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TEXT
E.O. 12356: N/A
TAGS: SOPN, CU
SUBJECT: MEASURING THE CUBAN PRESS: MARCH, 1983
REF: HAVANA 1739; 82 HAVANA 8407

1. THERE HAVE BEEN RECENT SPECULATIONS IN HAVANA DIPLOMATIC CIRCLES THAT THE ATTENTION DEVOTED TO BLASTING THE U.S. IN CUBAN PARTY PAPER "GRANMA" AND THE LEVEL OF RHETORIC DIRECTED AGAINST US ARE DOWN FROM THE RECENT PAST. AS WILL BE REMEMBERED, IT WAS THESE VERY SPECULATIONS THAT LED US TO BEGIN OUR RHETORICAL STUDY LAST YEAR, USING SEPTEMBER 1982 AS THE BASE.

2. POST FINDINGS FOR MARCH INDICATE THAT, WHILE THE OVERALL SPACE DEVOTED TO THE U.S. HAS GONE DOWN SLIGHTLY, THE DECREASE IS NOT ENOUGH TO BE SIGNIFICANT AND COULD BE EASILY ACCOUNTED FOR BY THE ADDITIONAL SPACE USED TO REPORT ON THE BAD WEATHER THAT HIT THE ISLAND DURING MARCH PLUS REPORTING THAT FILLED THE MEDIA ON THE NEW DELHI NAM MEETING. FURTHER, THE LEVEL OF INTENSITY OF THE MATERIAL WRITTEN ABOUT THE U.S. IS ON A PAR WITH WHAT IT HAS BEEN SINCE THE BASE MONTH OF SEPTEMBER. IN OTHER WORDS, WE SEE NO SIGNIFICANT FALLING OFF OF MEDIA ATTENTION DIRECTED AT THE U.S.

3. USING THE SEPTEMBER BASE OF 100, HERE IS A BREAKDOWN OF THE MARCH "GRANMA" REPORTING ON THE U.S.: DIRECT

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REFERENCES DENOUNCING THE U.S. 78; INDIRECT REFERENCES 96; NEGATIVE CARTOONS 74; NEGATIVE PHOTOS 73; TOTAL COLUMN INCHES 94; LEVEL OF VITRIOLIC RHETORIC 101. (NOTE: WE DO NOT ASSIGN EQUAL WEIGHT TO ALL THESE ELEMENTS; THE LATTER TWO ARE THE MOST TELLING.) IN ADDITION, THERE WERE 12 EDITORIALS DIRECTED AT THE U.S. IN MARCH VERSUS NONE IN SEPTEMBER, 1982.

4. THE FOLLOWING ARE THE THEMES THAT POPPED UP REGULARLY IN "GRANMA" COVERAGE OF THE U.S. DURING MARCH: THE SEVENTH NAM SUMMIT AND ALLEGED U.S. INVOLVEMENT IN IT; U.S. INVOLVEMENT IN THE CARIBBEAN; INCREASED SPENDING FOR ARMS IN THE U.S. VERSUS CUTBACKS IN BUDGETS FOR SOCIAL PROGRAMS; **KLAUS BARBIE** AND HIS CONNECTIONS WITH THE U.S. INTELLIGENCE COMMUNITY; PROBLEMS WITHIN THE ENVIRONMENTAL PROTECTION AGENCY; THREATS BY THE REAGAN ADMINISTRATION AGAINST GRENADA; AND U.S. SUPPORT FOR HONDURAS AGAINST NICARAGUA.

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