

CLANDESTINE PAPER....Mockup and
commentary sheets.

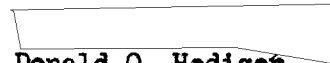
28 March 1954

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1. Attached hereto are rough drafts for and comments on the projected clandestine paper to be disseminated in target country just prior to action period.

2. Follows an "index" of items included herewith:-

- a) PGS 2-5, incl....rough mockup of paper format w/comment on on the layouts;
- b) PG. 6....PASOS A LA LIBERTAD; rough drafts for the feature and commentary thereon;
- c) PG. 10....REFORMANDO LA REFORMA AGRARIA; rough outline for this and similar items w/commentary thereon;
- d) PG. 11....A DONDE VAMOS CAMARADAS?; rough outline and comment;
- e) PG. 12....PRESION CONTRA LOS EMPLEADOS PUBLICOS; ditto above;
- f) PG. 13....FILLER ITEMS/HUMOR; ditto above; some sample material.


Donald O. Hediger

(b)(3)
(b)(6)

FRONT PAGE MOCKUP

PAGE...true pg width & height in this margin.....→

A...corners of printing area.

B...indicates where fold will be if paper folded; important to location of area "f" headline.

C...indicates vertical column lines' locations

D...MARGINAL to be perm column this location for "editorial".

E...variable area; about 1/3 pg in two-column width; may be utilized for photo when desired, for "headlines each of which will bear notation as to pg carrying story as in the El Espectador format .

F...PASOS A LA LIBERTAD to be perm feature; title must be above "fold line" (B) for max effectiveness; so placed it acts as sub-headline if photo in area "E"; as the "action" feature it must be prominently placed; this is to carry the progressively more "radical" steps of positive action program for the general public...see separate commentary and "mockup" of the column, herewith.

HEADING...title of "CRUZ Y QUETZAL" should be flanked by the symbols, as shown; the subtitle should indicate that the paper is "the voice of the new govt", though not in so blunt a terminology...suggested are these sub-titles:-

EL ORGANO DE LA NUEVA GUATEMALA
EL ORGANO DE LA LIBERACION NACIONAL

Approved for Release: 2020/02/05 C02029906



CRUZ Y QUETZAL

EL ORGANO DE LA LIBERACION NACIONAL

MARGINAL

(D)

(E)

PASOS A LA LIBERTAD

(F)

A

+

+

Approved for Release: 2020/02/05 C02029906

A and C...internal margins and vertical column lines as per notes for pg. 1.

MARGINAL...front pg editorial is always continued in this space if it runs over first pg; if it does not fully occupy this space any "filler" can be used, but with small pgs full use is to be expected....it is believed that more space should not be used; brevity and simplicity to give sharpness and clarity.

REFORMANDO LA REFORMA AGRARIA... this is simply to show use of the internal pg space; that a headline may run over the two columns...this article is suggested for actual use, however, per "mockup" and commentary on separate sheet herewith; see commentary.

MARGINAL

REFORMANDO LA REFORMA AGRARIA
EL CHANTAJE DE LA PROGRAM
ARBENCISTA - COMUNISTA
I.

A and C...margins and columns.

CARTOON...whenever possible, a cartoon should occupy this area; two columns wide, 1/2 pg depth.

A DONDE VAMOS CAMARADAS?...with sub-head "No Pais Va a Aceptar Los Comunistas Chapines Cuando Llega El Dia de Liberación Nacional", this is just to show location of an article....it is suggested, however, that such an item be used for one edition and a separate comment and "rough draft" sheet is affixed herewith.

PRESION CONTRA LOS EMPLEADOS PUBLICOS...same as above; just to show pg make-up....again, it is suggested that such an item be used and a comment sheet is attached herewith.

PRESION CONTRA
LOS EMPLEADOS
PUBLICOS

[CARTOON]

A DONDE VAMOS CAMARADAS?

NO HAY PAIS QUE VA A ACEPTAR
LOS COMUNISTAS CHAPINES CUANDO
EL DIA DE LIBERACION NACIONAL.

FOURTH AND SUBSEQUENT PAGES

A and C...margins and columns.

ARTICLES...are carried fwd from pg of origin to fourth and subsequent pgs, if any; if more than four pgs, of course, all are not fwd'd to same pg but to other pgs and alternated with other articles, photos, jokes, etc, etc.

FILLER ITEMS...it is urged that several short items be used to "fill" pgs, and humor is very strongly urged for this; to date the papers have been dull to point where it took a very determined soul to read one all through...a little humor is very good to liven the paper. A separte commentary is attached hereto w/ideas on such items, some humorous and some not.

RE FORMANDO...

PRESIGN...

A DONDE...

P A S O S A L A L I B E R T A D

- 1) It is suggested that this be a permanent feature (for the ten or twelve editions of this paper) under this title. It is designed to give the public a SPECIFIC PROGRAM of resistance to the Communists and the regime; previous vague things like "resist Communism", "teach your children to hate the Reds", "cooperate in the struggle against Communism" being considered by the writer as worse than useless. If the public is to "cooperate" they must be told HOW TO DO IT...and the plan should begin with so-called passive resistance steps that will not get the "cooperator" arrested and, after some confidence has been instilled in the public, lead them up to more active steps culminating in outright civil revolt.
- 2) The following drafts are not planned as "finished" items at this time; some flexibility must be allowed for changing conditions, etc. However, the first few of the attached items may be used "as is" for the stage of passive resistance; the more "active" steps are given here simply as suggestions of possibilities.
- 3) LAYOUT AND MAKEUP:- It is strongly urged that the item be always carried on the front page; that the title box always appear above the half-page fold-line (as indicated "B" on foregoing mockups). In view of the "last minute" publication of the paper this instruction in specific action should be one of the chief objects of the publication, and as such should be featured prominently. Where the upper-right third of the front page may carry a photo, this box-title then serves as a "headline" of sorts.
 - b) The item should always be complete in the space allotted in the mockup. The steps should be brief and specific; three to four is considered optimum for a given column. Steps should be "self contained"; i.e., no long commentary attached to them. Where some comment is desired, it may be included inside as a separate article...in this case a small parenthetical addition is made to the "step" concerned (e.g., "pg 4") to carry the reader to the article concerned.
 - c) It is believed that the article, in each case, should deal solely with a single subject; i.e., THE PRESS (list Red papers and urge not to buy, not to advt therein, etc), THE RADIO (list Red controlled stations/programs and urge not to listen thereto, etc), HIDDEN COMMUNISTS (list Red-front groups and urge withdrawal of members and boycott of meetings, etc), FRIENDS OF THE TRAITORS (list the ~~few~~ few advertisers in Red papers, etc and urge boycott of their businesses), etc, etc. Greater effectiveness is thus obtained....a concluding item might be a sort of "blacklist" of chief Reds with urge to public "Do not aid these traitors to escape; if you know where they are hiding, report them to the leaders of the National Liberation..."
- 4) The following are the suggested articles, chronologically arranged, for use in this column. Note that a brief commentary or "lead" is used in each one as an introduction to the actual "steps"....the first article may either carry a bit of reassurance to the public, or this may be done in the "MARGINAL"; a statement to the effect that, "We wish our countrymen to escape reprisals of the despotism now growing in our country. To this end we urge each of you to follow this program very closely. It is designed to allow you to combat the Soviet Imperialism and fight for democracy without endangering yourselves and your family until that day when we will strike the final blow to the Red Octopus and restore democracy in our country..." THIS CAN PROBABLY BEST BE DONE IN THE "MARGINAL" OF THE FIRST EDITION IN ORDER NOT TO CLUTTER THE ACTUAL "STEPS" ARTICLE.

(cont overpage)

(A) PASOS A LA LIBERTAD

LA PRENSA COMUNISTA

The newspapers and other publications are the chief methods used by the Communist to spread their poisonous doctrines among the people and the intellectuals.

REMEMBER, the Holy Father has declared that Catholics may not read Communist publications without permission of their Bishop or they are in danger of excommunication from the Church!

COMMUNIST PAPERS, OR THOSE PREACHING THE RED TREASON AND ANTI-CHRIST DOCTRINE ARE:-

TRIBUNA POPULAR	OCTUBRE
NUESTRO DIARIO	NUESTRA LUCHA
DIARIO DEL PUEBLO	
DIARIO DE CENTROAMERICA	

1. Don't read these papers; do not buy them.
2. Do not advertise in them...every centave gained by these papers aids Communism.
3. If one is given to you, throw it away at once...it is an occasion of sin for all Catholics not to do so.

BOYCOTT THE COMMUNIST PRESS IN GUATEMALA

(C) PASOS A LA LIBERTAD

(B) PASOS A LA LIBERTAD

LOS COMUNISTAS "SECRETOS"

A favorite trick of the Red Traitors is to organize "patriotic" groups behind which they spread their hate and treason. In this way they hope to fool sincere and honest liberals and nationalists and use the good name of the honest man to hide their true aims.

GOOD CATHOLICS MUST LEAVE SUCH GROUPS AS SOON AS THEY DISCOVER THEIR TRUE NATURE...such groups are outside the Church and may be an occasion for sin to those who remain in them!

THESE FALSE AND TRAITOROUS GROUPS ARE:-
 EL GRUPO SAKER-TI FRENTE UNIVERSITARIO DEMOCRATICO (FUD)
 ALIANZA JUVENIL PARTIDO COMUNISTA (PGT)
 (etc, etc)

1. withdraw from these groups if you belong.
2. Do not join them or attend their meetings.
3. Do not read publications of these groups.
4. Do not contribute money to these groups.
5. Do not sign "petitions" of these groups.

(D) PASOS A LA LIBERTAD

REFORMANDO LA REFORMA AGRARIA.....(&c)

I have no intention of trying to write this piece or any of the similar ones that I would suggest.....this is a matter for prior agreement among the groups members of the exile groups, and should be written by someone competent in the field concerned. (No outright "propaganda" will get by in this type thing; that is, some semblance of technical knowledge and knowledge peculiar to the target country must pervade the articles...albeit simplicity is urged in the text... since opposition economists and legal authorities are competent to punch holes in anything amateurish.) This is simply to suggest a general format-plan for the articles and suggest titles for the series:-

1. SIMPLICITY is urged; the magnificent "metaphysical" approach of the average Latin writer should be avoided if the sheet is aimed at the public; it needs reiteration that educational standards are very low here even among the so-called "educated" classes.

2. BRIEF ARTICLES:- both for the limited space in this paper, and to avoid the almost inevitable boredom to the public in quasi-legal and quasi-economic discussions....the "program" printed in previous exile papers has suffered from this excess of wordage (see the comment thereon of MARROQUIN-Rojas)

3. TWO ARTICLES MAXIMUM PER SUBJECT:- the first to point out the more glaring deficiencies of the government/Communist program; the second to list specific corrections to be offered by the exile groups....the need for some generalization is recognized, but it is possible to make more specific statements than have heretofore appeared.

4. SUGGESTED TITLES:- "Reforming the Agrarian Reform"; "The Function of the Supreme Court"; "Monopoly...Both Business and Labor"; "Social Programs and the Income of the State"; "New Industry and New Jobs"; "The Role of the Foreign Firm in Guatemala"; "Shooting the Cow to Get the Milk" (a reference to wages and taxes vs the need for a business to keep alive); "Labor Unions and Politics" (ref to labor unions in labor matters vs being simply a tool of a political party); etc, etc as deemed advisable.....

A DONDE VAMOS CAMARADAS?

It is suggested that such an article should appear early; that the theme be reiterated from time to time:-

Any desire "not to frighten the people" is one thing, but planting fear and confusion and conflict of interests in the PGT/govt circles is another. The general theme should be that after Caracas the Communist is going to be persona non grata in other Latin lands....thus the right of political exile extended to ordinary politicals may not be open to them; who will accept potential internal traitors, where will they go, etc.

If such articles can serve to "force the hand" of the PGT members and their supporters, considerable advantage can accrue to our plans from any such overt moves, etc.

It must be recognized the peculiar and very important role that this concept of political asylum plays in Latin American politics....the nearly impossible nature of having such asylum denied any individual, etc. Yet, if carefully done, these articles may serve to prepare an atmosphere of refusal toward local Reds on the part of the Latin embassies and consulates in Guatemala....if not as an "official" attitude of the governments concerned, at least as an "unofficial" act of the individual diplomatic officer, etc. Even if this cannot be actually obtained, the thought that it might be applied against local politicos designated "Communist" by the new regime can cause considerable confusion in the ranks of the regime now incumbent.

PRESION CONTRA EMPLEADOS PUBLICOS....

We, on the Station, have long reported the alleged pressure on govt workers to buy Communist publications, to "contribute" to Red-front groups, etc.

This is a matter that is greatly resented, albeit in comparative silence, by many of these workers. It offers a source of excellent propaganda designed to promote unrest and discontent against the regime; a condemnation of such "forced sales levied on the small government salary" can win support for the new regime.

Any similar articles, dealing with such practices in the unions, schools, etc can be used to the same end.....the prompt discarding of such material, without reading it, can also become one of the subject of "PASOS..." (pg 6 here).

FILLER MATERIAL.....

The need for "filler" for odd columns is, of course, obvious. But it is not necessary that such stuff be of the generally ineffective nature of that used in the past by the exile publications.

There are available considerable quantities of jokes, cartoons, and "squibs" of an anti-Red nature that can be culled from other publications for this matter. Brief humorous items are to be highly recommended....these exile papers have been deadly dull in the past and small bits of "relief" would be of great help; this stuff sticks more in the simpler mind, too.

Such short items need not be apropos the local situation; the so-called "general" anti-Red material is very good for this purpose. Nor would I restrict their use solely to the "filler" function...some relief from the drier political matter is advantageous in itself.

Material suggested:- standard KMFORGET material often contains jokes and anecdotes from other publication (it would be perfectly possible to twist some of these, with no real pretense of fact but a "tongue in cheek" attitude, to embody the names of local Reds instead of whatever name appears in the original, etc); many of the LITCHY cartoons, culled from US papers, are readily adaptable and in most cases can do well in a simple straight translation...the humor is almost universal; other publications carry non-humorous "thought" pieces against the Soviet system...for good recent example, see READER's DIGEST, April '54, pg 72.

Two recent samples of this type material are cited hereafter for illustrative purposes:-

- 1) RUSSIAN ROULETTE IN RUSSIA (Reader's Digest, Apr '54, pg 72)
(Suggested title, in Spanish, QUIERE UD SER COMUNISTA?)

Being a Soviet official is not a healthy occupation. Since 1917 (date of the Communist Revolt in Russia), not including Beria, the following have been shot as spies or traitors:

Nine of eleven Cabinet ministers holding office in 1936.

Five out of seven presidents of the last Central Executive Committee.

Forty-three of the 53 secretaries of the Communist Party Central Organization.

Fifteen of 27 top Communists who drafted the 1936 constitution.

Seventy of 80 members of the Soviet War Council.

Three out of every five marshals of the Soviet Army.

All members of Lenin's first postrevolution Politburo, his inner cabinet of 1917---except Josef Stalin.

Michael PADEV, What Happens to Communists
(Batchworth Press)

NOTE: Parentheses, lines 1-2, are mine...suggest use if published in target country.

- 2) INFIERNO EN EL INFIERNO (suggested title)

When Stalin (use any Red leader here) he appeared at the gates of Paradise. St. Peter answered the door, and seeing who was there said, "You cannot enter here. You have committed terrible sins and must go down into Hell." And Stalin descends into the Pit.

Two days later there is another knock at the doors of Paradise. When St. Peter answers the door, he sees Satan standing there, looking very haggard. "Why," exclaims St Peter, "what are YOU doing here?"

"Please, Peter, let me in," says Satan. "I'm the first political refugee from Hell!"

(Adapted from telling of Bishop Fulton J, SHEEN, TV broadcast of 30 March 1954)...origin, Poland (sic).

Item #1, above, might be featured on the front page of the publication. It would appear in a black-bordered box like a death announcement (see format in any daily paper of target country)...title might read GANADORES DE LA PAZ SOVIETICA with sub-title of UNA HISTORIA DEL OFICIALISMO SOVIETICO. Many possibilities.