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69. Public Relations

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May - Nov. 1946

7 THREE THREE SIX
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 Date: 2/16/63

1st Div. 126

Subject: Public Relations

To: Lt. ARTHUR
 Lt. STONE
 Lt. HENRI

1. G.S.C. I. is starting a collection of items on Public Relations. These items will be forwarded to Hq. S.S.I.-A. as an appendix to the monthly report and will be known as the "P.R. packet".
2. Any item in the local newspaper, journals or any publications that would be of interest to the S.S.I.-A. whether officially or from an unofficial or social angle should be included.
3. You are requested to bring any such articles, ideas or photographs to the attention of the S.S.I.-A.

M. Hamilton

H. A. HAMILTON
 Major,
 GSO II
 7 S.S.I.-A.

Informal: All concerned.

7667

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7 BRITISH LIAISON UNIT
FLORENCE

REF: BLU/69

Florence, 1 July 1946

Subject : Military and Civilian Press Activities

To : HM. M.M.I.A.

Ref. your G/37/7 dated 25 June 46.

Enclosures in your a/m letter herewith acknowledged.

H

H.W. HAMILTON
Major
GSO II

7866

7 BRITISH LIAISON UNIT
FLORENCE

19
REF: BLU/26

Florence, 1st May 1946

Subject : Public Relations

To : M.M.I.A.

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

1. This matter was taken up with 7 T.C. and a reply has been received to the effect that Lieut- Col. MARCELLE of 7 T.C. is at present attending a conference on this subject, at the Ministry of War. *See 2*
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. *See 3*

[Signature]
D.S.L. GREGSON
Major
DAA & QMG

7865

7 BRITISH LIAISON UNIT
PARME

28
 REF: DMU/28

Florence, 6 May 1946

Subject : Public Relations

To : 7 Territorial Command (By hand of Lieut FRANCHINI)

1. Information has been received from Hq. MIA that the Ministry of War have set up a Public Relations organisation.
 Col. FICUS - VERNAZZA has been appointed Director of P.R.
2. A copy of the letter and memorandum addressed to the Minister of War by Hq. MIA is enclosed.
3. Genl. BROWNING feels that the project is an important one and that when the P.R. office is set up and functioning, the Italian Army and nation will soon benefit materially.
4. Col. FICUS - VERNAZZA understands the object of his task thoroughly; he will however require the cooperation and active assistance of Territorial Divisional and Regimental Commanders.
5. You will see from para 7 (a) of the memorandum that a P.R. Officer at each Territorial Hq. is envisaged. In this connection you are requested to forward your views as to whether you favour appointing an officer already on your staff to carry out the duties of P.R. officer in addition to his other duties or whether you favour the appointment of a whole time P.R. 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.
6. Any recommendations or suggestions you may have on the project would be welcomed by this Hq.
7. Any points of interest or action taken in this connection should be forwarded fortnightly so as to reach this Hq. on the 16th and last day of each month.
8. A very early reply is requested to paras 5 and 6.

D.S.L. GREGSON
 D.S.L. GREGSON
 Major
 DAA & QG

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