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DRAFT RADIO PLAN FOR LIBERATION

JULY - SEPT. 1944

D R A F T

HHS/epc

1st Ind.

22nd September, 1944

COMMUNICATIONS SUB-COMMISSION A.C.C.HQ. APC 394.

TO: Acting Chief Commissioner  
(Thru Finance Sub-Commission and P.R.O.)

1. Draft radio plan submitted by P.W.B. covers two distinct subjects.

a. Immediate steps to be taken in accordance with agreed policy.

b. Recommended reorganization of Broadcasting in Italy.

These subjects while related, are very different and would be better treated in two reports.

2. The steps proposed in Part I of the Draft Radio Plan (which stem from the agreement among P.W.B. A.C.C. and the Ministry of Communications) are the result of several meetings of representatives of P.W.B. and this Sub-Commission and <sup>they</sup> are agreeable to E.I.A.R. This Sub-Commission has the following comments to make on this part of the Draft.

a. There should be added to para I-a sentence along the following lines (with which P.W.B. agrees). "P.W.B. will continue to assist E.I.A.R. in the production of musical programs especially in regards to supply of recorded programs". Under present conditions E.I.A.R., without assistance from P.W.B., cannot obtain suitable recordings and hence unless P.W.B. continues to assist as in the past, programs would suffer materially and para IB(2) would have to be invoked.

b. Para IE (1). Recommend this be changed to read "to name a Board of Commissioners for E.I.A.R. to act as consultants to the management of E.I.A.R. This Board to be composed of representative Italians of high Professional standing and to include one representative of the Employees association of E.I.A.R." A recommendation for the formation of such a Board has already been made to the Ministry of Communications by the present manager of E.I.A.R.

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c. Para IE (2) This recommendation does not properly belong in Para I. (Immediate steps) but in Part III (Long term recommendations)

3. The second subject covered by the draft Radio plan is a recommended reorganization of Broadcasting in Italy and in the opinion of this,

Sub-Commission should be separated from the first portion of the plan to which it is perhaps ~~not~~ related, but with which it has little connection.

4. This Sub-Commission has no comment on Part II of the plan which covers the background and general considerations on the Italian Radio system.

5. Part III gives long term recommendations for a complete reorganization of Italian Broadcasting; this Sub-Commission agrees that P.W.B. would not be fulfilling its mission if it did not suggest to the Italian Government a method of establishing "a free Radio which will not be the instrument for any Government, political party or group of private interests".

6. The steps outlined in Part III would no doubt go a long way towards insuring attainment of the desired goal.

7. To determine whether legal and financial obstacles or cultural and racial predilections exist which render the plan proposed by P.W.B. impracticable does not appear to fall within the scope of A.C.C.

8. It is therefore recommended that the proposed Draft plan be amended as follows:

a. Remove Part I which as stated above has little connection to the rest of the plan.

b. Remove Part II para A and B.

c. Rewrite Part III so that plan is put forward as one suggested method of attaining the desired result.

9. The decision as to the method adopted or even the decision to adopt any method is one which, in the opinion of this Sub-Commission, should be left to the Italians. Only in this way can a Radio system

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  - c. Rewrite Part III so that plan is put forward as one suggested <sup>21.8</sup> method of attaining the desired result.
9. The decision as to the method adopted or even the decision to adopt any method is one which, in the opinion of this Sub-Commission, should be left to the Italians. Only in this way can a Radio system be established which "bears unmistakably the mark 'Made in Italy' ".

J.L.HENDERSON  
Colonel

Director, Communications Sub-Commission

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ALLIED FORCES HEADQUARTERS

I. M. C.

PSYCHOLOGICAL WARFARE BRANCH

Sept. 15, 1944

DRAFT RADIO PLAN FOR LIBERATED ITALY

OUTLINE

- I. Immediate steps
- II. Background of and general considerations on the Italian radio system.
- III. Long term recommendations
- IV. Conclusion.

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I. IMMEDIATE STEPS:

Conforming to overall directives, which call for the swiftest possible transfer to Italian hands of all domestic services, PWB proposes that the following steps be taken in Liberated Italy, ACC territory.

A. Effective October 1st. 1944, PWB to transfer to ELAR the responsibility for, and the actual organization and production of ALL musical programs, both "live" and recorded, which represent approximately 50% of the total radio output.

B. PWB to retain the right to intervene and to request modifications in ELAR's musical programs on the following grounds:

- (1) If it becomes apparent that by the choice of composers or by means of spoken comment on the music, these programs pursue political aims at variance with those of the United Nations.
- (2) If the quality of the programs as broadcast is not of sufficiently high standard, and risks impairing the reputation of the radio system as a whole, thus throwing discredit on the "spoken" programs, the vehicle for propaganda and operational instructions.

C. PWB to retain the responsibility for and the actual organization and production of the "spoken" programs, which represent approximately 50% of the total radio output, with the following subdivisions:

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C. PWB to retain the responsibility for and the actual organization and production of the "spoken" programs, which represent approximately 50% of the total radio output, with the following subdivisions:

News and political commentary.....(apprx)...37%  
Other spoken programs.....(apprx)...13%  
( "Man in the street"; Women's show;  
Dramatizations and prose readings, etc.)

The principle of EIRR having an Advisory Council is agreed,  
 but not Rome Commissioners. These should not be the  
 Commissioners, responsible for management, promotion, etc. It  
 should be advised in matters of direct concern to the  
 relations of EIRR with the Italian public by an Advisory  
 Council of Rome members, nominated by  
 The Government  
 The University of Rome in similar proportion  
 The Press

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**NOTE:**

PWB proposes to retain the above responsibilities because of the obvious potentialities of all such programs for propaganda purposes. Such vehicles, for instance, as the "Women's programs" or well selected dramatizations permit the hammering home of our themes in a manner less obvious and therefore more effective than propaganda commentaries.

Conversely such instruments in indifferent, not to say hostile hands could do much to nullify such influence as we might exert in the more obvious forms of propaganda.

The final, and in the opinion of PWB, the peremptory reason for retention by PWB of all spoken programs is that these will be relayed by shortwave to German occupied Italy. They thus become operational and, for security as well as for psychological warfare reasons must remain the direct responsibility of PWB.

D. PWB to retain the responsibility for scheduling. It is within the framework of schedules as drawn up by PWB that EIAR will exercise its responsibilities with regard to the musical programs.

E. PWB recommends that the Italian Government be invited to take the following immediate steps:

- (1) To name THREE commissioners in all for EIAR and EIAR alone. These could be usefully selected among the following circles: one from business or administration, to exercise actual managerial duties; one from the University or the schools; one from the press or the bar.
- (2) To name other commissioners for SIRI, SIPRA and CETRA

**NOTE:**

The motive for these recommendations is to provide the present sole commissioner with at least the nucleus of a consultative board, in order that the increasing responsibilities of Italians in Italian radio may be as widely shared as possible, thus laying the groundwork for a truly democratic radio system. It is also felt that restriction of the commissioners' authority to EIAR and EIAR alone will relieve PWB from the possible onus of having contributed in any degree to the re-establishment of the horizontal trust of which EIAR was part.

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II. BACKGROUND OF AND GENERAL CONSIDERATIONS ON THE ITALIAN RADIO SYSTEM.

A. BACKGROUND ON EIAR

The single Italian radio system is known as EIAR. (Ente Italiano Audizioni Radiofoniche.) It holds a concession from the former government, which named it as the only body authorized to broadcast radio and television programs within Italy and to her colonies. This concession runs until December 11th, 1952.

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RIAR is a profit sharing stock corporation whose income is provided by state organized collection of radio audition taxes and taxes on the purchase of radio receivers, tubes and parts.

One of the clauses in the covenant of the concession provides for the use by the government of broadcasting facilities for a certain number of hours daily and empowers the government to exercise control over all broadcasts.

At the beginning of the war RIAR owned or controlled 34 medium wave transmitters, nine short wave transmitters, a central control receiving location and a considerable amount of real estate and other properties.

RIAR, founded in 1923 as URI (Unione Radiofonica Italiana), has a capital of 64,000,000 Lire, subdivided into 128,000 shares with a nominal value of 500 Lire each. Of these 2,877 are owned by private firms or individuals while 125,123 shares are held by the holding company SIP (Società Idroelettrica Piemonte) whose legal seat is in Northern Italy.

RIAR is a small but important component of the huge horizontal trust headed by IRI (Istituto per la Ricostruzione Industriale.) Through holding companies and interlocking directorates, IRI wielded great power in the fascist state. It controlled Italian radio, electric power producing and distributing companies, publishing houses, newspapers, advertising firms, copyright organizations and owned much real estate. IRI is presently under investigation by the government and may be reorganized or dissolved.

One of IRI's holding companies, SIP, which owns approximately 98% of RIAR's stock also controls:

Vizzola Società per Azioni: Electric power corporation.  
SET (Società Editrice Torinese) - owner and publisher of the Gazetta del Popolo, Turin and of FMSA (Edizioni Moda S. A.)

SIPRA (Società Italiana Pubblicità Radiofonica Anonima) - holds the monopoly of all advertising appearing in radio publications and radio broadcasts.  
CETRA (Compagnia per Edizioni Teatro Registrazioni ed Affini) - holds copyrights of all plays and music broadcast by RIAR, which by law cannot itself purchase copyrights of any material broadcast. Is also the manufacturer of phonograph records.

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ELAR, founded in 1923 as URI (Unione Radiofonica Italiana), has a capital of 64,000,000 Lire, subdivided into 128,000 shares with a nominal value of 500 Lire each. Of these 2,877 are owned by private firms or individuals while 125,123 shares are held by the holding company SIP (Società Idroelettrica Piemonte) whose legal seat is in Northern Italy.

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SIRI (Società Immobiliare Radiofonica Italiana) - holder of all real estate used for radio and television purposes.

Società Piemonte Centrale di Elettricità - electric power corporation.

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II. THE ROLE OF PWB IN ITALIAN RADIO

AFHQ memorandum No. 56, dated July 1st, 1943, charged PWB with the mission of conducting all propaganda activities in Liberated Italy and to Occupied Italy.

In a subsequent memorandum, of November 22nd, 1943, AFHQ more specifically charged PWB with the control and supervision of all Italian radio stations.

As the United Nations forces have liberated Italy, PWB has discharged these duties. In addition to conducting propaganda broadcasts to Occupied Italy for operational purposes, PWB has also been engaged in providing radio fare in Liberated Italy, along directive lines approved by AFHQ, ACC and AAI. A further task of PWB has been the training of Italian technical, production and other personnel to prepare them to take over the Italian radio system.

On May 11th, 1944 an agreement was signed between PWB and the Italian government, Ministry of Communications, on the administrative and technical control of EIAR. The agreement was signed by Sig. Mario Fano for the Italian government, Mr. George Edman for PWB and Captain Ellory W. Stone, USNR, for ACC. Stemming from this agreement was the appointment of Prof. Luigi Rusca, on August 10th, 1944, as Managing Director and General Manager of EIAR. It was subsequently learned that at the same time Prof. Rusca was also appointed sole director of SIRI, Managing Director of SIPRA and President of CETRA.

On September 1st, 1944 technical and administrative control of the Italian radio system reverted to EIAR jurisdiction.

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C. OBJECTIVES OF RADIO IN ITALY

The mission of radio in a free country is threefold:

1. To provide free dissemination of news.
2. To serve as a vehicle for the free discussion and dissemination of ideas.
3. To provide entertainment.

Radio in Italy cannot accomplish its mission unless it is free and unless those responsible for operating it are equally free and owe allegiance to none but to the Italian people.

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Under fascism radio was not free. Total political control was exercised by the government. Like the press, radio was used to help shape the minds of the people along totalitarian lines.

The prime objective of allied effort in the field of radio should be to establish the basis for a free radio which will not be the instrument for any government, political party or group of private interests.

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To this end Italian radio should be adjusted to conditions of the free Italy of tomorrow. This does not mean that Italian radio should be remodelled along British or American radio practices. A radio system should be left here which bears unmistakably the mark "Made in Italy". It must take into account Italian character and temperament, traditions and economic possibilities. It must be politically free, and yet enough control must be exercised over it to prevent it from being an autonomous structure, beyond the reach of censure or criticism.

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### III. LONG TERM RECOMMENDATIONS

- A. The Italian Government should be invited to delete from the existing covenant of its radio concession with EIAR that section which empowers the government to exercise political control over the radio output. EIAR should be invited to work out a formula allowing the free radio discussion of controversial issues, political issues included. While it is clear that such a problem will be more difficult of solution in Italy than in countries where two or three major political parties overwhelmingly dominate the political field, a solution must be found if radio is to fulfill its mission and not to become the handmaiden of any one party or group.
- B. The Italian Government should be invited to remove EIAR from the trust controlled by SIP. in turn controlled by IRI. Ideally EIAR should be a separate and independent organization occupied solely with radio activities, and not involved in any other form of industry or finance. It is realized that such a severance of ties between EIAR, SIP, SIRI, CETRA and IRI will entail extensive legal and financial negotiations. Pending such a solution the Italian Government could assume temporary custody of all outstanding EIAR stock, acting as trustee for EIAR.
- C. The Italian Government should be advised to organize EIAR on a cooperative basis. With the public as its real owners. To this end EIAR could buy in, over a period to be determined, all outstanding stock, including that held by SIP.
- D. Profits accruing to EIAR through excess of income (radio taxes) over current expenditures could be employed in improving programs and services, in adding new stations and facilities (e.g. television) and for the distribution

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  - D. Profits accruing to EIAR through excess of income (radio taxes) over current expenditures could be employed in improving programs and services, in adding new stations and facilities (e.g. television) and for the distribution of bonuses to management and employees.
  - E. The Italian government should be invited to remove EIAR from the direct or indirect control of any ministry. To this end the Government could set up an independent Radio Commission. The duties of this body would be to decide on the allocation of new stations, to determine the technical standards on which the system must operate, to ensure that the system operates in the public interest.

Such a commission could be composed of three or five members, the terms of office running for three years, the terms being staggered in order to avoid the disappearance of all experienced members at any one time.

Members could be appointed by the Prime Minister and ratified by Parliament. They could be recruited from members of the bar, the press, the professorate, the general public. Members should not be chosen among the staff or management of EIAR, nor among EIAR stockholders should EIAR retain the form of a joint stock corporation.

F. A managing board of five members could direct and operate EIAR. Their terms could run for three years and like those of the Commissioners, be staggered. Three members of the board could be appointed by the Commission and two named by the radio employees. This managing board would elect annually one of its members to serve as Director and General Manager of EIAR.

G. Since competition in radio is the best guarantee of high technical and artistic quality, the Italian government should prepare the structure for two or more networks for such time as the country may be economically able to support them. Before the war EIAR operated three separate networks. Their re-constitution should be encouraged. Each network or circuit should be under a different management. They should be completely independent of each other, while all under the jurisdiction of the Commission. The income for the operation of the networks would be raised by the present tax system, with taxes split on the basis of the combined wattage of the stations, since power of stations determines to some degree the number of listeners.

#### IV. CONCLUSION

It is clearly realized that the ultimate success of Italian radio in playing its part as a vehicle for free thought and information depends more upon the spirit of the Italians who will operate it than upon any formal guarantees.

It is equally realized that some, perhaps many of the recommendations outlined above may, for legal, economic or other reasons, have to be considerably modified.

Nonetheless, even if far reaching changes in this plan are necessary, its aim remains constant. For it is felt that PWB would be failing in its mission if it did not, before its disappearance from the Italian scene, take every possible step to ensure for the Italian people the ground-work at least for the establishment of a free radio, that people may be able to enjoy in the

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ccccc

Douglas H. Schneider  
Chief, Radio Division  
P.W.B.

Joseph D. Ravotto  
CHIEF, ITALIAN RADIO  
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