

**How the War Refugee Board Used Public Relations In An Attempt to
Change Attitudes about European Jews During World War II**

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This paper will demonstrate how the leaders of the War Refugee Board, a U.S. government agency created during World War II to rescue European Jews from Nazi oppression, tried to overcome public opinion and government bureaucracy with a public relations campaign that countered prevailing discourses related to immigration and Jews in World War II America. This study shows the potential for public relations practitioners to introduce and maintain discussions about the qualities of a public, initiate meaningful action, and negotiate the meanings of different publics and the people within them – illustrating the possibilities of government public relations beyond advocacy for policies.