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CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

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SECURITY INFORMATION

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Set out below is a translation of the Communist Party of Brazil (PCB) plan for the State of Bahia in connection with the campaign to raise fifteen million cruzeiros. This plan is almost the same as that for each state in the country, the only difference being in the amount of the quota and the names of localities within the state. This document not only throws considerable light on the methods of the Party in carrying out this important fund-raising drive but also provides current information on many other points of interest concerning the party.

NATIONAL CAMPAIGN ON BEHALF OF THE POPULAR PRESS

State Plan for Bahia

I. Objectives

- A. The principal objective of the campaign on behalf of the popular press is the reappearance of the Party newspapers; the following are specific objectives in the State of Bahia:
 1. Re-equip O Momento by purchasing a press and an additional linotype.
 2. Increase the circulation of Problemas, Voz Operaria, Classe Operaria, Democracia Popular, and O Momento by doubling the present sales of each.
 3. Strengthen the financial work of the Party in the following ways:
 - a. Regularize the collection of monthly dues.
 - b. Broaden the high-level circles and create circles on a base level in the proportion of at least three "friends" for each member.

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- c. Improve the connections between finance groups and create connections where they do not exist.
 - d. Organize finances on the lower levels, by insuring the regular collection of monthly dues and the creation of a circle of friends (see a. and b.).
4. Organize during the campaign a permanent means of financial assistance, by installing the "Sociedade de Ajuda a Imprensa Popular" (Society for Aid to the Popular Press - SAIP), with a thousand members distributed throughout the capital and the principal cities of the state.
 5. Pay all the debts of the publications listed in 2. above, and collect all debts owed by distributors of O Momento.
 6. Raise the sum of Cr\$ 961,000 for the State Committee for the following purposes:
 - a. To re-equip the press offices directly connected with the State Committee.
 - b. To guarantee the functioning, maintenance, and security of the State Committee.
 - c. To help in the following two construction tasks of the State Committee:
 - (1) To recruit students
 - (2) To furnish funds for the functioning of the Cadre School and of the courses.

II. Duration of the Campaign

- A. The phase of preparation - July and August 1953.
- B. The phase of execution - September through November 1953.

III. Quotas

- A. In the State of Bahia the campaign will be launched with an announced quota of one million cruzeiros, to be distributed as follows:
 1. Amount to be turned over to the State Committee Cr\$ 300,000
 2. Normal expenses of the State Committee during the three months of the campaign (see line 6., b. of I) 300,000
 3. Payment of the debts of the enterprises (see line 5. of I) 41,000
 4. Extraordinary receipts of the State Committee planned during the functioning of the campaign - courses, re-equipping, etc. (see lines 6., a. and c. of I) 320,000
- Total Cr\$ 961,000

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- B. The quotas to be raised for the State Committee will be divided into four groups as follows:

GROUP - A

1 - Salvador	500,000.00
2 - Ilheus	100,000.00
3 - Itabuna	100,000.00
4 - Feira	35,000.00
5 - Joazeiro	35,000.00
6 - Conquista	30,000.00
7 - Cachoeira	<u>20,000.00</u>
TOTAL	Cr\$ 820,000.00

GROUP - B

1 - Alagoinhas	10,000.00
2 - Santo Amaro	10,000.00
3 - Catu	10,000.00
4 - Canavieiras	10,000.00
5 - Nazare	10,000.00
6 - Itapetinga	10,000.00
7 - Paramirim	8,000.00
8 - Jacobina	8,000.00
9 - Irara	<u>8,000.00</u>

TOTAL Cr\$ 84,000.00

GROUP - C

1 - Jeque	7,000.00
2 - Ipira	6,000.00
3 - Itaberaba	5,000.00
4 - Bonfim	4,000.00
5 - Itambe	4,000.00
6 - Itatiuba	2,000.00
7 - Brumado	1,000.00
8 - Cacule	500.00
9 - Serrinha	<u>500.00</u>

TOTAL Cr\$ 30,000.00

GROUP - D

1 - Base n.1	10,000.00
2 - Base n.2	5,000.00
3 - Base n.3	5,000.00
4 - Base n.4	3,000.00
5 - Base n.5	2,000.00
6 - Base n.6	<u>2,000.00</u>

TOTAL Cr\$ 27,000.00

1. The above quotas are to be raised and turned over to the State Committee, by remittance methods to be arranged later.
2. Each municipality will establish its own quota around which it will make its propaganda. This quota will represent the total of the following amounts (the municipality of Alagoinhas is used here as an example):
 - a. Quota to be turned over to the State Committee in accordance with the above figures.
 - b. Amount to be used to pay debts of the enterprises (Problemas, Voz Operaria, Classe Operaria, Democracia Popular, and O Momento).
 - c. The sum necessary to meet extraordinary expenses of the Municipal Committee (contests, propaganda, newspapers, etc.). For example:

(1) Quota to be turned over to the State Committee - Cr\$ 10,000

(2) Payment of the debts of the enterprises:

<u>Problemas</u>	Cr\$ 450.00
<u>Voz Operaria</u>	250.00
<u>Classe Operaria</u>	180.00
<u>O Momento</u>	<u>210.00</u>

Total 1,090

(3) Expenses of the Municipal Committee during the three months of the campaign 3,000

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(4) Extraordinary expenses of the Municipal Committee during the three months of the campaign (contests, newspapers, etc.) 1,500

Total Cr\$ 15,590

- d. Thus Alagoinhas will be able to adopt the quota of Cr\$ 18,000.
3. It is the immediate responsibility of the municipal secretariat during the three months of the campaign to remit weekly to the State Committee, using the address arranged (or, in case that is not possible, by sending to O Momento), at least 80% of the amount which is being collected, as it is collected.
 4. The Municipal Committees should proceed in the same manner in relation to the cells, in such a way that all the committees have their own quotas. The quotas should be processed in accordance with percentages established for the immediately superior Party echelon.
 5. Within each group and each echelon, where there is one, there should be established an individual quota for each member active in the campaign.
 - a. Monthly dues for three months.
 - b. Contributions of friends for a period of three months.
 - c. Extraordinary quotas (checks and cash).
 6. In the totals of the quotas to be raised by the municipalities are included the normal quotas, which, as soon as the campaign is terminated, should be re-established after a necessary readjustment.
 7. The Municipal Committees of the Party should not assign quotas to the organizations of the Communist Youth, since it has its own parallel organization. It receives quotas directly from the National Committee of the Communist Youth, to be turned over to the National Committee of the Party.
 8. The Municipal Finance Committees or treasurers should remit their municipal plans for the campaign by 15 August to the State Finance Committee. Such plans may be formulated along the general lines of the State Plan for the campaign; however, besides specific local aspects they should consist of at least the following:
 - a. Quota to be raised (in accordance with the State Plan).
 - b. Normal expenses of the State Committee during the three months of the campaign.
 - c. The amount destined to the payment of debts of the publications.
 - d. Extraordinary receipts planned for the operation of the campaign and the announced quota for the municipality.
 9. In the cells the quotas will be established in accordance with the above outline, provided, however, that the debts of the publications may be paid with their own quotas.

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IV. Organization

A. Legal Fronts

1. The campaign will be directed throughout the state by a large legal commission, this commission to be composed of prominent personalities and strengthened politically by Party members. The state pro-popular press commission will include representatives of the democratic press and of the assistance movement.
2. The minimum number of members of this commission will be ten, including a president, secretary-general, director of propaganda, director of initiative, and treasurer.
3. In each municipality a municipal pro-popular press commission should be organized and should be large, public, and legal, composed of at least seven members, with the same posts as in the state commission.
4. In small local districts and working places the practical tasks of the campaign should be accomplished by legal pro-popular press commissions made up of from three to seven persons. These commissions will be controlled by the cells of the Party, and each will be made up of one or two members, sympathizers, and persons from the masses. Such commissions will endeavor to organize new legal pro-popular press commissions, which will remain under the control of the commissions which formed them. Those persons in liaison between the cells and the commissions will be presented to the commissions as emissaries of the municipal pro-popular press commission. These commissions, after the campaign, will be transformed into permanent segments of the movement of aid to the popular press and will constitute the nuclei of the SAIP. These legal commissions of the basic level may be connected directly with the state or municipal pro-popular press commission.

B. Political Direction and Operations of the Campaign

1. The political direction and effective responsibility for the achievement of victory in the campaign rests from top to bottom with the secretariats of the Party operating through the financial committees and treasurers.
2. The partisan fraction in the legal pro-popular press commissions will be attended and controlled by persons named by the secretariat. Preference should be given to members of finance committees.
3. In Salvador, the capital, there will be a single command; that is, the state group will assume the direction of the campaign in Salvador and in the state. In the capital, one pro-popular press commission will suffice. The members of this commission will remain under the control and direction of the secretariat, operating through the State Finance Committee.
4. In the municipalities, command will be effected by means of the attendance of the secretariats at meetings of the pro-popular press commissions, through the intermediary of the Municipal Finance Committees or treasurers.

V. Propaganda

- A. The central purpose of all propaganda concerning the campaign should be the reappearance of the newspapers of the people.
 1. The campaign should be launched simultaneously in all municipalities in which there already are organized municipal campaign commissions. The announcement of the campaign will be made on 15 August, and it will commence on 1 September.

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2. On 1 September the Prestes' document will be published in a special edition of O Momento in support of the campaign.
 3. There must be solid daily propaganda in the press, on the radio and over loudspeakers, wherever they may be. O Momento should publish in every issue a column dedicated to the campaign.
 4. State propaganda should march parallel with local propaganda. The most intensive propaganda should be made in each municipality, as well as in each group, commission, or place of work, by means of handbills, slogans painted on walls, letters, posters, banners, stamps, postal cards, stickers for match boxes, lectures, and visits. Propaganda should cover a whole area within a pre-determined time.
 5. O Momento should interview prominent personalities.
 6. In order that the propaganda and contests of the campaign may be kept alive, it is necessary that the municipal commissions send regularly, at least once a week, information and data to the state commission. The pre-arranged address should be used for this or else the address of O Momento. Local commissions will act in an identical manner in relation to municipal commissions.
 7. The state commission will receive posters or pennants, as well as propaganda, from the national commission, and will distribute them to the municipal commissions, which in turn will distribute them to the neighborhoods and working places.
 8. Each pro-popular press commission should organize a propaganda unit. In municipalities these units should be made up of from one to three persons. Thus, there should be a radio or loud-speaker bureau, press bureau, and propaganda bureaus of other types. These propaganda units will be charged with the sending of information to the propaganda bureau of the next highest group or else directly to O Momento.
- VI. A. To maintain the unity of the campaign the state commission will utilize the following materials of the National Commission.
1. Automobile raffle - each ticket will cost Cr\$ 20. 3,000 tickets will be distributed in groups A and B.
 2. Coins made of bronze, silver, and gold, with likenesses of the great Stalin. The state commission will send them to the municipal commissions, upon request, at cost price.
 3. Bronze medallions with a likeness of Stalin also will be distributed as above.
 4. Album of the life of Prestes. The state commission will furnish copies of the album at cost price in deluxe editions. These may be sold at prices to be set on the basis of rivalries.
 5. Checks. These checks will be printed in the values of 1, 2, 5, 10, 20, 50, 100, and 500 cruzeiros, with slogans referring to the democratic press, the defense of peace, public liberties, and national independence. These checks will be distributed in sets, and each municipality will receive checks in the amount of a third of its financial quota.
 6. Problemas and the Works of Stalin. These are considered to be means of raising money for the campaign, because of their theoretical importance. These materials will be sold during the campaign in "tied packages", with paper wrappers or special

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display cards alluding to the campaign.

7. Special Sunday editions of Voz Operaria should be printed, as well as special editions of Tribuna Do Sul. At least nine such editions should be published during the three months of the campaign.
8. Autograph books. The state commission will furnish upon request books autographed by Party leaders and writers.
9. The state commission will distribute materials to the municipalities on its own initiative. The municipal commissions should do the same with respect to commissions in neighborhoods and working places.

VII. Methods of Work

- A. The campaign on behalf of the popular press should be made into a great campaign of the masses. Every form of financing should be used, always keeping in view the participation of the broadest masses of our people. The masses should be brought to feel and understand the decisive role of the popular press and the struggles for their most keenly felt grievances, in the struggles for peace, democratic liberties, and national independence.
 1. In order to broaden the maximum number of activities of the campaign it is necessary to win over all of the Party for the campaign, above anything else. Each Party unit should plan and discuss the details of its activity during the three months of the campaign in order that:
 - a. No member may be left without an individual quota and specific tasks during the three months of the campaign, and
 - b. Every circle member, sympathizer, contributor, or "organized friend" must become an activist of the campaign and have his own individual quota and tasks for the three months.
 2. The campaign should constitute a true test of the combining of legal and illegal work. All of the Party should be thrown into the work of finances of the masses.
 3. The commission should try to concentrate its efforts throughout the state as follows, in descending order of importance:
 - 1st - Salvador
 - 2nd - Ilheus, Itabuna, Feira
 - 3rd - Juazeiro, Conquista, Cachoeira, Alagoinhas, and Santo Amaro
 4. The five following devices should merit particular attention in the planning of activities during the campaign: visits, individual quotas, contests, internal bulletins, and the convincing of present circle members to augment their contributions. All of this has the purpose not only of broadening the membership of the Party in the higher levels but also of organizing commissions of assistance to the popular press and raising the greatest number of persons to participate in an organized and effective manner.
 5. Visits. All the groups, legal commissions, and Party units should organize plans for visits, without any restriction. All echelons should form teams of visitors and get up lists of people to be visited. Each team should be specially equipped to explain the purposes for which the money is needed, in order to transform the person visited into a permanent contributor. These visits, principally on the higher levels, are the means of raising the greatest sum of money.
 6. Individual Quotas. These are of great importance for the success of the campaign. Let no active member be without an individual quota.

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7. Contests. Everything should be based on contests - contests between commissions; contests between members; contests to see who can collect his quota first, who can triple his quota, who can sell the most newspapers, who can place the most posters; which commission can hold the most lectures in factories or lecture halls, etc. All contests should offer prizes, which should be awarded promptly. (A suggestion: the two or three lowest-placed in the contest might pay for the prize of the first-placed winner.)
8. Internal Bulletins. In any place where there is a contest - and this should be in all sectors of the Party and pro-popular press commissions - a bulletin of one half or one typewritten page or manuscript should be printed with the partial results of the campaign. These bulletins should take the place of - or supplement the work of - democratic newspapers in stimulating interest in the contests. They should publish facts of interest for the sector to which they are destined and should be weekly or semi-monthly. They should publish results of contests, the position of the group they represent in relation to other groups, give small notices about the campaign, and transmit political orders.
9. Increasing the Contributions. Each group, without losing sight of its activities with respect to the masses, should study the situation of all of its contributors individually, examining the possibilities of asking for an increase in the contributions. Initially it will be enough for the collector to make the appeal. Later, pairs may be organized to argue with the most difficult cases. The campaign should be taken advantage of to gain new contributors and to organize this work, which should proceed systematically after the campaign.
10. Meetings and debates - one of the most diversified types, having in view the raising of means for the campaign:
 - a. Explanations of the purpose and need for such funds; a person politically capable of conducting such a discussion should be present.
 - b. Lectures and conferences about any subject, followed by an appeal by the lecturer or proprietor of the house for contributions toward the campaign.
 - c. Lectures and discussions followed by dances, cocktails, or other entertainment with paid admissions or not; always terminating, however, with an appeal.
 - d. In all these cases try to take advantage of persons who have visited the USSR or the popular democracies.
11. Conduct a planned campaign, group by group. A week of collection of money from door to door; a week of collection from commercial houses; commando teams for the sales of checks and coins; popular and classic music spectacles; tables in the streets; collection shacks; picnics; theatrical spectacles, and commando teams for the sale of O Momento, Voz Operaria, Problemas, and Tribuna Do Sul.
12. If necessary, in order to collect and surpass the quotas in the final days of the campaign, "sacrifice rallies" should be held, for the collection of jewels and objects of value.
13. During the three months of the campaign hold a "campaign for one day of salary" for all members of the Party and activists of the campaign.

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14. Organize collection posts at all headquarters of newspaper enterprises, and commissions.
15. Incite the creative initiative of the masses in all manners. The Party and all of our press should orient its propaganda toward making known the objectives of the campaign and the role of the democratic press.

VIII. Contests

A. Inter-municipal

1. Based on surpassing the quotas. This calculation will be made on the basis of the sums received in relation to the quota of the campaign published weekly in O Momento. The municipalities will be divided into four groups, and the winner within each group will receive a prize, offered by the state commission.
 - a. Group A - prize: a 16 mm. movie projector with screen.
 - b. Group B - prize: a mimeograph machine of medium size.
 - c. Group C - prize: a small-size mimeograph machine.
 - d. Group D - prize: a "reco-reco", or a homemade duplicating machine, along with a resistance box, a tube of ink, and a ream of printing paper.

Note: A necessary and indispensable condition before receiving the prize is the collection of the total quota.
2. Within each municipality there should be a weekly contest among a group of commissions on the basis of surpassing their quota.
3. Within each commission or group should be established an individual contest based on a simple plan. We suggest as a plan of corresponding prizes for basic groups, the following:
 - a. Quota collected - diploma and bronze scroll
 - b. Quota doubled - diploma and silver scroll
 - c. Quota quintupled - diploma and gold scroll
 - d. Quota decupled or more - diploma and a special prize.
4. These prizes will be indicated for the "campaign for 1953" and will be offered by state and municipal commissions. The State Finance Committee will furnish upon request distinctive scrolls, at cost price, and will furnish the diplomas at no cost.
5. Other prizes will be awarded to members who raise or collect certain contributions as follows:
 - a. Cr\$ 10,000 - a copper medal
 - b. Cr\$ 20,000 - a silver medal
 - c. Cr\$ 50,000 - a gold medal

Note: This prize will be called "Imprensa Popular" and will be offered by the National Commission.
6. Besides these contests the municipal commissions and basic commissions should hold their own contests, such as for who can collect his quota first.

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7. Problemas, Voz Operaria, Classe Operaria, and Democracia Popular will offer a reward to all distributors who pay their debts during the course of the campaign. The value of the reward will be proportionate to the debt of the distributor and to the respective quota. There will be a special reward to all distributors who, besides paying their debts, send a deposit corresponding to three months issues of the publications.
8. O Momento, besides weekly prizes offered to its sellers and agents, will offer prizes for new or renewed subscriptions.
 - a. For ten subscriptions - prize: a year's subscription to Problemas and another to Voz Operaria.
 - b. For twenty-five subscriptions - prize: the three volumes of the Works of Stalin.
 - c. For fifty subscriptions - prize: one "Worker's Library", including twenty-five books.
9. Prizes for sales of The Life of Prestes - to be called the Luiz Carlos Prestes' prize.
 - a. Fifteen albums - prize: one deluxe album on The Life of Prestes.
 - b. Thirty albums - prize: one medal with a likeness of Prestes.
 - c. Fifty albums - prize: one medal with a likeness of Stalin.

END

Absolute caution with the security of this plan is indispensable; that is, in transporting and guarding it.

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