

BEST COPY
AVAILABLE

2003

GENERAL PLAN FOR RADIO PROGRAM

INTRODUCTION

The following general plan represents some of the ways a radio program can be developed in connection with an operation. Although the plan probably cannot be used in the present situation, it is offered in part fulfillment of my present duties, and in the hope that the suggestions, if approved might be of some use in the future.

ADVANCE PLANNING OF THE PROGRAM

1. The radio program, as well as that of the press and other media, should be geared to the various phases of the operation and act as supporting arms in carrying out attacks on targets, both general and specific.
2. Therefore it might be advisable to work out beforehand a plan in which the proposed phases of the operation are coordinated with the themes and methods which the various media will use.
3. The advance plan should be extremely flexible. It will be entirely subordinate to the progress of the operation, and should be able to shift targets, change emphasis, intensify attacks on specific targets, or slack off, as the situation requires during the various phases of the operation.

ADVANTAGES OF ADVANCE PLANNING

Advance planning of the radio program offers the following advantages:

1. Acts as a guide in the recruitment of the number and type of personnel needed.
2. Allows for the preparation of material in advance. Radio, in comparison with other media, uses up a far greater amount of material. Audiences are willing to re-read newspapers, pamphlets, etc., but are rarely willing to listen twice to the same broadcast.

A broadcast may be repeated several times in one day to catch different listening audiences, but after that the material generally needs to be re-written before it can be used again. (Exceptions: dramatic programs, music programs, "spot announcements.")

Therefore, a backlog of material allows the radio writer time to concentrate on the preparation of day-to-day material to meet changing situations, and still to have available already prepared material which permits the station to remain on the air for a longer time each day.

3. Advance planning aids in collecting source material to use in the writing of scripts.

4. Advance planning improves the effectiveness of the various media. It permits them to make concerted attacks on specific targets, using various treatments of the same themes and thus contributing to the total effectiveness of the attack.

GENERAL POLICY OF THE MEDIA

1. They should use ideological and political propaganda to:

- A. Expose Communist fallacies in theory and failures in practice

- B. Set up in place of Communist ideology ideals of government consistent with western democracy and hemispheric solidarity, based on freedom, justice, political democracy and representative government.

2. Any specifics in terms of a political platform and drastic changes in government policy should be matters of high policy decision and agreement among highest ranking officials of the division, the government, and the proposed interim government of the target country.

3. In view of the general political inexperience of the populace within the target, if the over-all objectives of the operation are:

- A. To unite the country in support of a stable interim government friendly to us,

- B. To assure cooperation with our aims in removing the Communist threat to this hemisphere, and

- C. To tranquillize the country in preparation for free elections at a definite future date,

any drastic and revolutionary changes should probably be left in the hands of a legislative body set up by the interim government and friendly to us, and extremely controversial issues be discussed as a political program when the date for free elections arrives.

4. The broadcasts should give the impression that this is a genuine movement on the part of the people of the target country to remove the present pro-Communist regime from power.

5. The broadcasts should conceal, insofar as possible, our participation in the operation.

THE BROADCASTING PROGRAM

The following outline offers a general scheme around which advance material can be written.

Phase I

Purpose:

1. To discredit the target at home and abroad
2. To encourage censure of the regime within the target and in adjacent countries

Method:

1. Broadcasts exposing aims and practices of international Communism and identifying them with the aims and practices of the target government.
2. Broadcasts exposing practices of Communism which would be especially repugnant to people within the target and adjacent areas.

Phase II

Purpose:

1. To arouse opposition to the regime among specific groups within the target, i.e., army, farmers, workers, business men, women, students, etc.

Method:

1. Broadcasts aimed directly at the various groups listed above:
 - A. Attacking regime practices in the treatment of such groups
 - B. Identifying such practices with the treatment of similar groups by Communists in other areas of the world

Phase III

Purpose:

1. To unify and consolidate all anti-Communist groups within the target
2. To rally them in moral support of a change of government

Method:

1. Intensifying attacks on Communist and pro-Communist personalities and groups within the target
2. Identifying such Communist groups as Soviet-directed, anti-Guatemalan, enemies of the country.
3. Broadcasts setting up other groups and personalities as substitutes and more representative of the interests of the people.

Phase IV

Material for this and further phases of the operation probably could not be planned in advance, as it would depend upon the progress and turn of events in the operation to date. Depending upon the turn of events, such material might take any of the following directions:

1. Direct appeals for action by certain groups
2. Temporary interruption of broadcasts
3. Slacking off of direct attacks
4. Appeals not to take action to prevent abortive action
5. Deliberate spreading of panic among certain groups as a cover for direct action by other groups

BACKGROUND MATERIALS TO BE USED IN PREPARATION OF SCRIPTS

1. Writings of Communist theorists, such as Marx, Engels, Lenin and Stalin, and commentaries on same

Purpose: To expose their fallacies and failures
To set up an opposite political theory, as stated under "Policy" 1 -3 above

2. Writings of Latin American Communists and commentaries on same

Purpose: To identify their aims and practices with international Communism

3. Biographical Material on Latin American and target country Communists and pro-Communists

Purpose: To expose and discredit their activities

4. Newspapers and Magazines; leading newsheets and other periodicals of various Latin American countries

5. Intelligence Reports; evaluated reports of many different types, concerning Communist infiltration and activities within the target country and in other Latin American countries

6. FBIS Reports

Purpose: Nos. 4, 5, 6 to be used in the preparation of daily news broadcasts. These need not be last-minute news; but can be presented in the form of "trends", "commentary", "analysis", etc. and if professionally used can be effective and even mold public opinion in favor of attitudes we wish to create.

Some straight news can be used also to provide authenticity and interest. Care should be taken in using intelligence reports to avoid violation of security.

7. History of the Development of the Communist movement in Guatemala

Purpose: To be used in the preparation of advance programs for Phases I and II

8. Biographical Material on non-Communist Guatemaltecan leaders of past and present

Purpose: To be used in the preparation of programs for Phase III

9. Historical material, legends, and recorded Guatemaltecan music

Purpose: To be used as "filler" material, when for any reason it is necessary to slack off on attacks, and we wish to keep the station on the air.

Parodies of popular tunes can also be used, with verses lampooning Communist personalities

PERSONNEL REQUIRED

A total of eight or less persons should be sufficient for the planning, preparation and carrying out of the radio broadcasts as outlined. They should probably consist of the following:

1. Program Coordinator

Qualifications: Previous professional experience in radio programming; professional experience in other media helpful; knowledge of the ways various media can be used in the formation of opinion; status which permits access to classified material and staff conferences with over-all planning of operation; first-hand knowledge of target area essential; ability to read and speak Spanish.

2. Program Planning Assistant

Qualifications: Previous professional experience in radio programming; knowledge of effective use of radio in formation of public opinion; radio writing and editing experience; first-hand knowledge of target country; bi-lingual

3. Radio Technician

Qualifications:

Previous experience in technical problems of setting up, testing and repairing equipment; experience in the techniques of transmitting and receiving; experience in the taping, splicing and general recording problems, elimination of interference; understanding spoken Spanish.

Writers and Announcers

Four with professional experience in radio writing and announcing; nationals of target country. One person should be completely bi-lingual with ability to translate English to Spanish; others should be able to read English enough to follow directions

FURTHER COMMENTS

The above plan is limited by lack of knowledge of the over-all operational plans and is therefore stated only in general terms.

Because of the power of our transmitter, it should be recognized that there is a possibility of its being located and silenced, either by interference, jamming, or other means.

In view of this fact, mobility of the transmitter would be desirable, but would probably also be difficult because of the nature of the terrain.

In view of the possibility of silencing the transmitter early in the operation, we should not hit the air with everything we have in the beginning and risk being off the air in the more critical phases of the operation.

Since the great majority of the non-Communist populace within the target is virtually without political experience, and since we wish to avoid bloodshed and violence, perhaps the main objective to be achieved by use of both radio and press is firm and united support for the new interim government, in order to assure a period of stability within the country.
