

# Propaganda Types

## Black, Grey and White

Discerning Radio Propaganda Usage in  
the European Theatre (with some insights  
from the Supreme Headquarters Allied  
Expeditionary Force - SHAEF)

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# Black, Grey and White

## Propaganda Concerns at SHAEF

- Why was it important to have radio involved in the planning and execution of war against Germany?
- Could the news roundup from overseas be useful to the Allies?
- Kaltenborn and Swing, two radio journalists that advocated support for England during the early war years set the stage for Murrow

# Black, Grey and White

## Propaganda Concerns at SHAEF

- Context to the discussion of propaganda usage
  - White – Messages that truthfully state the origin and speaker. It uses typical public relations strategies to try to influence specific audiences. The argument is typically one-sided and it seeks to openly convince or persuade the listener

# Black, Grey and White

## Propaganda Concerns at SHAEF

- White Propaganda - Before and during the war all the governments used white propaganda to build loyalty and persuade populations to act or think in a certain way.
  - Example - The government tried to get people to move to areas where there were labor shortages by providing radio scripts for stations to use.
  - <http://www.archives.gov/atlanta/exhibits/item60-rg.html>

# Black, Grey and White

## Propaganda Concerns at SHAEF

- White Propaganda (of sorts)
  - In Britain the BBC broadcast the news and it avoided commentary. Newsreaders were expected to be the voice of calm. BBC newsreaders developed the habit of starting the news by saying, “Here is the news and this is [e.g. Fritz Messere - name of the news reader]. They did this for a strategic reason.
  - Readers still use their name at the top of the broadcast today

# Black, Grey and White Propaganda Concerns at SHAEF

- Voice of America
  - Direct programming to Germany began 7 weeks after the U.S. enters the war with a program called “Voices from America.”
    - *“Today, and everyday from now on, we will be with you from America to talk about the war....the news may be good or bad for us – We will always tell you the truth.”*
- NPR Interview with David Ensor. “Weekend Edition Saturday.” Sept. 3, 2011.
- <http://www.voamuseum.org/about/bethany-relay-station-history/?AspxAutoDetectCookieSupport=1>

# Black, Grey and White

## Propaganda Concerns at SHAEF

- White propaganda as a morale booster.
  - Messages directly from War leadership makes a connection between leaders and troops
  - Radio Programs like ***Command Performance*** allowed soldiers to write in and suggest a star for the show. Few stars ever refused to be on.
  - Armed Forces Network wisely set up operations and studios in Hollywood.
    - Bob Hope, Bing Crosby, Frank Sinatra, Jack Benny, Fred Allen and just about every singer and Hollywood starlet performed regularly.

# U.S. WHITE PROPAGANDA

## D-Day Invasion Instructions

- SHAEF Supreme Commander General Eisenhower's speech to the people of occupied Europe

England | Regions





# U.S. WHITE PROPAGANDA

## D-Day Announcement Discussion

### Operation Overlord, April 26, 1944

SUBJECT: Message to Population of Occupied Countries.

TO : Chief of Staff.

#### I. Discussion

It is believed that the initial communique should be followed immediately by a brief statement from the Supreme Commander addressed generally to the peoples of the occupied countries, mentioning specifically the French, Belgians, Dutch, and Norwegians.

This will enable the SAC to give instructions to the public of occupied territory in accordance with the policy which is being determined and will be furnished the C/S, for approval.

The Statement outlined above should be released:

- a. At the direction of SHAEF.
- b. Over London's base transmitters (BBC and OWI).
- c. Over Algiers' transmitters.
- d. By special leaflet drops from England and North Africa following the release of the communique.
- e. The radio statement is to be timed to follow immediately after the communique.

#### II. Action Recommended

COPY

~~TOP SECRET~~

SUPREME HEADQUARTERS  
ALLIED EXPEDITIONARY FORCE  
Psychological Warfare Division

26 April 1944

SUBJECT: Message to Population of Occupied Countries.

TO : Chief of Staff.

I. Discussion

It is believed that the initial communique should be followed immediately by a brief statement from the Supreme Commander addressed generally to the peoples of the occupied countries, mentioning specifically the French, Belgians, Dutch, and Norwegians.

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- e. The radio statement is to be timed to follow immediately after the communique.

II. Action Recommended

That plan for a statement by the Supreme Commander following the initial communique and the proposed method of release be approved.

That upon determination of policy reference instructions to patriots, the Psychological Warfare Division, SHAEF, prepare for approval a draft of this statement, also the draft of a cable to Combined Chiefs of Staff requesting concurrence.

III. Concurrences

G-2  
G-3  
Political Officer - British  
Political Officer - U.S.  
G-5

TO CONFIDENTIAL  
BY GUINERY OF CALA  
J. F. PAISLEY  
Date: 28 JUN 1944

/s/ Robert A. McClure,  
Brig. Gen., G.S.C.,  
Chief, Psychological Warfare Division.

2 625 TOP SECRET

SHAEF File No. 100-100000

~~TOP SECRET~~

Supreme Headquarters  
ALLIED EXPEDITIONARY FORCE

6 June 1944

RELEASE NO. 17

No part of this statement may be published  
or rebroadcast prior to its original broadcast.

STATEMENT BY GENERAL EISENHOWER

"PEOPLE OF WESTERN EUROPE!

A landing was made this morning on the coast of France by troops of the Allied Expeditionary Force. This landing is part of the concerted United Nations plan for the Liberation of Europe, made in conjunction with our great Russian Allies.

I have this message for all of you. Although the initial assault may not have been made in your own country, the hour of your liberation is approaching.

All patriots, men and women, young and old, have a part to play in the achievement of final victory. To members of resistance movements, whether led by nationals or by outside leaders, I say, "Follow the instructions you have received." To patriots who are not members of organized resistance groups, I say, "Continue your passive resistance, but do not needlessly endanger your lives; wait until I give you the signal to rise and strike the enemy. The day will come when I shall need your united strength." Until that day, I call on you for the hard task of discipline and restraint.

CITIZENS OF FRANCE!

I am proud to have again under my command the gallant Forces of France. Fighting beside their Allies, they will play a worthy part in the Liberation of their Homeland.

Authority ANN 70014



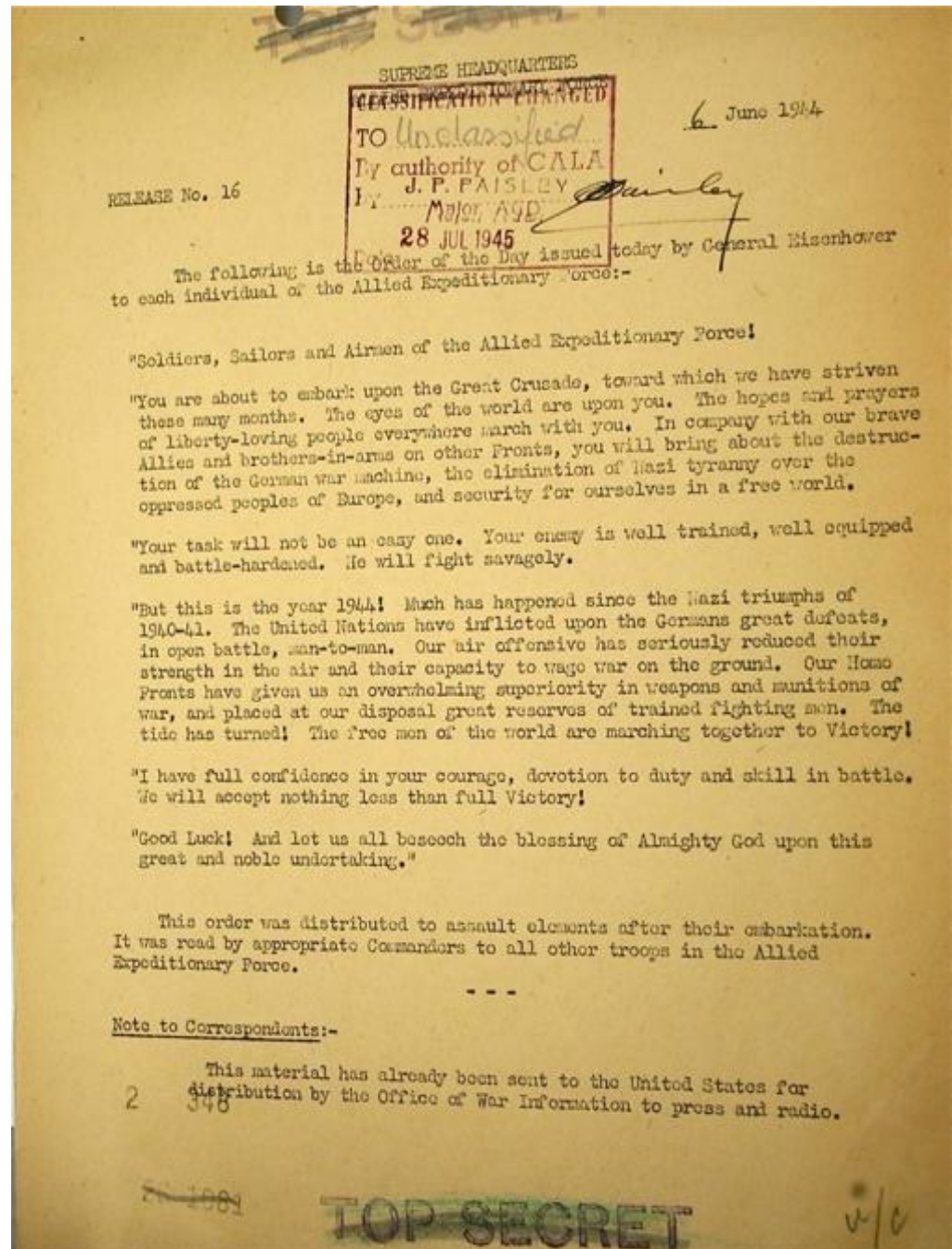
"Soldiers, Sailors and Airmen of the Allied Expeditionary Force:

"You are about to embark upon the Great Crusade, toward which we have striven these many months. The eyes of the world are upon you. The hopes and prayers of liberty-loving people everywhere march with you. In company with our brave Allies and brothers-in-arms on the other Fronts, you will bring about the destruction of the German war machine, the elimination of Nazi tyranny over oppressed peoples of Europe, and security for ourselves in a free world."

"Your task will not be an easy one. Your enemy is well trained, well equipped and battle hardened. He will fight savagely."

This words, written in formal, heroic language shows that Eisenhower fully realized the power of the message.

<https://www.youtube.com/watch?v=WEyCjN9riiY>





SUPREME HEADQUARTERS  
ALLIED EXPEDITIONARY FORCE



Soldiers, Sailors and Airmen of the Allied Expeditionary Force!

You are about to embark upon the Great Crusade, toward which we have striven these many months. The eyes of the world are upon you. The hopes and prayers of liberty-loving people everywhere march with you. In company with our brave Allies and brothers-in-arms on other Fronts, you will bring about the destruction of the German war machine, the elimination of Nazi tyranny over the oppressed peoples of Europe, and security for ourselves in a free world.

Your task will not be an easy one. Your enemy is well trained, well equipped and battle-hardened. He will fight savagely.

But this is the year 1944! Much has happened since the Nazi triumphs of 1940-41. The United Nations have inflicted upon the Germans great defeats, in open battle, man-to-man. Our air offensive has seriously reduced their strength in the air and their capacity to wage war on the ground. Our Home Fronts have given us an overwhelming superiority in weapons and munitions of war, and placed at our disposal great reserves of trained fighting men. The tide has turned! The free men of the world are marching together to Victory!

I have full confidence in your courage, devotion to duty and skill in battle. We will accept nothing less than full Victory!

Good Luck! And let us all beseech the blessing of Almighty God upon this great and noble undertaking.

*Dwight D. Eisenhower*

Soldiers, Sailors and Airmen of the Allied Expeditionary Forces! You are about to embark upon the Great Crusade, toward which we have striven these many months. ~~By it, we shall bring about,~~ In company with our brave Allies and brothers-in-arms on other Fronts, <sup>you will be bringing about</sup> the destruction of the German war machine, the ~~elimination~~ <sup>overthrow</sup> of Nazi tyranny, and the ~~liberation~~ <sup>over</sup> of the oppressed peoples of Europe, and security for ourselves in a free world.

Your task will not be an easy one. Your enemy is well trained, well equipped and battle-hardened. <sup>He will</sup> ~~You may expect him to~~ fight savagely.

But this is the year 1944! Much has happened since the <sup>Nazi</sup> ~~their~~ triumphs of 1940-41. <sup>The United Nations</sup> ~~He and our Allies~~ have inflicted upon the Germans great defeats, in open battle, man-to-man. ~~We shall do it again.~~ Our air offensive has seriously reduced their strength in the air and their capacity to wage war on the ground. Our Home Fronts <sup>have</sup> ~~has~~ given us an overwhelming superiority in weapons and munitions of war, and placed at our disposal great reserves of trained fighting men. The tide has turned! The free men of the world are marching <sup>together</sup> to Victory!

The eyes of the world are upon you. The hopes and prayers of liberty-loving people everywhere <sup>march</sup> ~~go~~ with you. ~~You will not fail.~~

I have full confidence in your courage, <sup>devotion to duty,</sup> ~~hardiness~~ and skill in battle. We <sup>will accept nothing less than full victory!</sup> ~~can, and we will win.~~

Good Luck! And <sup>let us all beseech</sup> ~~may~~ the blessing of Almighty God ~~rest~~ upon ~~us~~ <sup>this great and noble undertaking.</sup>

DECLASSIFIED

Authority *Authority for Declassification*

By *gld* NLE DATE *11/24/73*

NARS

*Filed*  
*Bring back to me*  
*82*



**SECRET**

Supreme Headquarters  
ALLIED INVESTIGATIVE FORCE

4 June 1944

SUBJECT: Schedule of 2-day Broadcasts.

TO : Lt. Gen. F.R. MORGAN

1. G-3 will pass a signal to PR Division giving permission for release of communique. Ten to fifteen minutes from receipt of the message, the 2-day broadcast will go on the air as described hereunder:

a. Foreign Languages  
BBC European Service 373a. 304 k.c.

b. English  
BBC Forces Programme 373a. 377 k.c.

c. Both the Foreign languages and English broadcasts will be on simultaneously.

d. ASIE (American Broadcast Service in Europe)  
This Station is on the air from 1730 to 0300 hours daily.  
307a. 377 k.c.  
If release is given during this period, they will broadcast simultaneously with the BBC.

2. The sequence of all broadcasts is as follows:

- Communique
- Translations of communique in Foreign languages for approximately 14 minutes.
- Statement by Supreme Commander.
- Statements by:

- (1) General de Gaulle • POSTPONED. See 5 June ltr to King of RUSSIA. PM and Cable to AGWAR.
- (2) King of RUSSIA
- (3) Prime Minister of Netherlands
- (4) Prime Minister of Belgium.
- (5) Prime Minister of Luxembourg.
- (6) Prime Minister of Poland.

The above order is not official. However, the statements will follow one upon the other.

3. The Broadcast will be made by His Majesty The King on the evening of 2-day, at a time of which we have not yet been informed.

**RESTRICTED**

R. A. MORGAN,

Lieutenant Colonel, MA.

2

37 **SECRET**

COPY FOR SECRETARY, GENERAL STAFF

Col. Tumble

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803  
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1 201 110200  
V 201 110200

44

305-SHAEF File No. 000-117

**TOP SECRET**

**SHAEF**  
STAFF MESSAGE CONTROL  
**OUTGOING MESSAGE**

**URGENT**

TO FOR ACTION : AGWAR FOR BISSELL AND SURLIS  
FOR INFORMATION : BARRETT OWI  
FROM : SHAEF  
REF NO : S-53237

Foreign language program for overseas broadcast will be carried by GPO channel. Reference your W-45884 from BARRETT OWI. See our S-53000 of 1st June for necessary details.

Arrangements being made for OWI to transmit French, Norwegian, Dutch, Flemish, Danish, and German language texts over Signal Corps teleprinter circuits. The special BBC German period mentioned in paragraph 2 of our S-53000 has been cancelled. Contents will be included in first regular BBC German period on European service upon return to regular schedule.

✓W-45884 is SMC IN 438, 4/6/44, PWD. ...  
✓S-53000 is SMC OUT 42, 1/6/44, PWD. ...

ORIGINATOR : PWD AUTHENTICATION: R.A. McCLURE, Brig Gen  
INFORMATION : SGS COORDINATED : SIGNALS, ETO

PRD  
SIGNALS  
EXOSA (SIGNALS)  
G-2  
G-3  
AG RECORDS

CLASSIFICATION CHANGED  
TO **SECRET**  
By authority of CALA  
By J. P. Paisley  
Major, AGD  
Date 28 JUL 1945

Indexed

SMC OUT 184 5 June 1944 1950B DWR/sgb Ref No: S-53237  
TOO: 051230B

2 369

**TOP SECRET**

THE MAKING OF AN EXACT COPY OF THIS MESSAGE IS FORBIDDEN

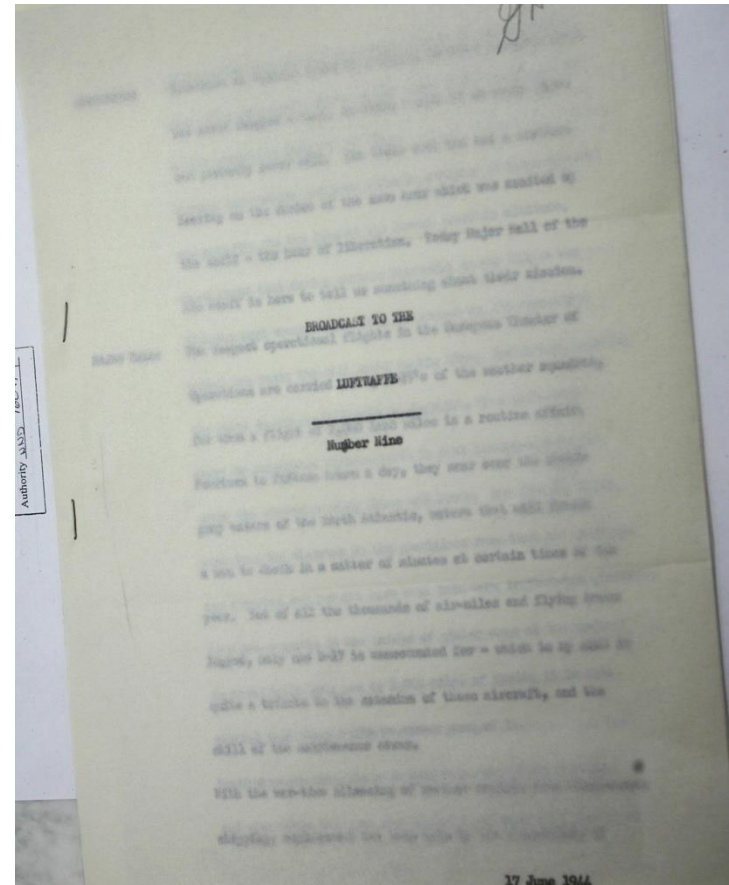
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54

# U.S. WHITE PROPAGANDA

Telling declassified stories while trying to persuade

- For the German Audience
  - ***“Broadcast To The Luftwaffe” No. 9*** tells the story of American meteorologists who fly dangerous missions to collect weather data over Europe. The story attempts to humanize the Americans so that German airforce personnel can see themselves in this kind of situation. We also talk about German POWs
  - Script date 17 June 1944, (air date unknown)  
*Broadcast to the Luftwaffe*, RG 331 Supreme Headquarters Allied Expeditionary Forces – War Diaries, 1943-1945, Adjunct General’s Division, G2 Division, Box 2.





## Broadcast to the Luffewaffe – pg 3

off time permits. The "leading role" of the crew is played by the meteorological officer who, weighted down with paraphernalia, makes his way forward into the plexiglass nose of the bomber and draws a curtain behind him to prevent the light from the navigator's table from affecting his vision. Sitting there on a small stool he confronts a maze of instruments, and every 50 miles through the night or day performs the ritual to which

Broadcast to the  
Luffewaffe script  
page 6

ICER: Thank you Major Hall. And now the relatives and friends of the following Luftwaffe officers, now prisoners of war in the United States, may like to hear what these men are doing at the Crossesville Tennessee camp: Leutnante Gert Mix from Wuppertal, Adolph Hitler Str. 322, is finding a lot more time to pursue his hobby, painting, than he could at El Alamein where he was captured by the British 8th Army. Mix is a professional soldier and likes to keep in good physical trim by joining in the soccer games the men organize after camp duties are done. All of them U.S. speedboats in the Mediterranean picked up Leutnante Klaus Jost of Arnswalde, Pom. Steinforstra 30. His camp buddies know him as an all round sportsman; and he's been one of the first to take enthusiastically to the famous American game of baseball.



# Black, Grey and White

## Propaganda Concerns at SHAEF

- German White Propaganda
  - Documents at SHAEF indicate that they were closely following German efforts attempting to propagandize Allied troops
  - Nazis radio broadcasts were made both to civilians and to the Allied troops
  - Leaflets reflecting German humor warned soldiers to ‘save your radio for George and Sally, don’t wear out your tubes listening to the British Bunking Corporation...’

# Black, Grey and White

## Propaganda Concerns at SHAEF

- SHAEF memo detailing German propaganda attempts

Sally's invitation to warns 'be sure to bring a blanket, underwear, and in Germany is described in the best tradition of a Cook's Travel Folder.

Essentially, German Army propaganda sets out to stir up unrest and disaffection among troops by means of appeal to class and racial prejudice and political difference. It labours under the impression, the American values leisure above all other pursuits. Another misconception of the subject dealt with is the use of such worn-out phrases as 'Dining at a Tony Spot' - circa 1927.

The significant fact of any German propaganda campaign at this point, particularly in a sector where all his offensive effort has been a costly failure is an admittance that attack on the beachhead has failed and this is the last untried conventional weapon available to weaken our resistance before another push is attempted. It is also believed that the Germans felt, at the time of these propaganda leaflets, that the morale of the American soldier was such that these leaflets would have the desired effect.

# Black, Grey and White

## Propaganda Concerns at SHAEF

- Axis Sally and Lord Haw Haw broadcast to Allied Soldiers and British Civilians



Mildred Gillars



William Joyce

# Black, Grey and White

Propaganda Concerns at SHAEF

# Black, Grey and White

Propaganda Concerns at SHAEF

# Black, Grey and White

Propaganda Concerns at SHAEF



# Black, Grey and White

## Black Propaganda Concerns at SHAEF

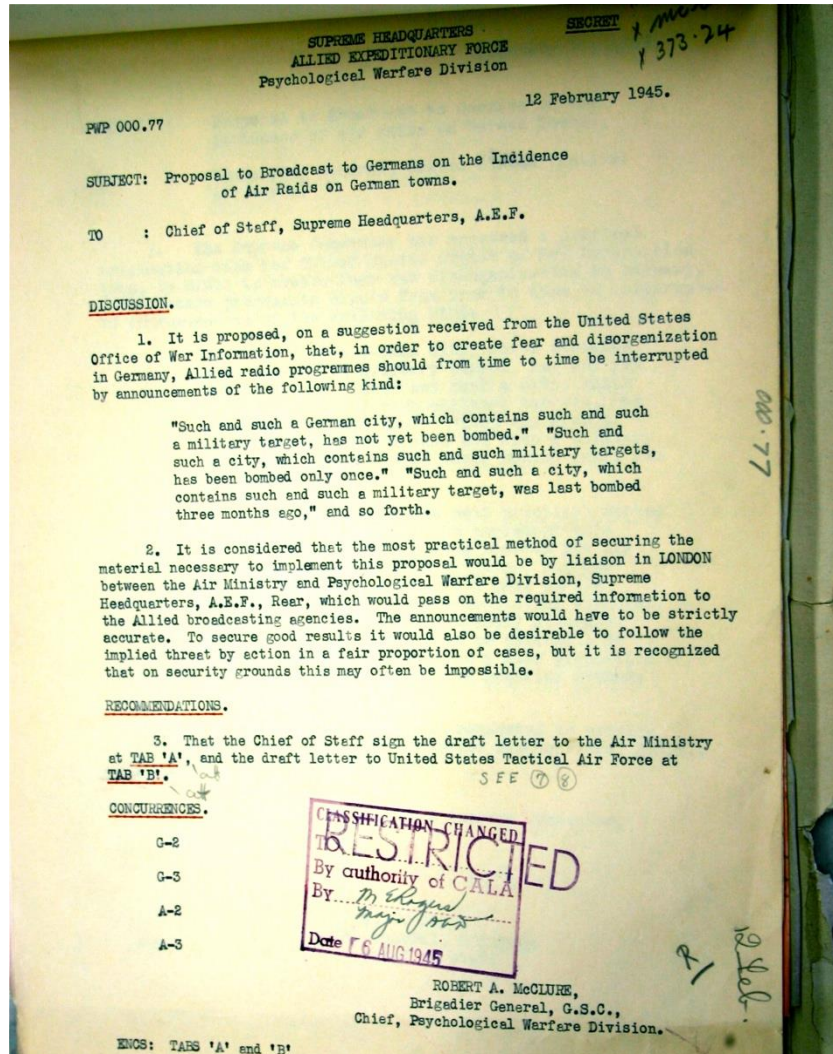
- Context to the discussion of propaganda

SHAEF was also intimately involved in generating fall information

  - Black – Messages containing false information and materials that purport to originate from a source on one side of an issue but actually originates from the opposing side. Often the target listener is not aware that someone is trying to influence them, hence they do not feel like they are being pushed to change beliefs



# Black, Grey and White Propaganda Concerns at SHAEF



# Black, Grey and White

## Propaganda Concerns at SHAEF

A great deal of planning and coordination with various offices and organizations involved SHAEF

### DISCUSSION.

1. It is proposed, on a suggestion received from the United States Office of War Information, that, in order to create fear and disorganization in Germany, Allied radio programmes should from time to time be interrupted by announcements of the following kind:

"Such and such a German city, which contains such and such a military target, has not yet been bombed." "Such and such a city, which contains such and such military targets, has been bombed only once." "Such and such a city, which contains such and such a military target, was last bombed three months ago," and so forth.

# Black, Grey and White

## Propaganda Concerns at SHAEF

- Context to the discussion of propaganda
  - Grey propaganda – Messages without any identifiable source or author. A major thrust is to try to make enemies believe falsehoods using straw arguments. Grey propaganda often tries to persuade mixing truths and falsehoods since listeners rarely check facts

# Black, Grey and White

## Propaganda Concerns at SHAEF

- ***Army Hour*** - Propaganda that falls somewhere between white and grey

# Black, Grey and White

## Prologue to WW II Propaganda

- “The essence of propaganda consists in the winning people over to an idea so sincerely, so vitally, that in the end they succumb to it utterly and can never again escape from it.”
  - From The Man Behind Hitler - Joseph Goebbels diary – The American Experience -

# Black, Grey and White

## Prologue to WW II Propaganda

- United Kingdom - BBC – Independently run government authorized broadcasting service. Citizens paid for the service through the use of a license fee. The service was supposed to be independent of government viewpoint. International Service was not independent and was funded by the government, but attempted to maintain truthful reporting of events
- Germany – Centralized broadcasting under the minister of popular entertainment and propaganda (Joseph Goebbels). The Nazi regime heavily subsidized the production of cheap wireless sets. Between 1933 and 1939 privately owned sets quadrupled. 70% of homes had a wireless

# Black, Grey and White

## Prologue to WW II Propaganda

- By 1936, German international radio service was the most extensive in the world, overtaking the overseas services of the BBC
- International Broadcasts - During first two years of The Third Reich, National Socialism towards the West was presented as a respectable revolutionary movement devoted to the preservation of peace. This viewpoint was harder to sustain as German became more aggressive towards its neighbors

— Wasburn, Philo C. Broadcasting Propaganda: International Radio Broadcasting and the Construction of Political Reality

# Black, Grey and White

## Prologue to WW II Propaganda

- British Response to German Radio
  - Churchill established the Political Warfare Executive which was responsible to the Foreign Secretary
    - Duties were to carry communication from UK to enemy countries
    - Liaison with underground activities
    - Operated Gustav Sigfried Eins and 40 other pseudo-German radio stations



# Black, Grey and White

## Prologue to WW II Propaganda

- Clandestine Radio Stations – had been in operation since the 1930s.
  - Some stations operated to harass a government attempting to provoke it into repressive behavior
  - Counter revolutionaries used some stations to coordinate activities and reinforce beliefs and provide information unavailable through regular channels
  - Some performed symbolic functions enhancing the visibility of a movement
    - Wasburn, Philo C. Broadcasting Propaganda: International Radio Broadcasting and the Construction of Political Reality