

FOREIGN SERVICE DESPATCH

FROM : HABANA

211  
DESP. NO.

August 7, 1951  
DATE

TO : THE DEPARTMENT OF STATE, WASHINGTON.

Air Pouch  
PRIORITY

REF : Dept's Agram 499 of June 29, 1951 and Embassy Despatch  
2431 of June 8, 1951

SUBJECT: ASOCIACION DE LA PRENSA OBRERA (APOC)

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For Dept.  
Use Only

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In compliance with the Department's request, the Embassy has prepared a preliminary report, based on available information, on Asociación de la Prensa Obrera de Cuba (APOC).

Communist APOC

The Embassy has been unable to determine the exact date of the founding of APOC, but one source states that it was organized prior to 1940, for the express purpose of controlling all labor publications. The original APOC was influenced and doubtless orientated by communists, because the Cuban labor movement was under the complete control of communist labor leaders from the time of its founding until 1947.

Despite the fact that the communists lost control of the labor movement in 1947, the communist APOC has continued to function and has apparently been successful in maintaining a whip hand over the majority of the labor publications because of their original communist orientation and through its control of advertising. It seems that the communist APOC has contacted most of the firms in Cuba who do extensive advertising and promised complete coverage in all labor publications and the elimination of bothersome individual solicitations, with the result that APOC collects the money for advertising and then distributes it among its members. Those magazines which follow the communist propaganda line and publish the Party's articles, reportedly get the "lion's share" of the advertisements. If a particular editor declines to publish Party propaganda, APOC simply refuses to pay him for any ads he may carry in the magazine. Thus, some magazines may be forced, if they wish to exist, to publish communist articles, against their own convictions.

The communist APOC claims to have a membership of forty-five labor publications. A partial list was included in the despatch under reference and the Embassy is attempting to obtain a complete list which will be forwarded to the Department upon receipt. At the most recent elections, December 1950, held by APOC, the following

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PREPARATION TIME

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persons were elected to the Executive Board:

Secretary General	Amado HERNANDEZ Losano
Vice Secretary General	Fidel ROMERO Casasus
Financial Secretary	Rogelio GUTIERREZ Comet
Vice Financial Secretary	Luciano G. MICHELENA
Correspondence Secretary	Leovigildo VICENTE
Vice Correspondence Secretary	Simon TORIZA
Propaganda Secretary	Aurelio ALVAREZ G.
Vice Propaganda Secretary	Francisco DORADO
Secretary for Economic Relations	Juan OTERO Prado
Vice Secretary for " "	Wilfredo FUENTES
Vocales: Elio MOYA Aguiar; Andres SOLIS Mesa; José VILLALONGA; Germinal GARCIA and Cecilio MATEO Peña.	

#### Non-Communist APOC

The official APOC was set up shortly after the control of the labor movement was taken from the communists, for the purpose of taking over labor publications. However, according to one source of information <sup>1/</sup>, it has been extremely ineffective, primarily because labor leaders have seen no particular political nor monetary gains to be made through its control and therefore have made no effort to improve it nor to fight the communist controlled APOC.

Sr. Antonio ARREBOLA Gonzalez, President of the official APOC, has supplied the Embassy with the following list of magazines now being published by the official APOC.

<u>Magazine</u>	<u>Director</u>	<u>Issues Published Monthly</u>
Unidad Gastronómica	José Velazquez	5,000
El Tabacalero Cubano	Manuel Campaneria Rojas	5,000
El Obrero Panadero	Luis Bello	1,000
Espuma	Domingo Llerena	1,000
En Pie	Rodolfo Tacoronte	2,000
Educación Obrera	Julio González, Jr.	1,000
El Arte Culinario	Luis Vega Suarez	2,000
Nueva Era	Benigno Arrebola Valdes	1,000
Juventud Obrera	Hector Jorge	3,000
Superación Sindical	Agustin Falcon Almeda	1,500
Cuba Industrial	Antonio Arrebola González	3,000
La Estrella	Antonio Arrebola González	1,500

<sup>1/</sup> Hilario Alonso, Administrator of the labor magazine "Unidad Gastronómica", a non-communist publication. Mr. Alonso has been associated with labor publications for some twenty-five years.

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<u>Magazine</u>	<u>Director</u>	<u>Issues Published Monthly</u>
Fibra	Pascacio Lineros	1,000
Aerovoz	Carlos Sanchez White	1,500
Metal	-	-
Forestal	Felipe Soto	1,000
Azúcar	Carlos Montenegro	3,000
Autobuses Modernos	Raul Anchia	(Has just begun. No figure available)

The Embassy will continue its investigation of the two organizations and as additional information becomes available it will be forwarded to the Department.

COMMENT

There appears to be little doubt that the communist APOC controls the majority of Cuba's labor publications - forty-five as compared to the official list of eighteen. Control outside the Habana province is completely in the hands of the communists, since they maintain APOC offices in each of the Provincial capitals, while the official APOC only has an office in Habana.

In reply to the last paragraph of the airgram under reference, requesting an explanation as to why Cuban firms volunteered the information contained in Embassy Despatch 2431 of June 8, 1951, the following information is submitted:

As was reported by the Embassy in its despatch 385 of August 7, 1950, certain firms were approached at that time, on an informal basis, concerning their advertising in the Communist newspaper Hoy. Most of them indicated a desire to withhold all assistance from the Communists and withdrew their advertising. Many of the firms, however, stated they were often not aware as to which publications were controlled by Communists and which were not. Therefore, when the Embassy learned of the extent to which the Communist APOC controlled the labor press, those businessmen who had previously cooperated in the Hoy campaign were informally advised of the status of APOC. Subsequently, as was reported in the despatch under reference, several firms informed the Embassy that they had withdrawn their advertising from the Communist APOC.

For the Chargé d'Affaires ad interim:

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