

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

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PUBLIC RELATIONS
JAN. 1944

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SUBJECT: Public Relations Plans - Region IV.

A.M.C.,
H.Q.,
A.C.M.P.

TO: R.C.A.O. Region IV.

AMG/735/4.
30 Jan 44.

Reference your H.Q.PH.1.1 dated 15 Jan. 44.

1. I am directed by the D.C.C.A.O. to inform you that all proposed releases of material by the Public Relations Division of Region IV will be made through H.Q. A.C.C. The plan should be amended accordingly.
2. Subject to the amendment referred to above the plan is approved.

Colonel,
Chief Staff Officer.

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ALLIED MILITARY GOVERNMENT
HEADQUARTERS
REGION 4 MAIN
APO 794

Added
O O 11" Recd

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TO : All Concerned
FROM : ECAO
SUBJECT: BASIC PUBLIC RELATIONS PLAN
REF : B4.PR.1.1
DATE : 16 January 1944

The Basic Public Relations Plan which is attached is approved for
Region 4 AMG.

By command of Brigadier CARB:

Robert P. Marshall
ROBERT P. MARSHALL
Colonel, F. A.
C of S, Region 4

Distribution:

C of S
DC of S
Major CARROLL
Major SHOVE
G-1
G-4
Special Divisions (1 ea.)
SCAOs (1 ea.)
HQ REGION 4 Advanced
Central Registry
PRO (8)
Spurs (40)

??? →

D. C. C. A. O.

You will have noted that this plan does
not provide for any reference to a higher function (i.e. HQ AMG) before
issue of material. Is this correct and is each Region going to
have a Public Relations Division.

No this is wrong. Tell him to fix it right.

88/25/233

ALLIED MILITARY GOVERNMENT
HEADQUARTERS
REGION 4, ITALY
APO 504
Public Relations Division

BASIC PUBLIC RELATIONS POLICY - REGION 4

MISSION:

1. Objective. To aid in the furtherance of the political and military purposes of the United Nations and Allied Forces by keeping before the public a fair and comprehensive view of the methods and accomplishments of Allied Military Government.
2. Necessity.
 - a. The people of the United Nations are entitled to an accurate and full knowledge of what Allied Military Government is and does. That knowledge must be based to a considerable extent on information given by AMG.
 - b. The Italian people have been subjected to Fascist indoctrination for 22 years through a highly developed and tightly controlled propaganda organization. Enemy propaganda against the Allied Forces of Occupation is continuing and is being intensified. If the objectives of Allied Military Government are to be understood and accepted in Italy, accurate news must be made of public relations, political intelligence and counter-propaganda, fully co-ordinated in method and time with the information services of the United Nations.
 - c. The Allied Forces in Italy, of whom Allied Military Government is a part, are entitled also to an accurate and full knowledge of what AMG is and does. Experience has shown that AMG must take the initiative if that knowledge is to be diffused in all formations and to all ranks.
3. Responsibility. The Public Relations Division will release official information to press and radio correspondents, special writers and photographers of the United Nations. It will be the channel of communication between Region 4 and all organs of public expression in Occupied Territories, including radio stations and the service publications of the Armed Forces. It will offer advice to Region 4 personnel on public relations problems. It will maintain constant liaison with all other official public relations and propaganda agencies under command of AFHQ.

ORGANIZATION:

4. Personnel. The Public Relations Staff will consist of a Public Relations Officer, a Deputy Public Relations Officer and such additional personnel as may be assigned or attached.

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5. Status.

- a. The Public Relations Division is the only channel for issue from Region 4 HQ of releases, interviews and explanations of AMG activities intended for publication or broadcasting. All Special Divisions will deal with agencies of public information through PPO.
- b. All documents which concern the operations of Allied Military Government as the Regional Civil Affairs Officer may decide, all major decisions and announcements of policy, all reports, plans and important orders or instructions prepared or issued by Regional HQ or Special Divisions, all reports from the Field, will be routed to the PPO at the earliest possible opportunity.

6. Administration.

- a. Official releases issued by PPO will be based on reports of Special Divisions or Senior Civil Affairs Officers, or on digests of information prepared or submitted by them.
- b. Releases will be initiated as directed by NSAG.
- c. Special suggestions will be issued to Senior Civil Affairs Officers defining public relations policies in the areas under their command.
- d. Adequate provision will be made at HQ Region 4 for suitable transport, billets and messing for visiting correspondents, cameramen and broadcasters accredited to the Region. All personnel of Region 4 are instructed to assist the correspondents accredited to Allied Military Government, and to provide them with quarters, subsistence, as far as is practicable, with transportation within the area, and with means of communication which assure that despatches and pictures will be carried promptly from the area to points of filing.

FUNCTIONS:

7. Liaison.

- a. Close and constant contact will be maintained on suitable levels with all public relations agencies under command of JFHQ.
- b. PPO will consult Military Censorship, FTR and the Allied Publications Board with reference to the licensing of new or existing publications and in the matter of Italian personnel for such publications.
- c. Timely contacts will be made with dignitaries of the Roman Catholic Church and with suitable civilian personalities when it is advisable.

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13. Reporting Public Opinion. Continuous surveys will be made, through such channels as INC, AFM, Public Opinion Polls, C-2 of various formations, INC sources and periodic first-hand tours of the Field, to secure accurate and objective data on the attitudes and reactions of Italians to AMG activities. All possible information will be collected on the beliefs, influence and tactics of any groups.

9. Recommendations on Policy.

- a. Recommendations on policy where public relations are involved will be submitted as required to the RGPO. It will be assembled for press conferences and interviews. Timely messages to the public will be prepared when and if they are needed.
- b. Harmonious relations with accredited correspondents will be actively fostered. In this connection attention is called to a statement of policy contained in the Biennial Report of the Chief of Staff to the Secretary of War of the United States, made in September 1943, as follows: "As a method of providing news, free from hint of propaganda, the principle has been accepted that civilian correspondents rather than Public Relations officers should prepare the news for the public."
- c. The Public Relations Division must be the sole channel of communication between Region 4 HQ and Italian organs of opinion, subject to intervention only from the RGPO.

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