To Dept of State

From Amembassy Montevideo

Joint Weeka No 5 signed by Nicholas V McCausland first sey

contributor: USIS F Welsh

ALLIANCE FOR PROGRESS

2. Alliance for Progress Publicity Proves Popular

The USIA produced anti-Communist Alliance for Progress TV series "Nuestro Barrio" is currently running on Channel 10. Since this station has direct financial ties with El Pais, USIS gave El Pais a 3-part series of 90,000 each of the comic book(s) advertising the show, and containing Alliance for Progress themes. Following distribution of the first book, the elated manager of El Pais informed USIS that the comic books were one of the greatest spurs to circulation he had ever seen. He reported receiving hundreds of approving telephone calls and letters. The comic book tie-in with El Pais drew cutting comment from El Popular. (UNCLASSIFIED)