

Notes

**RESTRICTED**

# **HANDBOOK**

**FOR**

## **KREIS RESIDENT OFFICERS**

**PART II**  
**(Technical)**

**PAMPHLET No. 5**

**PUBLIC RELATIONS AND INFORMATION SERVICES**  
**CONTROL**

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## PUBLIC RELATIONS AND INFORMATION SERVICES CONTROL

P.R./I.S.C. Group is represented at each Regional Headquarters by an S.P.O. who can advise K.R.O's on any matter relating to P.R./I.S.C.

### Section I

#### PUBLIC RELATIONS

1. The function of the Public Relations Branch of P.R./I.S.C. Group is to ensure that a fair and balanced view of the activities and achievements of the Control Commission are accurately presented to the world through all available media, especially Press, Radio and News Reels, etc. The Branch is also responsible for the preparation of special publicity campaigns; applicable equally to the world and the German Press, and for providing the official statements of the Control Commission both to the world and the German Press. Such campaigns and "Handouts" conform with the policy laid down by the Commander-in-Chief. The closest liaison is maintained at all levels with the Information Services Control Branch of P.R./I.S.C. Group, whose responsibilities are described later in this pamphlet.

2. These functions of Public Relations Branch, with H.Q. at Berlin, are carried out by four main sections, each of which is represented by the P.R. Element of P.R./I.S.C. Staffs at Regional H.Q. in Hamburg, Hannover, Dusseldorf, Kiel, at the Bi-zonal Agencies at Frankfurt and the Zonal Executive Offices at Herford.

These main sections are :—

- (a) Policy and Planning Section ;
- (b) Public Relations Service Section ;
- (c) Broadcasting Section ;
- (d) Magazine Section.

There is also a special staff for maintaining direct contact with the C.-in-C. and D.M.G. The activities of these sections are summarised below.

### 3. Policy and Planning Section

This is sub-divided into :—

- (a) *Planning Sub-Section*—responsible for obtaining and issuing to the Group details of the policy to be followed ; it also plans publicity campaigns, special tours of Allied and Foreign Journalists and any special operations.
- (b) *Liaison Sub-Section*—Close contact is maintained through P.R. Liaison officers with all authorities in Berlin, the British Zone and the Bi-zonal Agencies. Through this section information for the press is collected, cleared for policy and fact and submitted for release to the world. It is the channel for information, and is responsible for so cataloguing such information, that it is available at all times for those requiring it.
- (c) *Information and News Room Sub-Section*—This has the responsibility of issuing all official statements, handouts, speeches of officials, etc. to the world and German Press. Where such statements are of a Zonal or higher nature they are issued from Berlin, and, when of a Regional aspect only, are released by Regions. Bi-partite statements emanating from Frankfurt can be released from Frankfurt. It is also responsible for arranging photo coverage of special events and visits.

### 4. Public Relations Services Section

This has its centre of activities at Herford, is represented at each of the Press Camps in the British Zone, namely Bad Salzuflen, Ohligs, Hamburg and at Berlin and Frankfurt. It is responsible for :—

- (a) The accreditation and calling forward of visiting, and resident press correspondents ;
- (b) The arranging of filing facilities and supervision of press communications ;
- (c) The supply of conducting officers when desirable. It also accounts for capitation and other charges made to correspondents for the services rendered. It maintains contact with the Information Secretaries of other countries and with London.

### 5. Broadcasting Section

This, situated in Hamburg, is responsible for collecting and collating news items of the C.C.G. activities in Germany ; and for preparing and delivering these in the daily news talks over the Radio (B.F.N.).

### 6. Magazine Section

This, situated at Bunde, acting under the instruction of an Advisory Board in Berlin, has the responsibility of editing, printing and distributing the British Zone Review.

7. Preparations are now in hand whereby the essence of the news made available to the press will be distributed at regular intervals to Regional, R.B. and Kreis Group H.Q.s and K.R.O.s.

## Section II

### INFORMATION SERVICES CONTROL

#### 8. General

The German Information Services are supervised by Information Services Control (I.S.C.) Branch which is responsible for the following media :—

Broadcasting (N.W.D.R.), German Press, Films, Book Publishing, Theatre and Music, and Information Centres. With the exception of Broadcasting and Films, representatives of each of these media form part of the P.R./I.S.C. staff at Regional H.Q.s. K.R.O.s should therefore refer any matter to do with the German Press, Book Publishing, Theatres, Concerts, etc. and Information Centres, to the Senior P.R./I.S.C. Officer, Regional H.Q. Any matter connected with broadcasting over the N.W.D.R. network to Broadcasting Section, I.S.C. Branch, Hamburg ; and any matter connected with German cinemas or the exhibition of films to German audiences to Film Section, I.S.C. Branch, Hamburg.

The following paragraphs briefly indicate the scope of these activities, and how they are likely to affect the Kreis Resident Officer.

#### 9. The Licensing Procedure

Under Military Government Law 191 no German may undertake :



- (a) Publication of newspapers, books, pamphlets, etc.
- (b) Operation of news or photographic service, or of a broadcasting system, etc.
- (c) Production of any film, concert, theatre or other entertainment, without being in possession of an authorised Military Government licence.

10. Such licence is granted by I.S.C. only after an investigation of the applicant's political reliability, experience, and financial stability, and subject to the following conditions:—

- (a) That all laws, ordinances, regulations and instructions of Military Government are complied with;
- (b) That the licence be prominently displayed on the premises of the licensee at all times;
- (c) That all newspapers, books, periodicals, pamphlets, posters, printed music or other publications, sound recordings or motion picture films published or produced under the licence shall bear in such manner as may be prescribed the legend: Published (or produced) under Military Government Information Control Licence No. ....
- (d) That no person not reported on the application for the licence as having a financial interest in the business enterprise conducted under the licence, shall be given or shall receive any part of the profits of the business enterprise, except with the express written permission of Military Government;
- (e) Other conditions as occasion demands.

The licence is not granted for a stated term, is not a property right, is not transferable, and is subject to revocation without notice or hearing.

#### 11. Press and Periodicals

- (a) At the outset of the occupation all German newspapers were initially under direct control of Military Government which was immediately responsible for their contents. Since the beginning of 1946, newspapers have been progressively licensed to German editors, both as organs of German political parties and to groups independent of any party. One newspaper, "Die Welt", remains under direct British control and is distributed throughout the Zone, and in Berlin.

- (b) The news contained in the papers is largely provided by the Deutscher Presse Dienst (D.P.D.) which is a licensed news agency situated in Hamburg.
- (c) All licensed newspapers and periodicals are subject to post-publication censorship only. In its attitude to Military Government, newspapers and periodicals are allowed to publish material containing fair critical discussion of measures taken by Military Government directives, but they may not criticise Military Government policy as a whole. No malicious criticism, or obvious tendentious campaign of criticism, is permitted.
- (d) The newspaper is bound to publish notices of laws, ordinances and other official material which is made available through D.P.D. or through local Military Government authorities. In the latter case, the authorisation of the Regional Headquarters is necessary to make the material mandatory. This authority is also necessary to make mandatory any material issued by the Pressestellen (Public Relations Offices) of any German official. This mandatory publication is, however, to be kept to a minimum, in the interests of developing a free press. In addition to this, whenever so required, the licensee will publish official statements designed to correct any false information which may previously have been published. Here also, authorisation by Regional H.Q. is required.
- (e) The remedies by which an incorrect or obnoxious statement on the Press can be countered, or non-compliance with the terms of the newspaper licence be punished, are as follows:—
  - (i) An official reprimand to the Editor from the Regional Commissioner of the Region where the newspaper is published;
  - (ii) A mandatory insertion, prominently displayed, of a counter-statement giving the correct facts;
  - (iii) Re-establishment of prepublication censorship;
  - (iv) Suspension of publication or reduction of circulation;
  - (v) Revocation of the Licence.
 These can also be applied to Periodicals.



- (f) The general procedure for obtaining a newspaper or periodical licence is similar to that for obtaining a book licence. The procedure for this will be found in para 12. The whole licensing procedure, however, is under revision at the moment; and new instructions will be issued in the near future handing over the main part of the work on licence applications to German authorities. These authorities will be partly at Land and partly at Zonal level. The Land authorities will probably deal with most licence applications but the Zonal authorities will have a say where the newspaper or periodical is to be distributed zonally. The main tasks of the zonal authorities will probably be the distribution of materials, primarily newsprint.
- (g) Beyond licensed newspapers and periodicals a certain number of unlicensed publications are allowed. These are usually known as "Announcement Sheets" or "Mitteilungsblätter". New regulations for these are shortly to be brought out but in general these Announcement Sheets are meant for local and specialist information only, e.g. for the announcements of Town Councils or for the members of the Association of Master Bakers. These sheets should not attempt to influence public opinion, should not contain news or comment in the same way as a newspaper, nor should they be sold to the general public—although, in the case of local administration sheets, they may be displayed to the general public. Their circulations should not, without special authorisation, exceed 5,000 copies. The subject of Announcement Sheets is a thorny one, and permitting them has led to a certain amount of abuse. K.R.O.s should attempt to restrict Announcement Sheets in their area to the purpose for which they were designed as outlined above.

## 12. Book and Music Publishing

Publishers who are permitted to operate are licensed by I.S.C. Branch of P.R./I.S.C. Group. After clearance for denazification, the applications are sent to the Book Section, P.R./I.S.C. Regional Staff (at Hamburg, Dusseldorf, Kiel, Hannover; at Berlin, to P.R./I.S.C. Branch), who decide whether to recommend them or not, from a purely business point of view (capital, experience, programme). The applications, if recommended, are then sent to I.S.C. Branch for a decision.

Licensed publishers receive, together with their form of licence, a copy of "Instructions to Licensed Book (or Music) Publishers". Compulsory censorship has been abolished, but publishers must submit all their productions to I.S.C. Branch for post-publications scrutiny or, at their own discretion, for pre-publication scrutiny. I.S.C. approval is necessary if they wish to publish more than 5,000 copies of any title.

## 13. Printing

Printers do not require to be licensed, but they must register with Mil. Gov. The nature of the control which is exercised over printed matter is explained in the official "Instructions to Printers", of which the following paragraphs are a synopsis.

Printed matter is divided into three classes, "A", "B" and "C". Class "A" comprises forms, stationery, transportation tickets, menus, visiting cards, etc. and material bearing no text apart from explanations and instructions for use. Class "A" matter may be printed by any registered printer for anybody, without submission for the approval of any authority.

Class "B" matter likewise may be printed for anybody, and comprises material bearing text which is unlikely to exert any influence on public opinion, such as posters, prospectuses, company reports, etc. One finished copy must be submitted to the P.R./I.S.C. Regional Staff (at Hamburg, Kiel, Dusseldorf, Hannover; at Berlin to P.R./I.S.C. Branch) as soon as copies are ready for delivery. No notification of approval will be given, and the printer may proceed without other formality. Exceptions are directories, time-tables, catalogues, calendars, diaries and games, which require P.R./I.S.C. approval before printing can commence.

Class "C" comprises all publications and printed matter which may influence public opinion, and includes books, music, pamphlets and tracts, leaflets, and handbills, calendars and diaries with text, etc. Class "C" matter, when printed for a licensed publisher or authorised political party does not require to be submitted to a P.R./I.S.C. Regional Staff for approval, but the printer must satisfy himself that the publisher or political party is licensed or authorised. Class "C" matter printed for anybody other than a licensed publisher or authorised political party must be submitted to the P.R./I.S.C. Regional Staff as soon as copies are ready for

delivery. It is, however, forbidden to print more than 5,000 copies of any item in Class "C", unless a special authorisation has been obtained from the P.R./I.S.C. Regional Staff.

In case of doubt concerning the classification or the contents of any printing order, printers should apply to the P.R./I.S.C. Regional Staff for advice.

Maps, whether issued by licensed or unlicensed publishers, must be submitted by the printer before publication for the approval of the P.R./I.S.C. Regional Staff.

The reference to Military Government in "Instructions to Printers" is sometimes misinterpreted to imply that any department of Mil. Gov. is authorised to approve printed matter and grant printing permits. It should be clearly understood that this is the responsibility of P.R./I.S.C. Group and the Landes-Wirtschaftsämter alone.

#### 14. Booksellers and Music Dealers—Libraries

Booksellers and Music Dealers, Public and Commercial Lending Libraries, do not require to be licensed, but they must register with Mil. Gov., by the same process as for printers.

#### 15. Broadcasting

Broadcasting in Germany is carried out by an organisation known as "NORDWESTDEUTSCHER RUNDFUNK" (N.W.D.R.) operating under a British controlling staff. A single programme is broadcast from Hamburg, Cologne, Hannover and Flensburg. Matter to which it is desired to give publicity over the radio should be submitted through Military Government channels to I.S.C. Branch, but only in exceptional cases can items of local significance be handled by radio because it disseminates throughout and beyond the British Zone. At Regional level P.R./I.S.C. Regional Staff act as a liaison group for radio matters.

#### 16. Theatre and Music

- (a) *Authority* : Control is exercised by licensing and registration under the authority of Law No. 191 amended (1) "prohibits . . . entertainment . . . except as authorised by Military Government."

- (b) *Licensing* : General entertainment to which the public is admitted on payment, must be licensed in one of the following two ways. The licence should be prominently displayed and/or produced on demand.

- (i) *I.C. Licence* : This is the professional producer's licence. It should be applied for, after clearance for denazification has been obtained, from the P.R./I.S.C. Regional Staff. Application should be made to the local Bürgermeister or equivalent German authority, who will pass it on to local Military Government with the recommendation for approval. In addition to a check by local Intelligence, the applicant is checked centrally by Intelligence Section, Berlin. The time for the grant of a licence is not less than 12 weeks. Pending issue, P.R./I.S.C. may grant a provisional permit for a limited period. The number of licences now in force is being reduced and new licences are granted only in exceptional circumstances. The whole licensing procedure is under revision at the moment and new instructions will be issued in the near future handing over the main part of the work on applications to German authorities.

- (ii) *Single Performances Licence* : This is normally issued to individual artists, amateurs, clubs, choral societies and musical groups, who propose to give not more than five performances in a month. Authority to issue is normally delegated to K.R.O.s. Copy of licences so issued should be forwarded to P.R./I.S.C. Regional Staff for record.

- (c) *State Theatres* : The appointment of intendants to State Theatres must be referred to Regional H.Q. for approval. In all cases the licence of a State Theatre will be held by the intendant, and it will be specifically confined to the theatre concerned. In certain cases it may be necessary to issue a separate licence to the musical director where his appointment does not come under the control of the intendant.

- (d) *Registration* : Registration with local Military Government Detachments is required by dance



halls, restaurants, etc. where music or entertainment is not the main business of the establishment. It is required by theatre clubs and similar organisations after approval by H.Q. P.R./I.S.C. Group; applicants should submit list of officials, objects and conditions of membership.

- (e) *I.S.C. Registration Certificates* : This certificate is required as an individual clearance document by all workers in the cultural field. The registration and issue of the certificate is the responsibility of P.R./I.S.C. Regional Staff.
- (f) *Censorship* : Pre-production censorship is no longer obligatory; the onus is on the licence to produce no objectionable matter. When in doubt, a licensee may submit plays to P.R./I.S.C. Regional Staff for censorship. Time required is not less than four weeks.
- (g) *Entertainment Tax* : The general conditions, as laid down in Ordinance 60, defines the local Steueramt as the responsible office for the assessment and administration of this tax.
- (h) *Requisition* : Places of entertainment and/or services of German artists and equipment may be requisitioned only on consultation with P.R./I.S.C. Regional Staff. A.W.S. Directive B.A.O.R./3241/WEL/4 of 19th October 1946 refers.
- (i) *Plays and music by allied authors and composers* : Companies who wish to put on plays by allied authors should be referred to Regional Staff for arrangement of contract. Orchestras etc. who wish to perform allied music should be similarly referred. A fairly extensive selection of music is now available at Berlin, Dusseldorf, and Hamburg and the Regional officers will loan from these sources or assist in obtaining scores.

## 17. Cinemas

All cinemas not operated for the British troops are under the control of I.S.C. All cinema owners must be registered with Military Government and no German cinema opened without the authority of I.S.C. I.S.C. is responsible for the censoring and distribution of all films.

## 18. Information Centres

The Information Centres, which are open in the larger towns, are designed to project before the German public background information and day-to-day news of Britain and the outside world. They are supplied with up-to-date material by I.S.C., and one of their most important features is the display of British newspapers.

Numerous enquiries may be received as to how and where British newspapers can be seen by Germans. Apart from the Information Centres, local reading rooms, supplied with newspapers from Officers' Messes, are sometimes maintained by Army or Military Government Units. In addition, the following categories of German personnel are receiving complimentary copies of British papers :—

- (a) Editors of newspapers;
- (b) Political leaders;
- (c) Senior officials of local Government.