

WAC recruiting, and its relations to The Adjutant General's Planning Branch were formally defined. It was directed to devise a proper approach, gather material, write releases, review copy for accuracy, and guide field public relations officers toward the original idea of the WAC as a serious and dignified organization, which General Marshall had attempted to inculcate at the WAAC's first press conference almost two years before. It was Director Hobby's opinion that such a group, operating from the beginning, might have saved the WAC from much of its recruiting difficulties and public misunderstanding.<sup>63</sup>

From this time onward, it was not always possible to tell which improvements in national opinion could be credited to Army recruiters and which to Army public relations officers, since they were no longer employing contradictory approaches. The WAC Group set itself to obtain from posts and stations a stream of information and pictures that would make good news stories, which soon began to flow out to the recruiters and to publicity media—radio, newspapers, and magazines. It was hoped that enough emphasis upon accurate publicity of this type would eventually counteract other stories shocking enough to reach reporters unassisted.<sup>64</sup>

By the summer of 1944, the WAC's first real public relations campaign was under way. For the first time a full-scale publicity campaign was designed to reinforce a recruiting campaign, and for the first time public relations officers in the field learned exactly what the Army wished of them in the way of presenting the Women's Army Corps to the public. The rules, as laid down in classified bulletins to field public relations officers, were quite similar to those which Colonel Hobby had

adopted for her own office two years before, with some additions. The chief ideas to be keynoted by stories and pictures were:

1. Wacs are just as feminine as before they enlisted. They gain new poise and charm. They do feminine jobs much like those of civilian women. They have dates and are good friends with Army men.

2. The Women's Army Corps is no longer an experiment. It has public acceptance and prestige. "Present it as a success story." Parents are proud. Requirements are high. Only attractive pictures should appear.

3. Army jobs performed by Wacs are necessary to the war effort. Dramatize the job. Show Wacs working with men. Avoid pictures of kitchen police.

4. "Uncle Sam provides for the welfare of his Army nieces." Emphasize advantages of travel, new friends, medical care, recreation.

5. Adopt an affirmative approach. Don't be on the defensive. The WAC has a right to be proud of its record.

For the first time also the field public relations officers learned the "do's" and "don'ts" which had long been common practice in the Director's office: Say *women*, not *girls*. Show the proper uniform always except in sports pictures. Show attractive women but not cheesecake. Use the Corps' full name once—Women's Army Corps—and thereafter in an article it is permissible to say *the WAC* or *Wacs*. Avoid pictures of Wacs smoking or drinking. Do not put Wacs on radio programs in competition with male personnel, nor as stooges, nor as romantic interest. Avoid using Wacs in off-the-post theatricals.

<sup>63</sup> *Ibid.*

<sup>64</sup> *Ibid.* Also Draft of Memo for WAC Gp, undated. Same file.