

U.S. Army Military History Institute  
Collections Division  
950 Soldiers Drive  
Carlisle Barracks, PA 17013-5021  
29 May 2009

Public Affairs

## **PUBLIC AFFAIRS/INFORMATION**

A Working Bibliography of MHI Sources

### **CONTENTS**

General Sources.....p.1  
Pre-WWII.....p.2  
WWII Era (1941-48).....p.2  
Korea & Cold War (to 1965)....p.3  
Vietnam Era.....p.5.  
Since 1975.....p.5  
Methods of Military Persuasion.....6

### **GENERAL SOURCES**

Dupuy, Trevor N., editor-in-chief. International Military and Defense Encyclopedia. 6 vols. Wash, DC: Brassey's, 1993. pp. 2224-28. U24I58.

Gardner, Paul. "Professionalism's Impact on Public Affairs Education at the Army War College, 1950-1989." In The US Army and the Media in Wartime: Historical Perspectives; The Proceedings of the Combat Studies Institute 2009 Military History Symposium. Fort Leavenworth, KS: CSI, 2010. pp. 147-68. UH703.C65.

Hammond, William M. "The Army and Public Affairs: A Glance Back...." Newsmen & National Defense. [Edited by Lloyd J. Matthews] NY: Brassey's, 1991. pp. 1-18. UZ315N48.

\_\_\_\_\_. "The Army and Public Affairs: Enduring Principles." Parameters (Jun 1989): pp. 57-74. Per. Historical overview.

U.S. Dept of Army. Office, Chief of Public Affairs. The First Amendment: A Resource Guide. Pamphlet, Jun 1989. 35 p. Z658U6K32.

### **See also:**

-Bibliographies on Broadcasting; Censorship; Civil Aid; Civil-Military Relations; Films; Journalism; Propaganda; and Command-Troop Information in Training.; Army Regulations 360-5 for basic policy guidance; and runs of US Army Recruiting News in Periodicals.



## PRE-WORLD WAR II

Clark, Michael H. "The Personal War of John J. Pershing: A Study of the General's Public Relations During and Immediately After the Great War." MA thesis, U WI. 293 p. D633C52.

Foss, Peter J. "Power and Prominence through Publicity: A Study of the Publicity Campaigns of General Leonard Wood." Typescript, 1968. 320 p. UZ410F67.

Ganoe, William A. Soldiers Unmasked. Harrisburg, PA: Mil Srv Pub, 1935. 133 p. UA25G36. Transcripts of 10 radio presentations.

Price, George F. The Necessity for Closer Relations between the Army and the People, and the Best Method to Accomplish the Result. NY: Putnam, 1895. 30 p. UZ410P74.

Simpson, Kirke L. "Importance, Means and Methods of Publicity for the Army." Lecture, AWC, 23 May 1922. 11 p. UZ410S56.

Smith, Edward P. "The Muted Trumpet: A Study of Two Peacetime US Army Public Relations Agencies, 1921-1939." MA thesis, U WI, 1968. 265 p. UZ410S64.

Vaughn, Stephen. Holding Fast the Inner Lines: Democracy, Nationalism, and the Committee on Public Information. Chapel Hill, NC: U NC, 1980. 397 p. D632V38.

Watson, Francis M., Jr. "A Study of the Nature and Effectiveness of US Army Public Relations." MA thesis, U GA, 1959. 149 p. UZ410W37.  
See historical background, Chap 2.

## WORLD WAR II

"Army News Policy." Army Navy Register (8 Apr 1944): p. 9 Per.

Letter from Army PR director explaining delays in release of info on 3 incidents: Patton soldier-slapping, Bari harbor air attack, friendly fire on US troop carriers over Sicily.

Dupuy, R. Ernest. "Should Army Officers Write for Publication?" Army Info Digest (May 1946): pp. 20-24. Per.

Affirmative, citing authority material which permits and encourages professional and public relations writing.

Greaves, Rex E. "The Civil Affairs Division, War Department Special Staff: A Case Study." Thesis, American U, 1947. D802A2G73.

## Public Affairs

p.3

- Harrelson, Wilford L. "The Occupation of Japan: A Case Study in Military Public Relations." MA thesis, U WI, 1949. 190 p. DS889.15H37.
- Lockhart, Jack H. The Lockhart Report: War Dept, Bureau of Public Relations, June 3, 1946. 26 p. UZ410L6.
- Oldfield, Barney. Never a Shot in Anger. Santa Barbara, CA: Capra, 1989. 334 p. D799U6O42.  
By PR officer, WWII, ETO.
- Pogue, Forrest C. The Supreme Command. Wash, DC: OCMH, 1954. p. 519-28. D769A533v3pt4.  
SHAEF and press, June 44-May 45.
- Smith, Bruce L. Propaganda Communication, and Public Opinion: A Comprehensive Reference Guide. Princeton, NJ: Princeton, 1946. 435 p. Z7204S67S6.
- U.S. Army Information School. A Handbook for Army Public Relations Officers. Textbook, Carlisle Barracks, 1946. 69 p. UZ410U52.
- U.S. Dept of Army. Office, Chief of Information. "History of Department of the Army Activities Relating to the Korean Conflict, June 25, 1950-Sept 8, 1951." Report, Sep 1951. ca 75 p. DS919H58.
- U.S. War Dept. Bureau of Pub Relations. Guide for Army-Navy Production Award Ceremonies. Brochure, 1943. 18 p. UZ410A75.

### See also:

-Section on E-Awards in Bibliography on Economic Mobilization in WWII-US Home Front.

## KOREA/COLD WAR

- Baker, Bud. "On the Importance of Image: Some Lessons from the B-52, Curtis LeMay and P.D. Eldred." Airpower Journal (Summer 1994): pp. 55-61. Per.
- Boggan, Edgar W. "Army-Civilian Community Relations: A Guide for Civic Leaders." MA thesis, U FL, 1956. 139 p. UZ410B63.
- Echols, Marion P. Papers. 2 Boxes. Arch.  
Personal and official correspondence, 1936-53, includes coverage of his pub relations work at USMA and PR officer, FEC, 1948-52.
- Hansen, Richard H. "Analysis of Newspaper Criticism of Army Press Relations in the United States." Paper, 1950. 151 p. UZ315H36.

- Harris, Gordon L. Papers. 3 Boxes. Arch.  
Personal records, official correspondence, and clippings cover his service at Picatinny Arsenal and other agencies as pub info officer, 1953-74.
- Kayner, Howard W. "A Staff Officer's Manual for Army Public Relations." MA thesis, U FL, 1955. 78 p. UZ410K39.
- Lindsay, Robert G. This High Name: Public Relations and the US Marine Corps. Madison, WI: U WI, 1956. 101 p. VE23L56.
- Morrill, Ben B. "An Analysis of the US Army Information Program." Paper Boston U, 1958. UA943M67.
- O'Connor, Charles D. "A Survey of the Background and Attitudes of Army Information Officers of the United States." MA Thesis, U WI, 1960. 211 p. UZ510O26.
- Phelan, Lawrence L. "Public Relations...." Address, Yokohama, Japan, 30 Jan 1951. 20 p. UZ410P5.
- Ridgway, Matthew B. "Army Troop and Public Relations." Army Information Digest (Aug 1954): pp. 2-5. Per.
- Swartz, James E. "The Professionalization of Pentagon Public Affairs: The Evolution of a Role in the United States Federal Government, 1947-1967." Ph D dss, U IA, 1985. 315 p. UA23.165S92.
- U.S. Army. Index of DA Pubs Affecting Public Info Activities. Handout, Mar 1951. 37 p. UZ410I52.
- U.S. Army Field Forces. Publication Information Primer: A Digest of Army Public Information Principles and Practices: What? Who? When? How? Ft Monroe, 1952. 12 p. UZ410U52.
- U.S. Comptroller General. Unauthorized Use of Military Personnel and Government Property at Fort Gordon, Georgia, for Activities Related to the Masters Golf Tournament. Report to Congress, Dec 1964. 21 p. UA26G55U52.
- U.S. Dept of Army. Chief of Staff. "Effective Army Troop and Public Relations." Memos w/letters, Jun-Dec 1954. 11 p. UZ410U54.
- U.S. Dept of Army. Office, Chief of Information. Handbook for Public Information Officers: Department of the Army Pamphlet 21-64, dated 1951. 133 p. MilPub-Pams.  
And Feb 1954 ed.
- \_\_\_\_\_. Middletown Nike: A Case Study in Army Public Relations. Metuchen, NJ?, 1959. UZ410U53.
- U.S. War Dept. Chief of Information. "Public Support of the Army." Report, 30 Dec 1947. 36 p. UF195C5U55.

**See also:**

-Bibliography on Army Info School in Public Affairs; and Special Regulations 105-1.

**VIETNAM ERA**

Changing Role of the Military in American Life. Report of conference, West Point, NY, Jun 1970. 82 p. UZ410U6.

Fulbright, J. William. The Pentagon Propaganda Machine. NY: Vintage, 1971. 166 p. UZ23.6F8.

Goulding, Phil G. Confirm or Deny: Informing the People on National Security. NY: Harper, 1970. 369 p. UA23.173G6.

Hammond, William. M. Public Affairs: The Military and the Media, 1962-1968. Wash, DC: CMH, 1988. 413 p. DS556.22H36.

Nix, Edward J. "A Study of Selected Factors Related to Images of the United States Army: Survey Conducted Among University of Georgia Undergraduates." Paper, 1967. 74 p. U104N69.

Schreiber, Charles G. "The Public Image of the Military: A Historical Review and Analysis." Student paper, Air U, 1972. 65 p. UZ410S37.

U.S. Army Air Defense Cmd. Case Study: ARADCOM CONUS Air Defense Reductions: Information Aspects of the Inactivation of a Major Army Command. 7 vols. Ent AFB, CO, 1974. UZ41036.

Wilhelm, E. A. The Public Image of the Military in Leading Magazines, 1968-70. Study, C&GSC, 1971. 174 p. UZ410W55.

**See also:**

-Bibliography on Tet Offensive in Vietnam War-Battles.

**SINCE 1975**

Brady, Patrick H, "'As It Is, Not As It Should Be.'" Army (Sep 1990): pp. 22-28 & 43-45. Per. By Army's Chief of Pub Affairs, 1987-90.

Humphries, Arthur A. "Two Routes to the Wrong Destination: Public Affairs in the South Atlantic War." Naval War College Review (May/Jun 1983): pp. 56-71. Per.

Koropecy, O. B. The Media and the Political Milieu: How the Sergeant York Became the System that Everyone Loved to Hate. Alexandria, VA: AMC Historical Office, 1992. 37 p. UZ410K67.

Wass de Czege, Huba. "Keeping Friends and Gaining Allies: The Indivisible Challenge of Military Public Relations." Military Review (May/June 2009): pp. 57-66. Per.

### **METHODS OF MILITARY PERSUASION**

The art or science of public persuasion has been much studied and written about, but not so, it appears, any military method used to change public attitudes. Information on persuasion techniques employed by military institutions appear in materials on psychological warfare (q.v.). In addition, the following sources seem pertinent:

Braestrup, Peter. Big Story: How the American Press and Television Reported and Interpreted the Crisis of Tet 1968 in Vietnam and Washington. 2 vols. Boulder, CO: Westview, 1977. DS552.3T4B7.

Ekirch, Arthur A., Jr. The Civilian and the Military. NY: Oxford, 1956. 340 p. UA11.5E4.

Harrelson, Wilford L. "The Occupation of Japan: A Case Study in Military Public Relations," cited above, 1949. 190 p. DS889.15H37.

Huntington, Samuel P., ed. Changing Patterns of Military Politics. NY: Free Press, 1962. 272 p. UA11.5H8.

Lytton, Neville. The Press and the General Staff. London: Collins, 1921. 232 p. D640L90.

Moskos, Charles C., Jr., editor. Public Opinion and the Military Establishment. Beverly Hills, CA: Sage, 1971. UA23P85.

O'Laughlin, John Callan. "The Army and the Press." Address, AWC, n.d. 18 p. UZ315O5.

Riccardelli, Richard F. "From Chatham to Coblenz: A Historiography of U.S. Army Newspapers From the Revolutionary War through World War I." MA thesis, OH U, n.d. 170 p. UZ315R5.

U.S. Dept of Army. Office, Chief of Info. Middletown Nike: A Case Study in Army Public Relations. Wash, DC, 31 Dec 1958. ca 100 p. UZ410U53.

Valentino, Joseph R. "Development of Public Attitudes as a Force in the Attainment of Our National Objectives." Student paper, AWC 25 Jan 1960. Arch.

Wilkerson, Marcus M. Public Opinion and the Spanish-American War: A Study in War Propaganda.  
Baton Rouge: LSU, 1932. 141 p. E721W5.

**See also:**

-Bibliographies on Censorship and Journalism.