

**CIA HISTORICAL REVIEW PROGRAM
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24 August 1953

TO: Col. J. C. King, C/WH

SUBJECT: Hemisphere-wide Campaign re Communism in Guatemala

2003

1. The following reports are based on replies to Headquarters Field Memorandum 81-53.

2. ACTIONS TAKEN:

a. []- ".....other than the LIONIZER bulletin (which is sent to all major newspapers in [] and throughout the hemisphere), little has been done by this mission with regard to placing stories in the local press."

b. []- "This mission has utilized all available KUGOWN media in reference to the Subject."

c. []- "No materials have been placed in local press by this station."

d. []- The station has made use of the GIMMICK-2 apparatus to broadcast a considerable number of planted scripts on this Subject."

e. []- "All available KUGOWN media.....are being used."

f. []- "The station.....placed in the local press three articles....."

g. []- "The mission sent 21 bogus telegrams re the Subject which induced four press articles.....and other Subject materials have been mailed to the press from time to time."

h. []- An article concerning Guatemalan situation was placed in [].....Four radio broadcasts containing a commentary on Guatemala.....6,000 pamphlets re Guatemala have been printed and distributed throughout Montevideo.

3. DIFFICULTIES ENCOUNTERED:

a. []- "LIONIZER is limited in the activities it can undertake....with [] An apparent apathy of the press toward the situation in Guatemala has made it difficult to place editorialsWe cannot continue to tell people in Guatemala and elsewhere how bad things are in Guatemala without offering suggestions for solution."

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b. [] "This mission trusts that its efforts to generate interest in the Subject situation in our area have been satisfactory."

c. [] "We do not have cleared personnel nor a proper mechanism to exploit the media" and ".....the present [] regime is anti-Communist to extreme; permits distribution of neither friendly nor hostile propaganda."

d. [] "The station does not believe that Headquarters can improve KONGOWN operations in [] directed against Guatemala until such time as the GINSENG-F project is fully operative."

e. [] ".....the question of Guatemala seems remote, and it is difficult to arouse a lively interest in what occurs there."

f. [] "KIABOLITION has made it clear that the editors of his newspaper do not look favorably on efforts by KIABOLITION to insert fresh material of such nature."

g. [] "The Haines-Alacarte mechanism could use a small amount of Subject materials.....when Headquarters approves this mechanism." "ALACK should be able to inject a moderate amount of this material into student and church periodicals when Headquarters approves of this mechanism." "Our mail operations could make appropriate use of Subject materials when Headquarters approves addressing equipment and further clerical aid."

h. [] "The exploitation of the Guatemalan situation has been extremely difficult, because AVALON and AVANT, who were relied upon to develop the program, were reluctant to publish it inasmuch as they personally felt that the [] people were completely disinterested in Guatemalan propaganda."

4. FUTURE POSSIBLE ACTIONS:

a. [] ".....It is felt that a greater effort should be made to place articles in the local press providing a definite policy line is developed to include more specific remedies for the Guatemalan situation....."

b. [] "The mechanisms and media controlled by the KONGOWN facilities will continue to incite concern about the Subject. Agent HYTE has been instructed to write additional articles regarding this matter."

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c. [] - ".....unless contrary advise is received, KUGOWN activities on this Subject will be held in caution abeyance.."

d. [] - In addition to radio programs...."it is hoped that the GIMMICK-F organization will be able to insert material in local periodicals." "As Headquarters is aware, the GIMMICK-2 apparatus is now off the air. Until such time as broadcasting is resumed, GIMMICK-4 and GIMMICK-6 are engaged in preparing a backlog of scripts for future broadcasts. They have been instructed to incorporate several articles per week on the Guatemalan theme, and have also been told to prepare a large number of short spot announcements on the Subject to be read during the broadcasts between recordings."

e. [] - "With the approaching arrival of Juan José AREVALO in this city.....the situation can both be relieved and aggravated. There will be more opportunities for interviewing and getting first-hand information on Guatemalan matters, making press comment possible while, on the other hand, his presence in the city may cause editors to be overly cautious.....TAPPER-3 reports the preparation of articles that should be published in the near future; FUNEBRIAL has indicated willingness but no great interest and has held off....."

f. [] - "The station plans to approach KIABSINTHE (re getting material in local press) development of a wall poster and a radio broadcast."

g. [] plans "gradually to feed material into the ALLEVIATOR mechanism, the Haines-Alacarte mechanism, student and church periodicals, through station-controlled mail operations, through the SCREVAI'P-MOUREAU and an occasional comic strip if Headquarters is able to supply needed approvals."

h. [] - "In attempting to promote articles in the local free press, this station is faced with the fact that editors are able to exercise complete discretion in accepting and rejecting Subject articles. Therefore if, in their opinion, there is little interest....we can expect to be generally unsuccessful....."

5. STATIONS REQUESTS:

a. [] - "We feel it necessary that Headquarters carry out.....the policy-line guidance.....on a continuing basis."

b. [] "Cartoons attacking Communism in Guatemala in map form. articles specifically written for publication in the

country to which it is forwarded.....articles prepared in Spanish by someone with a good knowledge of Guatemala and should be news worthy and timely....."

c. [] - ".....any KUGOWN attempt to incite further concern would be of little additional value over and above the present government activities....."

d. [] - "Additional material on Guatemala will be of assistance to GIMMICK-4 in his preparation of scripts on the Subject. Articles in Spanish will be particularly useful."

e. [] - No requests.

f. [] - Material printed in Spanish and "Station [] requests Headquarters support in obtaining short radio scripts directed at Guatemalan Communism."

g. [] - Station [] requests Headquarters approval for several KUGOWN mechanisms and a comic strip.

h. [] - "It is believed that newspaper articles in Spanish forwarded to this station can be utilized from time to time through radio outlets....."

6. Reports from other stations will be forthcoming. Upon receipt of Subject reports, WH/PW will prepare an additional report on the Subject.

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