

CONFIDENTIAL

40006768

TITLE: SUBJECT: EXECUTIVE EAC DISCUSSES RENEWED ADVERTISING
CAMPAIGN FEATURING A REWARD ANNOUNCEMENT FOR PABLO ESCOBAR

(92-14)

ORIGDATE: 199208212250

SOURCE: STATE

DOCNO: BOGOTA 12385

TEXT:

TAGS: ASEC, PTER, SNAR, CASC, CO

COMBINE: COMPLETE

RELEASED IN PART B3 CIA
PERS/ORG

NON-RESPONSIVE PORTIONS
REDACTED

SUBJECT: EXECUTIVE EAC DISCUSSES RENEWED ADVERTISING
CAMPAIGN FEATURING A REWARD ANNOUNCEMENT FOR PABLO ESCOBAR
(92-14)

REF: STATE 262373

1. CONFIDENTIAL - ENTIRE TEXT

2. THE EXECUTIVE EAC MET 8/21/92 TO DISCUSS AN ADVERTISING
CAMPAIGN FEATURING A \$2.5 MILLION REWARD FOR INFORMATION
LEADING TO THE ARREST OF PABLO ESCOBAR GAVIRIA. THE SUM IS
A COMBINATION OF THE DEPARTMENT OF STATE'S \$2 MILLION
ANTI-TERRORISM/COUNTER NARCOTICS ANNOUNCEMENT (REFTTEL) AND A
SUPPLEMENTAL \$500,000 OFFERED BY THE DRUG ENFORCEMENT
AGENCY. THE COMMITTEE REVIEWED AND APPROVED THE AD COPY.

3. THE EXECUTIVE EAC EMPHASIZED THAT THE USG IS COOPERATING
WITH THE GOC WHICH IS OUT FRONT IN THE HUNT FOR ESCOBAR.
SINCE AUGUST 12, THE GOC HAS ADVERTISED A ONE BILLION PESO
(APPROX \$1.5 MILLION) REWARD FOR INFORMATION LEADING TO THE
CAPTURE AND CONVICTION OF ESCOBAR. THE PRINT CAMPAIGN HAS
BEEN EXPANDED TO INCLUDE THE MAJOR MEDELLIN DAILIES. THE
GOC HAS EXPANDED THIS CAMPAIGN TO INCLUDE RADIO, TELEVISION,
AND THE WEEKLY NEWS MAGAZINES. IT IS ANTICIPATED THAT THE
GOC WILL SOON OFFER A SUPPLEMENTAL REWARD OF 250 MILLION
PESOS (APPROX. \$375,000) FOR INFORMATION LEADING TO THE
CAPTURE OF ANY OF THE NINE ASSOCIATES, STILL AT-LARGE, WHO
ESCAPED WITH ESCOBAR FORM ENVIGADO LAST JULY 22.

REVIEW AUTHORITY: James Cooper, Senior
Reviewer

CONFIDENTIAL

CONFIDENTIAL

4. POST HAS DESIGNED A CAMPAIGN TO INCLUDE ADS IN SUNDAY'S EL TIEMPO, THE COUNTRY'S LARGEST DAILY, FOR FOUR CONSECUTIVE SUNDAYS BEGINNING AUGUST 23. THE FOLLOWING DAY, USIS WILL INITIATE RADIO ADS AND ANNOUNCEMENTS IN OTHER BOGOTA AND MEDELLIN PAPERS DIRECTED AT TARGET AUDIENCES.

5. POST HAS ADVANCED FUNDS TO INITIATE THE POST PRODUCED AD CAMPAIGN AND WILL CHARGE AGAINST THOSE FUNDS WHICH THE DEPARTMENT INTENDS TO AUTHORIZE FOR THIS PURPOSE AS SOON AS THEY ARE RECEIVED. PLEASE PROVIDE POST WITH A FUND CITE ASAP.

6. IN ADDITION TO THE VARIOUS REWARD ANNOUNCEMENTS, THE MEMBER FROM USIS MENTIONED THAT SHE HAS RECEIVED AN INQUIRY FROM THE PRODUCERS OF THE FOX TELEVISION SERIES AMERICA'S MOST WANTED WHO WANT TO SEND A CAMERA TEAM TO COLOMBIA IN ORDER TO PREPARE A FEATURE ON THE SEARCH FOR ESCOBAR. WHILE THE COMMITTEE RECOGNIZED THE POSITIVE RELATIONSHIP THIS SHOW'S PRODUCERS HAVE HAD IN THE PAST WITH LAW ENFORCEMENT AGENCIES DOMESTICALLY, THERE WAS CONCERN THAT AN INVESTIGATIVE REPORTING TEAM, EVEN WITH FRIENDLY INTENTIONS, MAY BE EXPOSING THEMSELVES AND THE MEMBERS OF THIS MISSION TO INCREASED RISK. THE COMMITTEE DECIDED TO REQUEST OF WASHINGTON THAT THE PUBLIC RELATIONS BRANCHES OF THE INTERESTED AGENCIES (STATE, DEA, FBI) PROVIDE BRIEFINGS TO THE ANTICIPATED MEDIA TEAM AND GUIDANCE TO POST. POST WILL ADVISE KEY MEMBERS OF THE GOC OF THE POSSIBILITY AND IMPLICATIONS OF THE FOX TEAM'S PROPOSED VISIT.



NR

BUSBY

END OF MESSAGE CONFIDENTIAL

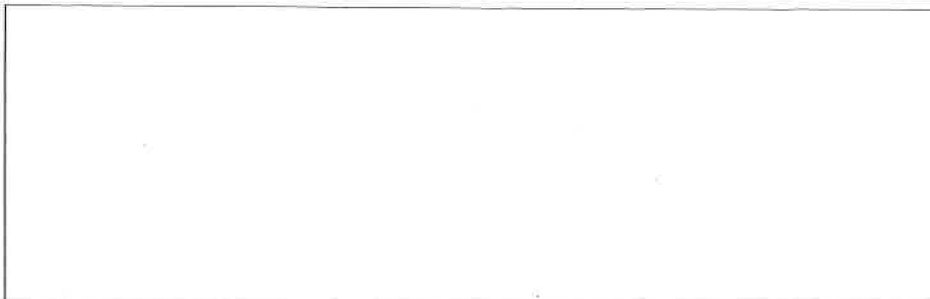


B3 CIA PERS/ORG

CONFIDENTIAL

CONFIDENTIAL

B3 CIA PERS/ORG



92 9373849 SCO PAGE 001 NC 9373849
TOR: 212257Z AUG 92 BOGOTA 12385

CLASS: CONFIDENTIAL

CONTROLS: C O N F I D E N T I A L BOGOTA 12385 TERREP DEPT FOR ARA/EX, ARA/AND, DS/ITA, DS/OP/ARA,
DS/I/CT, DEPT PASS USAID CA/OCS/EMR/ARA AND AID/W DEA RO PS, OPR, OF, AO, DO, OC, PI SOUTHCOM FOR
POLAD E.O. 12356: DECL: OADR

DECLASSON: MR

DOCPREC: O

DOCST: ACTIVE

DOCTYPE: IN

DOCUMENT_ID: 40006768

DOR: 19920821

FROM: FM AMEMBASSY BOGOTA

GUIDE-UID: 1012/1kd00p

HEADER: OO RUEAIIA

DE RUEHBO #2385/01 2342254

ZNY CCCCC ZZH

O <ORIGDTG>212250Z AUG 92</ORIGDTG>

<FROM>FM AMEMBASSY BOGOTA</FROM>

<TO>TO RUEHC/SECSTATE WASHDC IMMEDIATE 0433</TO>

INFO RHLBAAA/USCINCSO QUARRY HEIGHTS PM

RUEHNA/DEA WASHDC

RUEKJCS/DIA WASHDC

RUEHFB/DIRFBI WASHDC

RUEAIIA/CIA WASHDC

RUESFUD/USOFFICE ATO MIAMI

RUEHIA/USIA WASHDC 0094

RUCNSE/USSS WASHDC

CONFIDENTIAL

CONFIDENTIAL

RUEATRS/DEPTTREAS WASHDC//ATF
RUEHMI/USOFFICE MRC MIAMI 0014
RUEKJCS/SECDEF WASHDC
ZEN/AMCONSUL BARRANQUILLA
BT

INPUT_ID: 92 9373849
ORIGIN:
PRODUCER: BOGOTA
RECEIPT DATE: 92 937384919920821192515
SOURCE-INFO: STATE IN O BOGOTA 12385 BOGOTA 199208212250
TAGS: TAGS: ASEC, PTER, SNAR, CASC, CO
TO: TO RUEHC/SECSTATE WASHDC IMMEDIATE 0433
TOR: 192515
XREFS: REF: STATE 262373

CONFIDENTIAL