

April 26, 1941

MEMORANDUM

Preliminary Report on Initial
Steps of our Work.

I. Installation. We have taken premises at 15 East 10th Street and engaged our secretarial staff. At present three research assistants, Dr. Herma, Miss Wasserman and Mr. Estorick, have started work. Further appointments of research assistants are pending. A number of volunteer workers have applied to us, one of whom will start work immediately. Within the next three weeks we hope to have our staff completed and we assume that by then we shall have a research staff of six paid and two volunteer workers.

II. Lines of Research.

A. German News Bulletins.

Our main aim at this stage has been to decide on methodological principles. We have tried to work out a system for investigating at first the German news policy. A work sheet for the analysis of German news bulletins has been worked out which is likely to reveal the planning of the German news casts in great detail. We have chosen German bulletins of March 1940. Our analysis is based on our present knowledge of what has happened later; we are thus in a position to draw upon similar analyses performed last year by the B.B.C. research section in London under the guidance of Dr. Kris. The "mistakes" of interpretation which had then occurred reveal the nature of the German planning and of the bias of the analyst with clarity. This approach, which will be extended over the whole of the German output, will serve three purposes. First, it will enable us to write the history of German propaganda in the first year of the war - that is to say, to serve our immediate aim. Secondly, it will enable us to formulate some general advices for those engaged in intelligence work. Thirdly, we hope to be able to produce evidence for the differentiation of the news given by Germany to various countries and continents by statistical methods; analysis of this kind may be useful for those who undertake the debunking of German propaganda.

B. German High Command Communiques.

The pivot of the German news policy is the German High Command communiques. We have therefore decided to investigate certain methods of appeal used in it. They refer to the

publicity given to individuals, special services and to the phraseology used. It appears that the dry wording contains certain elements of appeal of some subtlety.

C. German Propaganda Theory.

We have started to collect material on the birth of Nazi propaganda and at the same time to collect the data referring to German socialist theory. It is too early yet to predict how both these investigations will supplement each other.

D. German Military Psychology.

Our collection of material concerning German military psychology has been started as well. It appears that a close connection exists between these studies and the "war of nerves", part of which is propaganda. The coincidence throws some rather unexpected light on the penetration of actual warfare by psychological technique.

E. German Propaganda Instructions.

In September 1933, the Petit Parisien published instructions issued by the German Minister of Propaganda for use in North and South America. These instructions, though published in English by Robert Dell in his book, Germany Unmasked, in 1934, have never been studied in detail. At the time of their publication, Dr. Goebbels issued a statement indicating that they were forged. We are collecting material to prove a) that their authenticity cannot be doubted, and b) that they contain the general master plan of German propaganda undertaken in this country. Plans for their re-publication are pending. The rights of publication in English have since been acquired by Mr. John Wheeler Bennett, with whom we have cooperated in this connection.
