

ACC

10000/120/3034

A 029/1

Ap - Dec. 19

10000/120/3034

A 029/1 Public Relations

3159
3208

Apr - Dec. 1946

(35)

TRANSLATION

FROM: Ministry of War.

REF: 231704/II

TO: M.M.I.A.

DATE: 17 December 1946.

SUBJECT:- Army Public Relations Office.

Reply to letter A029/1 dated 30 November last.

- 1) - This Ministry fully appreciates the importance of the duties of the Army Public Relations Offices.
- 2) - With regard to the advisability of appointing an officer at each Military Territorial Command as solely public relations officer, the S.M.E. has been approached regarding the matter, which would need an amendment to the W.E.s of the Military Territorial Commands.
- 3) - Further information will be forwarded.

sgd. SUPINO
Gen.

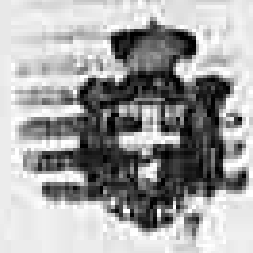
3 Officers one for advice
one for BOLCONA one for
GENIA PRO is coming for
R.A.G. one more for
Naples

1946

B.F. 6 Jan 47

3208

CR/ag



MINISTERO DELLA GUERRA

GABINETTO

Protocollo 231704/1 Allegati

Roma, 17 Dicembre 1946

Risposta al foglio del

Divisione Sezione N.

Oggetto: Ufficio Collegamento Esercito Paese (Pubb. Relations)

AI LA LAND FORCES SUB COMMISSION A.C. (M.M.I.A.)

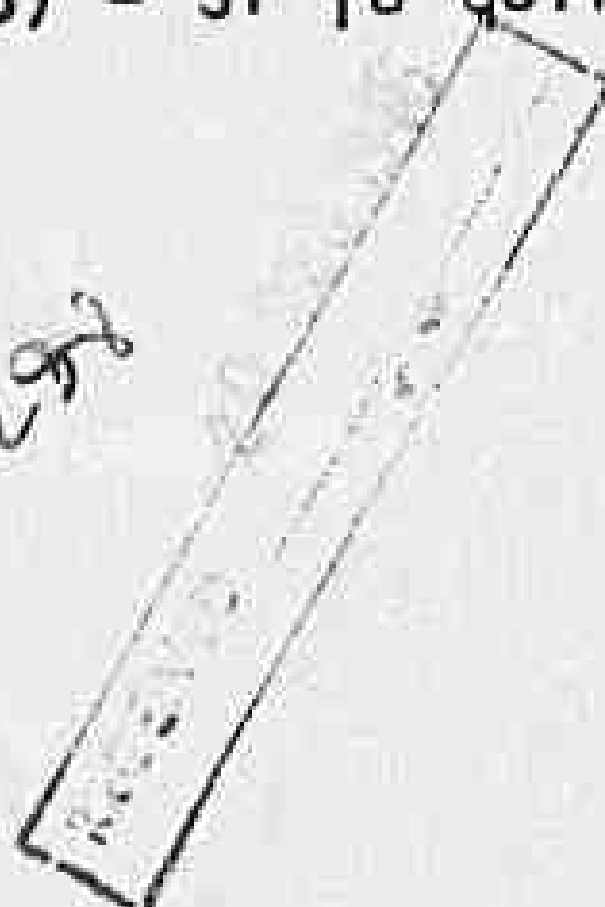
R O M A

Risposta A029/1 data 30 novembre u.s.-

- 1) - Questo Ministero si rende perfettamente conto dell'importanza dei compiti degli Uffici C.E.P.-
- 2) - In relazione all'opportunità di nominare un ufficiale presso ciascun Comando Militare Territoriale che sia incaricato dei soli compiti relativi all'Ufficio C.E.P., è stato interessato lo S.M.E. per l'esame della questione, che comporterebbe una variazione dell'organico del Comiliter.-
- 3) - Si fa quindi riserva di ulteriori notizie.-

d'ordine
IL CAPO DI GABINETTO*Supino*

292



18

1730

20/12

1145

2/12

I should like to hear your views, you do not intend to deliver your views to me, but to let me know what you think of the situation and to let me know what you think of the situation and to let me know what you think of the situation.

Effingham Co.

only one other child
had been

PUBLIC RELATIONS OFFICE
MINISTRY OF WAR

NOTES ON ITS ACTIVITIES

PRESS

1. The "Notiziario dell'Esercito" published weekly, containing articles and illustration of interest to the Army and the Public, is gaining popularity.
This paper is also exposed in large glass-fronted frames in the entrance to the War Ministry, and in Corso Umberto. Other such frames are being prepared for all PROs.
To commemorate the Army's taking the Oath Ceremony at an early date, a special edition is being prepared. Contacts have been established between PRO and the civilian papers of all political views; the articles published as a result of these contacts have awakened public interest in the Army and its problems.
Various CARS have been visited by groups of journalists, viz., ORVIETO, AVELLINO and CUNEO, with satisfactory results.
The Army Exhibition, now touring the principal cities of ITALY has drawn large numbers of civilian visitors. It has been well publicised in the press and on the films by personnel of the PRO.

Suitable literature has been furnished by PRO to the Exhibition for distribution to the public on payment.

RADIO

2. Broadcasts, over ROME Radio bi-weekly, for technical reasons not heard in N. ITALY, now take place once weekly over the National System and are heard all over the Country.

PHOTOGRAPHS

3. The taking of photographs at the various CARS Schools etc and of various mil-public ceremonies, exhibitions and so on, is actively carried on and results published in the "Notiziario" and civilian press.

CINEMATOGRAPHY

4. Likewise the short films taken are included in "news-reels" at the various cinemas in the towns where they are most likely to be of interest to mil and public.
The Radio expert on PRO Staff is constantly in touch with several civilian cine companies for the interchanging of films.
The translation and synchronization of PRIT Trg Films has also been done, with mil personnel of URSINO School and some PRIT personnel.
Provincial PROs not yet fully equipped nor possessing sufficient specialist knowledge of the work, have nevertheless shown good results, especially in MILAN, BOLZANO, UDINE, FLORENCE

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Provincial PROs not yet fully equipped nor possessing sufficient specialist knowledge of the work, have nevertheless shown good results, especially in MILAN, BOLOGNA, UDINE, FLORENCE and PALERMO.

Their contacts with the Press and Public have contributed to eliminate the anti-Army "atmosphere" which existed at first.

Even better results may be expected if COL FIORE VERNAZZA is given more moral and material support by the War Ministry.

...../2

3203

5.

The following matters are pending :-

- (a) Periodical Conferences of PROs with Terr Comds,
- (b) Formation in each Terr Comd of small groups of mil photographers supplied by Ministry of War with necessary equipment and materials,
- (c) The definite appointment of a PR Officer in each Terr Comd. This proposal has not yet received Ministerial sanction.
- (d) Another matter which has not yet received full consideration by the War Minister, is that of funds to be placed at the disposal of Terr Comds for PR purposes.

H.R.
(10)

18 Nov 46

320

S U M M A R Y

From "Il Giornale della Sera" - 19 Novembre 1946.

A Female Army in Italy. (C.A.F., Corpo Assistenza Femminile)

Although reduced to the known low limit, the new Italian Army will include even women. This glamorous news should not shock anybody, even if it might appear paradoxical, that thousands of officers be dismissed and unformed women enlisted instead.

It is to be a new Army in a new atmosphere of the country, hence the original organization of the C.A.R.s (the entrance hall to the barracks for the new Italian soldiers), the Soldier's Welfare Office, and the Office for the Liaison between Army and Country, a delicate instrument of propaganda and ^{eventually} ~~eventually~~ this Feminine Assistance Corps to which women from 21 to 45 years may enlist.

There are conditions - an educational degree and in the case of married women with families only those with children over 12 years old may enroll.

The activity of this new organization which goes under the short name of CAF is subject to the approval of the Treasury and will then become official. It has been in existence these last ~~two~~ years as an experiment. The creation of the CAF met with some difficulties because of opposition and resistance due to traditional tendencies.

Members of the CAF cooperate in soldiers "Homes, Canteens, Lodgings, Convalescence Hospitals". They even organize language, type-writing, shorthand, music and culture courses, so that the Italian

Army will include even women. This glamorous news should not shock anybody, even of it might appear paradoxical, that thousands of officers be dismissed and uniformed women enlisted instead.

It is to be a new Army in a new atmosphere of the country, hence the original organization of the CARs (the entrance hall to the barracks for the new Italian soldiers), the Soldier's Welfare Office, and the Office for the Liaison between Army and Country, a delicate instrument of propaganda and ~~socially~~ ^{politically} this Feminine Assistance Corps to which women from 21 to 45 years may enlist.

There are conditions - an educational degree and in the case of married women with families only those with children over 12 years old may enroll.

The activity of this new organization which goes under the short name of CAF is subject to the approval of the Treasury and will then become official. It has been in existence these last ~~two~~ years as an experiment. The creation of the CAF met with some difficulties because of opposition and resistance due to traditional tendencies.

Members of the CAF cooperate in soldiers "Homes, Canteens, Lodgings, Convalescence Hospitals". They even organize language, type-writing, shorthand, music and culture courses, so that the Italian soldier may find moral and spiritual assistance in the CAF section of each division. The CAF regulation prescribes that, particularly when serving in the barracks, CAF women must not have any contact with officers.

...../2

The idea is to make soldiers feel that CAF women take the place of mothers and sisters they left at home. They make purchases for the soldiers, supplying them whatever they may need, they also organize amusements and theatre performances for them, as well as dancing parties.

Members of the CAF have no pay but receive an indemnity to reimburse expenses, besides food, uniform and lodging. They do not wear stars or badges of rank on their uniform, i.e. they are not officers like in the Allied Armies.

The Chief is a Lady Inspector directly depending from the Chief of the Soldier Welfare Office, a vice Lady Inspector and the Chiefs of the Div. Sections. There is no difference in treatment and no special appointment in the organization.

They are fifty of them in total, stationed all over Italy, attending to their duties from morning to evening in barracks, hospitals, soldiers Homes etc.

CAF is waiting for the day to begin its regular existence as an officially constituted body.

3203

TRANSLATION

029/1

FROM : M. of W.

REF: 1952/CSP

TO : M.H.I.A.

DATE: 3/9/46

SUBJECT: Press and Propaganda Office at Turin.

(31)

Reply to your A 029/1 of 24 August 1946.

- 1) We thank you for your letter containing informations reported by No. 1 BLD of Turin dealing with several local difficulties for the carrying out of Public Relations-
- 2) With reference to said difficulties, this Ministry has sent to Turin an officer of the Press and Propaganda Office to collaborate with the local Mil. Territorial Command in liaison with the press and radio in view of the opening of the Army Show. The results were good.-
- 3) The officer in charge the Press and Propaganda office of this Ministry will shortly go to Piemonte and Liguria in order to examine on the spot the situation.

Let 11/8 to 551 ✓

AAG

Remember our next talk with
DEP when he is free.

Sgt. LOMBARDI 3201
Col.

DMM

Send the gist of this to
No. 1 BLD Turin

DMM

4/9

sg.

MINISTERO DELLA GUERRA
Gabinetto

Roma, 3 settembre 1946

N° 1152 di prot. C.E.P.

ALLA SOTTOCOMMISSIONE PER LE FORZE TERRESTRI
L.F.S.C. - A.C. (M.M.I.A.)

R O M A

OGGETTO: Collegamento Esercito Paese a Torino
Risposta a Sua A 029/1 del 24 agosto c.a..

- 1.- Si ringrazia per la comunicazione relativa alle notizie segnalate dal 1° BLU di Torino circa alcune difficoltà di ambiente per lo svolgimento delle Pubbliche Relazioni.
- 2.- Questo Ministero in relazione a dette difficoltà ha inviato a Torino un Ufficiale dell'Ufficio C.E.P. per collaborare con il Comando Militare Territoriale locale nei contatti con la Stampa e con la Radio in occasione dell'inaugurazione della Mostra dell'Esercito; i risultati sono stati buoni.
- 3.- Il Capo Ufficio C.E.P. di questo Ministero - Gabinetto si recherà nei prossimi giorni in Piemonte e in Liguria per esaminare sul posto la situazione.

TRANSMISSION

IN (Time 0730

OUT (Date 4/9

94

OUT (Time 1400

5/9

IL CAPO DI GABINETTO

[Signature]

3200

31

Subject: [illegible]

[illegible]

[illegible]

[illegible]

The following information was obtained from [illegible] on [illegible] at [illegible].

The following information was obtained from [illegible] on [illegible] at [illegible].

The following information was obtained from [illegible] on [illegible] at [illegible].

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The following information was obtained from [illegible] on [illegible] at [illegible].

The following information was obtained from [illegible] on [illegible] at [illegible].

The following information was obtained from [illegible] on [illegible] at [illegible].

EST

742

Figure 1

30

Land Forces Sub Commission, A.C.,
(M.I.A.)
Rome

✓ 1.025/1

13 August, 1946.

TO: 8 British Liaison Unit

29

1. Reference your 55/A of 31 July in which you complain that the activities of the Public Relations Officer of 8 Territorial Command are being unduly hindered by URSO at the War Ministry.

2. I should be glad if you would call on me at a later date when you have definite facts and figures which you think might be useful in improving the efficiency of the Italian Army.

3. The manner in which Public Relations with the Army is handled in Rome is one which must be decided by the War Ministry. In doing this they will obviously take into consideration:-

(a) the desirability of decentralisation and giving the man on the spot the opportunity of settling his own affairs.

and

(b) the peculiar situation of 8 Territorial Command, located as it is in the capital where a certain amount of centralisation must be necessary.

4. I expect we shall find that centralisation is meant to apply to the city of Rome and to all activities which emanate from it as capital of Italy, and that 8 Territorial Command is left a pretty free hand in regard to relations between his own troops, all of whom are not located in Rome, and the civilian population of Rome Territorial Command.

5. When you come to see me I shall be able to give you a very full picture of what the Public Relations Branch (URSP) of the War Ministry is doing and I think you will see that they are not quite as inefficient as Rome Territorial Command may lead you to suppose. After all, every headquarters in every Army criticises its superiors.

3198

W.P.

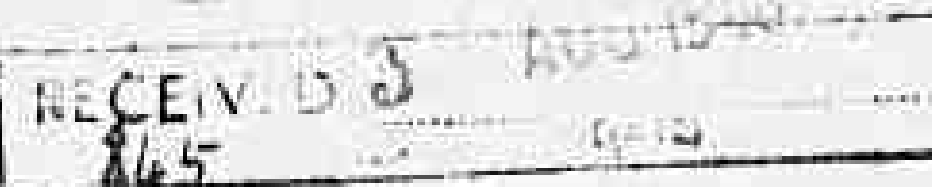
COLONEL A/Q
M.I.A.

WE/STO

Subject:- PUBLIC RELATIONS

8 British Liaison Unit,
C.M.F.
Tel. Rome - 843140.
53/A.

31st. July 1946.



To :- G Branch,
H.Q. M.M.I.A.

The Public Relations Officer of Rome Territorial Command has his activities severely limited by the Public Relations Office at the Ministry of War having decided that the Public Relations work in the capital is their affair.

It is noted that the Republican journals are adopting an anti-army policy.

It is also noted that so far the P.R. Office has not produced any pro-military propaganda, it apparently has not even refuted ill-founded contra-propaganda.

It is suggested that there is value in the re-action of soldiers being released and fearing the return to an uncertain civil life, as against the reactions of recruits who will find themselves better off in the Army.

It is further suggested that there is propaganda value in an article which will deal with the army as the right arm of the nation in the prevention of disorder and any political "putch".

It is thought that the P.R. section is adopting a defensive rather than an offensive attitude.

No comment for instance has been made nor pictures published regarding the new summer uniform, the which is a great improvement on any previous summer dress.

Accepting that the Italian nation is proud and that at the moment their sensitivity is accentuated by a feeling of inferiority, this appears to be the moment to give the public and the soldier the opportunity of pride in the small army that they have. The resulting benefit to the morale of the army should be distinctly noticeable.

This letter is submitted to you largely through reason that the P.R. of this Terr. Command seems to be in fact in the hands of the Ministry of War.

HP/eg.

3197
H.J.O. Frinsloo, Major. (RA)
D.A.A. & Q.M.G.

(28)

Subject: Public Relations.

Land Forces Sub Comm: A.C.
(M.M.I.A.) R O M E.
Tel: 489081 Ext: 380.

A 029/1 ✓

1 Aug 46.TO : 11 B.L.U.

Reference your Signal dated 1st August 46.

1. We forward herewith copies of our signal A 868 and our letter A 029/1 dated 30th April for your information.

*4D Stocked in
file in*

Major General.
M. M. I. A.

3196

/rkj.

1650

Declassified E.O. 12356 Section 3.3/NND No. 785020

Indicazioni di urgenza

TELEGRAMMA 149

URGENTE AL MINISTERO

GUERRA PER NOTRO ALLA

M M I A ROMA AT LAND

FORCES SUB COMMS. M. M.I.A. 8 OF 11

ROMA REF CORRATZAI FORCES

JULY NOT RECEIVED PUNTO SOME M M I A LETTERS

STILL REACHING 11 BLU THRU- APO CATANIA STOP

RECEIVED 2 AUG 1946 2932

SIGNALS

3195

Mod. 30 (1942-XX)

MODULARIO

C. - Teleg. - 63

Via e indicazioni

eventuali d'ufficio

17

Ord. 312 - 49-942-XX - S/A Stracca, Frosinone - 16,8x14,8 - (P 100.000)

1651

0291
 27
 26
 17

Indicazioni di urgenza	il 2-8 ore 1120	Pel circuito N Ricevente	Mod. 30 (1942-XX) MODULARIO C. - Teleg. - 63
D ROMA IN A PALERMO 11 40 I 15		via e indicazioni eventuali d'ufficio	

ROMA REF YOUR A/921 PUNTO A PUNTO 868 OF 11
 JULY NOT RECEIVED PUNTO SOME IN IN I A LETTERS
 STILL REACHING 11 BLU THRU- APO CATANIA STOP

RECEIVED 2 AUG 1946

MMMA
 102
 SIGNALS

3195

Fatevi correntisti postali

Pagamenti e riscossioni in tutte le località del Regno. Fra correntisti i pagamenti e le riscossioni mediante postagiro sono eseguiti senza limitazione di somma ed in esenzione da qualsiasi tassa.

1653

26.

HQ NMIA

31/020. B

11 BLU

A 920

UNCLASSIFIED

7

17.

REF THIS HQ A 029/1 OF 30 APR AND A 368
OF 11 JULY (.) EARLY REQUESTED IMMEDIATELY

319*

File A 029/1 ✓

IMPORTANT

J.D. Stocker Major

/T.S.

J.D. STOCKER Major

A-
CONFIDENTIAL

Subject : Public Relations - ITALIAN

RECEIVED 20 JUL 1946
2636 British Liaison Unit
Tel : 217 Area 119
Ref : A/9/3
18 July 46To : Land Forces Sub-Comm, AC
(MIA) ROME

Opportunity has now been given to discuss the question of a P.R. officer for Territorial Commands, in accordance with your A 029/1 of 30 April, received by this HQ 17 July 46.

G.O.C. 6 Territorial Command, is fully aware of the importance of this project, and is edament in his view that it is of such importance as to warrant the full-time employment of one particular officer; he considers it impossible for this work to be added to the existing work of any Staff officer, at present employed within the War Establishment of his Headquarters, as it will entail a large amount of time being spent away from the office.

A letter has recently been sent to the Ministry of War, on a D/O basis, requesting the appointment of Colonel OLIVER BERTETTI, as P.R.O.: since the despatch of this letter however, Colonel RAFFAELLO MICALETTI has been posted to this Command, and as he is an experienced journalist, it is considered that he would fill the post more ably, and is in fact, "the man for the job." Both officers are at present unemployed, but no correspondence regarding the letter has taken place between 6 COMMLITER and Ministry of War.

A personal appreciation is that the appointment of Colonel MICALETTI as P.R.O., is highly desirable, and any pressure which can be applied to further this aim, is warranted.

P.A.D.M. 3190
Major D.M. & C.M.G.
6 BLU

WEN/AM
C.F.

question
accordance with your A 029/1 of 30 April, received of
HQ 17 July 46.

G.O.C. 6 Territorial Command, is fully aware of the importance of this project, and is adamant in his view that it is of such importance as to warrant the full-time employment of one particular officer; he considers it impossible for this work to be added to the existing work of any Staff officer, at present employed within the War Establishment of his Headquarters, as it will entail a large amount of time being spent away from the office.

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A personal appreciation is that the appointment of Colonel MICARETTI as P.R.O., is highly desirable, and any pressure which can be applied to further this aim, is warranted.

WHEW/AM
CWF

Major D.A. & WAG
6 JULY

3190

P.A. Dru

Subject:- P.R.

RECEIVED 20 JUL 1946
265

2 BLU
Tel: 52273
A 4
17 Jul 46.

2012

Land Forces Sub. Comm AG (MMA), Rome.

Ref your Sig A 868 dated 11 Jul 46 and your letter A.029/1 dated 30 Apr 46.

1. GOC 2 Comando Militare Territoriale indicated that he considered it essential to have a "whole-time" P.R. offr of suitable rank, experience and education.
2. At present such P.R. wk as is being done is performed by his Wel offr.

GENOVA

Major,
DASANT.

HEW/gc

3192

1657

Declassified E.O. 12356 Section 3.3/NND No. 785020

029/1
A.
8/25/73

REF V MEDY NR183256
FROM 10 DEL 181503B
TO 'A' HQ MMIA ROME
GR-DT

13AG. RESTD. REF YOUR ~~REF~~ YOUR SIGNAL A868 DATED 11 JULY.
WHOLETIME P R OFFR ALREADY APPOINTED AT 10 TERRITORIAL HQ
IN ADDITION TO WELFARE OFFR. WOULD APPEAR ADEQUATE.
BT

SEWT VARLEY B3
RD NR 236 DEL AT 181733 B1 K

RECEIVED 19 JUL 1946
2780



1658

Declassified E.O. 12356 Section 3.3/NND No. 785020

T

LMOF V MEMF 79 (P P)
 FROM 5 ELU 131030 E
 TO MILIA ROME
 GR 54 BT

027/1 3/15 A 7009 22
 SIGALS
 17
 AQ/42 . U/C . SUBJECT PRO .
 ONE . REF YOUR A 668 DATED 11 JUL 46 . THE DUTIES OF
 PUBLIC RELATIONS OFFICER HAVE BEEN PERFORMED TILL NOW BY
 LT-COL GAROFOLI OF THE WELFARE DEPARTMENT .

TOW . DDE

TWO . GEN ARMELLINI IS SUBMITTING TO THE M . OF . W. THE
 NAME OF LT-COL SAMPO EX COMMANDER OF THE L'AQUILA BN AS
 PERMANENT PRO .

BT

SENT RG B 5 K

RD NR 79 FH AT 2055 TEI BS

17/17
 3190
 RECEIVED
 27/0

Subject : Public Relations.

9 British Liaison Unit,
BARI.

Telephone : 11458.

Ref : 1/42.

13 July 46.

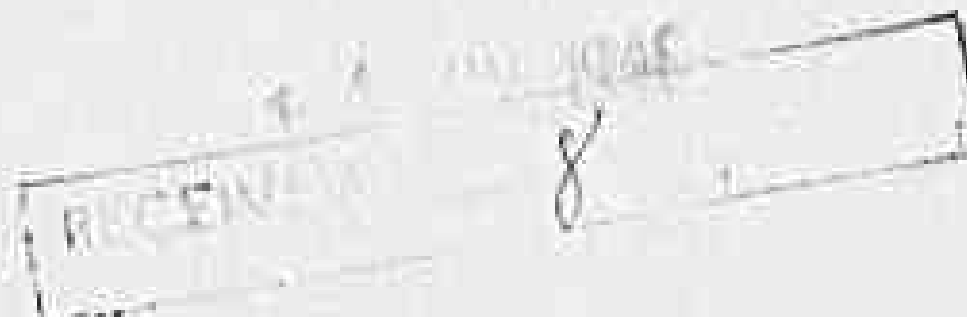
To : Land Forces Sub Commission, AC,
M.M.I.A.

Ref A 868 of 11 July 46.

9 Terr Comd favours the appointment of an officer already on their staff to carry out the duties of P.R. officer in addition to his other duties. Magg.C.ALANEO has been nominated.

H. Ferro
(H. Ferro) Major GS.
Comd. 9 B.L.U.

HT/opr



SUBJECT : Public Relations

12 BRITISH LIAISON UNIT
for the
ITALIAN CENTRAL MILITARY SCHOOLS
(Tel : ROME 478808)

Ref : AQ/2/1/1899

13 July 1946

To : H.Q.
Land Forces Sub Comm.
A.C. (M.M.I.A.)

1. Reference your A 029/1 dated 30 April 46, and conversation Stocker-Hibbard,
it is advised that no action is possible on the part of this Unit.

Hibbard Maj R
Major N. Staffs
Comd. 12 British Liaison Unit for
the Italian Central Military Schools

Internal

File

RNJJH/ep

4 JUL 1946

3138

1661

MIN PSE K
L

RECEIVED 13 JUL 1946

LROF V MBGE NR 12/46
FROM :- 6 BRITISH LIAISON UNIT 121102B
TO :- HQ M.M.I.A.

BT
A/4/1 (.) UNCLASS (.) YOUR HQ A/4/1 DATED 30 APR N O T
RECEIVED (.) FORWARD COPY EARLIEST
BT
CAS JB 1642/12 (VA)

RECD AT 121641B JS AR TKS
131000

029/1

Copy sent
15/7/46



Subject:- P.R. - Italian.

A
8 BRITISH LIAISON UNIT

8/A/8

12th. July 1946

C.D.F.

18.

TO :- H.Q. M.M.I.A.
- for DAAG(ITI)

029/1

Reference your signal A368 of 11th. July 46:-

Information requested is contained in this unit
Monthly Reports for May and for June; i.e. Senior wellfare
Officer will perform P.R. duties.

HP/eg.

H.J.O. Prinsloo
H.J.O. PRINSLOO, Major.

D.A.A. & Q.M.G.

3186

RECEIVED 1-2 JUL 1946
-9863

RAAC MESSAGE FORM

(17)

FROM (A) HQ M M I A

Date-Time of Origin
11 1615 B

To (FOR ACTION) LIST 'B' (LESS 1,4 and 7)

To (FOR INFORMATION)

(REF.No) A 868

U N C L A S S I F I E D

7
PLEASE FORWARD RECOMMENDATIONS FOR PUBLIC
RELATIONS OFFICER REQUESTED BY THIS HQ
A 029/1 DATED 30 APRIL 46 SOONEST (.)
NIL RETURNS REQUIRED

File: A 029/1 ✓

/i.g.

ROUTINE

J.D. Stocker
J.D. STOCKER, Major

3185

HR5704:- Public Relations.

Land Division Staff Commission, A. L.

(S. L. A.)
RSC.

✓ A. 033/1

11th July 1946.

TO:- A. B. L. U.

Ref your 4/7/29-A of 28 May 46 and the interesting report from General Legrandi attached.

Would you please inform the General that his ideas are completely in agreement with those of General Tennyson and that the only slight misunderstanding seems to be over his para 4, in which he feels that the organization of musical and sporting activities might clash with welfare. Would you inform the General that our intention in this direction is that the U.R.C. will be solely concerned with such activities when the public are concerned in them, such as large scale military demonstrations, parades, Band Concerts or Athletic or sporting contests between the Army and the civilians, at which civilians would be present. Such events, in other words, as would have as their primary object the improving or relationship between the Army and the Public.

I am sure General Tennyson will agree that in these cases the U.R.C. would be very much interested, while purely regimental activities would obviously be left entirely to welfare.

W.P.

COLONEL A/L
S. L. A.

3184

completely in agreement with those of General Hoggren, the only slight misunderstanding seems to be over his Para 4, in which he feels that the organization of musical and sporting activities might clash with welfare. Would you inform the General that our intention in this direction is that the U.S.G. will be solely concerned with such activities when the public are concerned in them, such as large scale military demonstrations, parades, Band Concerts or Athletic or sporting contests between the Army and the civilians, as which civilians would be present. Such events, in other words, as would have as their primary object the improving or relations between the Army and the Public.

I am sure General Hoggren will agree that in these cases the U.S.G. would be very much interested, while purely regimental activities would obviously be left entirely to welfare.

W.P.

COLONEL A/R
U.S.I.A.

3184

15.

TRANSLATION

FROM: N. of W.

TO : M.M.I.A.

REF: 110685/1
110-10-67
DATE: 27/5/46

SP

SUBJECT: Article from the Newspaper "L'UNITA'",
dated 25 April 1946 and Communist

John P.

Ref Acca/ of 17 May 46

The information contained in an article from "L'UNITA'" dated 25 April is the subject of investigations being carried out by Naples Mil. Terr. HQ. in order to establish the men and officers responsible.

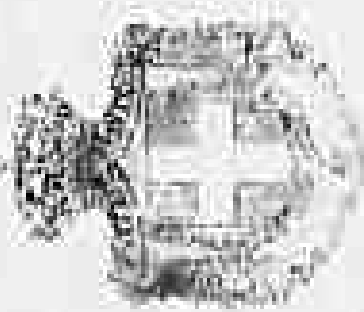
The communist pamphlet distributed at 10° C.A.R. containing the requests from the Youth Front on behalf of recruits recently called-up, has already been subject of examination by this Ministry.

Reply has been given to each query drawn up by the Youth Front, informing them of measures adopted and those we intend to adopt.

3183

Sgd. LOMBARDI
Col.

070900



RE/VO

Ministero della Guerra
- Gabinetto -

A

Roma, 2 MAG 1946

ALL THE LAND FORCES COMMISSION
L.S. - (M.A.T. ...)

ROMA

Divisione

Ord 685 I.I. 14/4/46

Spett.le
Risposta al T. 17.5.46
D. A. 029/1

110-10-062 ARTICOLO DEL GIORNALE "L'UNITA'" DEL 25 APRILE 1946
a circoscolo comunista distribuito nel 10 G.A.R.

Le notizie contenute nell'articolo dell' "Unità" del 25 aprile sono oggetto di indagini affidate al Comando Militare Territoriale di Napoli per stabilire le responsabilità dei militari e ufficiali.

L'opuscolo comunista distribuito nel 10 G.A.R. contiene le richieste del Fronte della Gioventù in favore delle reclute recentemente giunte alle armi, è già stato oggetto di esame da parte di questo Ministero.

Ai singoli quesiti formulati dal Fronte della Gioventù, è stato risposto, facendo conoscere le determinazioni adottate o che si intendono adottare.

d'ordine
IL CAPO DI CABINETTO 3132

Finland

P. 2
W. R.

IN	1030
Data 21/5	

1668

110-10-067
Articolo del giornale "L'Unità" del 25 aprile 1946
e articolo comunista distribuito nel 10.3.48.

Le notizie contenute nell'articolo dell' "Unità" del 25 aprile sono oggetto di indagini affidate al Comando Militare Territoriale di Napoli per stabilire la responsabilità dei militari e ufficiali.

L'opuscolo comunista distribuito nel 10.3.48. contiene le richieste del Fronte della Gioventù in favore delle reclute recentemente giunte alle armi, è già stato oggetto di esame da parte di questo Ministero.

Ai singoli quesiti formulati dal Fronte della Gioventù, è stato risposto, facendo conoscere le determinazioni adottate o che si intendono adottare.

d'ordine
IL CAPO DI CABINETTO. 3182
Sturlani

P2
WDR

IN		1030
97	Date 3/5	
OUT		1700
		6/6

1669

1 JUN 1946
RECEIVED

14

Subject :- Public Relations

A. 029/1

1 British Liaison Unit
A 11

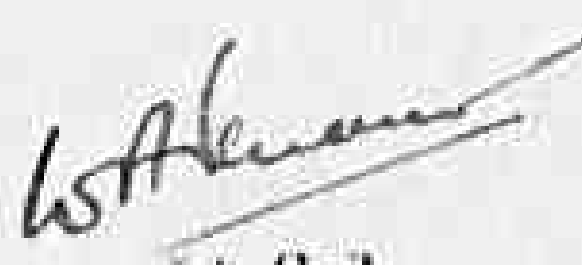
28 May 46

To :- HQ Land Forces Sub Comm AC (MMIA)
ROME

Ref your A 029/1 dated 30 Apr 46.

1. I have consulted the Territorial Commander of this Command as instructed in para 5 of above quoted letter.
2. At the moment on instrs from Ministry of War, PR work is done by the Welfare Officer with the assistance as far as anti Army propaganda is concerned of an officer of the Intelligence branch.
3. Whether this allocation of the duties is satisfactory remains to be seen and depends on the aptitude shown by the Welfare Officer for this work.

It is being watched by the GOC who will come to a decision after giving the present arrangements a fair trial.


Lt Col
GSO I

3181

1670

Declassified E.O. 12356 Section 3.3/NND No. 785020

DATA

B/f when
all are
in
LP.

Subject : Public Relations.

RECEIVED
7544

4. British Liaison Unit,
BULZANO
28 May 46.

4/B/29-4.

HQ
Land Forces Sub Comm,
AC(15MIA) ROLE.

Ref para 5 of your A.029/1 of 30 Apr 46.

It will be noted from para 6 of the attached translation of a letter addressed to this HQ by GOC, 4 Terr Comd, that he favours the appointment of an additional whole time PR Officer who would be free to devote his whole energies to Public Relations activities.

He further points out that the officer appointed must be capable of writing efficiently, articles for news-papers and radio, and that in this area a knowledge of German would be an additional essential qualification.

Certain other aspects of Public Relations activities are brought out on the a/mentioned letter attached.

JSHD/hjj

A416
31/5

Lt. Col. *[Signature]*
Lieut-Col,
GS.

3120

Translation

From 4 Territorial Command Officers
to Lt. Col. D. G. H. A. S.

In reply to your letter of the 7th inst. regarding the setting up of a Public Relations Office, I make the following observations.

1. I consider such an office to be an urgent necessity. During the 1981/82 war in the Allied countries of my institution, there was such an office under the control of a competent officer who worked with the aim of press, conferences etc. It was called the "P" office meaning "Propaganda". This name was not a suitable one as in Italy the word does not inspire confidence. The office was long ago disbanded.
2. It is necessary to reorganize that office on a wider and more modern basis, having as its aims those indicated in memorandum 301A have submitted to Ministry of War. This office will help enormously in eliminating misunderstandings which to-day exist between the public and the army.
3. It should be called "Office for Relations with Civilians" (U.R.O.) and not "Office for Political Relations with Civilians". This would indicate that it was an office for relations of all kinds and not only political ones.
4. I fully agree with what is suggested in 301A memorandum in paras 2, Responsibility 3. Main duties of the office are:
 5. Various aims 6. Impartiality 7. Organization, except in para 4. I do not agree that "URO" should have charge of medical and sport activities, these come under the Welfare office. "URO" has a duty to do without having on tasks adequately performed by other offices.
5. The office should come directly under the Territorial Commander and should have its own administration.
6. The officer in charge must be free of all other duties so that he can carry out exclusively his work in relation with civilians. He must be capable of writing efficiently articles for newspapers and radio. In this area knowledge of Italian would be almost an essential qualification.
7. "URO" should liaise closely with the "I" office and Welfare office. Its relation with the Ministry should be through Territorial Command.

Sd. G. H. A. S.

3179

1673

7 BRITISH LIAISON UNIT
FLORENCE

(12)
A. 029/1

REF: BLU/28

Florence, 23 May 1946

Subject : Public Relations

To : M.M.I.A.

Ref. your A 029/1 dated 30 April 1946.

1. This matter was taken up with 7 T.C. and a reply has been received to the effect that Lieut- Col. MARCELLI of 7 T.C. is at present attending a conference on this subject, at the Ministry of War.
2. As soon as he returns the whole matter will be discussed and an answer to the questions in you a/m letter will be forwarded.

D.S.L. Gregson
D.S.L. GREGSON
Major
DAA & QMG

27 MAY 1946

3178

REC-
2338

27 MAY 1946

MINISTERO DELLA GUERRA
GABINETTO

C E P
Ufficio Collegamenti Esercito Paese
SCHEMA ORGANIZZAZIONE E ATTIVITA' DELL'UFFICIO STAMPA
E COLLEGAMENTO COL PAESE

Ministro della Guerra
Capo di Gabinetto

Raccolta notizie e contatti con organi centrali militari

Visite a enti militari periferici

Cooperazione con Ufficio Benessere M.G. (morale - organizzazione servizi benessere - sport)

Capo Ufficio

Coordinamento informativo e direttivo (vice Capo Ufficio) - 1 ufficiale

Organizzazione esecutiva e propaganda (1 uffic.)

Segreteria e amministrazione (1 ufficiale)

Consulenza tecnica civile retribuita extra organico:
tecnici civili } 1 radio e
li e registi } spettacolo
1 foto e cine

Radio diffusioni e radio cronache

Contatti opinione pubblica e collaboratori stampa civile

Contatti con altre Forze Armate e M.

Contatti con Enti pubblici

Collegamento con Commissione A

Ufficiale corrispondente del Comiliter addetto al Benessere

Cooperazione informativa e produttiva con i Comandi Territoriali

Divisioni e Reggimenti

Servizi militari

Opinione pubblica e stampa

Radiodiffusioni e fotocronache

Sezione stampa

Sezione fotocinematografica

Pubblicazioni varie

Rassegna stampa

Redazione settimanale "Notiziario Esercito"

Foto cronaca

Documentari fotografici

Collaborazioni per film di interesse militare

Presa e divulgazione film documentari militari

31.7

A GUERRA
TO

C E P
Ufficio Collegamenti Esercito Paese
**SCHEMA ORGANIZZAZIONE E ATTIVITA' DELL'UFFICIO STAMPA
E COLLEGAMENTO COL PAESE**

Ministro della Guerra
Capo di Gabinetto

notizie e contatti con organi centrali

enti militari periferici

zione con Ufficio Benessere M.G. (morale
zzazione servizi benessere - sport)

fficiale corri-
ndente del
militar addetto
il Benessere

Cooperazione informativa
e produttiva con i Coman-
di Territoriali

Capo Ufficio

Coordinamento informa-
tivo e direttivo (vice Ca-
po Ufficio) - 1 ufficiale

Organizzazione esecuti-
va e propaganda (uffic.)

Segreteria e ammini-
strazione (1 ufficiale)

Consulenza tecnica civile
retribuita extra organico:
tecnici civili 1 radio e
li e registi { spettacolo
1 foto e cine

Radio diffusioni e radio cronache

Contatti opinione pubblica e collaborazione
stampa civile

Contatti con altre Forze Armate e Ministeri

Contatti con Enti pubblici

Collegamento con Commissione Alleata

Servizi
militari

pub-
blica

Radiodiffusioni
e fotocronache

Sezione stampa

Sezione fotocinematografica

Pubblica-
zioni
varie

Rassegna
stampa

Redazione
settimanale
"Notiziario
Esercito"

Foto
cronaca

Documentari
fotografici

Collaborazione
per film civili
di interesse
militare

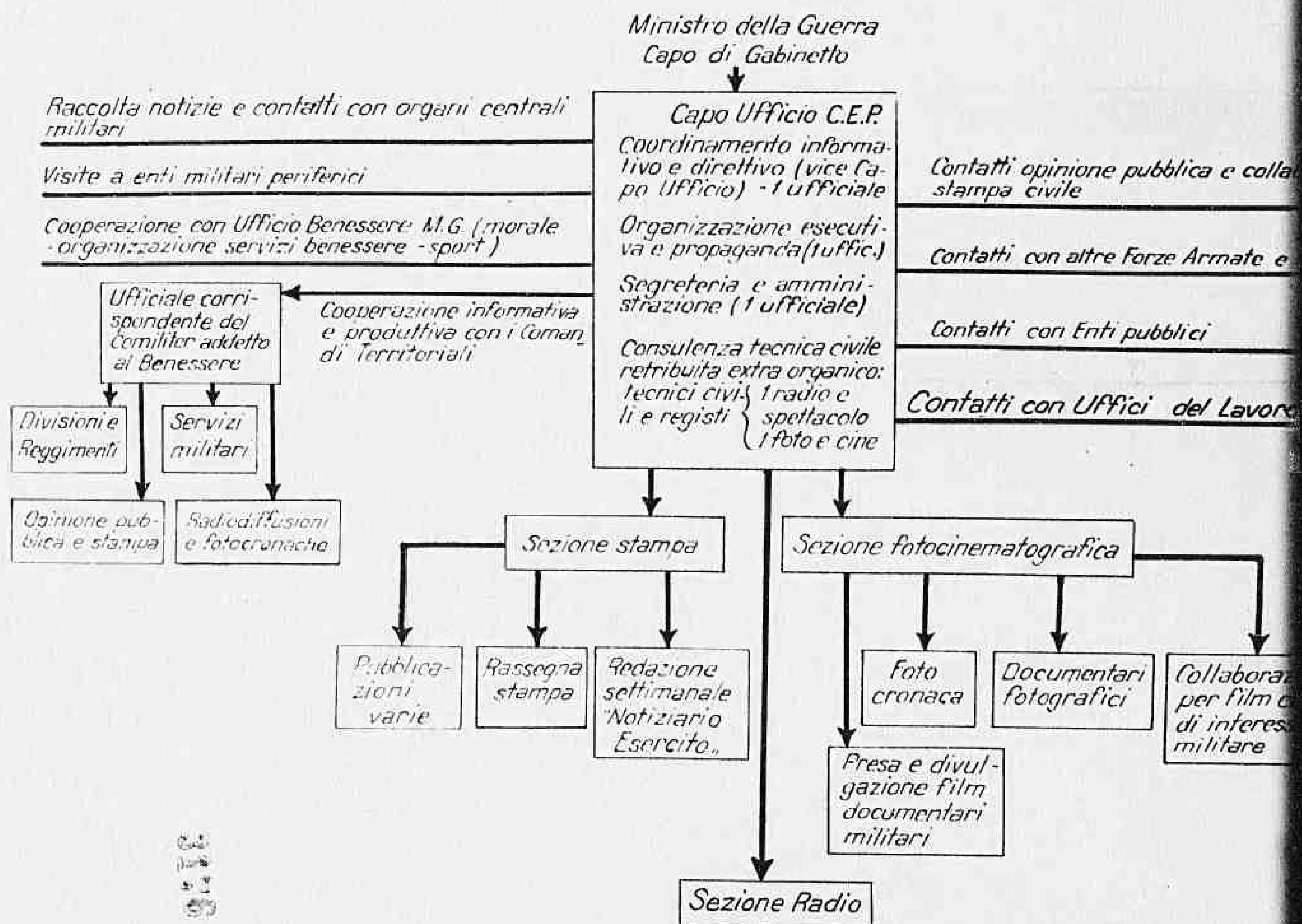
Presa e divul-
gazione film
documentari
militari

31.7

11

MINISTERO DELLA GUERRA
GABINETTO

SCHEMA ORGANIZZAZIONE E ATTIVITA' DELL'UFFICIO COLLEGAMENTO
ESERCITO-PAESE



SCHEMA ORGANIZZAZIONE E ATTIVITA' DELL'UFFICIO COLLEGAMENTO ESERCITO-PAESE

Ministro della Guerra
Capo di Gabinetto

Capo Ufficio C.E.P.

Coordinamento informa-
tivo e direttivo (vice Ca-
po Ufficio) - 1 ufficiale

Organizzazione esecuti-
va e propaganda (1 uffic.)

Segreteria e ammini-
strazione (1 ufficiale)

Consulenza tecnica civile
retribuita extra organico:
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Contatti opinione pubblica e collaborazione
stampa civile

Contatti con altre Forze Armate e Ministeri

Contatti con Enti pubblici

Contatti con Uffici del Lavoro e Collocamento

Cooperazione informativa
e produttiva con i Coman-
di Territoriali

Ufficiale corri-
spondente del
Comitato addetto
al Benessere

Servizi
militari

Radiodiffusioni
e fotocronache

Sezione stampa

Sezione fotocinematografica

Pubblica-
zioni
varie

Rassegna
stampa

Redazione
settimanale
"Notiziario
Esercito"

Foto
cronaca

Documentari
fotografici

Collaborazione
per film civili
di interesse
militare

Presa e divul-
gazione film
documentari
militari

Sezione Radio

9

Subject : Article published in "L'Unità" on 23/4/46 and
Communist Pamphlet issued in I.C.A.R.

Land Forces Sub Comm. AC.
(M.M.I.A.), R O M E.
Tel: 489081 Ext:380.

/A 029/1

17 May 46.

To : Ministry of War (Directorate of Public Relations).

Copies of the above, sent to us by IO BLU,
are forwarded to you herewith for information.

W. S. Stoecklin
Major-General,
M.M.I.A.

3175

/f.g.

F1. 029/1

9

SUBJECT: Public Relations.HQ 3 BRITISH LIAISON UNIT
Tel: 152965 (Ext-107)

A/35/22

14 May 46

HQ H.M.I.A.

Ref your A 029/1 of 30 Apr 46. (Para 5).

3 Terr. HQ are thoroughly in agreement with the importance of establishing a P.R.O.

They would prefer an additional whole time officer to be appointed rather than delegate the duties to one of their present Staff, and suggest that he could be attached to the Welfare Branch with whom he would co-operate.

*Wm. E. E. E.*Lt Col
CSMILAN
PHE/LORECEIVED
889
10 MAY 1946
3174

7

Subject : Public Relations

Lauri Rexces Sub-Comm. A.C.
(M.A.I.A.) ROME.

A 025/1

23 Apr. '46.

To : List

1. At the suggestion of M.M.I.A. the Italian Ministry of War have set up a Public Relations Organisation. Col FIORE-VENAZZA has been appointed Director of P.R.

2. In order that all BLUs may be fully informed concerning this project, a copy of a letter and Memorandum addressed to the Minister of War by this HQ is attached.

3. The GOC feels that this project is a most important one, and that when the PR office is properly set up and functioning, the Italian Army and Nation will soon benefit materially.

4. Col. FIORE-VENAZZA is very keen and active, has already produced some excellent ideas, and understands the nature and object of his task. He will however, require the co-operation and active assistance of Territorial, Divisional and Regimental Commanders.

5. It will be seen from para 7 (c) of the Memorandum that a PR officer at each Territorial HQ is envisaged. In this connection will BLUs ascertain the views of Territorial Commanders as to whether they favour appointing an officer already on their staff to carry out the duties of PR officer in addition to his other duties, or whether they favour the appointment of an additional whole time PR officer. The Territorial Commander obviously is responsible for P.R. matters within his command subject to War Ministry policy and direction, his P.R. officer would therefore only correspond with the Director P.R. on technical matters in the same way as our services do.

6. Any recommendations or suggestions on this PR project by BLUs or Territorial Commanders and Staffs will be welcomed. Meanwhile possible to you and include a paragraph on it in your fortnightly reports.

Go : List

1. At the suggestion of M.M.I.A. the Italian Ministry of War have set up a Public Relations Organisation. Col FIORE-VI NAZZA has been appointed Director of P.R.

2. In order that all BLUs may be fully informed concerning this project, a copy of a letter and Memorandum addressed to the Minister of War by this HQ is being sent.

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6. Any recommendations or suggestions on this PR project by BLUs or Territorial Commanders and Staffs will be welcome. Meanwhile, please to advise and assist in the furtherance of this work by every means possible to you and include a paragraph on it in your fortnightly reports.

AUG/as

147A Under 16a

Major General,
FOR M.M.I.A.

COPY

Subject: Public Relations

Land Forces Sub-Comm. A.C.
(M.I.I.A.) ROME

A 029/1

11 Apr. '46.

*Ufficio
Collegamenti
Esercito -
Pesc.*

To: Ministry of War

1. Following the appointment of Col. FIORE-V. AZZA as Director of the new Public Relations project, informal talks have taken place between him and the staff of M.I.A. At these talks we discussed the general set up of the P.R. organization, the object, the scope of the task and the methods to be employed.

2. I think you agree that this project is a most important one, and that when the P.R. office is properly set up and functioning the Italian Army and Nation will soon benefit materially.

3. It may be of assistance to you to have in general terms the views of this Mission as to how the P.R. office should be organized, what its functions should be and how it should operate, such views being based on experience of Public Relations via the Allied forces.

4. I therefore attach a memorandum which may be of assistance to you in preparing your directive to the Director of Public Relations.

(See directive attached.)

3172

(Sgd) V. Pidsley
Colonel
for Major General,
M.I.A.
(absent duty)

/as

To : Ministry of War

Ufficio
Collegamenti
Esercizio
P. C. C.

1. Following the appointment of Col. MORENO-V. AZZA as Director of the new Public Relations project, informal talks have taken place between him and the staff of M.M.I.A. At these talks we discussed the general set up of the P.R. organization, the object, the scope of the task and the methods to be employed.

2. I think you agree that this project is a most important one, and that when the P.R. office is properly set up and functioning the Italian Army and Nation will soon benefit materially.

3. It may be of assistance to you to have in general terms the views of this Mission as to how the P.R. office should be organized, what its functions should be, and how it should operate, some views being based on experience of Public Relations vis a vis the Allied Forces.

4. I therefore attach a promemoria which may be of assistance to you in preparing your directive to the Director of Public Relations.

(See directive attached.)

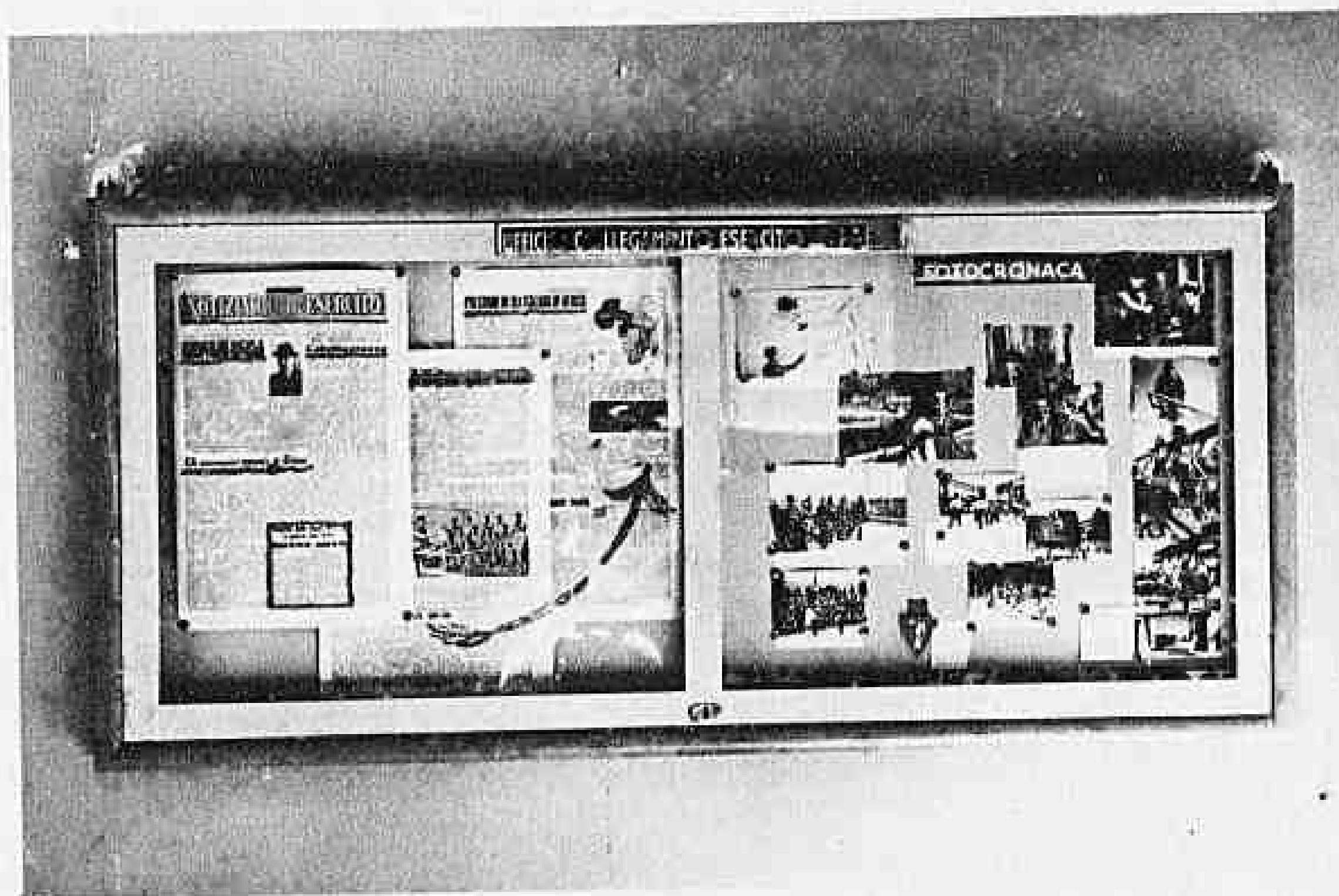
3172

(Sgt) T. Pidsley
Colonel
for Major General,
P.M.I.A.
(absent duty)

/as

1684

Declassified E.O. 12356 Section 3.3/NND No. 785020



Italian War Ministry

Directorate of Public Relations

1. Object.

To restore, improve and maintain the greatest possible mutual confidence, respect and sympathy between the Italian people and their Army by:-

(a) giving to the Italian nation a better and truer understanding of the purposes, problems and achievements of the new Italian Army.

(b) giving to the Italian Army a more definite and acceptable sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.

Coincident with the achievement of this object, there should develop a gradual but permanent restoration of, and improvement in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of command and administration so apparent at present.

2. General Responsibility.

To achieve their object, officers of the D.P.R. Directorate should be given definite responsibility of which the following are most important:

(a) To inform the public at the proper times and by the best methods, true, relevant and well balanced information about the Army - of the present and the future.

(b) To correct promptly and convincingly any false information which might be circulated to the detriment of the Army.

(c) To maintain mutual interest between individual or groups of soldiers and the people of the localities in which their homes are situated, by the appropriate and continuous publicity of incidents of human interest.

(d) To keep the soldiers informed of current and developments of national importance or personal interest with which they might have local touch while serving in the Army.

(e) To advise the Minister of War on all general questions or relations between the Army and the public and particularly on their psychological application to morale and contentment.

3. Essential Qualifications.

To carry out the above duties the D.P.R. and his staff should possess the following attainments:-

Army.

- (b) giving to the Italian Army a more definite and accepted sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.

Coinciding with the achievement of this object, there should develop a gradual but permanent restoration of the government in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of command and administration so apparent at present.

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- (d) To keep the soldiers informed of conditions and developments of national importance or personal interest with which they might have some touch while serving in the Army.
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3411

3. Essential Qualifications.

To carry out the above duties the D.P.R. and his staff should possess the following attainments:-

- (a) Completely accurate and up to date knowledge of the organization of the new Army and of the conditions under which it is living and serving.
- (b) Knowledge as complete as is possible as far in advance as is possible of future plans or orders regarding any contemplated changes.

(c) Good relations with civilian publicity agents and the other Government Departments.

(d) A widening knowledge of all civilian and military methods and means of publicity throughout Italy.

(e) An understanding of the psychology of instruction and propaganda.

(f) The ability to look ahead, to anticipate possible happenings and to take action in regard to them.

(g) Complete impartiality in all questions of party politics.

4. Methods.

Of the many and varied methods open to the I.P.R. the following are important:-

(a) The Civilian Press. Particularly local papers of country districts. Good relations with the staffs of newspapers; Press conferences and visits to local units by the Press from time to time are essential.

(b) The Radio. Actual broadcasts by officers and men of the Army or of events happening in the Army are often of more value than set lectures by professional speakers. A regular hour might be devoted to Army matters and personal communications dealt with.

(c) The Cinema. In addition to the inclusion of items of interest in newsreels, especially showing Army screen demonstrations, films might be shown. The Army can help the film industry in any ways and might get good value in return.

(d) Public Appearances. Army Band Concerts. Spectacles, Sports, Rifle Fests, Publicity tours, Football matches, and other matters can demonstrate physically what the Army is doing and can do.

(e) Visits by the Public, by invitation to Barracks, Training Schools and depots, on certain special days, particularly to families of soldiers.

(f) Books and Photographs on Army life - affairs (numerous and otherwise) specially written and illustrated to libraries and bookshops for sale - even if not sold.

(g) Personal Example. The every day actions and behaviour of every member of the Army paint the truest and most lasting picture of the Army. This must be realised by all concerned if our methods are to produce any results.

GOOD ADVERTISING MUST BE BACKED BY GOOD PRODUCTS.

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Of the many and varied methods open to the D.P.R. the following are important:-

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- (f) Books and Photographs on Army life. Affairs (amorous and otherwise) specially written and illustrated to libraries and bookshops for sale - even if not so.
- (g) Personal Example. The every day actions and behaviour of every member of the Army paint the truest and most lasting picture of the Army. This must be realised by all concerned if our methods are to produce any results.

GOOD ADVERTISING MUST BE BACKED BY GOOD PRODUCTS.

5. Additional Aid.

Assistance in the D.P.R.'s task may be obtained from the following sources:-

- (a) Personal observation by P.R. representatives.
- (b) Contacts with civilian organisations.

- (c) Liaison with the Welfare and Intelligence Branches of the War Ministry and Ministry of the Interior.
- (d) The Weekly War Ministry News Sheet.
- (e) Liaison with employers of labour in order to receive proposals of employment for ex-soldiers.
- (f) Awareness of humour which plays an important part in securing good relations.

6. Impartiality.

It cannot be too strongly emphasised that the absolute truth of all information is paramount. Controversial subjects, particularly those concerned in party politics, should absolutely be avoided.

7. Organisation.

It is recommended that the organisation of the P.R. Directorate should be on the following lines:-

- (a) At the War Ministry the D.P.R. should have a staff of three or four officers with adequate clerical assistance.
- (b) The Ufficio Stampa should be placed at the disposal of the D.P.R. who should exercise general control over its policy and activities.
- (c) At each Territorial H.Q. one officer should be made responsible for public relations and be permitted to correspond directly with the D.P.R. on technical matters connected therewith.
- (d) Divisions and Regiments should be required to play their full part in finding information and material for P.R. activities and to supply "P.R. conscious".
- (e) Sufficient funds and transport (at least two motor-cars) and priority of air travel should be placed at the disposal of the P.R. Directorate - they should pay a good dividend if properly used.

3169

Subject : Public Relations

Land Forces Sub-Comm. A.C.,
(M.M.I.A.) R O M E .

A 022/1

11. Apr. '46.

To : Minister of War

1. Following the appointment of Col. FIORE-VERMAZZA as Director of the new Public Relations project, informal talks have taken place between him and the staff of M.M.I.A. At these talks we discussed the general set up of the P.R. organisation, the object, the scope of the task and the methods to be employed.

2. I think you agree that this project is a most important one, and that when the P.R. office is properly set up and functioning the Italian Army and Nation will soon benefit materially.

3. It may be of assistance to you to have in general terms the views of this Mission as to how the P.R. office should be organised, what its functions should be and how it should operate, such views being based on experience of Public Relations vis a vis the Allied forces.

4. I therefore attach a memorandum which may be of assistance to you in preparing your directive to the Director of Public Relations.

Ex-100
13 19 Apr

W. P. R. S. L. y.

Colonel

Major General
M.M.I.A.

(absent on duty)

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Italian War MinistryDirectorate of Public Relations1. Object.

To restore, improve and maintain the greatest possible mutual confidence, respect and sympathy between the Italian people and their Army by:-

- (a) giving to the Italian nation a better and truer understanding of the purposes, problems and achievements of the new Italian Army.
- (b) giving to the Italian Army a more definite and acceptable sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.

Coincident with the achievement of this object, there should develop a gradual but permanent restoration of, and improvement in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of command and administration so apparent at present.

2. General Responsibility.

To achieve their object, officers of the P.R. Directorate should be given definite responsibility of which the following are most important:

- (a) To give to the public at the proper times and by the best methods, true, relevant and well balanced information about the Army - of the present and the future.
- (b) To correct promptly and convincingly any false information which might be circulated to the detriment of the Army.
- (c) To maintain mutual interest between individual or groups of soldiers and the people of the localities in which their homes are situated, by the appropriate and continuous publication of incidents of human interest.
- (d) To keep the soldiers informed of events and ~~consequences~~ ^{consequences} of national importance or personal interest which they might have lost touch while serving in the Army.
- (e) To advise the Minister of War on all general questions of relations between the Army and the public and particularly on their psychological application to morale and contentment.

- (a) giving to the Italian nation a better and truer understanding of the purposes, problems and achievements of the new Italian Army.
- (b) giving to the Italian Army a more definite and acceptable sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.

Coincident with the achievement of this object, there should develop a gradual but permanent restoration of, and improvement in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of external and administrative as apparent at present.

2. General Responsibility.

To achieve their object, officers of the D.P.R. Directorate should be given definite responsibility of which the following are most important:

- (a) To give to the public at the proper times and by the best methods, true, relevant and well balanced information about the Army - of the present and the future.
- (b) To correct promptly and convincingly any false information which might be circulated to the detriment of the Army.
- (c) To maintain mutual interest between individual or groups of soldiers and the people of the localities in which their homes are situated, by the appropriate and continuous publication of incidents of human interest.
- (d) To keep the soldiers informed of events and incidents of national importance or personal interest which they might have lost touch while serving in the Army.
- (e) To advise the Minister of War on all general questions of relations between the Army and the public and particularly on their psychological application to morale and contentment.

3. Essential Qualifications.

To carry out the above duties the D.P.R. and his staff should possess the following attainments:-

- (a) Complete, accurate and up to date knowledge of the situation of the new Army and of the conditions under living and serving.
- (b) Knowledge as complete as is possible of future plans or projected changes.

- (c) Good relations with civilian publicity agents and other Government Departments.
- (d) A working knowledge of all civilian and military activities and means of publicity throughout Italy.
- (e) An understanding of the psychology of instruction and "salesmanship".
- (f) The ability to look ahead, to anticipate possible happenings and to take action in regard to them.
- (g) Complete impartiality in all questions of party politics.

4. Methods.

Of the many and varied methods open to the D.P.S., the following are important:-

- (a) The Civilian Press. Particularly local papers of country districts. Good relations with the staffs of newspapers; Press Conferences and visits to Army units by the Press from time to time are essential.
- (b) The Radio. Actual broadcasts by officers and men of the Army or of events happening in the Army are often of more value than set lectures by professional speakers. A regular hour might be devoted to Army matters and personal questions dealt with.
- (c) The Cinema. In addition to the inclusion of items of interest in news reels, especially short Army screen demonstrations might be shown. The Army can help the film industry in many ways and might get good value in return.
- (d) Public Appearances. Army Band Concerts, Spectacles, Sports, Exercises, Publicity tours, Football Matches, and other methods of demonstrating physically what the Army is doing and can do.
- (e) Visits by the Public. By invitation to Barracks, Training Schools and depots, on certain special days, particularly to families of soldiers.
- (f) Books and Photographs. on Army life and affairs (numerous and otherwise) specially written and circulated to libraries and bookshops for sale - even if not sold.
- (g) Personal Example. The every day actions and behaviour of every member of the Army point the way and must be followed.

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4. Methods.

Of the many and varied methods open to the P.P.R. the following are important:-

(a) The Civilian Press. Particularly local papers of country districts. Good relations with the staffs of newspapers; Press Conferences and visits to Army units by the Press from time to time are essential.

(b) The Radio. Actual broadcasts by officers and men of the Army or of events happening in the Army are often of more value than set lectures by professional speakers. A regular hour might be devoted to Army matters and personal questions dealt with.

(c) The Cinema. In addition to the inclusion of items of interest in news reels, especially short Army screen demonstrations might be shown. The Army can help the film industry in many ways and might get good value in return.

(d) Public Appearances. Army Band Concerts. Spectacles, Sports, Exercises, Publicity tours, Football Matches, and other methods of demonstrating physically what the Army is doing and can do.

(e) Visits by the Public. by invitation to Barracks, Training schools and depots, on certain special days, particularly to families of soldiers.

(f) Books and Pamphlets. on Army life and affairs (amateur and otherwise) specially written and circulated to libraries and bookshops for sale - even if not sold.

(g) Personal Example. The every day actions and behaviour of every member of the Army paint the truest and most lasting picture of the Army. This must be realised by all concerned if other methods are to produce any results.
GOOD ADVERTISING MUST BE BACKED BY GOOD PRODUCTS.

5. Additional Aids.

Assistance in the P.P.R.'s task may be obtained from the following sources:-

(a) Personal observation by P.P.R. representatives

(b) Contacts with civilian organisations

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- (c) Liaison with the Welfare and Intelligence Branches of the War Ministry and Ministry of the Interior.
- (d) The Weekly War Ministry News Sheet.
- (e) Liaison with employers of labour in order to receive promises of employment for ex-soldiers.
- (f) A sense of humour which plays an important part in securing good relations.

6. Impartiality.

It cannot be too strongly emphasised that the absolute truth of all information is paramount. Controversial subjects, particularly those concerned with party politics, should be absolutely avoided.

7. Organisation.

It is recommended that the organisation of the P.R. Directorate should be on the following lines:-

- ✓ (a) At the War Ministry the P.R. should have a staff of three or four officers with adequate clerical assistance.
- ✓ (b) The Ufficio Stampa should be placed at the disposal of the P.R. who should exercise general control over its policy and activities.
- (c) At each Territorial H. , one officer should be made responsible for public relations and be permitted to correspond direct with the P.R. on technical matters connected therewith.
- (d) Division and Regiments should be required to play their full part in finding information and material for P.R. activities and use fully "P.R. conscious".
- (e) Sufficient funds and transport (at least two motor-cars) should be placed at the disposal of the P.R. Directorate - they should pay a good dividend if properly used.

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Subject : Public RelationsLand Forces Sub-Comm. A.C.,
(M.M.I.A.) R O M E .

A 629/4

Apr. 1945.

To : Minister of War

1. Following the appointment of Col. FIGURE-VERNAZZA as Director of the new Public Relations project, informal talks have taken place between him and the staff of M.M.I.A. At these talks we discussed the general set up of the P.R. organization, the object, the scope of the task and the methods to be employed.
2. I think you agree that this project is a most important one, and that when the P.R. office is properly set up and functioning the Italian Army and Nation will soon benefit materially.
3. It may be of assistance to you to have in general terms the views of this Mission as to how the P.R. office should be organized, what its functions should be and how it should operate, such views being based on experience of Public Relations vis a vis the Allied forces.
4. I therefore attach a memorandum which may be of assistance to you in preparing your directive to the Director of Public Relations.

Dep. Comdr.

I should very much appreciate your
comments on this before issue

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Nothing had been

f K.

Major General
M.M.I.A.

B.A.S. has agreed.

/es

Italian Army Ministry

Directorate of Public Relations

1. Object.

To restore, improve and maintain the greatest possible mutual confidence, respect and sympathy between the Italian people and their Army by:-

- (a) giving to the Italian nation a better and truer understanding of the purposes, problems and achievements of the Italian Army;
- (b) giving to the Italian Army a more definite and acceptable sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.

Coincident with the achievement of this object, there should develop a genuine but permanent reformation of, and improvement in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of command and administration so apparent at present.

2. General Responsibility.

To achieve their object, officers of the P.D. Directorate should be given definite responsibility of which the following are most important:

- (a) To give to the public at the proper time and by the best methods, facts, relevant and well balanced information about the Army - of the present and the future.
- (b) To correct promptly and convincingly any false information which might be circulated to the detriment of the Army.
- (c) To maintain mutual interest between individual or groups of soldiers and the people of the localities in which their homes are situated, by the appropriate and continuous publication of incidents of human interest.
- (d) To keep the soldiers informed of events and developments of national importance or personal interest with which they might have lost touch while serving in the Army.
- (e) To advise the Minister of War on all general questions of relations between the Army and the public and particularly on their psychological adaptation to morale and contentment.

3. Essential qualifications.

To restore, improve and maintain the greatest possible mutual confidence, respect and sympathy between the Italian people and their Army by:-

- (a) giving to the Italian nation a better and firmer understanding of the purposes, problems and achievements of the new Italian Army.
 - (b) giving to the Italian Army a more definite and acceptable sense of its privileges and duties in relation to the constitutional and economic conditions of the nation.
- Coincident with the achievement of this object, there should develop a gradual but permanent restoration of, and improvement in the morale and efficiency of the Army, and a corresponding lessening of the difficulties of command and administration so apparent at present.

2. General Responsibility.

To achieve their object, officers of the R.E. Directorate should be given definite responsibility of which the following are most important:

- (a) To give to the public at the present time and of the best outlets, true, relevant and well balanced information about the Army - of the present and the future.
- (b) To correct promptly and convincingly any false information which might be circulated to the detriment of the Army.
- (c) To maintain mutual interest between individual or groups of soldiers and the morale of the localities in which their homes are situated, by the appropriate and continuous publication of incidents of human interest.
- (d) To keep the soldiers informed of events and developments of national importance or personal interest with which they might have lost touch while serving in the Army.
- (e) To advise the Minister of War on all general questions relating to the Army and the public and particularly on their psychological application to morale and contentment.

3. Essential Qualifications.

To carry out the above duties the D.E.O. and his staff should possess the following attainments:-

- (a) Complete, accurate and up to date knowledge of the organization of the new Army and of the conditions under which it is living and serving.
- (b) Knowledge as complete as is obtainable and as far in advance as is possible of future plans or orders regarding any contemplated changes.

- (c) Good relations with civilian publicity agents and other Government Departments.
- (d) A working knowledge of all civilian and military methods and means of publicity throughout Italy.
- (e) An understanding of the psychology of instruction and "salesmanship".
- (f) The ability to look ahead, to anticipate possible happenings and to take action in regard to them.
- (g) Complete impartiality in all questions of party politics.

4. Methods.

Of the many and varied methods open to the D.P.R. the following are important:-

- (a) The Civilian Press. Particularly local papers of country districts. Good relations with the staffs of newspapers; Press Conferences and visits to Army units by the Press from time to time are essential.
- (b) The Radio. Actual broadcasts by officers and men of the Army or of events happening in the Army are often of more value than set lectures by professional speakers. A regular hour might be devoted to Army matters and personal questions dealt with.
- (c) The Cinema. In addition to the inclusion of items of interest in news reels, especially short Army screen demonstrations might be shown. The Army can help the film industry in many ways and might get good value in return.
- (d) Public Appearances. Army Band Concerts. Spectacles, Sports, Exercises, Publicity tours, Football Matches, and other methods of demonstrating physically what the Army is doing and can do.
- (e) Visits by the public. by invitation to Barracks, Training Schools and depots, on certain special days, particularly to families of soldiers.
- (f) Books and Photomaps on Army life and affairs (numerous and otherwise) specially written and circulated to libraries and bookshops for sale - even if not sold.
- (g) Personal Example. The every day actions and behaviour of every member of the Army point the way.

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4. Methods.

Of the many and varied methods open to the P.P.P. the following are important:-

- (a) The Civilian Press. Particularly local papers of country districts. Good relations with the staffs of newspapers; Press Conferences and visits to Army units by the Press from time to time are essential.
- (b) The Radio. Actual broadcasts by officers and men of the Army or of events happening in the Army are often of more value than set lectures by professional speakers. A regular hour might be devoted to Army matters and personal questions dealt with.
- (c) The Cinema. In addition to the inclusion of items of interest in news reels, especially short Army screen demonstrations might be shown. The Army can help the film industry in many ways and might get good value in return.
- (d) Public Appearances. Army Band Concerts. Spectacles, Sports, Exercises, Publicity tours, Football Matches, and other methods of demonstrating physically what the Army is doing and can do.
- (e) Visits by the Public. by invitation to Barracks, Training Schools and depots, on certain special days, particularly to families of soldiers.
- (f) Books and Photographs. on Army life and affairs (innumerable and otherwise) specially written and circulated to libraries and bookshops for sale - even if not sold.
- (g) Personal Example. The every day actions and behaviour of every member of the Army paint the truest and most lasting picture of the Army. This must be realised by all concerned if other methods are to produce any results.
GOOD ADVERTISING MUST BE BACKED BY GOOD PRODUCTS.

5. Additional Aids.

Assistance in the P.P.P.'s task may be obtained from the following sources:-

- (a) Personal observation by P.P.P. representatives
- (b) Contacts with civilian organisations

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- (d) Liaison with the Welfare and Intelligence Branches of the War Ministry and Ministry of the Interior.
- (e) The Weekly War Ministry News Sheet.
- (f) Liaison with employees of Labour in order to receive precise information on employment for ex-soldiers.
- (g) A sense of honour which plays an important part in securing good relations.

6. Integrity.

It cannot be too strongly emphasised that the absolute truth of all information is paramount. Controversial subjects, particularly those connected with party politics, should be absolutely avoided.

7. Organisation.

It is recommended that the organisation of the P.R. Directorate should be on the following lines:-

- (a) At the War Ministry the D.P.R. should have a staff of three or four officers with adequate clerical assistance.
- (b) The Welfare Branch should be placed at the disposal of the D.P.R. who should exercise general control over its policy and activities.
- (c) At each Territorial H., the officer should be responsible for public relations and be permitted to correspond directly with the D.P.R. on technical matters connected therewith.
- (d) Divisional Headquarters should be required to play their full part in supplying information and material for P.R. activities and use fully "P.R. conscious".
- (e) Sufficient funds and transport (at least two motor-cars) should be placed at the disposal of the P.R. Directorate and they should pay a good dividend if properly used.

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should be placed at the disposal of the P.R. Directorate
they should pay a good dividend if properly used.

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(e) Liaison with employees of labour in order to receive information of employment for ex-servicemen.

(f) A series of letters which plays an important part in securing good relations.

6. Impartiality.

It cannot be too strongly emphasised that the absolute truth of all information is paramount. Controversial subjects, particularly those connected with party politics, should be absolutely avoided.

7. Organisation.

It is recommended that the organisation of the P.R. Directorate should be on the following lines:-

(a) At the War Ministry the P.R. should have a staff of three or four officers with adequate clerical assistance.

(b) The Publicity Branch should be placed at the disposal of the P.R. who should exercise general control over its policy and activities.

(c) At each Territorial P.R. an officer should be appointed responsible for public relations and be permitted to correspond direct with the P.R.P. on technical matters connected therewith.

(d) Liaison and Propaganda should be required to play their full part in finding information and material for P.R. activities and make fully "P.R. conscious".

(e) Sufficient funds and transport (at least two motor-cars) should be placed at the disposal of the P.R. Directorate and they should pay a good dividend if properly used.

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OFFICE NOTEP.H.O.

1. At a meeting with Col THOMAS VANDERMAA Director designate of Public Relations, the scope of his task and the methods to be employed were discussed.

2. It was agreed that the task of the PHO in general terms was two-fold:-

- (a) To "sell" the Army to the Civilian Community.
- (b) To show the civilian community to the Army in a favourable light.

The scope must include measures likely to improve relations.

3. The size of the Staff required by the PHO was mentioned, but not discussed in any detail. It seems however, that a minimum of one PHO officer at each Territorial HQ is necessary.

4. The task requires both obtaining and dissemination of information. Some methods were discussed as follows:-

Articles in the Press
Press Conferences
Weekly news sheet
Broadcasting
Photography
Films

With regard to the press it was agreed that the first essential was to establish good relations with as wide a range of Newspapers as possible. The weekly news sheet is insufficient by itself, and only gives information to the Army.

The ideal would seem to be a regular Press Conference attended by correspondents of many papers, no matter what their political views. In time it may be possible to get them to publish articles concerning the Army, and to suppress, or at least publish articles countering objectionable statements which appear regularly.

The Director of PR must not be regarded as simply the Head of the Press Bureau at the Ministry of War; this he will be regarded as unless precautions are taken.

5. Some examples of matters over which action might have been taken were discussed as follows:-

(a) C.M.R.

Articles and photographs showing the public the reception meted out to a recruit on arrival.

Short recorded statements by recruits themselves as to their reactions.

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2. It was agreed that the task of the PRO in general terms was two-fold:-

- (a) To "sell" the Army to the Civilian Community.
- (b) To show the civilian community to the Army in a favourable light.

The scope must include measure likely to improve relations.

3. The size of the staff required by the PRO was mentioned, but not discussed in any detail. It seems however, that a minimum of one PRO officer at each Territorial HQ is necessary.

4. The task requires both obtaining and dissemination of information. Some methods were discussed as follows:-

Articles in the Press
Press Conferences
Weekly news sheet
Broadcasting
Photography
Films

With regard to the press it was agreed that the first essential was to establish good relations with as wide a range of newspapers as possible. The weekly news sheet is insufficient by itself, and only gives information to the Army.

The ideal would seem to be a regular Press Conference attended by correspondents of many papers, no matter what their political views. In time it may be possible to get them to publish articles concerning the Army, and to suppress, or at least publish articles countering objectionable statements which appear regularly.

The Director of PR must not be regarded as simply the Head of the Press Bureau at the Ministry of War; this he will be regarded as unless precautions are taken.

5. Some examples of matters over which action might have been taken were discussed as follows:-

(a) CAR

Articles and photographs showing the public the reception meted out to a recruit on arrival.

Short recorded statements by recruits themselves as to their reactions.

(b) AMNESTY

Press articles making it quite clear why this is necessary, what its effect will be in general terms. Such to be published in advance of the publication of the actual Amnesty itself.

(c) The organisation of a campaign to get employers to guarantee re-employment to conscripts after their year of service.

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6. It was agreed and emphasised that articles in the Press must be absolutely abreast of the times; late news is no good.
7. It was finally decided that a further meeting would be held on the return of Col A/Q and a document drawn up for despatch to the Minister of War.

Mr. Gilmour & Co.
WAG

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7. It was finally decided that a further meeting would be held on the return of Col A/1 and a document drawn up for despatch to the Minister of War.

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