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Office Instrns. (and Returns) From 'A' (MMIA) In Jacket

Feb. 6, 1946 - Apr. 15, 1946

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PERSONEL OF TWO CIVILIANS

215-48

A 868 RECOMMENDATIONS FOR PUBLIC RELATIONS 12.7.26

12.7.26

and Public Relations

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ON 12.2.86

1429

Subject : Public Relations



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

A 029/1

30 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-VIANAZZA 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-VIANAZZA 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. 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 you are 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.

1428

1599

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

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1477 11m0. 1 12
Ma General,
FOR M.M.I.A.

AFG/as

COPY

Subject : Public Relations

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

A 029/1

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 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 promemoria which may be of assistance to you in preparing your directive to the Director of Public Relations.

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

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Colonel
for Major General,
M.M.I.A.
(absent on duty)

/as

1602

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 P.R. Directorate should be given definite responsibility of which the following are most important:

- (a) To refer to the public at the proper times and by the best means, 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 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 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 accuracy and up-to-date knowledge of the organization

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

Coincident with the achievement of this effect, 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.

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3. Essential Qualifications.

To carry out the above duties the D.P.A. 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 possible, and as far in advance as possible of future plans or orders regarding any conventional changes.

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- 2 -

- (c) Good relations with civilian publicity agents and the 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.F.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 newsreels, especially showing 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 demonstration physically show 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. 25
- (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 paint the truest and most lasting picture of the Army. This must be realised by all concerned if their methods are to produce any results.

GOOD ADVERTISING MUST BE BACKED BY GOOD PRODUCTS.

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- (c) The Cinema. In addition to the inclusion of items of interest in newsreels, 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.
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5. Additional A.

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

- (a) Personal observation by I.R. representative.
- (b) Contacts with civilian organisations.

- 3 -

- (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 for 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 absolutely avoided.

7. Organisation.

It is recommended that the organisation of the P.I. 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 fully "P.R. conscious".
- (e) Sufficient fund and transport (at least two motor-cars) and priority of air travel should be accorded at the disposal of the P.I. Directorate - they should pay a good dividend if properly used.

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TP/23

SUBJECT : Discipline - Officers

CONFIDENTIAL

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

A 375

28 Feb. '46.

TO : List 'B'

1. Herewith copy of GHQ CMF letter 4052/A3 of 6 Feb 46.
2. Commanding officers will ensure that this letter is read by all officers under their command.

Major General
M.M.I.A.

/as

1423

SUBJECT:- Discipline - Officers

CONFIDENTIAL

Commander, BTA
Commander, Land Forces, GREECE
Commander, 13 Corps
Commander, No.2 District
Commander, No.3 District
Commander, BTNA

GHQ CMF

A052/A3

6 Feb 46

Copies to: HQ Allied Commission, AUSTRIA (Br Element)
HQ Allied Commission, ITALY

1. The recent increase in the number of offences involving fraud and dishonesty by officers is causing serious concern. Many officers now-a-days are faced with considerable temptation owing to the opportunities which exist for making large sums of money by dishonest means. Owing to the dislocation in administration caused by release it is sometimes difficult for an adequate degree of supervision to be exercised. Also many cases of carelessly kept or deliberately falsified accounts are now coming to light for the first time when the officers responsible for them are landing over preparatory to going on release.

2. It cannot be too strongly emphasised that an officer in the Army is in a position of trust, and an officer who is guilty of an offence involving fraud or dishonesty deserves a heavier punishment than a soldier convicted of a similar offence, since he has abused in a greater degree the particular trust placed upon him and has also in many cases discredited the Service in the eyes of the civil population. These offences are criminal, and courts-martial will bear in mind when considering sentence that a purely military punishment such as cashiering or dismissal may be quite inadequate to meet the case. An officer who is tempted to commit a fraud such as selling or illegally disposing of Government property, or falsifying accounts, should realise that he is making himself liable to a long term of Penal Servitude or Imprisonment, which may wreck the whole of his future life.

3. Commanding Officers will bear in mind the increased opportunities for fraud which now exist and insist on a tighter supervision of Government property and accounts. Before signing a clearance certificate for an officer going on release they will carry out adequate investigations and if any illegal transactions are brought to light they will hold the officer concerned for enquiry and apply immediately for his deferment on disciplinary grounds.

4. The Commander-in-Chief directs that this letter be brought to the notice of all officers under your command. Instructions regarding the

Commander, 13 Corps
Commander, No.2 District
Commander, No.3 District
Commander, BTNA

Copies to: HQ Allied Commission, AUSTRIA (Br Element)
HQ Allied Commission, ITALY

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4. The Commander-in-Chief directs that this letter be brought to the notice of all officers under your command. Instructions regarding the consideration to be brought to the notice of Presidents of Courts Martial were issued in this HQ letter 4052/A3 dated 10 Jan 46.

(Sgd)WFM MacLTOP
Major General
DAC

Subject:- Travelling Allowances.

Land Forces Sub Commission A.C.
(M. M. I. A.) ROME.
Q.259
February, 1946.

Distribution:

List "A"
List "B"

1. The question of travelling allowances, raised at the general conference held recently at this H.Q., has been under consideration.
2. It is notified for the information of all concerned that the instructions contained in G.R.O. 655, issued on the 8 June 45, are still applicable to personnel travelling on duty in this theatre. The relevant paragraphs are 2, 3 and 4, which are reproduced below:

PERSONNEL TRAVELLING IN THIS THEATRE.

2. The general conditions of Section 6 III of Allowance Regulations preclude the issue of travelling allowances on Active Service and such allowances will NOT therefore be generally admissible to personnel travelling or absent from their stations on temporary duty within this theatre. Such personnel, will whenever possible, be accommodated in W.D. accommodation or billets and rationed in kind. Transit Camps and Hotels will be established and used as far as possible, charges being limited to such items as officers, warrant officers and sergeants may normally be expected to meet themselves, i.e. cost of locally purchased foodstuffs additional to the ration, personal laundry (officers), etc. The maximum level of these charges will be laid down from time to time by A.F.H.Q.

3. Personnel will not normally occupy accommodation intended for rest purposes, whether provided by the Army, by E.F.I. or by voluntary bodies. Where such accommodation is necessarily occupied by personnel on duty repayment of charges in excess of the maximum laid down for transit hotels by this HQ will be made provided the following certificate is obtained from the Town Major at the time and is attached to the claim submitted on AFO.1771:

Number..... Rank.....
Initials and Surname.....
is authorised to stay at.....
(name of rest accommodation)
From..... date.....
to date.....
inclusive. He has produced adequate evidence that he is on duty. No other
suitable accommodation is available.
Place..... Date.....
Signature..... Rank.....
Town Major.

- 2 -

4. In exceptional circumstances where personnel are put to additional expense in the course of their duties, a claim for actual "out of pocket" expenses should be submitted on AFO.1771 together with an explanation of the circumstances to the appropriate Command Paymaster. It is emphasised however, that charges for accommodation in civilian hotels will not be admitted if billets are available.

R.A. Curties

R.A. CURTIES Lt. Col.
A.Q.M.G. M.M.I.A.

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1613