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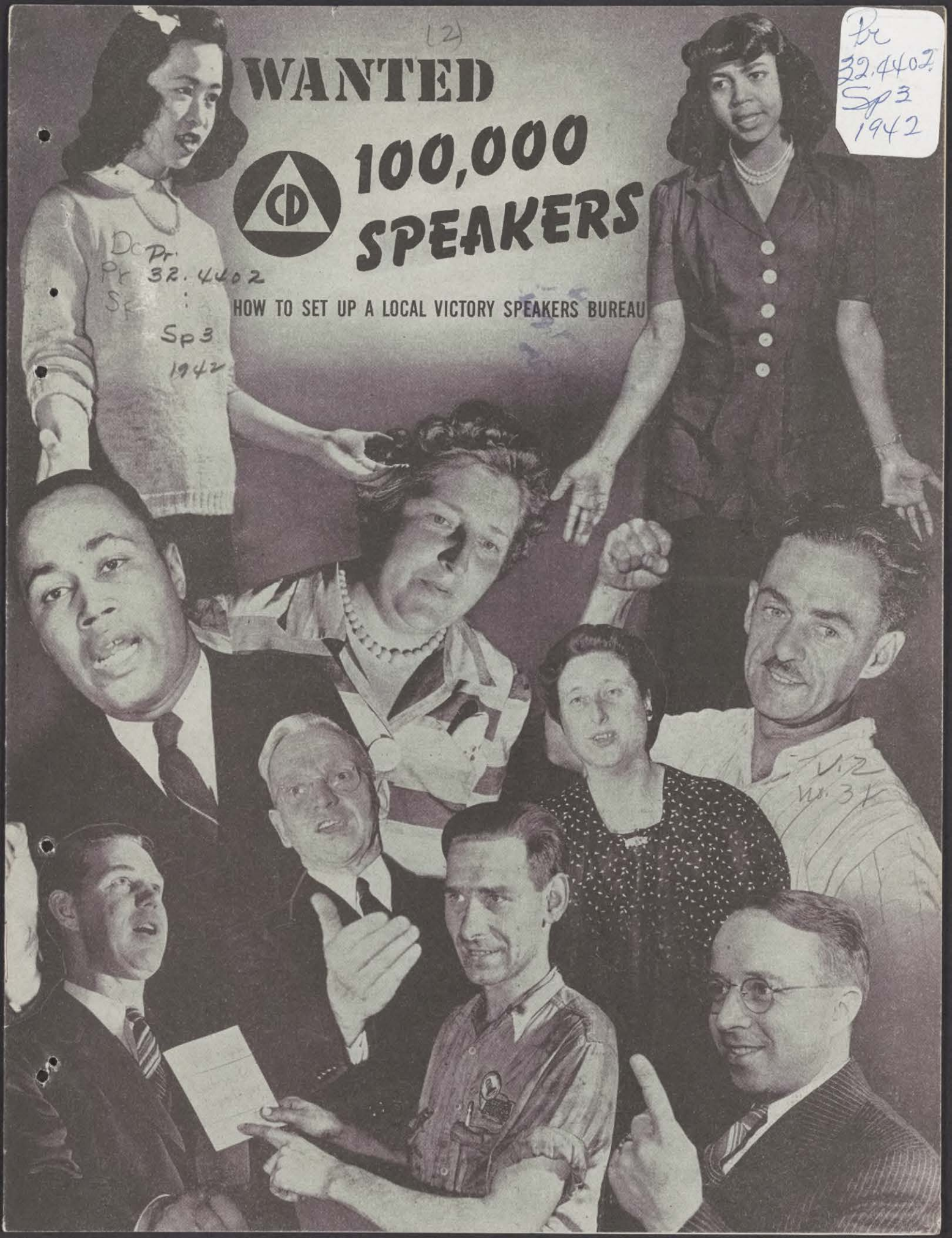


# 100,000 SPEAKERS

HOW TO SET UP A LOCAL VICTORY SPEAKERS BUREAU

Dr  
Pr 32.4402  
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1942

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No. 34



These suggestions on how to set up a Local Victory Speakers Bureau are designed specifically to meet the needs of cities from about 30,000 to 150,000. Larger cities will probably find it helpful to introduce a few additional directions. These will be covered in mimeographed supplements provided by the Office of Civilian Defense. Smaller cities and rural communities can follow, in the main, the suggestions given here, except that some of the procedures may be simplified or omitted. It is impossible to say just what may or may not be omitted. This decision must be left to the judgment of the Director of the Local Victory Speakers Bureau.

*(Only two copies of this are being sent each defense council—one for the office, and one for the Director of the Victory Speakers Bureau. Additional copies may be obtained from your State Defense Council. But this is war. Let us avoid waste.)*

U. S. OFFICE OF CIVILIAN DEFENSE, Washington, D. C.

Issued September 1942

For sale by the Superintendent of Documents, Washington, D. C. Price 5 cents.



TO VICTORY SPEAKERS:

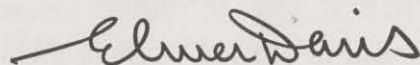
The press, radio, graphic arts and the newsreels are doing an excellent job of giving the nation information on the war effort. The people of the United States are better informed than any people who have fought a war since fighting became a specialized and technical activity.

But it is not enough that ideas should merely be radiating from Washington to the country. In a democracy, ideas, principles, and convictions should arise from the citizen body. People should know why they are fighting. They should have an enthusiasm based on their own thinking.

Therefore, in addition to all the media of communication which are now serving the nation, I welcome and intend to cooperate fully with the movement to establish an army of Victory Speakers in Defense Councils all over the country. The resources of the Office of War Information will be used to provide speakers with full facts on the whole war effort.

With the facts before them I am confident that tens of thousands of speakers, talking face to face with their neighbors, before audiences of civic, fraternal and social organizations, in theaters and before the countless other groups which exist in communities, will stir this nation to a new enthusiasm for democracy and to a new determination to survive.

With utmost sincerity,

A handwritten signature in dark ink, reading "Elmer Davis". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

*Director,*  
Office of War Information.

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## WANTED—100,000 SPEAKERS

### The Victory Speakers Bureau

A Victory Speakers Bureau is the community's clearing house for public speaking activities devoted to the war effort. It enrolls speakers; it lists possible audiences; it receives and fills invitations for speaking; and it encourages the use of public speaking as one of the ways whereby citizens may receive information on the war effort.

This work is organized on local, state, regional, and national levels, but the chief working organization is the local unit. It may cover a town, a city, or a county. We shall call this unit a Local Speakers Bureau in contrast to a State Speakers Bureau which coordinates and stimulates the work of the local organizations.

The Director of the Local Speakers Bureau is appointed by the Local Defense Council. If there is an Information Section, the Speakers Bureau will undoubtedly be a part of it. No matter what plan of administering defense activities is used by a community, the Speakers Bureau should be a part of that plan.

In organizing and stimulating Speakers Bureaus, the Office of Civilian Defense in Washington, D. C., keeps in touch with the states through its nine regional offices. The releases of national speech materials are approved by the Office of War Information.

### The Job of Promotion

The Local Speakers Bureau is, of course, designed to receive and fill invitations for speakers, but any Speakers Bureau that waits for invitations is not fulfilling its complete function.

The more important function of the Speakers Bureau is to place speakers where they may otherwise not be invited to appear. We are not in this work merely because audiences enjoy the thrill of hearing about war activities. We are

in the work because America's participation in the war will be more effective if speakers help to keep the public well informed and in a fighting mood.

We need, therefore, offer no apology. The Director should be prepared systematically to telephone the program chairman of every organization in the community and to arrange for a speaker at the next meeting. He should put speakers in the schools, theatres, luncheon clubs, and other organizations. He may send every organization in the community a form letter calling for its cooperation and enclosing a blank to be filled out and returned. This letter is especially helpful early in the fall or late in the spring when the coming year's programs are being planned.

It is apparent that the Director of a Speakers Bureau is responsible for the development of an extensive program of promotion—a program of promotion which is knotted, root and branch, to the successful participation of his community in the job of winning the war.

The purpose of the Speakers Bureau is to aid all war agencies. The Director of the Local Speakers Bureau should cooperate with the Salvage Committee when a salvage drive is on. If a new rationing program is going into effect he should have a corps of speakers ready to make the necessary explanations to the community. In other words, the Speakers Bureau should be on the job to see that the community understands each step of the national war program and gives all its energy in loyal effort to achieve victory.

This pamphlet is designed to answer questions which may arise regarding the organization of a Local Speakers Bureau, and also to set forth helpful suggestions based upon the experience of Local Speakers Bureaus already established.



## The Jobs of State and Local Bureaus

Among the functions of the State Speakers Bureau are these:

- (1) To organize Local Speakers Bureaus in every defense council in the state.
- (2) To secure speech materials through the regional office from Washington, D. C., and to send them promptly to each Local Director.
- (3) To prepare speech materials of special significance to the state and send them to each Local Director.
- (4) To stimulate activity in Local Speakers Bureaus.
- (5) To organize district meetings throughout the state in order to train speakers and Speakers Bureau officials.
- (6) To maintain a selected list of outstanding speakers who will be available for large meetings when a Local Director wishes to go outside his own community for a speaker.
- (7) To furnish such printed forms for Local Speakers Bureaus as are needed over the state.
- (8) To conduct experiments and furnish the results of such experiments to Local Directors.

Among the functions of the Local Speakers Bureau are these:

- (1) To keep a card file of available speakers.
- (2) To keep a card file of audiences having regular meetings to which speakers may be sent.
- (3) To receive and fill invitations for defense speakers.
- (4) To encourage the use of Victory Speakers through energetic volunteers charged with making contacts with all groups. For example, arrangements can be made with the schools to provide speakers for assembly periods at stated intervals. Luncheon clubs can take speakers regularly.
- (5) To participate in all war campaigns for which their services are invited, including Red Cross, U.S.O., etc.
- (6) To provide opportunity for speakers to hear each other, exchange ideas, and receive instruction in speaking.
- (7) To keep a record of the amount of speaking done and the topics covered.
- (8) To find new speakers and to see that old and new alike maintain high standards in their speaking.

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### The Job of Selecting a Director

The success of the Local Victory Speakers Bureau depends largely upon the Director. He should be well liked. But merely because a person is a "good fellow" is a small reason for putting him at the head of an organization which demands conscientious attention to many details, which calls for constant alertness to promotional ideas, and which requires that a person be on the job in season and out. It is much more important that he be a tireless and thorough organizer than that he should be a good speaker. In many of the communities the person who will best fulfill these requirements will be a woman rather than a man.

Before making a final selection it is well to consider these questions:

*Will the person under consideration be able to give the necessary time?* In very sparsely settled areas, or small towns of, say, less than two thousand people, one hour per day may suffice. But in cities of a hundred thousand or more the director will certainly have to devote half-time to the work even though he is aided by a great deal of volunteer help. Large cities may have one coordinating director and several sub-directors, each of whom serves such a group as the luncheon clubs, the church organizations, the schools, or the women's groups.

*Will he have adequate physical equipment?* The business in which he is employed, or the

local defense council, should provide him with an office, someone in constant attendance at the telephone, and the few supplies and postage he may need.

### How to Select Speakers

The method of selecting speakers will depend largely upon the Director and the local situation. The Director should not forget the normal method in all Civilian Defense activities of recruiting workers through the Civilian Defense Volunteer Office. However, there is never any problem of finding speakers. There is, on the other hand, a definite problem of selection. Many of the best speakers in any community will hesitate to volunteer their services. By judicious inquiry among members of various groups, the Director can easily learn who are the best speakers. It will be highly profitable to get suggestions from someone in a labor union, for example. Or, the high school principal or county agent will undoubtedly be able to suggest skilled speakers. The Director will be compelled to exercise his judgment in order to build a roster of speakers who will use courtesy and tact, whose platform ability is satisfactory, who have good reputations in the community and who will be able to speak with sufficient authority on the topics assigned them.

Before the Director makes out his list he should consider the following suggestions:

(1) *Do not select too many speakers.* After speakers are secured, they must be kept busy. Every speaker should be used at least once a week. Some can give as many as ten or fifteen short talks a week. If speakers are kept reasonably busy they will do much better work than if called upon infrequently. On the other hand, the more widely the work is spread the more people will be geared to the war effort. The number of appearances to be made will largely determine how many speakers a local bureau should have. In cities of about a hundred thousand perhaps there should be one speaker per thousand population—more in

smaller cities and fewer in larger ones. The Director should estimate the appearances to be made each week and secure enough speakers to meet the demand. This number may have to be increased if some unusually able speakers should later volunteer.

(2) *Use speakers of widely varied types.* It would be embarrassing to have a call from a foreign language group and have no one who could meet the need. Don't use too great a proportion of business and professional men. Draw from the ranks of labor, use high school or college students, get the immigrant from some dictator nation, secure a mother whose son is in the army, and make use of boy scouts, girl scouts, policemen, firemen and nurses. It is a mistake to select only those with reputations for skill in speaking. Many inexperienced people, if sincere and emotionally aroused, may move audiences much more effectively than will better known speakers. This is especially true of the Four-Minute type of speaking.

If a bureau enrolls over ten speakers, it should keep a card file. The 4" x 6" card reproduced on page 4 has been found satisfactory. On the back of the card may be kept a date and place record of speeches given. Whenever a call comes in for a speech, the Director can go through his file and select the person best fitted for the occasion. Furthermore, the file will tell him whether he is over-using or neglecting a speaker.

### How to List Audiences

In one representative city of eighty thousand people, there are over five hundred groups holding regular meetings. In most towns of two thousand there are probably fifty or more. The number is larger than one might think. The Director should know these organizations, and he should know when and where they meet. No matter how small the community, each organization should be listed on a card. The Director will then be able to assign speakers as often as seems desirable. The card reproduced on page 4 has been used successfully.



### SPEAKER'S CARD

Name .....  
(Last) ..... (First) .....

Home address ..... Phone .....

Occupation ..... Phone .....

When available: Day? ..... Evening? .....

Audiences preferred .....

Furnish own transportation? .....

Length in minutes  
From To

Subjects prepared (1) .....  
(2) .....  
(3) .....

### AUDIENCES AVAILABLE

Organization .....

When meetings are held .....

Where .....

Person in charge .....  
(Last name) ..... (First) .....

Address .....

Telephone ..... Number in audience .....

How often should speakers be sent? .....

Suggested speakers: .....  
.....  
.....  
.....



The following list, although of necessity incomplete, may be of some help in formulating a list of organizations meeting in your community.

#### BUSINESS

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

#### LUNCHEON CLUBS

Exchange  
Kiwanis  
Lions  
Optimist  
Rotary

#### RELIGIOUS

B'nai B'rith  
Catholic Youth  
Fellowship of Churches  
Jewish Welfare Board  
Knights of Columbus

#### SOCIAL AND PHILANTHROPIC

American Junior Red Cross  
American Red Cross  
Booker T. Washington Community Center  
Child Study Associations of America  
Council of Social Agencies  
Federation of State Societies  
National Association for Advancement of Colored People

#### SOCIETIES AND CLUBS

Amateur Movie Club  
Bowling  
British Overseas League  
Council of Dads' Clubs  
Degree of Honor Protective Association (various lodges)  
De Molay (Jr. Masonic Auxiliary)  
Eagles  
Elks  
English Speaking Union

Golf Clubs  
Hiking Club  
Knights of Pythias  
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

#### WOMEN'S ORGANIZATIONS

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  
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)

The following will each suggest many subsidiary groups holding regular meetings:

Churches and Synagogues  
Public Schools (and Private)  
Colleges and Universities  
Industrial  
Labor Union  
Y.M.C.A.  
Y.M.H.A.  
Y.W.C.A.  
Community Clubs  
Trade Associations  
Consumers Cooperatives  
College Fraternity and Sorority Alumni Chapters  
Parent-Teachers Association  
Motion Picture Theatres

### How to Assign Speakers

In the office of a typical Speakers Bureau the Director or one of his assistants will receive calls for speakers. If there are more than a half dozen such calls a week it will save confusion to use a "Speaker's Assignment Card." Such

cards may be filled out by anyone answering the telephone.

Then the Director, or some one familiar with the speakers, may consult the speakers' file to find a speaker to meet the needs of that particular audience. He next should call the speaker and give him all the essential information. If the speaker accepts the engagement he should get directly in touch with the organization making the request.

Below is a typical Speaker's Assignment Card.

This card should never leave the office of the Speakers Bureau. It is needed there for reference when the same organization is served again. It is also needed by the Director when he makes out his monthly report.

In order to avoid misunderstanding, it is highly desirable to have a form entitled "Confirmation of Speaking Engagement," made out in triplicate—one copy going to the speaker, one to the representative of the audience, and one remaining in the office of the Speakers Bureau. The form shown on page 7 is suggested:

SPEAKER'S ASSIGNMENT CARD			
Date.....		Number in audience.....	
(Month)	(Day)	(Day of week)	(Hour)
Place (exact address).....		Type of audience.....	
Organization .....			
Contact person .....		Phone .....	
(Last name)		(First)	
Address .....			
Person in charge of meeting.....			
(Last name)		(First)	
Address .....		Phone .....	
Length of speech wanted.....		Transportation? .....	
Topic wanted .....			
Other information .....			
Speaker provided .....		Date .....	
(Last name)		(First)	



CONFIRMATION OF SPEAKING ENGAGEMENT

Organization .....

Place of meeting .....

Address .....

Date of meeting ..... Time .....

Transportation instructions:

Requested by .....

Address..... Tel. No. ....

Speech subject .....

Length of speech ..... Questions to be asked? .....

Other speakers .....

Audience: Expected attendance ..... Age group .....

Type of group .....

Remarks about speaker to be used in introducing him .....

## How to Use Volunteer Workers

In a city of five thousand or more an active Speakers Bureau will demand more work than the Director can do by himself. Each community will find its own way of meeting this demand. One of the best ways is to secure volunteer workers from the local Civilian Defense Volunteer Office. They can stay at the office in shifts. Thus, eleven women, each giving a half day a week, will make it possible for someone to be at the telephone every hour of the business week.

Another distribution of work for Volunteer workers is according to function. For example, one may be put in charge of such work as *Personnel* (recruitment, training, and "easing out" of ineffective speakers or clerical workers); *Releases* (writing of releases for speakers); *Auxiliary Services* (supplying one-act defense plays, music, and demonstrations); and *Operations* (finances, transportation, assignment of speakers, and liaison problems with other organizations of the community). There should be one or two full-time volunteers in order to maintain continuity in various items of business carried over from one time to another.

## How to Set Up the Office

The Director of the Speakers Bureau should have before him the following forms and files:

- (1) A file of 4" x 6" cards of audiences in the community.
- (2) A pad of Speaker's Assignment cards (4" x 6").
- (3) A small box to receive Speaker's Assignment cards after the audience has agreed to take a speaker, but before a speaker has been definitely assigned.
- (4) A file of 4" x 6" cards of his speakers.
- (5) A small box to receive Speaker's Assignment cards after the name of the speaker has been inserted.
- (6) A pad of triplicate forms to be used in notifying the speaker and the audience of the final arrangements.
- (7) A file to receive Speaker's Assignment cards after they have been filled out. They are to be arranged chronologically in this file and kept there permanently.

- (8) A file (8½" x 11") for "Confirmation of Speaking Engagement" forms arranged chronologically.
- (9) A pad of Evaluation Forms.
- (10) A file (8½" x 11") for the arrangement of Evaluation Forms alphabetically by speakers.
- (11) A file (8½" x 11") to receive Speaker Evaluation forms.

Let us follow through the above step by step to get a picture of the routine office practice.

The Speakers Bureau has agreed to undertake a program of speaking. A Volunteer worker is told what the program is to be—rubber salvage, for example. She then takes the file of audiences (See Number 1 above) in the community. Perhaps the first audience listed is the Altrusa Club. She notes that the club meets each Wednesday, and she calls up the program chairman, explaining that she would like to send a speaker to the club on the following Wednesday.

Let us assume that the program chairman accepts a speaker. The Volunteer worker takes down all the necessary facts on a Speaker's Assignment Card (Number 2) and puts the card in a box (Number 3). When the Director of the Speakers Bureau comes into the office, he picks up this card along with all other such cards, and takes his file of speakers (Number 4). He decides what speaker should be assigned the Altrusa Club, and writes the name of the speaker on the card, which he places in a box (Number 5).

A Volunteer Worker takes up this card and calls the speaker who has been designated for the Altrusa Club. Assuming the speaker can accept the engagement, the triplicate forms (Number 6) are made out. Copies are sent to the speaker and to the program chairman of the Altrusa Club, and a third copy is filed in an 8½ x 11 file (Number 8). In the meantime, the Speaker's Assignment card is filed permanently (Number 7) in chronological order.

On the day after the speech has been given, a Volunteer Worker takes a pad of Evaluation Forms (Number 9) and calls up some member of the Altrusa Club whom she knows, or perhaps



the program chairman, and inquires about the effectiveness of the talk. On the basis of the information she receives, she fills out this form and files it (Number 10) under the name of the speaker.

The speaker should have a pad of Speaker Evaluation forms. After each speech he fills out and turns in one of the forms. This is filed (Number 11) alphabetically by the name of the organization.

All of the above operations are simple, and, if followed systematically, will make for a highly efficient Victory Speakers Bureau—a Speakers Bureau that will serve a useful purpose in the war.

### **Get Funds for Your Work**

The typical Local Speakers Bureau will require very little money for efficient operation. In many states, forms (such as the cards shown in this manual) will undoubtedly be provided by the state. Office space and furnishings can almost always be secured without cost. The chief expenditure will consist of such items as office supplies, postage, and telephone calls. Although individuals sometimes insist on contributing these items, no one should be expected to do so. Normally the Defense Council of which the Speakers Bureau is a part is expected to meet these needs.

### **Cooperate with Established Groups**

A church, luncheon organization, patriotic group, college, school, or other group, frequently has a roster of speakers which it makes available to the community. Never should such a group be looked upon with suspicion or as a competitor. No Local Victory Speakers Bureau ever needs to compete, nor can it afford to compete. Sometimes such a group may even form the nucleus about which the Victory Speakers Bureau is developed. But in such a case it is highly important that the Victory Speakers Bureau should avoid the appearance of being the special agent of any small group. It must be responsible only to the local defense council. It must be community-wide in every respect—speakers, subjects used, audiences served.

Sometimes groups, or even speakers bureaus, have already been formed in communities for the promotion of some specific war need. If the Victory Speakers Bureau is sufficiently well organized it can usually do such promoting much better than can any group hastily gotten together for a specific purpose and then disbanded.

### **Publicize the Victory Speakers Bureau**

Publicity programs are almost wholly dependent on local ingenuity. But here are some devices that have proved generally successful.

- (1) Suggesting to speakers that they encourage whenever they can the use of other Victory Speakers.
- (2) Using newspapers.
  - (a) Pictures of speakers, individually or collectively. The pictures of Victory Speakers on the cover of this pamphlet appeared in almost the same form in the Battle Creek (Michigan) Enquirer and News.
  - (b) Feature stories of the Victory Speakers Bureau.
  - (c) Weekly lists of speakers and topics.
  - (d) Reports of Victory Speakers' addresses to certain audiences.
- (3) Putting speakers on the radio with the cooperation of the radio director of the Information Committee.
- (4) Calling up the program chairman of organizations and offering Victory Speakers.

### **Use Motion Pictures**

Many excellent motion pictures are available on subjects relating to war work. They may be secured either through the libraries that are being set up by some defense councils or through any of a number of public and commercial film libraries that are being used for the war films of the Office of War Information. In case no film library facilities are available, the Director of the Speakers Bureau may write to the Visual Training Section of the Office of Civilian Defense, Washington, D. C., and he will be put in touch with the nearest functioning film library.



## Use All Available Speech Materials

(1) *The Victory Speaker*, a periodical, will be the chief source of national speech materials. It will be prepared by the Office of War Information in cooperation with the Office of Civilian Defense, and will, therefore, be official. Those in Washington, D. C., who are best informed on the war effort will determine each week what subject should be presented. Any great national need may, therefore, be presented by speakers all over the country in a unified campaign lasting from a week to a month. *The Victory Speaker* will be printed on punched paper, and, because frequent reference will be made to back numbers, speakers must be careful to keep a complete file.

In addition to *The Victory Speaker* releases may be issued on subjects in which timeliness is not significant. For example, since we have many American soldiers in Australia, audiences are interested in travel talks about the continent "down under." Material may be sent out on such topics. Such material, however, need not be given to all speakers—only to those who have occasion to use it.

An effort will also be made to report, and, in some cases, to distribute governmental publications that give promise of being helpful to speakers.

(2) Undoubtedly, states will frequently find it helpful to get out material to meet some need peculiar to their own situations.

(3) Extremely important is the material that comes out of the community itself. The Director of the Local Speakers Bureau knows his own community. If it is an agricultural community and the farmers need additional workers to harvest their crops, speakers should be placed in enough audiences to make sure that sufficient numbers of workers will be secured. In one city the post office was unable to meet a critical situation. The Victory Speakers Bureau told the public how to cooperate, and the problem was solved. If there is racial unrest, speakers can do their part to bring about harmony.

Many cities have found it helpful to mimeograph a kit of materials which contains fairly complete information on the Civilian Defense

setup including both Protective and Civilian Mobilization branches. This will equip the speaker to answer many of the questions that audiences may ask. (In this connection it should be observed that if a question is ever asked on a subject about which the speaker is in doubt he should never attempt to answer, but rather he should take the name and address of the individual and turn the question over to someone who can write the person a letter embodying the desired information.)

Large Speakers Bureaus, especially when connected with a university or college, will find it profitable to have a clipping bureau or library of source materials. In one city this was operated with much success. From its debate fund the university ordered more than a hundred dollars' worth of newspapers and magazines for clipping purposes. Special effort was also made to secure a large number of governmental publications. A group of volunteer workers clipped material from all the various sources and filed it according to some forty speech subjects being currently used by speakers. If a speaker were talking on "Rumor Mongering" he could consult the file every two or three days and get highly valuable material which he would otherwise never find. It takes a great deal of work to develop such a file—even a modest one—but it will contribute significantly to the effectiveness of a Speakers Bureau.

## Improve Your Speakers

The Victory Speakers Bureau is not an organization for the primary purpose of training speakers. But good and impressive speaking can still be improved. Many bureaus have meetings of their speakers every week or two in order that they may hear each other and in order to exchange suggestions. These meetings are not only profitable, but highly enjoyable. Other bureaus have formed luncheon or dinner clubs for the same purpose. In one city a "workshop" was held once a week for a month, and each week an expert was called in to discuss some aspect of the subject in which they were all interested. A local high school or college instructor in public speaking will also be able to give no end of helpful suggestions.



## Speak in Motion Picture Theaters

The Four-Minute Men of 1917-1918 did their most effective work in motion picture theaters. Although some people have been skeptical about the probable success of speakers in motion picture theaters during the present war, every report of its use has indicated that it is just as good a device now as it was in 1917-18. Many such speeches have been given in every kind of theater and in towns ranging in size from villages to metropolitan centers. The managers have been pleased. In some cases they have asked for speakers. The manager of one large theater was so pleased after a very fine speech that he jubilantly called up the director of the local Victory Speakers Bureau to tell him how effective it was. The officials of a chain of 117 theaters recently directed every manager to cooperate whenever asked. Below are eight suggestions on motion picture theater speaking. They are based on the experience of six local directors in supplying speakers to thirty theaters.

- (1) Never let your speech exceed four minutes.
- (2) Use no humor.
- (3) Be conversational, direct and sincere—and the greatest of these is sincerity.
- (4) Appeal to highest patriotic ideals—but be intensely realistic.
- (5) Don't deal in generalities—be specific.
- (6) Practice your speech until you know every detail of what you are going to say. No moving picture theater speech should be taken casually. You are in competition with the finest talent in the world. In fact, unless you are handicapped by a memorized speech, you should write out your talk and memorize it.
- (7) Be sure you can see your audience and that they can see you. Some theaters are not well equipped for speakers, but all of them can provide this minimum requirement. Don't ask for a blinding spotlight.
- (8) Prepare your speeches as carefully as we want our bomber pilots to prepare for their jobs. A stumbling, stammering effort is very harmful.

The Director of the Local Victory Speakers Bureau should cooperate closely with the theater manager and consult him on the selection of topics and speakers. Director and manager

should also discuss the program and decide where the speaker should be placed. Immediately after the newsreel is usually the most effective spot.

During World War I, theater managers often advertised the name of the speaker along with the rest of the program. This practice should be encouraged. People like to hear what their friends have to say. The first speaker to open the motion picture campaign in any city may well be a prominent citizen. But make sure he is a hard hitter and *that he understands clearly the time limitation.*

## Evaluate the Speaker

The following form is suggested as a means whereby the Director can check the effectiveness of his speakers. This check is especially valuable in a large Speakers Bureau. The form, as suggested below, is designed to be sent out by mail. It is more satisfactory, however, to secure the information over the telephone, because people are not inclined to make adverse criticism in writing. If the telephone is used, the evaluation form may be more simple, and need only be mimeographed.

## Evaluate the Audience

It is highly desirable to secure from the speaker an evaluation of the meeting. After giving a speech the speaker should fill out and turn in a mimeographed form covering the following points:

Name of speaker .....  
Organization .....  
Length of speech .....  
Date .....  
Subject of speech .....  
Followed by a forum? .....  
Apparent reaction of audience .....  
Recommendations in sending speakers to the same audience in the future .....

## Make Regular Reports

Experience in Victory Speakers Bureaus already established has shown that it is highly important for state and local organizations to work closely together. If the Director of the

State Bureau and the Director of the Local Bureau know each other personally, much more can be accomplished. Or, if the Local Director corresponds freely with the State Director, he may often get a great deal of help. Whatever the relationship between these two individuals, a definite system of reporting is invaluable.

Indeed, in order to participate most profitably in the Victory Speakers Bureau movement, as developed by the Office of Civilian Defense and

its regional offices, it will be necessary for states to send in reports on forms to be furnished them. If each local bureau sends the desired information to the Director of the State Speakers Bureau, he will be able to report the necessary information easily and accurately. These reports will have greater usefulness if each Local Speakers Bureau will send in its report not more than three days after the end of each month.

Dear Friend:

It is helpful to know how well the speakers assigned by the Blank Victory Speakers Bureau are fulfilling the needs of those who request them. Therefore, we solicit your frank opinion.

Although your statement will be kept confidential, the speaker concerned understands and concurs with this procedure. We hope you will fill out this form and return it in the enclosed envelope.

SPEAKERS BUREAU

Organization .....

Speaker .....

Date of meeting ..... Subject .....

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, poor? .....

What was the audience's reaction? .....

Comments: