

FOREIGN SERVICE DESPATCH

FROM AMEMBASSY, HABANA

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SUBJECT: Data Regarding Most Influential Cuban Periodicals.

There are given below, in paragraphs lettered to correspond with the questions listed in the Department's instruction under reference, data regarding the weekly magazine, Bohemia, and the daily newspapers, Diario de La Marina, Prensa Libre, El Mundo, Información and Excelsior. These are considered the six non-Communist periodicals exerting the greatest influence in Cuba.

I

- a. Bohemia, Havana, Spanish, weekly.
- b. Varies between 180,000 and 306,000 - generally around 250,000, Island-wide. No free issues. 75 per cent newsstand sale, 25 per cent subscription.
- c. Bohemia is used as sounding board by politicians and intellectuals and is read by government officials as well as the masses. It has the most diversified circulation of any Cuban publication. It presently is severely anti-Batista.
- d. Bohemia has the reputation of being one of the best magazines in Latin America. It has virtually no competition, its closest rival being Carteles with only 35,000 circulation.
- e. Price 15¢. Page size 9 1/2 x 12. Number of pages, generally around 146.
- f. Around 30 per cent advertising.
- g. 75 per cent from advertising, 25 per cent from circulation.
- h. Dr. Miguel Angel QUEVEDO and his unmarried sister are the sole owners. Quevedo himself is the top editor on Bohemia and makes all policy decisions. Contributors include Dr. Herminio PORTELL-Vila, violently anti-Communist historian; Jorge MAÑACH, Waldo MEDINA, Jorge QUINTANA, Jorge MARTI

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and other top Cuban journalists are more or less regular contributors. Their writings are often anti-Batista.

- i. INS, News Features Syndicate, Wide World, and others.

## II

- a. Diario de la Marina, Havana, Spanish, daily except Monday.
- b. 28,000 weekdays, 35,000 Sundays, Island-wide. Only 200, or so, free copies. 80 per cent subscription, 20 per cent newsstand sale.
- c. Diario de la Marina is a sound, conservative, Catholic, pro-FRANCO newspaper of serious character. Its editorials and commentaries are penetrating, international in scope, and widely read by government officials as well as the upper and middle classes, which might be called the "opinion-forming groups."
- d. The paper has the highest reputation in Cuba for factual news presentation and general content. It has the broadest news coverage in the country, and the most profound and most international editorial policy. Diario de la Marina makes more use than any other paper of by-line news commentaries, or interpretives.
- e. Price 5¢. Page size 23 x 17 inches, generally 36 to 48 pages, plus four-page rotogravure section. One edition only.
- f. About 50 per cent news, 50 per cent advertising.
- g. 80 per cent of the revenue from advertising.
- h. Owner, Mrs. Silvia Hernández de Rivero, a Catholic social leader but not involved in politics.
- i. AP, UP, INS, King Features, Editors' Press Service, USIS.

## III

- a. Prensa Libre, Havana, Spanish, daily except Sunday.
- b. Circulation 92,000, Island-wide; no free copies. Mostly subscription - perhaps, 90 per cent. The circulation is due in part to a lottery plan involving the numbers of subscription receipts.

- c. Prensa Libre's influence is with the lower classes, including labor.
- d. The newspaper is sensationalist, with eye-catching colored headlines and large photographs. It deals primarily with local political news but does give attention to major international developments, and comments seriously - and often sharply - on them in a last-page column, "Today Abroad".
- e. Price 5¢. Page size 23 x 17 inches, always 16 pages. One edition only which comes out around 8 p.m. bearing the following day's date.
- f. About 40 per cent news, 60 per cent advertising.
- g. Estimated 80 per cent from advertising, 20 per cent from street sale.
- h. Owner, Sergio CARBO, an anti-Batista editor currently in self-imposed exile. Carbó has always been pro-Democratic and friendly to the U.S.
- i. UP, Agencia Latina (Argentine), some USIS.

#### IV

- a. El Mundo, Havana, Spanish, daily except Monday.
- b. Circulation 34,000 daily, 45,000 Sunday, Island-wide; few free copies. About 80 per cent subscription sale.
- c. El Mundo's strength is in its reputation as an independent paper, and its opinions are respected as being unbiased, although currently the paper is anti-administration in slant. El Mundo has excellent coverage of international news and carries editorials on the top news developments much like any leading U.S. newspaper. The paper was modelled after the New York Herald Tribune, which it resembles, and its top editors have studied in the United States. The paper is very friendly to the United States.
- d. El Mundo has a fine reputation of more than a half century of independent news coverage. Its competitive standing among the serious papers is excellent.
- e. Price 5¢. Page size 23 x 17 inches, usually runs 30 to 36 pages. One edition only.
- f. Around 50 per cent news and 50 per cent advertising.

- g. El Mundo brings in an estimated 80 per cent from advertising, the rest from circulation.
- h. The sole owner is Amadeo BARLETTA, a businessman with widespread financial interests. He is not active in politics.
- i. AP, UP, King Features Syndicate, Editors' Press Service, USIS, Agencia Latina, AP Wirephoto.

V

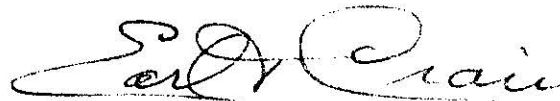
- a. Información, Havana, Spanish, daily except Monday.
- b. Circulation 30,000 daily, 35,000 Sunday, Island-wide; few free copies.
- c. Información reaches all types of readers and carries well-written, serious news commentaries and editorials. International commentator Francisco PARES, who writes regularly for Información, is one of the most astute in Cuba.
- d. Información has a very good reputation as a conservative, independent, anti-communist newspaper, with one of the most complete news coverages in Cuba. It has good eye appeal and an attractive eight-page daily rotogravure section. It is heavy in sports and social news.
- e. Price 5¢. Page size 23 x 17 inches, usually around 40 pages, one edition.
- f. Advertising runs around 60 per cent.
- g. Advertising revenue accounts for roughly 80 per cent of total revenue.
- h. Owned by Santiago CLARET, with some shares reported owned by President Batista. Claret is strongly pro-Administration.
- i. AP, UP, INS, INP, Wide World, Editors' Press Service, Agencia Latina, USIS.

VI

- a. Excelsior, Havana, Spanish, daily except Monday.
- b. Circulation 42,000 daily, 68,000 Sundays (going also to subscribers of sister-publication El País) Island-wide. No free copies. Subscription sale 90 per cent or more.

- c. Excelsior's influence is due in part to its wide circulation among the middle and lower classes and in part to the broad reader appeal of Director Victor BILBAO's front-page editorials. The paper is pro-Liberal party.
- d. The paper has a fine reputation among the middle and lower classes for good news coverage. It has a very thorough treatment of both local and international news, although its six-point type makes reading more difficult than in the other papers. Excelsior also "boils down" its secondary world news to one and two paragraphs. Its editorials are lively and pro-democratic. The paper is violently anti-Communist.
- e. Price 5¢. Page size 23 x 17 inches, usually 24 pages, one edition.
- f. 50 per cent news, 50 per cent advertising.
- g. Estimated 80 per cent from advertising.
- h. Owned by Alfredo HORNEDO Suárez, a businessman who is President of the Liberal party (centrist). Except for a Liberal party trend when possible, the paper is fairly independent in thought.
- i. AP, UP, INS, King Features, Editors' Press Service, USIS, Agencia Latina.

For the Ambassador:



Earl T. Crain  
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