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	DOEE-00	WHA-01	SRPP-00	DS-00	UTED-00	VC-01	H-01
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	NSAE-00	NSCE-00	OMB-01	PA-00	PM-00	PRS-00	ACE-00
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FM AMEMBASSY LIMA
TO SECSTATE WASHDC PRIORITY 3639
INFO AMEMBASSY QUITO
AMEMBASSY LA PAZ
AMEMBASSY BOGOTA
AMEMBASSY CARACAS
USCINCSO MIAMI FL

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SENSITIVE

STATE FOR WHA/AND, WHA/PRESS, WHA/PA, WHA/OAS, TGI,
B/TVP, B/VOA/L, B/TVWPA (LYLE/HEADLEE)

AMEMBASSY FOR PAO/IO

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E.O. 12958: N/A
TAGS: PREL OPRC PE
SUBJECT: PERUVIAN MEDIA AND THE ELECTIONS: READER'S GUIDE
REF: LIMA 1629

1. (U) TO AID PERUVIAN MEDIA WATCHERS, FOLLOWING IS A REFERENCE GUIDE TO THE MAJOR NATIONAL NEWSPAPERS, MAGAZINES, AND TELEVISION AND RADIO BROADCASTERS IN PERU, ALONG WITH AN OVERVIEW OF THEIR COVERAGE OF THE ELECTION CAMPAIGN. PRINT MEDIA ORGANIZATIONS ARE LISTED FIRST, FOLLOWED BY TELEVISION AND THEN RADIO NETWORKS. WITHIN CATEGORIES, OUTLETS ARE LISTED IN APPROXIM

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UNITED STATES DEPARTMENT OF STATE
REVIEW AUTHORITY: MELVIN E. SINN
DATE/CASE ID: 13 JUN 2002 200102877

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ATE DESCENDING
ORDER OF IMPORTANCE/INFLUENCE.

NEWS THAT'S FIT TO PRINT: MAINSTREAM PRINT MEDIA IN PERU

2. (U) NEWSPAPERS. NEWSPAPER READERS ARE A RELATIVELY SMALL SEGMENT OF THE POPULATION IN COMPARISON TO THE NUMBER OF TELEVISION VIEWERS AND RADIO LISTENERS. TOTAL CIRCULATION FIGURES FOR ALL NATIONAL DAILIES ADD UP TO SOME 400,000, VERSUS AN ESTIMATED 10 MILLION TELEVISION VIEWERS NATIONWIDE. (ALTHOUGH PUBLISHERS CLAIM SOME 5-7 READERS FOR EACH COPY SOLD; IF ACCURATE, TOTAL NEWSPAPER READERSHIP COULD BE AS HIGH AS 2 MILLION, NOT DISCOUNTING FOR OVERLAP FROM READERS WHO READ MORE THAN ONE PAPER). WHILE A SMALL PORTION OF THE POPULATION, MANY NEWSPAPER READERS ARE A RELATIVELY AFFLUENT AND INFLUENTIAL SEGMENT (NOT COUNTING THE TABLOID PRESS'S READERSHIP).

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CIRCULATION FIGURES ARE FROM DECEMBER 1999, COMPANIA PERUANA DE INVESTIGACION (CPI). MAJOR PAPERS ARE:

3. (SBU) EL COMERCIO (DAILY CIRCULATION 100,000): PERU'S RESPECTED, CENTRIST, INDEPENDENT, SOMEWHAT STODGY PAPER OF RECORD, RUN BY THE MIRO QUESADA FAMILY. THE MIRO QUESADAS ARE A LARGE, VENERABLE, AND NOW SOMEWHAT FRACTIOUS FAMILY. ALEJANDRO AND FRANCISCO MIRO QUESADA OWN OR INFLUENCE A SLIM MAJORITY (APPROX. 52 PER CENT) OF THE SHARES IN THE COMPANY, WHICH ALSO RUNS MAGAZINES, A CABLE TV CHANNEL (CHANNEL N- SEE BELOW), AND TWO RADIO STATIONS.

4. (U) EL COMERCIO ELECTION COVERAGE: EL COMERCIO HAS GROWN INCREASINGLY CRITICAL OF THE FUJIMORI GOVERNMENT DURING THE ELECTION CAMPAIGN PERIOD, ALTHOUGH ITS COVERAGE IS GENERALLY RESTRAINED AND BALANCED. BY BREAKING THE STORY (FEBRUARY 29) OF APPARENT REGISTRATION FRAUD IN THE PRO-FUJIMORI RE-ELECTION COALITION, EL COMERCIO HAS SINGLE-HANDEDLY DONE MORE THAN PERHAPS ANY OTHER INSTITUTION TO ALTER THE DYNAMICS OF THE CAMPAIGN, AND HAS DEMONSTRATED IN THE PROCESS THAT REPORTS OF THE DEMISE OF A FREE PRESS IN PERU ARE PREMATURE. THE PAPER HAS FOLLOWED UP ITS INITIAL REVELATIONS WITH A STEADY STREAM OF SOLID REPORTING IMPLICATING GOVERNMENT OFFICIALS AND ALLIES IN THE SCANDAL. ON MARCH 13, THE PAPER MADE NEWS AGAIN, THIS TIME BY PUBLICLY ACCUSING THE GOP OF ATTEMPTING TO EXPLOIT DISPUTES WITHIN THE MIRO QUESADA FAMILY TO ARRANGE A COURT-ORDERED TAKEOVER BY.....

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MINORITY SHAREHOLDERS FAVORABLY INCLINED TOWARD THE GOVERNMENT.
REF LIMA 1629.

5. (U) OJO (DAILY CIRCULATION: 70,000): OJO IS A SENSATIONALIST,
BUT INDEPENDENT TABLOID APPEALING TO LOWER CLASS READERS. ITS
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ELECTION COVERAGE HAS TENDED TO FAVOR THE OPPOSITION.

6. (U) LA REPUBLICA (DAILY CIRCULATION: 60,000): PERU'S LEADING,
OFTEN STRIDENT AND TENDENTIOUS, OPPOSITION DAILY, WITH A
GENERALLY LEFTIST SLANT. THE PAPER IS RUN BY GUSTAVO MOHME
(MAJORITY SHAREHOLDER), AN OPPOSITION MEMBER OF CONGRESS WHO IS
RUNNING FOR RE-ELECTION ON THE "SOMOS PERU" (LIMA MAYOR
ANDRADE'S) TICKET.

7. (SBU) LA REPUBLICA ELECTION COVERAGE: LA REPUBLICA IS
UNRELENTING IN ITS ATTACKS ON PRESIDENT FUJIMORI -- ENOUGH SO
THAT THE GOP LIKES TO CITE THE PAPER'S REPORTING AS PROOF THAT
THERE IS A FREE PRESS IN PERU. ALTHOUGH THE PAPER FAVORS
PRESIDENTIAL CANDIDATE ALBERTO ANDRADE, IT IS REASONABLY EVEN-
HANDED AND POSITIVE IN ITS COVERAGE OF OTHER OPPOSITION
CANDIDATES. LA REPUBLICA AND MOHME HAVE BOTH BEEN REGULAR
TARGETS OF SLANDER CAMPAIGNS IN THE TABLOID PRESS. IN DECEMBER,
1999 LA REPUBLICA STARTED ANSWERING IN KIND, DEVOTING ITS ENTIRE
BACK PAGE TO SATIRICAL, AD-HOMINEM, AND OFTEN HILARIOUS ATTACKS
ON GOP FIGURES, COMPLETE WITH DOCTORED PHOTOS. FUJIMORI AND DE
FACTO INTELLIGENCE CHIEF MONTESINOS ARE THE MAIN TARGETS.

8. (SBU) EXPRESO (DAILY CIRCULATION: 30,000): FORMALLY A
RESPECTED, INDEPENDENT PAPER, EXPRESO HAS RUN INTO FINANCIAL
DIFFICULTIES AND HAS BEEN IN VARIOUS STAGES OF BANKRUPTCY IN THE
LAST FEW YEARS. DURING THE SAME PERIOD, THE PAPER HAS ADOPTED AN
INCREASINGLY ONE-SIDED AND TRANSPARENT PRO-GOVERNMENT SLANT, BOTH
ON ITS EDITORIAL PAGE AND IN ITS NEWS COVERAGE, AT THE DIRECT

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	DOEE-00	WHA-01	SRPP-00	DS-00	UTED-00	VC-01	H-01
	TEDE-00	INR-00	LAB-01	L-00	VCE-00	AC-01	NSAE-00

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SP-00	TRSE-00	T-00	USIE-00	IIP-00	PMB-00	DSCC-00
DRL-02	G-00	FDIC-01	SSR-00	NFAT-00	SAS-00	/011W
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 FM AMEMBASSY LIMA
 TO SECSTATE WASHDC PRIORITY 3640
 INFO AMEMBASSY QUITO
 AMEMBASSY LA PAZ
 AMEMBASSY BOGOTA
 AMEMBASSY CARACAS
 USCINCSO MIAMI FL

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EXPENSE OF ITS CREDIBILITY. IT IS COMMONLY ASSUMED THAT ITS EVOLUTION IS THE RESULT OF A DEAL MADE WITH THE GOVERNMENT IN EXCHANGE FOR TAX OR DEBT RELIEF. THE SAME COMPANY ALSO MANAGES CABLE TV CHANNEL CCN, DESCRIBED BELOW.

9. (SBU) EXPRESO ELECTION COVERAGE: EXPRESO HAS MOVED INTO HIGH GEAR AS AN ANTI-OPPOSITION ATTACK DOG DURING THE 2000 ELECTION CAMPAIGN. WITH PREDICTABLE REGULARITY, IT HAS BEEN DIRECTING THE BRUNT OF ITS VILIFICATIONS AGAINST WHICHEVER OPPOSITION CANDIDATE APPEARS TO BE LEADING IN THE POLLS. IN ITS MARCH 23 EDITION, FOR INSTANCE, THE PAPER DEVOTED HALF OF ITS FRONT PAGE AND ITS FIRST SIX AND A HALF INSIDE PAGES TO ARTICLES MALIGNING LEADING OPPOSITION PRESIDENTIAL CANDIDATE ALEJANDRO TOLEDO.

10. (U) GESTIN (DAILY CIRCULATION: 15,000): GESTION IS A CONSERVATIVE BUSINESS PAPER FOCUSING ON BUSINESS AND ECONOMIC

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ISSUES (IT AIMS TO BE PERU'S WALL STREET JOURNAL). ITS COVERAGE OF POLITICAL ISSUES IS GENERALLY RELIABLE AND EVEN-HANDED. THE GESTION COMPANY ALSO OWNS CPN RADIO, ONE OF TWO NATIONAL NEWS NETWORKS (MORE BELOW). THE PAPER'S ELECTION COVERAGE HAS BEEN INDEPENDENT, MEASURED, AND BALANCED.

11. (U) EL PERUANO (DAILY CIRCULATION: 10,000): PERU'S OFFICIAL GOVERNMENT GAZETTE; THE EQUIVALENT OF THE FEDERAL REGISTER FOR ITS RECORDING OF LAWS AND REGULATIONS, BUT ALSO CONTAINING NEWS REPORTS. ITS COVERAGE OF PRESIDENT FUJIMORI HAS BEEN POSITIVE

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AND WHOLLY UNCRITICAL.

12. (U) SINTESIS (DAILY CIRCULATION: 5,000): A BUSINESS PAPER WITH A PROTECTIONIST SLANT, WITH LITTLE POLITICAL COVERAGE. MAJORITY SHAREHOLDER: BORIS ROMERO, WHO HAS BUSINESS INTERESTS IN THE PUBLISHING INDUSTRY.

13. (U) LIBERACION (DAILY CIRCULATION: 5,000 (CLAIMED)): LIBERACION IS A NEWCOMER TO THE NEWSPAPER SCENE, HAVING BEEN LAUNCHED BY OPPOSITION FIREBRAND AND POLITICAL COMMENTATOR CESAR HILDEBRANDT ONLY IN NOVEMBER, 1999. IT IS STRIDENTLY OPPOSITION AND ANTI-FUJIMORI IN ITS NEWS COVERAGE AND EDITORIAL WRITING. BACKING HILDEBRANDT IN THIS LATEST VENTURE IS ALBERTO BOREA, A LAWYER AND PAST PRESIDENT OF PRO-DEMOCRACY NGO FORO DEMOCRATICO AND, IT IS BELIEVED, BARUCH IVCHER (FORMER MAJORITY OWNER OF TV CHANNEL 2), WORKING THROUGH FERNANDO VIANA, A PSYCHOLOGIST AND FORMER NEWS DIRECTOR AT IVCHER'S CHANNEL 2.

14. (U) LIBERACION ELECTION COVERAGE: LIBERACION HAS BEEN UNRELENTING IN ITS CRITICISM OF PRESIDENT FUJIMORI. AMONG THE OPPOSITION CANDIDATES, IT HAS TENDED TO FAVOR ALEJANDRO TOLEDO.

15. (SBU) CAMBIO (DAILY CIRCULATION 4,000): CAMBIO IS A PRO-GOVERNMENT, LIMITED CIRCULATION TABLOID OWNED BY PERUVIAN AIRLINES AEROCONTINENTE AND AVIANDINA, AND, IT IS RUMORED, PRESIDENTIAL INTELLIGENCE ADVISOR VLADIMIRO MONTESINOS. ITS REPORTING DURING THE ELECTION PERIOD HAS FAVORED PRESIDENT FUJIMORI AND HAS BEEN CRITICAL OF THE OPPOSITION CANDIDATES.

16. (U) MAGAZINES: PERIODICALS HAVE UNDERGONE HARD TIMES IN RECENT YEARS IN PERU -- THEY ARE UNAFFORDABLE FOR MOST PERUVIANS

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-- AND CURRENTLY THE OPPOSITION NEWSWEEKLY CARETAS IS THE ONLY MAGAZINE WITH ANY SIGNIFICANT READERSHIP AND INFLUENCE.

17. (U) CARETAS (WEEKLY CIRCULATION: 40,000): STRONGLY-OPPOSITION WEEKLY NEWS MAGAZINE, OWNED BY DORIS GIBSON ZILERI AND HER SON, VETERAN JOURNALIST ENRIQUE ZILERI. WHILE TENDENTIOUSLY ANTI-FUJIMORI, CARETAS HAS SEVERAL WELL-RESPECTED JOURNALISTS AND EDITORS ON ITS STAFF AND CONTINUES TO TURN OUT SOME SOLID REPORTING. ITS COVERAGE OF THE ELECTION CAMPAIGN HAS BEEN CONSISTENTLY PRO-OPPOSITION.

18. (U) GENTE (WEEKLY CIRCULATION: 20,000): ORIENTATION: DECIDEDLY PRO-GOVERNMENT (AND OCCASIONALLY ANTI-USG) WEEKLY NEWS MAGAZINE, WITH AN EMPHASIS ON SOCIETY, ENTERTAINMENT, AND FASHION PAGES. MAJORITY SHAREHOLDER IS ENRIQUE ESCARDO. GENTE HAS FAVORED PRESIDENT FUJIMORI AND BEEN CRITICAL OF THE OPPOSITION CANDIDATES IN ITS ELECTION COVERAGE.

19. (U) SI (CIRCULATION 10,000): BI-WEEKLY, PRO-GOVERNMENT MAGAZINE. MAJORITY SHAREHOLDER IS CARLOS MARAVI, WHO ALSO REPRESENTS SWISS MULTINATIONAL ELECTROWATT IN PERU. SI FAVORS PRESIDENT FUJIMORI AND HAS BEEN CRITICAL OF THE OPPOSITION CANDIDATES IN ITS ELECTION COVERAGE, ESPECIALLY TARGETING ALEJANDRO TOLEDO SINCE HIS RISE IN THE OPINION POLLS.

NOT FIT TO PRINT BUT PRINTED ANYWAY: THE "PRENSA CHICHA"

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	TEDE-00	INR-00	LAB-01	L-00	VCE-00	AC-01	NSAE-00
	NSCE-00	OMB-01	PA-00	PM-00	PRS-00	ACE-00	P-00
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INFO AMEMBASSY QUITO

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AMEMBASSY LA PAZ
 AMEMBASSY BOGOTA
 AMEMBASSY CARACAS
 USCINCSO MIAMI FL

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20. (U) THE "PRENSA CHICHA" (YELLOW PRESS) ARE INEXPENSIVE TABLOIDS WHICH FOCUS ON CRIME, SPORTS AND ENTERTAINMENT, AND USUALLY RUN A PHOTO OF A WOMAN IN A BIKINI (OR LESS) ON THEIR FRONT PAGE. AT 50 CENTS PER COPY (ONE THIRD THE PRICE OF REGULAR PAPERS), TOGETHER THEY SELL ABOUT 80,000 COPIES PER DAY NATIONWIDE, BUT MORE IMPORTANTLY, THEY ARE DISPLAYED ON HUNDREDS OF NEWSPAPER STANDS AROUND THE COUNTRY WHERE THE HEADLINES ARE READ BY HUNDREDS OF THOUSANDS OF POOR PERUVIANS WHO CANNOT AFFORD A DAILY PAPER

WHILE SOME OF THESE PAPERS OFFER NOTHING MORE THAN CRIME AND SPORTS, OTHERS INVOLVE THEMSELVES IN POLITICS, JOURNALISTS.

21. (U) THE MAIN OFFENDERS IN THIS LATTER CATEGORY ARE EL CHINO, EL TIO, LA CHUCHI, EL CHATO, EL MANANERO, EL MEN AND DIARIO MAS, ALL OF WHICH REGULARLY PRINT COORDINATED FRONT-PAGE HEADLINES AND INSIDE STORIES EITHER ATTACKING OPPOSITION CANDIDATES AND INVESTIGATIVE JOURNALISTS OR, MORE RECENTLY, PRAISING PRESIDENT FUJIMORI. IT IS WIDELY ASSUMED (AND A GROUP OF EX-WORKERS FROM EL CHINO DECLARED PUBLICLY) THAT THESE HEADLINES AND THE STORIES ACCOMPANYING THEM ARE PREPARED BY THE NATIONAL INTELLIGENCE SERVICE AND GIVEN TO THE PAPERS EACH DAY FOR PUBLICATION, FOR

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WHICH THE PAPERS RECEIVE PAYMENT. MOISES WOLFENSON, PUBLISHER OF
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EL CHINO AND EL MEN, IS RUNNING FOR CONGRESS ON THE PERU 2000
TICKET.

PERUVIAN BROADCAST MEDIA

22. (U) BROADCAST TELEVISION: LIGHTWEIGHT HEAVYWEIGHT. MEDIA ANALYSTS IN PERU CONSIDER BROADCAST TELEVISION TO BE THE MOST INFLUENTIAL COMMUNICATIONS MEDIUM IN THE COUNTRY, REACHING FAR MORE PEOPLE (AN ESTIMATED 10 MILLION PERUVIANS) THAN PRINT MEDIA (ALTHOUGH NOT AS MANY AS RADIO, WHICH REACHES AN ESTIMATED 22 MILLION). BROADCAST TV HAS A MUCH LARGER VIEWERSHIP THAN CABLE, WHICH HAS ONLY SOME 350,000 TOTAL SUBSCRIBERS NATIONWIDE. ONLY MAJOR URBAN AREAS ARE WIRED FOR CABLE TV, WHICH, AT A COST OF BETWEEN 18 AND 35 DOLLARS A MONTH, IS IN ANY CASE PRICED BEYOND THE MEANS OF MOST PERUVIANS. BECAUSE OF BROADCAST TV'S REACH AND PRESUMED INFLUENCE, THE DECLINE AND NOW VIRTUAL ELIMINATION OF SERIOUS POLITICAL NEWS COVERAGE AND ANALYSIS ON BROADCAST TV HAS BEEN MUCH DISCUSSED AND LAMENTED. COMPARED TO A FEW YEARS AGO, THE AVERAGE PERUVIAN TELEVISION VIEWER IS LEFT WITH A DIET CONSISTING ALMOST EXCLUSIVELY OF LOW-BROW ENTERTAINMENT PROGRAMMING: SOAP-OPERAS, SENSATIONALIST AND OFTEN LURID TALK SHOWS, AND SPORTS PROGRAMS. AT THE SAME TIME, THE BROADCAST NETWORKS HAVE LARGELY REFRAINED FROM ANY INVESTIGATIVE REPORTING ON THE GOVERNMENT, AND GIVE THE PRESIDENT'S ACTIVITIES AND SPEECHES PLENTY OF AIRTIME, WITHOUT CRITICAL COMMENTARY.

23. (U) MARKET FORCES AS WELL AS POLITICAL PRESSURES LIE BEHIND THE DECLINE OF PUBLIC AFFAIRS CONTENT ON THE TELEVISION AIRWAVES. FEW NEWS PROGRAMS EVEN COME CLOSE TO MATCHING THE RATINGS OF
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ENTERTAINMENT FARE, AND IN PERU'S WEAK ECONOMY OF RECENT YEARS, ADVERTISING REVENUES HAVE DECLINED MARKEDLY. AT THE SAME TIME, THE SHARE OF TV ADVERTISING TIME BOUGHT BY GOVERNMENT MINISTRIES HAS GROWN, TO WHERE IT IS NOW THE LARGEST BUYER OF AIRTIME. WHETHER DEALS ARE EXPLICIT OR IMPLICIT, BROADCASTERS HAVE A STRONG INCENTIVE TO KEEP THEIR CRITICAL COVERAGE OF THE PRESIDENT AND GOVERNMENT TO A MINIMUM. THE EXAMPLES OF UNFAVORABLE COURT DECISIONS HANDED DOWN AGAINST BROADCASTERS WHO PROVOKED THE IRE OF THE GOVERNMENT (BARUCH IVCHER AND CHANNEL TWO; GENARO DELGADO

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PARKER AND CHANNEL 13) ARE ADDED INCENTIVE TO KEEP PROGRAMMING POLITICALLY TAME. IN ADDITION, MOST BROADCAST MEDIA IN THE MID 1990'S CUT DEALS WITH THE GOP TO REDUCE OUTSTANDING TAX DEBT IN EXCHANGE FOR PROVIDING FREE ADVERTISING TIME TO THE GOP.

24. (U) IN THE RUNUP TO THE ELECTION, OPPOSITION CANDIDATES CHARGED THAT THE BROADCAST CHANNELS WERE NOT ACCEPTING THEIR PAID POLITICAL ADS OR WERE QUOTING EXORBITANT AD RATES, AND INDEED NO POLITICAL ADS FROM ANY PARTY WERE RUN. IN MID MARCH, CHANNELS 2, 4, 5, 9, AND 11 AGREED TO GIVE ALL POLITICAL PARTIES A SMALL AMOUNT OF FREE AIR TIME, DIVIDED AMONG THE NINE PARTIES AND BROADCAST AT THE HOUR DECIDED BY EACH STATION. IN PRACTICE THIS HAS WORKED OUT TO FIFTEEN MINUTES PER DAY OF INTERVIEWS WITH PRESIDENTIAL AND CONGRESSIONAL CANDIDATES FROM EACH PARTY, RUN AT MOSTLY EARLY MORNING OR LATE EVENING HOURS, MAKING FOR A VERY LIGHT DIET OF POLITICAL PROGRAMMING. OVER THE MARCH 25 WEEKEND THE COMMERCIAL STATIONS AGREED TO RUN PAID POLITICAL ADS, AND THE FIRST SHOWN ON CHANNELS 7 AND 11 HAVE OVERWHELMINGLY BEEN PERU 2000 ADS.

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	TEDE-00	INR-00	LAB-01	L-00	VCE-00	AC-01	NSAE-00
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FM AMEMBASSY LIMA
TO SECSTATE WASHDC PRIORITY 3642
INFO AMEMBASSY QUITO
AMEMBASSY LA PAZ
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25. (U) FRECUENCIA LATINA (CHANNEL 2): STRIDENTLY PRO-GOVERNMENT. SINCE THE OUSTER OF NATURALIZED PERUVIAN CITIZEN BARUCH IVCHER AND GOVERNMENT-ENGINEERED TAKEOVER OF THE COMPANY BY MINORITY SHAREHOLDERS (SAMUEL AND MENDEL WINTER), CHANNEL 2 HAS DROPPED ANY CRITICAL COVERAGE OF THE GOVERNMENT AND HAS TURNED ITS SIGHTS ON THE OPPOSITION. ITS NEWS PROGRAM "90 SEGUNDOS" CURRENTLY CAPTURES THE THIRD LARGEST AUDIENCE SHARE OF TV NEWS PROGRAMS, AND ITS SUNDAY NEWSMAGAZINE PROGRAM "CONTRAPUNTO" ALSO DRAWS A LARGE AUDIENCE.

26. (U) CHANNEL 2 ELECTION COVERAGE: CHANNEL 2 DEVOTES A HALF HOUR ON WEEKDAY MORNINGS (FROM 7:00 TO 7:30) TO CAMPAIGN COVERAGE IN A PROGRAM CALLED "DESTINO 2000", FEATURING INTERVIEWS WITH CONGRESSIONAL AND PRESIDENTIAL CANDIDATES. OVERALL, HOWEVER, FRECUENCIA LATINA HAS BEEN ONE OF THE GOP'S MOST FAITHFUL, AND VICIOUS, ATTACK DOGS DURING THE CAMPAIGN SEASON. IT GIVES AMPLE AND UNCRITICAL AIRTIME TO COVERING THE PRESIDENT, WHILE DEVOTING MUCH OF ITS COVERAGE OF OPPOSITION CANDIDATES TO ATTACKS ON THEIR CHARACTER AND CREDIBILITY. IT MAY HAVE STEPPED OVER THE BOUNDS MARCH 12, WHEN CONTRAPUNTO AIRED A ONE-SIDED STORY OF THE LEGAL SUITS AGAINST EL COMERCIO, A PROGRAM THAT ENDED UP RECEIVING STRONG CRITICISM, INCLUDING FROM PRESIDENT FUJIMORI, AND WHICH SERVED MAINLY TO RALLY PEOPLE TO EL COMERCIO'S DEFENSE.

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27. (U) AMERICA TELEVISION (CHANNEL 4): DISTINCTLY PRO-GOVERNMENT STATION, WITH THE SECOND HIGHEST RATED NIGHTLY NEWS PROGRAM, AMERICA NOTICIAS, ON WEEKDAYS, AND A POPULAR SUNDAY POLITICAL PROGRAM, "HORA 20". OWNED BY MEXICAN NETWORK TELEVISIA THROUGH SURROGATE JOSE ENRIQUE CROUSILLAT, SINCE FOREIGN OWNERSHIP OF NEWS MEDIA IS ILLEGAL. ENRIQUE CROUSILLAT'S SON,

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CHANNEL 4 DIRECTOR JOSE FRANCISCO CROUSILLAT, ALLEGEDLY WAS CAUGHT ON AUDIO TAPE IN 1999 COORDINATING CHANNEL 4 NEWS COVERAGE WITH SIN ADVISOR VLADIMIRO MONTESINOS. CHANNEL 4'S ELECTION COVERAGE HAS BEEN GENERALLY FAVORABLE TO THE GOVERNMENT AND CRITICAL OF THE OPPOSITION. OPPOSITION PRESIDENTIAL CANDIDATE TOLEDO HAS COME UNDER INCREASING ATTACK BY THE STATION AS HE HAS RISEN IN THE POLLS, INCLUDING A RECENT "HORA 20" PROGRAM DEDICATED TO A "SPECIAL REPORT" ON TOLEDO'S ALLEGED INVOLVEMENT IN THE CLAE INVESTMENT SCANDAL. CHANNEL 4 HAS OPENED UP FIFTEEN MINUTES OF ITS LATE EVENING TIME SLOT FOR INTERVIEWS WITH THE CANDIDATES.

28. (U) PANAMERICA TELEVISION (CHANNEL 5): GENERALLY PRO-GOVERNMENT, CHANNEL FIVE'S NEWS PROGRAM HAS THE HIGHEST RATING. MAJORITY SHAREHOLDER IS ERNESTO SCHUTZ, WHO BOUGHT OUT GENARO DELGADO PARKER IN 1996 AND HAS BROUGHT CRIMINAL CHARGES AGAINST HIM IN CONNECTION WITH PAST BUSINESS DEALINGS AT THE STATION. ELECTION COVERAGE: PANORAMA HAS BEEN SUPPORTIVE OF PRESIDENT FUJIMORI, BUT REASONABLY BALANCED, GIVING COVERAGE TO OPPOSITION CANDIDATES WITHOUT DIRECT ATTACKS. ITS SUNDAY PROGRAM "PANORAMA" HAS BEEN FEATURING INTERVIEWS WITH THE PRINCIPAL PRESIDENTIAL AND CONGRESSIONAL CANDIDATES. IT ALSO GIVES CANDIDATES AIRTIME WITH INTERVIEWS ON ITS "FRANJA ELECTORAL" PROGRAM FROM 11:30 TO 11:45 PM ON WEEKDAYS.

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29. (U) CHANNEL 7: PERU'S GOVERNMENT-OWNED NATIONAL TELEVISION CHANNEL. CHANNEL 7 DEVOTES EXTENSIVE AIRTIME TO COVERING PRESIDENT FUJIMORI, INCLUDING LENGTHY SPEECHES AND INTERVIEWS, WITH LIMITED AIRTIME FOR OPPOSITION CANDIDATES. SINCE MARCH 6 IT HAS BEEN PROVIDING FOUR MINUTES OF FREE AIRTIME PER DAY TO OPPOSITION CANDIDATES ON ITS WEEKDAY MORNING NEWS SHOW.

30. (U) ANDINA TELEVISION (CHANNEL 9): MILDLY PRO-GOVERNMENT NETWORK, WHOSE MAJORITY SHAREHOLDER IS REPORTEDLY MEXICAN BUSINESSMAN ANGEL GONZALES, WORKING THROUGH A PERUVIAN SURROGATE. ITS NIGHTLY NEWS PROGRAM DRAWS A LOW AUDIENCE. ANDINA'S NEWS DIRECTOR AND ANCHOR IS RUBEN TRUJILLO, ONE OF THE ONLY NEWS ANCHORS WHO OCCASIONALLY GIVES PERSONAL COMMENTS ON POLITICAL NEWS; NEWS COVERAGE SLANT TENDS TO SWING FROM LAUDATORY TO CRITICAL OF THE GOVERNMENT, ALTHOUGH THE CRITICISM IS GENERALLY CAUTIOUS. IT HAS PROVIDED LITTLE AIRTIME TO OPPOSITION CANDIDATES.

31. (U) AUSTRAL TELEVISION (CHANNEL 11): MILDLY PRO-GOVERNMENT

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NETWORK, CHANNEL 11 GIVES LITTLE COVERAGE TO OPPOSITION CANDIDATES IN ITS NIGHTLY NEWS PROGRAM, BUT HAS BEEN PRESENTING INTERVIEWS WITH PRESIDENTIAL AND CONGRESSIONAL CANDIDATES IN ITS MORNING NEWS HOUR FROM 7 TO 8. THE MAJORITY SHAREHOLDER IS FUJIMORI'S FORMER EDUCATION MINISTER, DOMINGO PALERMO.

32. (U) RED GLOBAL (CHANNEL 13): NO NEWS PROGRAMS SINCE JULY, 1999. MEDIA MOGUL GENARO DELGADO PARKER USED TO CONTROL CHANNEL 13, UNTIL AN OWNERSHIP DISPUTE WITH MEXICAN SHAREHOLDER ANGEL

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ACTION BBG-00

INFO	LOG-00	NP-00	AMAD-01	ACQ-00	CIAE-00	INL-01	DODE-00
	DOEE-00	WHA-01	SRPP-00	DS-00	UTED-00	VC-01	H-01
	TEDE-00	INR-00	IO-00	LAB-01	L-00	VCE-00	AC-01
	NSAE-00	NSCE-00	OMB-01	PA-00	PM-00	PRS-00	ACE-00
	P-00	SP-00	IRM-00	TRSE-00	T-00	USIE-00	IIP-00
	PMB-00	DSCC-00	DRL-02	G-00	FDIC-01	SSR-00	NFAT-00
	SAS-00	/011W					

-----45AB55 302130Z /38

P 302108Z MAR 00
FM AMEMBASSY LIMA
TO SECSTATE WASHDC PRIORITY 3643
INFO AMEMBASSY QUITO
AMEMBASSY LA PAZ
AMEMBASSY BOGOTA
AMEMBASSY CARACAS
USCINCSO MIAMI FL

UNCLAS SECTION 05 OF 05 LIMA 001960

SENSITIVE

STATE FOR WHA/AND, WHA/PRESS, WHA/PA, WHA/OAS, TGI,

B/TVP, B/VOA/L, B/TVWPA (LYLE/HEADLEE)

AMEMBASSY FOR PAO/IO

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E.O. 12958: N/A

TAGS: PREL OPRC PE

SUBJECT: PERUVIAN MEDIA AND THE ELECTIONS: READER'S GUIDE

GONZALEZ REACHED THE GOVERNMENT-INFLUENCED COURTS, WHERE CRIMINAL AND CIVIL RULINGS AGAINST DELGADO PARKER STRIPPED HIM OF MANAGEMENT CONTROL OF THE STATION AND FORCED HIM TO FLEE TO MIAMI. IN DECEMBER, 1998 ANTI-FUJIMORI JOURNALIST CESAR HILDEBRANDT WAS FORCED OFF CHANNEL 13, WHERE HE HOSTED A POPULAR NEWSMAGAZINE THAT WAS THE LAST REMAINING INVESTIGATIVE TELEVISION PROGRAM TO GO OFF THE AIR. SOME SPECULATE THAT DELGADO PARKER'S JUDICIAL PROBLEMS ARE MOTIVATED BY THE GOVERNMENT'S DESIRE NOT TO SEE HILDEBRANDT RETURN TO THE AIR ON A DELGADO PARKER-MANAGED CHANNEL 13.

33. (U) CANAL N (CHANNEL 8): OWNED BY EL COMERCIO NEWSPAPER COMPANY, CHANNEL N IS A CABLE NEWS STATION PROVIDING UPDATED NEWS EVERY 30 MINUTES, 24 HOURS A DAY. WITH OCCASIONAL ON-AIR COMMENTARY FROM EL COMERCIO EDITORS, ITS EDITORIAL LINE AND TONE IS VERY SIMILAR TO THE PAPER'S, WITH STRAIGHTFORWARD AND GENERALLY EVEN-HANDED TREATMENT AND ANALYSIS OF ISSUES AND EVENTS. IT HAS GIVEN GENEROUS COVERAGE TO BOTH PRO-GOVERNMENT AND OPPOSITION CANDIDATES ON ITS PROGRAMS, INCLUDING INTERVIEWS WITH THE CANDIDATES ON ITS "HORA N" POLITICAL PROGRAM, CONDUCTED BY WELL-KNOWN JOURNALIST AND COMMENTATOR JAIME DE ALTHAUS, WHO

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LEFT EXPRESO'S CCN NETWORK WHEN IT TILTED HEAVILY TOWARD THE GOP.

34. (U) CCN (CHANNEL 10) CABLE CANAL DE NOTICIAS: CABLE NEWS NETWORK BROADCASTING 20 HOURS A DAY AND OWNED BY SLAVISHLY PRO-GOVERNMENT PAPER EXPRESO. CCN'S NEWS COVERAGE TENDS TO FAVOR FUJIMORI, ALTHOUGH ITS PRO-GOVERNMENT BIAS IS NOT CONVEYED QUITE AS STRIDENTLY OR UNIFORMLY ON THE AIR AS IN THE PRINTED PRESS. ITS POLITICAL PROGRAM, "MESA POLITICA", ANCHORED BY JOURNALIST JORGE MORELLI, HAS BEEN PRESENTING INTERVIEWS WITH A VARIETY OF CANDIDATES. WHILE PROGRAMS TEND TO BE CRITICAL OF THE OPPOSITION, OPPOSITION VOICES ARE HEARD.

RADIO

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35. (U) PERU HAS TWO NATIONAL NEWS-FORMAT RADIO NETWORKS, RPP AND CPN, BROADCASTING ON BOTH FM AND AM. WHILE CPN'S MARKET SHARE IS SMALL, RPP'S LISTENERSHIP INCLUDES BOTH THE BETTER-EDUCATED MIDDLE AND UPPER CLASSES AS WELL AS THE POORER CLASSES. THE TOTAL PERUVIAN RADIO AUDIENCE IS ESTIMATED AT 22 MILLION, WHILE RPP DRAWS AN ESTIMATED DAILY AUDIENCE OF 400,000 AROUND THE COUNTRY. FOLLOWING AUDIENCE FIGURES ARE FOR MAJOR PERUVIAN METROPOLITAN AREAS (SOURCE: CPI OCTOBER, 1999).

36. (U) RPP (RADIO PROGRAMAS DEL PERU): AVERAGE DAILY AUDIENCE: 400,000. RPP'S COVERAGE OF THE ELECTION CAMPAIGN HAS GENERALLY BEEN EVEN-HANDED AND STRAIGHT FORWARD, WITH NUMEROUS LIVE INTERVIEWS WITH THE CANDIDATES, ALTHOUGH WITH LITTLE COMMENTARY AND ANALYSIS, RPP SEVERALLY REFRAINS FROM ASKING GOP REPRESENTATIVES THE HARD-HITTING QUESTIONS ONE WOULD EXPECT

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JOURNALISTS TO POSE TO THEM DURING AN ELECTION CAMPAIGN. RPP HAS BEEN RUNNING PAID POLITICAL ADS FROM ALL PARTIES DURING MARCH.

37. (U) CPN (RADIO CADENA PERUANA DE NOTICIAS): OWNED BY GESTION NEWSPAPER; AVERAGE DAILY AUDIENCE: 25,000. CPN'S ELECTION CAMPAIGN COVERAGE IS BALANCED, ALTHOUGH IT HAS SOMETHING OF AN OPPOSITION SLANT.
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