 May 1954  
Distribution:  
2 - GUAT  
2 - WASH

~~SECRET~~  
~~PBSUCCESS/RVBAT~~

JEROME C. DUNBAR

12  
PP  
P. a. [unclear]

Routing Form

Doc. No.:

Just 515

Date:

8 May 54

Indicate title of person to take action and that of the originator. Place comments thereunder by numbered paragraphs. Initial in center of page and draw a line across the page and forward. Each recipient is to repeat above procedure until action completed and ready for filing. This cover-sheet must be retained with enclosure.

TO:

CTB

FROM

DATE

C/88

Re: Assume Grant unaware our program content is variable for different audiences and we have some high tone & others <sup>for</sup> the workers etc. undesirable from our point to keep to entirely intellectual audience.

[ ]

[ ] - Also noted by Mr. Phillips. 12 May

C/88

Pls advise Grant of above to relieve their apprehensions and make ESSENCE happier.

[ ]

Complied by dispatch.

[ ]

12 May

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INCOMING CABLE

LINCOLN STATION COPY

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TO: LINCOLN	PRECEDENCE: ROUTINE
FROM: GUATEMALA	TOR: 1627Z 8 MAY 54
INFO: SHERWOOD	

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GUAT 515

TO: SLINC                      INFO: SHERWOOD                      CITE: SGUAT

1. FOLLOWING ESSENCE OBSERVATIONS ON SHERWOOD BROADCASTS REPORTED BY RAZMARA:

- A. AVOID COARSE LANGUAGE, OFF COLOR JOKES.
- B. KEEP BROADCASTS ON HIGH LEVEL, CONVEY IMPRESSION OPPOSITION IS SERIOUS MINDED, WORTHY PUBLIC SYMPATHY.
- C. EL IMPARCIAL AND EL ESPECTADOR REPORTERS WERE CONTEMPLATING STRONG ATTACK BECAUSE OF CRUDE, VULGAR LANGUAGE USED ON PROGRAM WHICH ~~XXXX~~ SCOFFED AT GONZALEZ JUAREZ. ESSENCE DISSUADED THEM WITH DIFFICULTY.

2. STATION COMMENT: GOVERNMENT CLAIMING CLANDESTINE ACTIVITY UNNECESSARY, FULL FREEDOM FOR OPPOSITION. SUGGEST REFUTE SOONEST CITING ATTACK ON RADIO INTERNACIONAL, RECENT ENFORCEMENT REGULATIONS REQUIRING PRE-CENSORSHIP OF ALL RADIO PROGRAMS OF POLITICAL NATURE, ETC.

END OF MESSAGE

~~SECRET~~

SECRET