

Mr. Walter Laves

May 28, 1942

Alan Cranston

Information Campaign among Spanish-Americans

The following is a proposed program to be carried out among Spanish Americans in the Southwest and in other parts of the United States where Spanish-speaking peoples live in any number. This program would be carried out by the OFF with the cooperation of the CIAA, with the latter paying the expenses here itemized. Details of the work would be carried out by an employee of the CIAA loaned to OFF, the office charged with primary responsibility in informational work among foreign nationality groups within the United States.

The program follows:

1. Distribution of a weekly news letter to the 60 domestic radio stations broadcasting in the Spanish language, and to the 150 Spanish language newspapers published in the United States. This letter would be written by the OFF with the help of the employee loaned to the OFF by the CIAA, and no cost would be involved for the CIAA.
2. Radio work. A minimum job should include the production and distribution of at least three weekly 15-minute transcribed programs to all domestic Spanish language radio stations, at an annual cost of \$15,000. These programs should contain inspirational and informational war material. There should also be a series of programs designed to stimulate inter-American solidarity and friendship. At least \$5,000 should be available for purchase of time for special programs on local stations, and for preparation and distribution of scripts for live production on local stations. Annual cost - \$20,000.
3. A man to handle this work in OFF. He should be employed by CIAA and loaned to OFF. Annual cost - either \$3800 or \$4600.
4. Posters. There is crying need for a large-scale poster campaign in the Southwest -- inspirational posters about the war and Western Hemisphere solidarity, and informational posters in the Spanish language on selective service, civilian defense, farming, etc. Much of the cost of this can be carried by the various agencies involved, such as Selective Service, OCD, War Department, Navy Department, Agriculture Department, Treasury Department, but CIAA should be prepared to spend a minimum of \$5,000 for posters on Inter-American relations and on the war. Annual cost - \$5,000.

5. Monthly newspaper. There is need for a monthly bulletin of inspirational and factual material on the principle of "En Guardia", but of course on a much less expensive scale. I propose a monthly four-page newspaper, newsprint on plain news paper, to be distributed free in Spanish American centers. The cost should be approximately \$750 per month for printing and paper. An inexpensive distribution system could be devised. Annual cost - \$9,000.

GRAND TOTAL ANNUAL COST -- \$38,600.

This work should be launched immediately. A small amount of money should be made available until July 1, as follows:

Radio	-	\$1,000	to start two weekly 15-minute transcribed programs.
Salary	-	\$ 500	for CIAA employee loaned to OFF.
Newspaper	-	\$ 750	for issue of monthly newspaper.
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Total	-	\$2,250.	

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