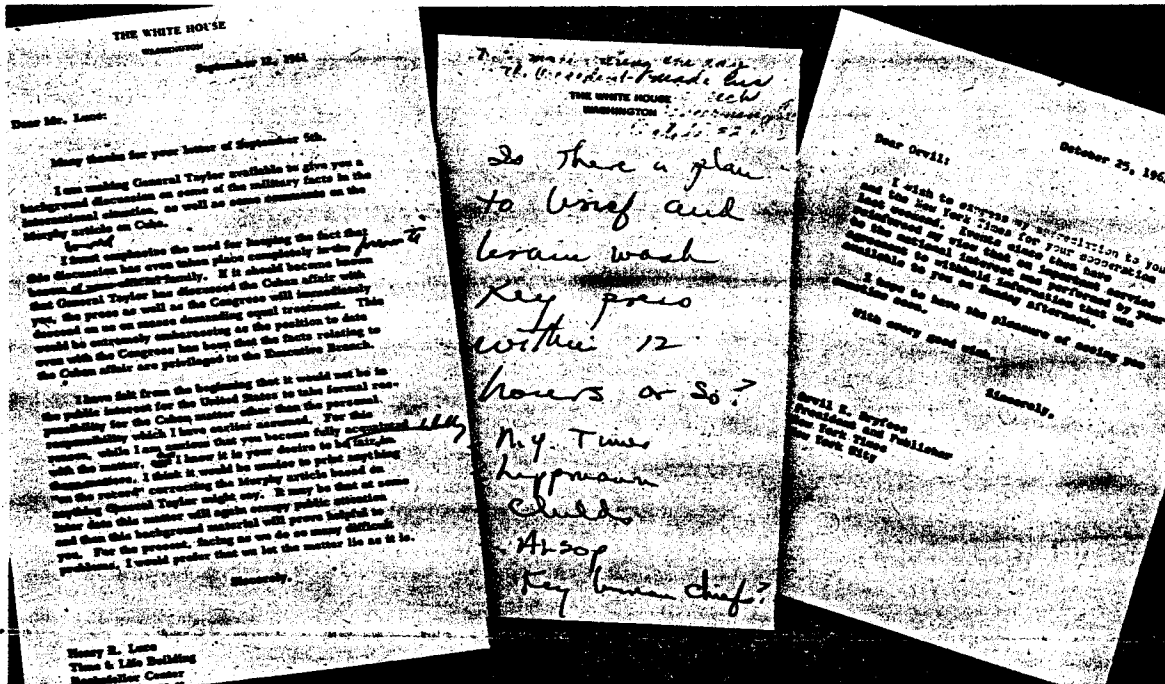


Parade 57474



DOCUMENTS RELATING TO CUBA AT KENNEDY LIBRARY

PRESIDENTS AND THE PRESS This past Jan. 29 the Kennedy Library in Waltham, Mass., made available to the public approximately 100,000 papers, including some of the most revealing, fascinating, and hitherto secret documents of the Kennedy Administration.

Until they were declassified in November, 1973, many of these documents were labeled "Eyes Only." Some of the most intriguing Kennedy memos concern the Cuban missile crisis, and in this respect it is interesting

to note how the late President manipulated the press, trying to prevent the media from reporting the news.

In a handwritten White House memo that may have been penned by the President himself, Kennedy's staff was asked: "Is there a plan to brief and brainwash key press within 12 hours or so?"

Kennedy then named a group he felt should be brainwashed: "The New York Times," Walter Lippmann, Marquis Childs, Joseph Alsop, and "key bureau chiefs." He also persuaded James "Scotty" Reston of "The Times" not to submit a

story on the proposed Bay of Pigs invasion, and on Oct. 25, 1962, during the missile crisis, he wrote a thank-you note to the late Orvil Dryfoos, president of "The New York Times," saying "an important service to the national interest was performed by your agreement to withhold information that was available to you on Sunday afternoon."

Kennedy also sent Gen. Maxwell Taylor to brief a group of Time-Life-Fortune editors on Cuban relations, then wrote a personal letter to the late Henry R. Luce, head of the magazine chain, warning

him that the Taylor briefing should be kept secret.

"If it should become known," Kennedy wrote, "that General Taylor has discussed the Cuban affair with you, the press as well as the Congress will immediately descend on us en masse demanding equal treatment. This would be extremely embarrassing as the position to date even with the Congress has been that the facts relating to the Cuban affair are limited to the executive branch."

Kennedy was particularly fond of journalists and for a while seriously entertained the thought of appointing Walter Lippmann as ambassador to France. Later he agreed with Arthur Schlesinger that Lippmann would be more helpful to the Administration as a widely respected columnist than as a freshman ambassador.

Kennedy did, however, appoint William Attwood of Look magazine as ambassador to Guinea and John Bartlow Martin, another newsman, as ambassador to the Dominican Republic.

Unlike Nixon, who despises the news media, Kennedy enjoyed the give-and-take relationship with the press, recognized the necessary adversary role it played in the national life, and did his best to manipulate it to his own advantage. Because of his personality, intelligence, and good humor, he succeeded.
