

MEMORANDUM BY:

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1943 VICTORY BOOK CAMPAIGN

This is a memorandum system outline to cover the strategy, themes, planning, timing, and tactics for the 1943 Victory Book Campaign, January 5th to March 5th, 1943.

PURPOSE OF CAMPAIGN: To collect from the American public as many books, with the emphasis upon good books, as it is possible to collect in the given time. No specific goals will be publicly announced, although it is hoped that the total will at least equal or exceed that collected in the previous drive, i.e., ten million books, of which more than six million were actually distributed to the armed forces.

THEMES: In developing the themes for popular appeal, these basic ideas will be kept in the forefront:

- I. The drive will be presented in terms of books each individual can and is supposed to give to the individual soldier and sailor - rather than in terms of a staggering overall quota. The purpose is to enable the individual giver to identify himself with the reading needs of an individual soldier or sailor.
- II. Quality of books will be stressed as basic, such quality to be measured by (a) condition (b) subject matter. No attempt will be made to use the attic-cleaning psychology in stimulating people to contribute. It is the feeling of the committee that Americans are not anxious to make insignificant sacrifices. They are anxious to make sacrifices, but they want to be sure that these sacrifices are

worthwhile. Hence, the final test will be stated as follows:

"Any book you really want to keep is a good one to give."

III. Another basic theme is that the collection of these books is a National effort in which every group interest and interest group are pulling together. Emphasis will be placed everywhere on the fact that this is not a drive of the Library alone, or the Red Cross alone, or the USO alone. It is a huge cooperative effort of every element in our society, working together to secure these books for the armed forces.

STRATEGY: Activities are to be divided from a time standpoint into two phases:

1. Preparation from November 1st, 1942, to January 5th, 1943.
2. Campaign activities from January 5th to March 5th, 1943.

During the period of preparation, organization work will be centered about two-fold activities:

1. Organization of the actual headquarters, staff, office, printed matter, radio writing, newspaper writing, pamphlet writing, lecture writing, magazine writing, the compilation of lists, the various mimeographing and multigraphing, the preparation of quantity letters, the preparation of photos, printing and mailing material, the development of planned events, as well as the formation of executive, contact, research, and clerical personnel.
- ii. The second phase of organization will be directed into channels of tie-ups with important constituent groups:
  - (a) Economic, Commerce & Industry
  - (b) Social Service
  - (c) Agriculture
  - (d) Labor
  - (e) Government
  - (f) Religious, Church
  - (g) Education
  - (h) Women
  - (i) Professional
  - (j) Youth

as well as contacts with those groups maintaining widespread distributive agencies

coming into touch with the consumer, e.g.:

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|-----------------------|-------------------------|
| (a) Department Stores | (d) Telephone Companies |
| (b) Express Companies | (e) Milk Companies      |
| (c) Public Utilities  | (f) Bread Companies     |

and other such distributive agencies.

- iii. A third phase of the organizational activity will center around the publication, library and printing fields. The attempt will be to facilitate either mass book contribution, mass printing, or mass support of one kind or another. Under this grouping, too, would come the entire writing and publication fields.

CAMPAIGN ACTIVITIES: As a definite part of the organizational work leading up to the actual campaign, committees will be set up in each of a number of fields, the continuity of planning and effort to be integrated into the broad overall plan:

1. CENTRAL COMMITTEE: To consist of representatives of the central organizations sponsoring the Campaign, or associated entirely in its direction - The USO, American Red Cross, American Library Association - in addition to the Boy Scouts of America, the Girl Scouts of America, and so forth.
2. ADVISORY COMMITTEE: To be made up of not more than twelve nationally prominent names. It should be kept in mind that such individuals should be expected to be called upon from time to time for a minimum amount of effort.
3. PUBLICITY COMMITTEE: To be made up of the publicity heads of all the important book publishers, the Library Association, the Red Cross, and USO.

4. PUBLISHERS' COMMITTEE: To have two main branches; the first, dealing with the book publishing industry, will be concerned with:
  - A. Obtaining special messages from authors to readers on the back flaps of their books.
  - B. Acting as liaison with the Council on Books in Wartime.
  - C. By organizing VBC in the bookstores.

The other branch of this committee will be charged principally with the job of relieving publishers of their overstocks (if any).

Supplementing this Publishers' Committee will be units to cover the magazine and periodical press.

5. LABOR COMMITTEE: To be made up of the heads of the C.I.O., A.F.L., the Brotherhoods and the various Guilds, and also the various State Federations of Labor or State CIO groups.
6. FARM COMMITTEE: To consist of representatives of the National Grange, The American Farm Bureau Federation, and a few key people of the Department of Agriculture, as well as agricultural colleges and State agricultural industries throughout the Country.
7. EDUCATIONAL COMMITTEE: To be made up of key leaders from the educational fields, N.E.A., colleges, universities, and the public school system.
8. COMMERCE AND INDUSTRY COMMITTEE: To consist of prominent industrialists and representatives of key trade associations, as well as the President of the National Association of Manufacturers, the President of the U.S. Chamber of Commerce, and the Presidents of the local chambers throughout the Nation, and The National Industrial Conference Board.
9. AUTHORS' COMMITTEE: To include outstanding writers.
10. CIVIL SERVICE COMMITTEE: To consist of key Government officials, National, State, and City. This should be utilized in correspondence with these groups throughout the Country.

HEADQUARTERS OFFICE: To function under the direction of Messrs. Adams, Bernays, and Cousins. The operating personnel will consist of an executive secretary, a publicity director, a copy writer, and a research and secretarial staff.

DUTIES OF HEADQUARTERS OFFICE: Organizational Activities - November 1st, 1942, to January 5th, 1943:

- 1) The Headquarters Office will work out for each one of the committees or for each individual or group a specific action program, specifying purposes of the campaign, and the who, what, where, when, and why regarding the campaign. These programs of actions should be prepared in memorandum form for the use of individuals or groups in the given field.
- 2) The Headquarters Office will have responsibility for maintaining contact with the individuals or groups participating in the campaign.
- 3) The Headquarters Office will also have responsibility for maintaining contact with newspaper, radio, trade paper, house organ, and other media touching the battle field of action.
- 4) The Headquarters Office will chart, as soon as possible, the various activities on a broad chart, so that there may be effective timing from the standpoint of public psychology.

PUBLICITY ORGANIZATIONAL PERIOD: A time chart will be prepared for organizational publicity. This time chart will record, along broad lines, the organizational activities. Publicity will be released as the various committees are formed.

TESTING: The various plans and strategies outlined in this prospectus will be tested in the town of Norwalk, Conn., before the Campaign is officially launched. A VBC representative will be sent to Norwalk with a view to bringing about a group and mass support, tying the group interests discussed in this memorandum. The Norwalk Preview will be launched with the presentation of the first book by Governor Hurley, the second book by the Mayor, and the third book by Congressman

Downs to the local library. In these opening day ceremonies, properly heralded throughout the county, speakers will be drawn from among local luminaries. The Norwalk Campaign will be operated through the Norwalk Town Hall Council. The primary purpose of this Preview is both to test out the various appeals and to gain valuable experience.

EVENTS: Naturally, in a campaign of this character, planned events will play an important part. These planned events will also fall into two period categories:

1. The Organizational Period
2. The Campaign Period

In the Organizational Period, emphasis will be put on events highlighting joint group action. Luncheons, pledges, lectures will be hubs around which this advance publicity will revolve. In the campaign period, the focus will be put on direct action, which will be dramatized at the beginning of the campaign. As now contemplated, one day will be chosen on which individuals all over the country, representing pre-eminence in different fields, will present books for purposes of newspaper stories, photographs, etc. This will be played up from every angle - motion picture stars, labor leaders, Governors, the poor, the rich, religious leaders, farm leaders, educational leaders, etc. As the campaign develops, these identifications can be dramatized over the air, as, i.e., in the reverse of auctions by radio commentators - i.e., a commentator spending "X" number of hours receiving books - a leader at some public place receiving books - say Kate Smith at some public place spending "X" number of hours receiving books from people. By the same token, members of the armed forces, home or overseas, will be interviewed as they receive these books, and radio programs or stories will center around the Victory Book Campaign "at work".

An attempt will also be made to have the President of the United States take official cognizance of the opening day of the campaign.

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