

Declassified E.O. 12356 Section 3.3/NND No. 785015

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PSYCHOLOGICAL WARFARE
JULY-OCT. 1943

Declassified E.O. 12356 Section 3.3/NND

No.

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ALLIED FORCE HEADQUARTERS
APO 512

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: 7 October 1943 :
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7 October 1943

AG 321 (P.W.B.) INC-AGM

SUBJECT: P.W.B. Activities in Italy.

TO : General Officer Commanding-in-Chief, 15th Army Group.
Commanding Officer, Allied Military Mission.
Leader, P.W.B. Post, BARI.
Leader, P.W.B. Post, NAPLES.

1. For clarification and coordination of PWB activities in Italy as outlined in Staff Memorandum No. 56, this headquarters, cs, and the approved memorandum dated 24 July, outlining the relationship between PWB and AMGOT in occupied territories, copies attached, the following instructions are issued:

a. For propaganda purposes, PWB in Italy will be divided into three general groups under this headquarters.

b. These groups will be:

- (1) Allied Military Mission Group.
- (2) Combat Propaganda Group.
- (3) Occupational Propaganda Group.

c. These three groups will operate in close liaison with each other but will be controlled by this headquarters.

2. Personnel and Duties.

a. Allied Military Mission Group

Personnel: Lt. Comdr. G.A. Martelli, Chief
Mr. G.A. Mathieu, Radio

Duties: Under the direction of the Allied Military Mission, within the policy directed by this headquarters, to assist and supervise the organization of the propaganda service of the Italian Government.

b. Combat Propaganda Group

Personnel: Lt. Col. Donald Macfarlane, Chief.
Lt. Col. John Whitaker, C.O., IWB Fifth Army
Major A.N. Galsworthy, C.O., Eighth Army IWB
All personnel of PWB at present or in the future attached to the 15th Army Group, Fifth and Eighth Armies.

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AG 321 (PWB) INC-AGM, 7 Oct. '43 (cont'd.)

Duties: Under the direction of 15th Army Group, within the policy directed by this headquarters, the supervision, preparation and distribution of all propaganda within the zone of action of 15th Army Group.

c. Occupational Propaganda Groups. (At the present time the Bari Group, only has been set up. Others will be established at a later date.)

Bari

Leader - Mr. George W. Edman
Executive - Major J.C. Fehr
Administration - Mr. Thomas M. Carnegia
All PWB personnel at present or in the future assigned to the Bari area.

Duties: (1) Organization, preparation, distribution and control of all propaganda within the Bari area in accordance with the orders and directives of this headquarters in cooperation with the Allied Military Mission and senior AMGOT officer in the area.

(2) The operation, supervision and control of the Bari Radio Station.

(3) Provision of such facilities as can be made available to the Italian Government and as are approved by the Allied Military Mission for the distribution of Italian Government propaganda.

Naples

Leader - Mr. James A. Clark
Executive - Capt. O.P. Herzig
Administration - Mr. John Wingerter
All PWB personnel at present or in the future assigned to the Naples area.

Duties: Organization, preparation and distribution of all propaganda within the Naples area and the operation of and supervision of the Naples Radio Station in accordance with the orders and directions of this headquarters in cooperation with the senior AMGOT officer in the area.

By command of General EISENHOWER:

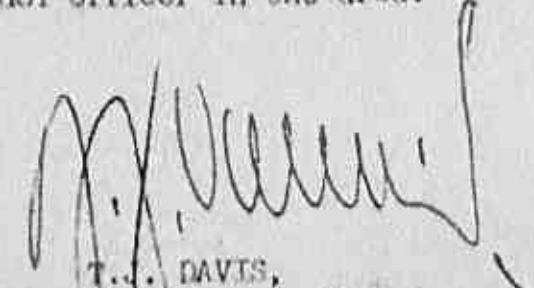
2 Incls.

Incl. #1 - Staff Memo #56 (AFHQ)
Incl. #2 - Memo AFHQ (PWB) 24 July '43
subj: "Plan for PWB Operation
in Occupied Territory."

DISTRIBUTION:

6 - Each address
1 - PWB, AFHQ
2 - Mil. Govt. Sec.
1 - SIGNALS, AFHQ
1 - G-2, AFHQ

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T. J. DAVIS,
Brigadier General, USA,
Adjutant General.

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ALLIED FORCE HEADQUARTERS
Psychological Warfare Branch

24 July 1943

SUBJECT: Plan for P.W.B. Operation in Occupied Territory.

TO : Brigadier General R. A. McClure.

1. Referring to our conference today on the above subject, the following plan for P.W.B. operation in occupied territories is submitted:

P.W.B. Task.

The task confronting P.W.B. in the expansion of HUSKY is visually described in the attached chart, and the problem can best be described in words by saying that prior to the expansion of HUSKY the personnel and equipment requirements were limited to Box 5. In other words, what had been laboriously built up to handle North African propaganda and radio and leaflet work to enemy and enemy-occupied territories has suddenly been stretched to include an eventually transplanted A.F.H.Q., and an advance A.F.H.Q., a number of occupation propaganda groups paralleling the AMGOT set up and, depending upon the number of armies operating, a number of combat groups.

In order to plan this expansion within the limitation of available personnel and transportation, each group has been skeletonized to the minimum capable of rendering the service which, on the basis of past experience, will be called for by the Commanders. Specially to be noted is the fact that unless the chain from the forward combat groups back to the Allied Governments remains unbroken, the propaganda needs of the fighting forces cannot be blended with the general propaganda directives of the Home Governments.

P.W.B. Relation to AMGOT.

A most important new element in the relationship of P.W.B. to AMGOT. From the AMGOT standpoint it would be an impossible situation if the propaganda conducted by a P.W.B. occupation group should disregard or run counter to the wishes of the local military governor. From the P.W.B. standpoint it would be an equally impossible situation if the AMGOT control of local propaganda activities meant that P.W.B. was not able to control its personnel and ensure and control the two-way flow of information and directives stretching from the forward combat group through to Washington and London and back again. In other words, if Box 2 were to be completely controlled by some organization other than P.W.B., it would create an inefficient and ineffective, if not chaotic, propaganda situation.

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One must not overlook the fact that in propaganda terms the separation between the North African base and combat or occupation groups is solely geographical. The kind of propaganda put on the air from the North African base or the type of leaflets prepared in the North African base are just as much part of front line and occupation propaganda as the propagandist with a loud speaker in the square of an occupied town. Not only do radio waves disregard geographical or military boundaries, but equally the attitudes and reactions of occupied peoples are of supreme importance in the conduct of base radio operations and leaflet preparation for the next objective.

It is, therefore, recommended that the relationship between P.W.B. and AMGOT in occupied territories be as follows:

- a) P.W.B. to be the recognized propaganda agency in occupied territories.
- b) P.W.B. to retain control of its personnel and equipment in occupied territories.
- c) Joint planning between P.W.B. and the Military Government Section of A.F.H.Q. to be instituted.
- d) P.W.B.'s areas of occupation propaganda to be the same as the AMGOT administrative areas.
- e) P.W.B. local occupation propaganda to be under the general direction of and at the service of the local AMGOT Governor. It is assured that the instructions of the local AMGOT Governor will not run contrary to the joint central directive from Washington and London as modified and approved by A.F.H.Q., in particular the Military Government Section.
- f) In the event of a local conflict of opinion, the matter is to be referred to the Force Commander and through him to A.F.H.Q. for a decision.

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ALLIED FORCE HEADQUARTERS
APO 512

1 July 1943

STAFF MEMORANDUM)

NUMBER 56)

ORGANIZATION AND ACTIVITIES -- PSYCHOLOGICAL WARFARE

The following is published to clarify the activities of Psychological Warfare and to coordinate them with all concerned:

1. MISSION: The mission of the Psychological Warfare Branch (under the Information and Censorship Section) is the collection, preparation, supply, distribution, and control of all propaganda originating within the theater of operations of this headquarters.

2. OBJECTIVE: The primary objective of this Branch is to undermine the enemy's will to resist, demoralize his forces, and sustain the morale of our supporters:

- a. In the combat area.
- b. In enemy and enemy-occupied countries.
- c. In areas occupied by our forces.

3. OPERATIONS: To this end, the Psychological Warfare Branch will:

- a. Collect and evaluate information and intelligence along Psychological Warfare lines.
- b. Plan, prepare, produce and disseminate all necessary propaganda.
- c. Require facilities from other arms of the services for the dissemination of its propaganda material.
- d. Work in close cooperation with field commanders in matters of combat propaganda.
- e. Continue its activities before, during, and after an operation.

4. ORGANIZATION: Under the Information and Censorship Section, the Psychological Warfare Branch amalgamates the activities performed by Office War Information, Psychological Warfare Executive, Ministry of Information, and part of Office Strategic Services. Psychological Warfare Branch is organized along the following lines:

- a. Executive: Executive is responsible for the administration, direction and control.

-1-
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68

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- b. Planning: Planning coordinates and prepares propaganda plans and directives in accordance with the announced policies.
- c. Information: Information collects and evaluates Psychological Warfare intelligence in collaboration with other information gathering agencies.
- d. Propaganda: Propaganda prepares, produces, and distributes all propaganda in accordance with the aforementioned plans and directives.

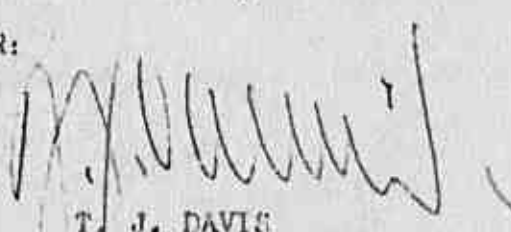
5. COORDINATION: The Psychological Warfare Branch will coordinate the Office War Information - Psychological Warfare Executive joint propaganda directives with the plans of the theater as directed by the Commander-in-Chief of the Allied Force. On the tactical level all Psychological Warfare Branch detachments in the field or on special missions will be attached to the headquarters of the unit in whose area they are serving and will be for the support of the area commander. The general propaganda policy, however, and the attachment or relief of these detachments will be controlled by AFHQ.

6. Whenever propaganda is desired by any agency or force under this headquarters, the Psychological Warfare Branch will be contacted and a request for, or suggestions will be made as to the type, or line of propaganda, desired. The Psychological Warfare Branch will, in conformity with its directives, prepare and arrange for distribution of all approved propaganda.

7. The headquarters of Psychological Warfare Branch is located in the Maison d'Agriculture, 12 Boulevard Baudin.

Office Phone (Day) 336.60 Ext. 45
Office Phone (Night) 372.02)
372.03) Hotel Cornouailles

By command of General EISENHOWER:


T. J. DAVIS
Brigadier General, USA
Adjutant General

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