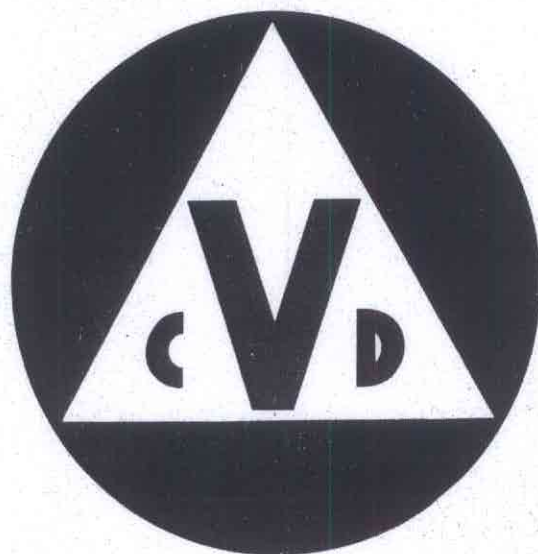


23 FR (SPEAKER 2) 35/16

# **VICTORY SPEAKERS MANUAL**



**U. S. CITIZENS SERVICE CORPS**

**OFFICE OF CIVILIAN DEFENSE  
9TH CIVILIAN DEFENSE REGION  
SAN FRANCISCO, CALIFORNIA**

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## THE WAR SPEAKERS' CORPS.

The War Speakers' Corps will be the clearing house on information specifically related to Civilian Defense, and such additional information as may be relayed to Defense Councils in relation to the general war effort. The growing responsibility of the citizen, and the need for the fullest co-operation in complying with regulations, which is so vital to the entire war program, necessitates a standing War Speakers' Corps available at short notice. It will enlist speakers; list audiences; it will seek, build and fill invitations for speakers; and it will encourage speakers to interest themselves in the entire war program.

The military forces on the firing line must be backed on the home front by a determined, united public opinion and cohesive action. This united co-operation can be brought about by a well organized War Speakers' Corps - Men and Women - willing and able to discuss with their own neighbors and townspeople the problems and responsibilities of Civilian Defense - as they affect each community.

## NINTH REGIONAL SPEAKERS' SECTION.

A Speakers' Section, as a part of the Division of Public Advice and Counsel of the Ninth Region, has been set up to more effectively assist the members of all State, County and Community Councils, in the dissemination of information to the public on the entire war effort.

The following suggested plan is organized on local Community, State and Regional scope, but the principal working unit is the Community office. From this local unit will spread the speakers, the speaking appointments throughout the State and the Region. There will be variations in each city and community, necessitated by local conditions. However, this pattern can be effectively followed in co-ordinating the facilities that already exist in the Region, State and Local Communities.

## THE PURPOSE.

1. To provide a clearing house for all information from the Washington office and the Ninth Region office.
2. To keep the public advised of the newest regulations; as related to Civilian Defense the latest rationing instructions; the latest information for mutual aid and to bring to it the last word on the entire war effort.
3. To aid in furthering all Civilian Defense programs, by building an effective channel of constantly moving information of its activities directly to the public.
4. To organize an army of trained speakers - both men and women - available for meetings whenever and wherever required.
5. To organize speaking activities, and to appoint qualified speakers to bring authentic and basically sound, worthwhile information to all communities.

## THE ORGANIZATION

A. As has been suggested, we offer merely a pattern of procedure. In some states there are Information Bureaus in variable degrees of efficiency. Where there is such a bureau it will undoubtedly be co-ordinated with the War Speakers' Corps, making for maximum efficiency and uniform operation. A Director for the local War Speakers' Corps should be appointed by the Local Defense Council.

B. The Director of the Local War Speakers' Corps will co-ordinate his work with the Director of the State War Speakers' Corps, and the State Director will co-operate with both the Local and Regional offices.

C. The State Director of the War Speakers' Corps is the supervisor of all speakers' units.

## PROMOTION.

Much of the success of every War Speakers' Corps depends upon the Director. The following suggestions are offered for guidance:

STATE. The State Director of the War Speakers' Corps should be prepared -

1. To co-ordinate and assist in the efforts of all local units in obtaining speakers - and arranging speaking appointments.
2. To obtain a list of dependable state-wide speakers and make it available to all communities.
3. To stimulate activity in the War Speakers' Corps of all local communities, and to keep them informed of all new methods for the distribution of information.
4. To develop new methods and new avenues of dissemination for information.
5. To aid in the promotion of all Civilian Defense activities through the use of well informed speakers.
6. To hold round-table discussions with prominent men and women in all areas, and obtain from them new ideas, constructive criticism and names of potential speakers.

## COMMUNITIES.

The burden of success and responsibility lies with the Local War Speakers' Corps office.

The pattern for all War Speakers' Corps Offices:

1. To keep a card file of available speakers in the immediate area.
2. To keep a file of available speakers from other areas on specific subjects.
3. To keep a completely up-to-date card file of potential audiences and of all regular meetings.
4. To fill invitations for speakers on every subject related to the war progress.
5. To promote and arrange unusual opportunities for speakers before special groups.
6. To assist speakers to obtain the latest material for speeches.
7. To follow up speakers and meetings and keep a record of reaction, response to, and ability of each speaker.
8. To find new speakers and to see that old and new maintain a high standard in quality of material, presentation, and knowledge of the subject spoken on.
9. To keep fully informed of all Civilian Defense Activities in the local Defense Councils and to aid in the promotion of its efforts by the intelligent use of speakers.
10. To constantly observe, by editing, that no speaker allows his imagination to carry him beyond the rules of censorship, to give credence to rumor, or to unknowingly spread misinformation.
11. To make a complete report to the Regional Office before the third of each month, covering the entire operation of the War Speakers' Corps. (A suggested form is shown in the back of this manual.)

It is apparent that the Director of a War Speakers' Corps is responsible for the development of an extensive promotion program. It can be a challenge to the ingenuity of every member of his staff, and the show window of accomplishment for every local unit.

The Director should not attempt too much. He should delegate as many duties as possible. BUT -- he should always be fully informed as to bookings, speakers, speeches, new material, new organizations, personnel, publicity and radio.

He should visit local military headquarters, and ascertain their problems in relation to the public and offer the services of the War Speakers' Corps. He should visit citizens' committees, supervisors' meetings, council meetings, police and firemen's meetings, etc. He should learn what their needs are, offer the services of the War Speakers' Corps, as well as place a speaker into their respective meetings.

It is advisable for the Director to meet with his full staff, including the speakers, at least once a week, to exchange ideas, discuss the problems encountered by the speakers, and develop new programs.

The Local Director might arrange for a weekly War Speakers' Corps Luncheon. Effort should be made to have every speaker listed present. Representatives of the Local Civilian Defense activities might be asked to attend, to furnish a mutual interest and to keep them apprised of what is happening. Discussion could center profitably upon new material coming from Washington and the Regional Office, upon local problems encountered, new methods of presentation which some speaker may know about or have had first-hand experience in, and "new meeting" possibilities.

An important factor in the luncheon get-together could be the opportunity afforded of going over the list of meetings covered and talks made. This would assure covering every meeting and possible audience by a member of the War Speakers' Corps and would afford everyone an opportunity to learn if the proper emphasis were being given to the important subject of the moment. It also could serve as a most constructive clearing-house for all information and problems and would provide an excellent opportunity to present each War Speakers' Corps to other groups.

No local office should cover too large a territory. Sub-committees should be appointed under the direction of the Local Director. This not only simplifies the work of the Local Director, but brings more people into close contact with the serious problems this nation is facing. Weekly reports should be sent to the local unit office by such sub-committee.

#### OPERATION.

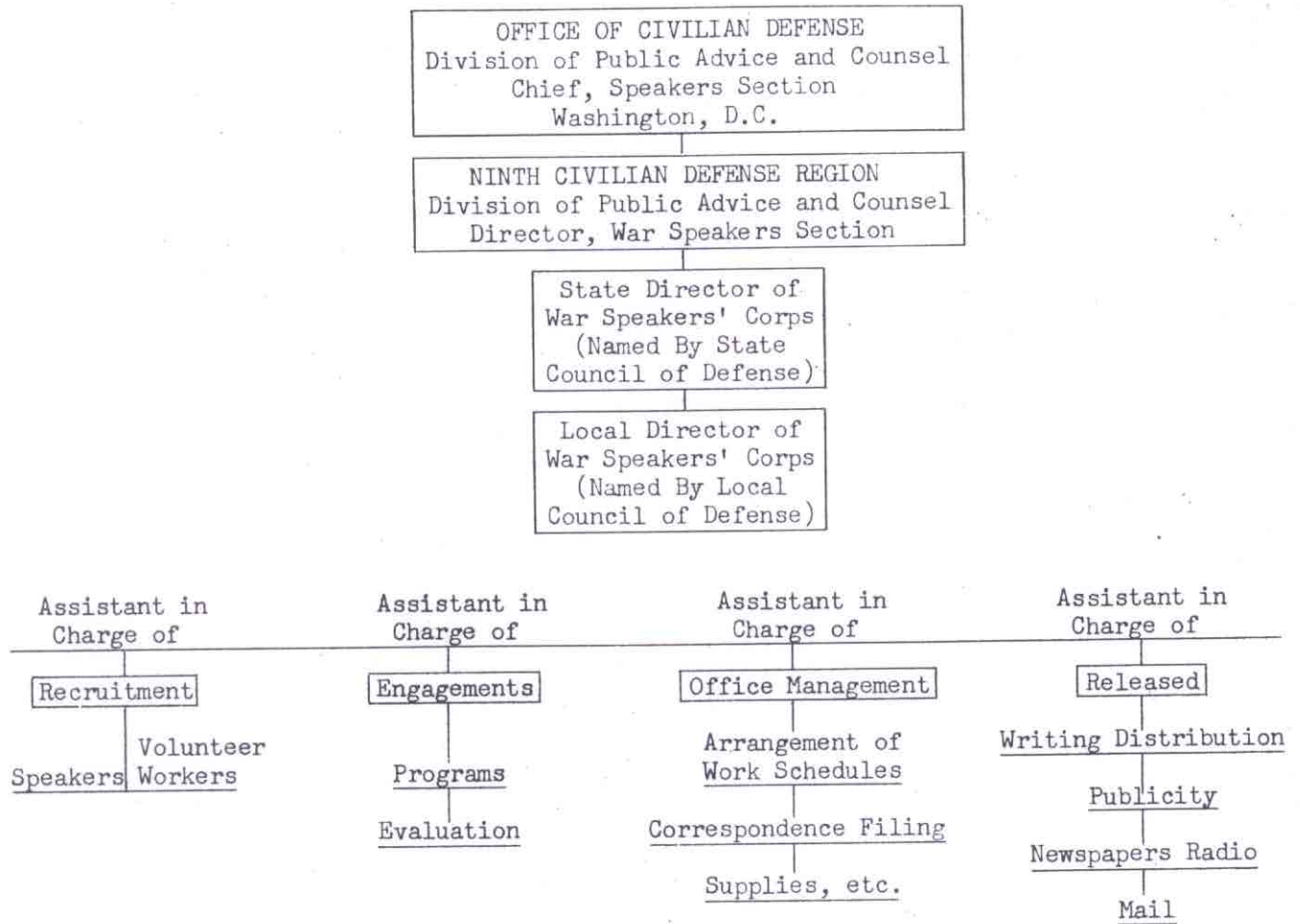
In the more populated areas several assistants will be required. But every Director should have at least four staff assistants as an emergency measure -- and to lighten the task of the Local Director.

##### Staff Assistants:

- A. A workable method is to have one assistant in complete charge of making appointments. The assistant will call the program chairman and ask for permission to present a speaker. Some salesmanship may be necessary. Explain the need for cooperation. At some meetings it may not be possible to place a long speaker -- but a three or four minute speaker on a timely subject will not upset the program of any meeting.
- B. It should be the duty of the Appointment Chief to follow up all meetings and get an Evaluation Report from the speaker, as well as from the program chairman of the group addressed. (Note attached forms.)
- C. Another Staff Assistant may be placed in charge of constantly recruiting new speakers. This Staff Assistant will aid the Appointment Chief in the placement of the right speaker, since this assistant should be completely informed on the qualifications of all speakers and must also know what type of speakers are available for special meetings, through the State Defense Council files.
- D. The Assistant to the Director of the War Speakers' Corps should be prepared to set up a file system, to supervise it, to keep it up-to-date, and be prepared to instruct all volunteer office assistants. (NOTE ATTACHED CHART.)

SUGGESTED ORGANIZATION CHART FOR LOCAL BUREAU WAR SPEAKERS' CORPS

IN SMALL OR MEDIUM-SIZED COMMUNITY



## VOLUNTEERS.

All volunteer agencies in each community should be asked to co-operate. War agencies, such as the Civilian Defense Councils, the American Women's Voluntary Services, the American Red Cross, and all particularly localized groups have large listings of willing workers. Volunteer workers for office routine, under the supervision of the Staff Assistant, can do an effective job. DON'T try to limit office assistants. Volunteers are anxious to have a part in this great war effort, and their only ability and opportunity may lie in typing or filing your record cards. An appeal can always be broadcast for specialized workers, if necessary.

## ROSTER OF MEMBERS.

DON'T WAIT TO BE ASKED FOR A SPEAKER. Write, telephone and make personal appeals until a complete roster of meetings has been 'Dated' for regular speakers. Special subjects should be worked up for regular speakers - and follow-up or emergency measure subjects for three-minute speakers. THIS IS WAR - and only the closest co-operation between all peoples will WIN THIS WAR. Keep a "daily file." This should show all meetings at least one month in advance. Reach the program chairman - get in a speaker. This file should be checked each day and some speakers placed.

A letter should be sent by the Local Director of the War Speakers' Corps to every organized group, including a self-addressed post card, asking each group to fill in the questions listed. Explanation must be made as to the plan and reason for this request. Permission should be sought to address a meeting at least once in two weeks - with a full length talk on important regulations - Salvage, Nutrition, Child Care, Rationing - and the many other subjects which will be brought to the attention of the Speakers' Corps from time to time.

Most organizations have found it advisable to appoint a War Activities Chairman. The fullest co-operation should be established with all such Special Chairmen.

## STATE-WIDE CO-OPERATION.

Each State Defense Council should have a master file of speakers. From this should be drawn state-wide speakers on special subjects willing to cover meetings wherever and whenever needed. Each State Defense Council would find it convenient to have a complete record of the number of speakers in each Community - with indication as to type and ability. Each Local Speakers' Bureau, in addition to its local file, should have the file of special speakers available from the State Defense Councils, who are willing to come into each particular local area. Application should be made through the State Defense Council for these special speakers, to avoid confusion of dates.

Important as the information may be to the public, it is still reluctant to come to a meeting just to hear a speaker on general war activities. It is up to each and every Speakers' Bureau to produce such good speakers, such interesting personalities, with material prepared in entirely new form, that facts become as intriguing as fiction. It requires State-Wide co-operation to arrange interest compelling meetings. These can be tied up with local war Savings Rallies, with Patriotic groups, with Civilian Protection Demonstrations, with Local Military Enlistment Rallies and the local church picnic.

All sections of the State should be aware of the problems of any local area, but each community knows best its own needs and problems. It is a responsibility of the Local Director of the War Speakers' Corps to know these needs and meet them at the important moment with a fully prepared and informed corps of speakers.

## SPEAKER SELECTION.

The method and selection of speakers will depend upon the Director, the Community, and local conditions. The Director may be a man or a woman. Constant attention to details and alertness to promotional ideas, enthusiasm for a job well done, and an unbiased mind on the important subjects to be presented, organizational ability and adequate time, are the simple requirements.

## ADVISORY COMMITTEE.

As an aid in simplifying the problems of the Director, an Advisory Committee should be appointed by the State Defense Council, and in turn a similar Advisory Committee should be appointed by each Local Defense Council.

Each member of the Advisory Committee should be asked to prepare a list of potential speakers known to them. A member of the Volunteer Office of the Local Civilian Defense should bring the file of volunteers who have signified a willingness to speak. Further selection of members for the Advisory Committee should be made from the nearest Chamber of Commerce or Board of Trade, a representative of each of the churches, the Labor groups, Fraternal groups, industrial leaders, social groups, business and professional, entertainment and luncheon groups - and most definitely, do not forget the women's groups. At a meeting, embracing all of these citizens, the names of all potential speakers should be considered. A memorandum as to type and ability and former training of each person should be made. Some of the above mentioned groups have well defined speakers' bureaus. These should be invited and incorporated in the War Speakers' Corps.

It is important that Volunteers for Victory be always kept busy. Therefore, select first those persons for the War Speakers' Corps with outstanding ability and records. Gradually work into the entire listing and keep adding new names. Even the most able may not fill all needs.

An important source of speakers will be the military forces in all branches. These will be especially attractive to large, special audiences, because of their affiliation and nearness to the battleground itself.

## TYPES OF SPEAKERS.

Never use an office worker or professional person for a laborers' group. A welder or shipfitter has his own particular appeal and method of reaching his own type and group. Use a housewife to speak to housewives, or a business or professional person to speak to a like group. Do not overlook the high school and college student. Here is a wide field of speaker's material, as well as a very large audience which will carry home the story of important or unusual happenings.

Prepare for the foreign language groups in your particular area. Especially the industrial areas must consider this. Use one of "Their Own".

Call upon your industrialists for an opportunity to present a speaker at factory meetings. Many industries have twenty-four hour days, and a speaker should be especially selected and regularly allowed to present to each shift the latest news from Washington or the Regional Office.

## SPEECH MATERIALS.

Local War Speakers' Corps will receive suggested subject material for speeches from Washington and from the Regional Office.

1. The chief source of such materials will be "The Victory Speaker", a periodical that is prepared by the Office of War Information, in co-operation with the Office of Civilian Defense and is, therefore, official. "The Victory Speaker" is printed on punched paper, and, because frequent reference is made to back numbers, all speakers should be provided with a complete file.

In addition, the Regional Office will send materials to the respective State War Speakers' Corps for distribution.

2. States undoubtedly will see the need of getting out special material on occasion, to meet some specialized requirement.

3. Of utmost importance is the material that comes out of the community itself. The large city may have its particular problems of transportation or rationing administration; the agricultural community may be concerned with the scarcity of farm labor for the harvests. In either case, speakers should be placed in enough audiences to make sure that the respective problems are understood by the mass of the people.

## PREPARATION OF SPEECH MATERIALS.

Most volunteers in the War Speakers' Corps will want to prepare their own speeches from the material made available to them by the National and Regional Office of Civilian Defense. Others may not have the time for that work, and so may call upon the Local Bureaus for assistance. It is suggested that editors of newspapers and other publications in the community, high school principals, professors of colleges and universities be asked by the Local Director for aid in this connection.

## USEFUL AIDS TO SPEAKERS.

- a. Question-and-Answer Sheets. A most useful and informative means of imparting information on a complicated subject is the Question-and Answer formula. Such sheets, on various topics affecting the civilian populace, will be prepared and distributed for the use of speakers by the Regional Office.
- b. Mimeographed Information Kits. Many Defense Councils have found it helpful to mimeograph a kit of materials containing fairly complete information on the Civilian Defense set-up, including both Protective and Civilian Mobilization branches. Such a kit equips the speaker to answer many of the questions that audiences may ask.

(In this connection, each volunteer in the War Speakers' Corps should be impressed with the importance of refusing to answer a question about which he is not completely informed. If there is any doubt in his mind, he should not attempt to satisfy the questioner, but should take the name and address of the individual and turn the query over to someone who can write the questioner a letter embodying the desired information.)

- c. Clipping Bureaus. Wherever possible, the Local Office of the War Speakers' Corps should maintain a clipping bureau as a source of instruction and information for speakers. The Reference Department of the Public Library might be called upon for assistance in this work. This file should be accessible to every speaker before he accepts an appointment to speak. Some other members of the War Speakers' Corps may have appeared at this same meeting the previous week. What he talked on and, to a degree, what he said would be a valuable aid to the new speaker. A state-wide clipping file would keep all speakers abreast of developments.

## REPORTS TO NINTH REGIONAL OFFICE.

Activity Reports from the Local and State Offices to the Regional Director of War Speakers' Corps are essential, in order that the Regional Director may be apprised of conditions and developments in the field, and make the required report to the Washington Office by the 3rd of each month.

State Report. The first report from the State to the Region should be as follows:

1. Population of State.
2. Number of Local Speakers' Bureaus already established.....  
Number that should be established.....
3. Number of speakers enrolled.
4. Number of speeches given.
5. Number of copies of "The Victory Speaker" needed for next distribution.

Community Report. The first report from the Local Speakers' Bureau should include:

1. Population of the area covered by the Local Speakers' Bureau.
2. Number of audiences available --; contacted --; potential --.
3. Number of speakers enrolled.
4. Number of speakers used during past month.
5. Number of speeches given during past month.

## PUBLICITY.

This should be a matter of co-operation between the Publicity Committee of the Local

A certain amount of publicity for the War Speakers' Corps project is essential in order that organizations for whose service it was created may be made aware of its services. These suggestions should prove helpful in securing publicity for Local Bureaus:

1. Suggest to all speakers that they encourage whenever and wherever possible the use of other members of the War Speakers' Corps.
2. Newspapers.
  - (a) Pictures of speakers — individual cuts in advance of speech; group pictures of actual delivery, from platform or speaker's table at luncheon meeting.
  - (b) Feature stories of the Bureau, its work and personnel.
  - (c) Weekly list of speakers, audiences and topics.
  - (d) Reports of addresses to certain audiences.
3. Putting speakers on the radio, with co-operation of the Civilian Defense Radio Director, or through local radio stations willing to co-operate.

The community at large can become a part of the Speakers' Bureau through a properly organized radio and newspaper campaign. The public can be asked to request a War Speaker for every meeting coming to its attention. These requests can be made a feature of the radio stations of every community. The proper approach can enlist the aid of every news announcer or individual program. It is also quite simple to have stories and announcements of meetings and their speakers appear in community papers. However, the larger communities require specially prepared materials with a news value. This news value could be obtained if all Directors and speakers will give their work a special "lift", an unusual angle. Advantageously prepared posters with "eye appeal", would also be of great value to the War Speakers' Bureau. High School art departments are happy to co-operate in this respect. A type of contest might be instituted. The best poster should be chosen for public display, and all posters placed on exhibit for a Poster Contest during the school year.

The record cards Numbers 1 to 6 inclusive will be supplied by the Ninth Regional Office of Civilian Defense.

1. WHITE Speaker's Record Card. (Triplicate)

One of these cards should be filed in an alphabetical file, so the desired card can be found under name immediately.

One of these cards should be filed under "Subject", with that of other speakers signifying their desire to speak on the same subject matter.

One of these cards should be filed under locale of speaker.

2. BLUE Organizations. (Triplicate)

One card should be filed in alphabetical order.

One card should be filed as to location in the state.

One card should be filed in a "Daily Information" file, showing regular meeting time. These should be consulted each day, showing the meeting dates a month ahead, if possible.

3. Speaker's Evaluation Report.

This card should be filed under Date.

4. GREEN Assignments. (Triplicate)

One copy should be given to the speaker.

One copy should be sent to the organization as verification of the appointment.

One copy should be filed in the local office.

5. WHITE Request for Civilian Defense Speaker.

6. WHITE Speaker's Personal Record Card.

7. Copy of Self-addressed post card to be sent as a "follow-up" after every meeting.

a. Organization name to be filled in by issuing Civilian Defense Speakers Bureau.

b. Speaker - Name of speaker to be entered by issuing office.

c. Reverse side of card to be addressed by issuing office. i.e., Speakers Bureau  
Civilian Defense  
Office  
21 State Street  
Yreka, Washington

SOME SUGGESTED ORGANIZATIONS TO BE CONTACTED BY LOCAL AND STATE WAR SPEAKERS' CORPS BUREAUS

Allied Construction and Building Industries Association

American Bankers Association  
 American Farm Bureau Federation  
 Association of Credit Men  
 Association of Insurance Agents  
 Chamber of Commerce  
 Civic Improvements Association  
 Farmers' Union  
 Junior Chamber of Commerce  
 Manufacturers Association  
 National Grange  
 Realty Board  
 Exchange  
 Kiwanis  
 Lions  
 Optimist  
 Rotary  
 B'Nai B'rith  
 Catholic Youth  
 Fellowship of Churches  
 Jewish Welfare Board  
 Knights of Columbus  
 American Junior Red Cross  
 American Red Cross  
 Booker T. Washington Community Center  
 Child Study Association of America  
 Council of Social Agencies  
 Federation of State Societies  
 National Association for Advancement of Colored People  
 Amateur Movie Club  
 Bowling  
 British Overseas League  
 Council of Dads' Clubs  
 Degree of Honor Protective Association (various lodges)  
 De Molay (Jr. Masonic Auxiliary)  
 Eagles  
 English Speaking Union  
 Golf Clubs  
 Hiking Club  
 Knights of Pythias  
 Toastmasters Club  
 Women's Catholic Order of Foresters  
 Women's Christian Temperance Union  
 Women's City Club  
 Women's Professional Pan-Hellenic Association  
 Young Ladies Institute (Catholic)  
 Churches and Synagogues  
 Public Schools (and Private)  
 Colleges and Universities  
 Industrial  
 Labor Union  
 Y.M.C.A.

Knights Templar

Masons  
 Model Yacht Racing Clubs  
 Modern Woodmen of America  
 Neighbors of Woodcraft  
 Political Science Club  
 Rod and Gun Club  
 Service Club Council  
 Tennis Club  
 Twentieth Century Club  
 20-30 Club  
 Woodmen of the World  
 Writers  
 Yacht Club  
 Young Men's Institute  
 Zonta International  
 Alliance of Jewish Women  
 American Federation of Soroptomist Clubs  
 American Gold Star Mothers  
 American Medical Women's Association  
 American War Mothers  
 American Women's Voluntary Services  
 Association of Women Lawyers  
 Business and Professional Women's Clubs  
 Camp Fire Girls  
 College Women's Club  
 Daughters of the British Empire  
 Daughters of Union Veterans of Civil War  
 Degree of Pocohontas  
 Girl Scouts Council  
 Hadassah  
 Junior Leagues of America  
 Ladies Auxiliary to Veterans of Foreign Wars of the U.S.  
 League of American Pen Women  
 National Society of the Colonial Dames of America  
 National Society of the Daughters of the American Revolution  
 Order of Eastern Star  
 Rainbow Girls (Junior Eastern Star Auxiliary)  
 Rebekah Lodges  
 Regular Veterans' Women's Association  
 United Daughters of Confederacy  
 Women's Auxiliary of the American Medical Association  
 Security Benefit Ass'n.  
 United Finnish Kaleva Brothers & Sisters Lodge  
 Volunteer Firemen's Ass'n.  
 Women's Benefit Ass'n. Review  
 Breakfast Clubs  
 High 12 Club (Masonic)  
 Garden Club  
 League of Women Voters  
 Monday Study Club (Tuesday, Wednesday, etc.)  
 Mothers' Club

Y.M.H.A.  
Y.W.C.A.  
Y.M.C.A. (Negro Branch)  
Y.W.C.A. (Negro Branch)  
Community Clubs  
Trade Associations  
Consumers Co-operatives  
College Fraternity and Sorority Alumni  
Chapters  
Parent-Teachers Association  
Motion Picture Theatres  
Commercial Association (Districts)  
Community House Protective Association  
Downtown Association  
Protective Association  
Ancient Egyptian Order of Sciots  
Ancient Order of Foresters  
Catholic Daughters of America  
Companions of the Forest  
Nat'l. Ass'n. of Letter Carriers  
Odd Fellows  
Order of Herman Sons  
Order of Runeberg  
Order of Vasa Framot  
Royal Neighbors

Needlework Guild of America  
Twentieth Century Club  
Women's Army and Navy Club  
Women's Big Ten University Club  
W. C. T. U.  
Council of Parents and Teachers  
Teachers Associations  
All Arts Club  
Choral Society  
Etude Club  
Motion Picture Council  
Philatelic Society  
Piano Club  
Theosophical Society  
Violin Club  
Town and Gown Club (Town and Country  
Clubs)  
American Legion  
Urban League  
Trade Associations  
Consumers Co-operatives  
College Fraternity and Sorority Alumni  
Chapters

SPEAKER'S CARD

#2

## ORGANIZATIONS

-12-

## SPEAKING ASSIGNMENT CARD

Date.....Time.....

Organization.....

Meeting Place.....Phone.....

Exact Address.....

Program Chairman.....

Address.....Phone.....

Speaking Time.....Age Group Audience.....

Topic Desired.....

Will Audience Ask Questions.....

Expected Attendance.....

Transportation Instructions.....

Name of Speaker.....

Address.....Phone.....

Remarks to be Used in Introduction of Speaker.....

.....

.....

Other Information.....

Copy to Speaker..... To Organization.....

REQUEST FOR CIVILIAN DEFENSE SPEAKER. In order that the best and most satisfactory service can be rendered, all organizations and groups requesting speakers on civilian defense are asked to supply the following information. Please complete the form in duplicate and return it as soon as possible. Under "Comments" please add any information you believe may be needed to avoid any confusion.

Name of organization requesting speaker \_\_\_\_\_

Speaker is wanted on (day) \_\_\_\_\_ (date) \_\_\_\_\_

at (time) \_\_\_\_\_<sup>AM</sup> PM for \_\_\_\_\_ minutes talk (and \_\_\_\_\_ minutes questions).

Meeting will be held in \_\_\_\_\_

Exact address of building entrance \_\_\_\_\_

On arrival speaker should contact \_\_\_\_\_

Expected attendance \_\_\_\_\_ Type of audience and its requirements \_\_\_\_\_

Comments \_\_\_\_\_

Can you use biographical material for publicity? \_\_\_\_\_

Will the newspaper(s) use a picture? \_\_\_\_\_

If speaker is to come from outside your community, please give helpful information regarding modes of travel and hotel accommodations.

Name and address of person requesting speaker \_\_\_\_\_

(Note back side)

#3

Speaker's Report on Meetings)

Please return this sheet to the Speakers' Bureau with the following information:

Number in attendance \_\_\_\_\_

Did our arrangements work out satisfactorily? \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Please answer all questions fully)

Name \_\_\_\_\_

Title or position \_\_\_\_\_

Business address \_\_\_\_\_

\_\_\_\_\_

(City) \_\_\_\_\_ Phone \_\_\_\_\_

Home Address \_\_\_\_\_ Phone \_\_\_\_\_

Are you enrolled in any phase of Civilian Defense other than speaking? \_\_\_\_\_

\_\_\_\_\_ If so, what \_\_\_\_\_

\_\_\_\_\_

On what Civilian Defense topics do you believe yourself competent to speak?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

To what organizations and societies do you belong? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you have a picture from which a newspaper cut should be made? \_\_\_\_\_

What newspaper has a cut of your picture from which mats could be made? \_\_\_\_\_

\_\_\_\_\_

On back of this sheet, please note appropriate biographical information to be used in publicity. Please give all pertinent information. Include public speaking experience.

This form of self-addressed card to be sent  
organization by local Speaker's Bureau.

#7

|                                                            |
|------------------------------------------------------------|
| Organization _____                                         |
| Speaker _____                                              |
| Did the speaker talk on the desired subject? _____         |
| Did he adhere to that subject strictly? _____              |
| Did he observe time limitations? _____                     |
| Was his presentation excellent, good, fair, or poor? _____ |
| What was the audience's reaction? _____                    |
| Comments: _____                                            |
| _____                                                      |
| _____                                                      |
| _____                                                      |
| (Please return this self-addressed card immediately.)      |

NOTE: Defense Councils will be expected to supply these cards to the respective local organizations for an immediate report. The effectiveness of your speakers will be indicated by these reports.

In the foregoing pages has been set forth the need for a War Speakers' Corps. As a member of the War Speakers' Corps you have the responsibility of giving advice and information to the public and of eliciting their co-operation. This is the "stuff" of which MORALE is made.

Every Speaker has his own force and style of presentation - personality, manner of speech - these are all important. To these must be added the physical mechanics of a speech.

You, as a "Rumor Warden", must constantly attack ignorance, doubt and fear. The information you give will greatly influence the response to this total war - a war which will touch the entire population in all its phases, ethical, political and economic.

A well organized speech must have a topic, an outline and a climax. The introduction to the body of the speech should arouse interest - motivate thought. There is nothing you can leave to last minute thought or inspiration in this work. Inspiration is not to be underestimated, and must be in evidence during your preparation.

The body of the speech presents the facts and emphasizes the purpose, and the climax summarizes the entire speech and calls for action from the audience.

#### STEPS IN PREPARATION

There are three basic steps for the preparation of any speech:

1. Analyzing the audience.
2. Gathering material.
3. Organizing the material.

#### INTRODUCTION

1. While the Chairman makes the introduction it is incumbent upon the Speaker to listen carefully to the introductory remarks.
2. Acknowledge the introduction by expressing your appreciation for the opportunity to present your message.
3. Remember, there is no time to waste. You must win your audience with your opening sentence. Great care must be given to the preparation of your introduction. Prepare a startling statement for your opening.

BODY OF SPEECH:- There will be little place for humor in talks given by the War Speakers' Corps.

1. Be sure to give your speech careful thought before presenting it.
2. MAKE IT SHORT. Use no unnecessary words. Be specific, get to the point.
  - a) Consider your facts.
  - b) Is your reasoning clear?
  - c) Is your analogy to the point?
  - d) Is your testimony infallible?
  - e) Are your illustrations graphic?
  - f) Know the authority for your statistics.

#### CONCLUSION

1. Correlate your points.
2. Repeat your main idea in as few words as possible.
3. Appeal for action and for co-operation in your climax.

PURPOSE Make sure you know the purpose of talks to be given under the auspices of the O.C.D. To be convincing, the Speaker must know what he is driving at, and aim directly at that purpose.

#### AUDIENCE

The opportunity to observe an audience is usually given a Speaker but if this is not possible, a quick evaluation can be made during the Chairman's introductory remarks.

1. Consider the size of the group. If it is small, give your speech in an informal style.
2. Consider the age level of your audience. For school children, narration is effective. The sex of your audience must be considered. Men want facts concerning war conditions, and how they can co-operate toward a speedy victory. They would be interested in information that would assist them in "business as usual".
3. Professional women would like to be told of services which they might render - put to effective use their professional knowledge.

4. Housewives would be interested in domestic activities and their relation to the war, particularly in rationing as it affects the lives of their families.
5. Be sure to consider the occupation or means of livelihood of your audience, and point your remarks accordingly.
6. The general locality of a meeting and occupation will tell you much about your audience. Be sure to suit your vocabulary and speech material to the educational level of your audience. If your audience is composed of alert, well-informed persons, be sure you are well versed in your subject.
7. Never talk down to your audience. If you are talking to a group of laborers, speak in their language. If you are talking to farmers don't talk about the grievances of office workers.
8. THIS IS A WAR OF ALL PEOPLES, AND FOR ALL PEOPLES, -avoid politics, criticism, rumors, personalities and personal opinions.

#### PLACE AND OCCASION

1. Consider the purpose of the meeting.
2. Before you begin your speech learn the rules of the group meeting and abide by them.
3. The position of your appearance on the program is important to the form of speech you will give. Are you the principal speaker on the program? Do you follow some form of entertainment? Will your speech be made between reports?
4. Is the room small or large? Have you observed the acoustics? Is all of your audience seated or is part of it standing? Is the room well ventilated? Is your audience comfortable, warm, cool, alert, quiet? These are things important to a speaker and must be considered - but can be overcome by a brilliant presentation.

#### SELECTION OF MATERIAL

In selecting the materials for a speech, basic emotions, which control human behavior must enter into every speech outline.

1. Preservation of self - of loved ones, Community and Country.
2. Loyalty to family, to friends and to the Nation.
3. Reverence.
4. Love of freedom - worship, the press, speech, assembly, life, freedom in government.
5. Fear - the loss of freedom, of life, and of possessions.
6. Creative urge - Help to build a better world and lasting peace.
7. Sympathy - Sympathy for those who have already sacrificed much for the Common Cause.
8. Sincerity - Honesty of purpose - Faith in human endeavor.

The Speaker has a wide choice of materials. Principally, his releases will come from Washington and the Regional Office. These can be augmented by personal interviews, through reputable newspapers, books, magazines, radio broadcasts and the files of the public library.

Develop your ideas in concrete fashion. Listeners will even be interested in statistics if kept to a minimum and authentically presented.

#### PREPARATION OF SPEECH FOR DELIVERY

For the most part you will be called upon to speak for only four or five minutes. With the normal rate of speaking at 120 words per minute - a 500 word speech would cover your time, with no time for unnecessary words. The demand on a speaker is that he be brilliant and to the point. Check your speech for time limit. Never read a speech. Although you may have learned by heart the speech as you wrote it, make it sound as though you were composing it as you are giving it. Be fresh always. Freshen up a speech which has been used before.

A fifteen to thirty minute speech allows for lee-way in clarification, but a four or five minute speech must include salient facts as outlined, but so concisely, that the audience must immediately recognize the subject of your talk.

-SHOW ORIGINALITY-

#### PLATFORM HINTS

The Speakers' Bureau of the local Defense Office will supply information to the representative of the group you are to address but even this precaution does not guarantee the type of introduction the chairman of the meeting might give. Prepare a brief statement for the chairman to use. This statement is a thumbnail sketch, a "Who, what, when, where, why," on the speaker and his topic. It will save embarrassment and will prevent the chairman from upsetting the start on a short speech.

The War Speakers' Corps acts as the Representative of Civilian Defense. This is a privilege. Never allow the imagination to carry you beyond the rules of censorship. Never give credence to rumor, and carefully avoid spreading misinformation.

ORGANIZATION OF CIVILIAN DEFENSE

In accepting an assignment to talk before citizens participating in civilian defense, or who are interested in learning more about the civilian defense organization, you have accepted a privileged role of leadership in your community. Along with this privilege go definite responsibilities. Certainly not the least important of these is the one of making the most effective talk of which you are capable. Your manner of presentation and attitude can affect the "will to win" of your audience in three ways. It can be a positive constructive experience for each of your listeners, inspiring them with the motive of service. It can be completely neutral, neither adding nor detracting from the "will to win"; or it is even possible for a public address to be destructive or negative, and contribute to the pessimistic or defeatist attitude.

Americans want and have the right to know what their public officials are doing. You learn in talking to the average citizen that he is often perplexed about the organization structure of our Civilian Defense machinery. If you are discussing a particular phase or program of our Civilian Defense organization, a few minutes should be devoted to showing its relationship to the rest of the organization. Whenever they are available, you should use display charts and reports on progress.

A wealth of material may be obtained through the Office of Civilian Defense, including manuals on First Aid instructions in protection against gas warfare, training auxiliary firemen, volunteers in health, medical care and nursing, Civil Air Patrol, blackout instructions and numerous others. These can be distributed at the end of your talk. Presentations of this sort will contribute to a feeling of security based not on blind optimism but on the realistic knowledge that well-conceived protective measures have been organized or are in the process of organization. This will also increase your audience's pride in democratic efficiency in emergencies, and will tend to mobilize their desire to participate in one or more of the activities.

It is highly important that they have a picture of the mechanics and organization structure of the Civilian Defense Volunteer Office. Indicate that it is through this office that they must all register for service in our civilian organizations. Explain that this important function involves a frank evaluation on the part of each volunteer in terms of his interests, capacities and skills before choosing his particular activity in the Civilian Defense organization. Stress the importance of the interviewers in the Volunteer Office and group leaders exercising good judgment in advising choices and assigning duties.

You should leave your listeners with a clear understanding of the mechanics involved in joining special groups. It is very demoralizing for our citizenry to have the desire to be of useful service in this connection and not know how to put themselves into harness. In some communities we hear complaints that people have registered to do a special job through the Volunteer Office but have not been called upon in due time. These complaints are wholesome and desirable, but you should emphasize that, when these situations occur, it is their responsibility as good citizens to report these matters to the person, or persons, responsible for the assignment of duties. They are entitled to an explanation.

Particularly in the larger population areas it is conceivable that certain registrations may become lost in the shuffle. In other instances, the particular type of service for which the person registered may not as yet have been mobilized. There are a great variety of other reasons why a person has not been called, but you should stress that they have the right to know what these reasons are.

Point out to your audience the need for a clear understanding and determination on the part of each volunteer that he will inform himself thoroughly through study and actual drilling. Show him that he must anticipate hard work and self-sacrifice, that he must be alert and responsible for the duration. His sense of responsibility must continue after the first enthusiasms have worn off, and even when the duties may seem unnecessary. For instance, a gas warden may not find his responsibility particularly intriguing when no gas warfare seems to develop.

It is your responsibility accepting a speaking engagement know in detail that phase of the program that you are discussing, so that you will be equipped to answer intelligently questions which will arise from the audience. Questions will be asked about certain phases of the Defense program which you did not intend to discuss and for which you are not prepared. When these situations arise, do not be afraid to say, "I don't know." A bad guess can destroy the confidence of your audience, and worse, you can become a source of misinformation, of which at the present time there is altogether too much.

#### POINTERS TO SPEAKERS.

There are a few general, but highly important, principles which must be employed in practicing the art of public speaking. The length, vocabulary and content of your talk should vary with the nature, average education and purpose of the group you are addressing. This presumes that you know your audience. It is usually desirable in your introductory remarks to say a few words to let them know that you know their work and interests. Choose only a few points, but make them clear. Use short sentences and make your points in logical order. Talk with your audience, and not at them. It will help you to identify with your audience if you use "we" instead of "I" or "you." Sincerity goes a lot further than "frills." Be direct and natural. Avoid general words, like "justice", "freedom" and "democracy", unless you go behind these words and discuss the down-to-earth values which apply personally to the life and future of every listener.

The practical minded, patriotic Americans will need no instructions on how to keep up their spirits and determination. Ill-advised, emotional harangues on this subject may do more harm than good. Some people may wonder if their leaders distrust them or are preparing them for a great impending disaster.

DON'T

DON'T

DON'T

DON'T

1. DON'T shout, "Be calm." Emphasize instead how we can prepare for the blows when they fall. Then we won't need pep talks about being calm and confident.

2. DON'T anticipate exaggerated horrors -- yet be realistic. Show how the British and Chinese have withstood total war for years and have come through stronger and more determined than ever.

3. DON'T state, "We must exterminate the German, Japanese and Italian beasts." Fanatic hatreds can make us unnecessarily suspicious of our foreign-born fellow patriots, and even promote the divide-and-conquer program of the Axis. Preach instead a firm, intelligent resolve to crush and abolish forever the Axis plan of tyranny and aggression. Make it clear that we are living in a world which is divided into two distinct camps more completely than ever before in its history. Three-fourths of the earth's population believes in the worth of the human individual and freedom from morbid fears, hates and slavery. The remaining quarter of the world's population, our enemies, believe the state is supreme, and the individual is important only as he serves, or is a slave of the state. Never in the history of man has there been a cause more worthy of our "toil and tears, blood and sweat."

4. DON'T fall for rumors. Our democratic government is engaged in a strategy of truth, but we must remember, in the words of President Roosevelt, "We are not going to provide information which will give aid and comfort to the enemy." Only the totalitarian governments are forced to lie to their own people.\*

\* "Suggestions of O.C.D. Personnel for Talks on Morale," by Jules H. Masserman. Mental Health Bulletin, Illinois Society for Mental Hygiene, Nov.-Dec., 1941.