



PREPARATION FOR VICTORY SPEAKING
FOR USE BY
WAR SPEAKER'S BUREAU

Victory Speakers in the army of civilian defense will usually be skilled and effective speakers before they are selected. Nevertheless, a series of meetings will serve to draw together their knowledge and skill for the most effective use in the particular kinds of speaking demanded by this service. This series of meetings should be undertaken in the spirit of teamwork and mutual help.

The following comments apply to the course as a whole:

If possible, a qualified teacher of speech should be in charge of the meetings. Even though no such teacher is available, this refresher course may be given under the direction of some experienced person.

Eight meetings are suggested. It may sometimes be desirable to devote two evenings to one section. Indeed, the number of meetings may be increased or decreased to fit the needs of the speakers enrolled.

To serve the purpose of the course, every member should speak at every meeting. There should be a timekeeper, perhaps using one of the luncheon club devices (a gong or an alarm clock) to call time. Speakers need to be schooled in presenting their thoughts as prepared within strict chronological limits.

Friendly, objective, and constructive criticism should be invited, in a common effort to improve the effectiveness of individuals and the group.

The program suggested here will not necessarily fit all groups. Some may want to include speech delivery or other subjects. Group needs should govern the agenda worked out for any series of meetings.

The First Meeting

The first meeting should make clear how the local defense program is designed to help win the war, and how speakers can help in the local defense programs.

Bring to this meeting the people who direct the essential war work in your community: the chairman of the local defense council, the chiefs of its various divisions, the regional representative of the Office of Price Administration, the chairman of the local selective service board, the chairman of the local rationing committee, and any one else who directs work that is vital in fighting the war. Warn these people to be brief, and ask them to speak on the following topics:

1. What is the war work for which I am responsible?
2. How can the Victory Speakers help to accomplish it?

When the officials have finished, open the meeting for discussion. Encourage each Victory Speaker to probe for information. The value of Victory Speakers will depend in large part on the percentage of right answers they can give to questions raised in the meetings they address. This is the time to nail down the facts on the local program for defense.

After the discussion period, the visiting officials may leave, and the Victory Speakers should be called on to speak. It is very important that each member of the group speak at each meeting. For this evening, the following topics might be used for two-minute impromptu talks:

1. Explain who you are: name, business, background, interests.
2. Talk on the importance of some aspect of civilian defense.

After these speeches, time should be devoted to an explanation of speeches planned for the second meeting.

Assignment for the Next Meeting

Ask each member of the group to prepare a talk for the second meeting on some specific aspect of the local defense program. Have him think of two or three definite instances of the kind of work being done. Not only should it be explained, but the importance of the work should be emphasized.

The speeches should be four minutes in length, no more. It takes careful planning and experience to arrive at proper timing for a speech. Start working on it right now, and never relax. A timekeeper should be appointed, and each speaker should be rapped down when his time is up. For the first several speeches, it would be well to give him a warning when he has half a minute to go. Emphasize the necessity of saying what is to be said in precisely the time allotted.

A list of topics for the second session can be assembled on the basis of the talks given by defense officials. The following list may be helpful:

Selective Service Ratings	The Victory Garden as a means
What John Q. Citizen Can	of obtaining additional food.
Do	Jobs for Which Volunteers are
Community Health and the	needed.
War	Paying for the War
Why Save Sugar?	What is Good Morale?

In preparing these topics, the speaker should concentrate on getting definite, specific, dependable facts. Don't deal in generalities. Use specific instances. The following types of material should be included in the next speech, and in every speech:

1. Specific facts. Have the group discuss where the facts on defense can be secured. What kinds should be used? Can a file be kept at the Victory Speakers Bureau in which facts on specific subjects can be assembled?
2. Illustrations. "Illustrare" in the Latin meant "to shed light upon." Whatever the subject, the speaker should illuminate it with examples. "For instance..." are two of the best words in any speech.
3. Testimony. The speaker's own experience needs to be supplemented with what other people know and think. In conducting a USO drive, for example, it would be well to use statements from several soldiers on what the USO has done for them.
4. Experience. Each speaker should use materials that he knows from his own experience. His utterances are certain, thus, to have authority and validity.

It is not enough for a speaker to say: "The local defense council is doing a grand job." Nor is it of much help to go on to say that the volunteer workers are "loyal, devoted, industrious, and dependable." These words are merely labels. Show the audience what's in the package!

Speakers should tell about the local business men who stay all night at the telephone in the control center; about the housewives who take care of each other's children so they can attend first aid classes; about the people who call the Volunteer Office of the Council of Defense offering to do anything to help win the war. Actual cases of what real people are doing will drive home the speaker's message.

The Second Meeting

The speakers should be introduced in some definite order (alphabetical, for instance) and the order should be changed each time, so that each speaker will have the experience of being in the first, last and middle portions of the program.

After every speech there should be a brief period of general discussion of its merits. It is well to call attention at first to good points in the speech. After the group is better acquainted, constructive comments may be made on each speech. In discussing the speeches on this evening's program the following questions might be considered:

1. Were the speeches concrete, specific, vivid?
2. Were the facts definite, authoritative, and comprehensive?
3. Were materials included which might better have been left out?
4. Did everything that was said lead directly to the speaker's point?

Assignment for the Next Meeting

Some of the following topics might be used for the third meeting:

Why the United States is at War	Hoarding versus saving
How to improve the defense program	"Maginot line" psychology
The meaning of total war	Why our soldiers are in
How you can help prevent inflation	Australia
Why the Axis must be defeated	Send scrap metal to the Axis
	-- in bombs!

In preparing a speech on one of these topics the speaker should divide the topic into two or three points, and state each point as a complete sentence. In this way he will achieve a clear and logical presentation.

These points are not topics to be talked about. They are propositions to be established. They are answers to the question: "What should the audience think about this subject?"

The process of selecting points for a speech should be carefully considered as you discuss the speeches for the next meeting. It would be well to consider half a dozen topics (perhaps taken from the list already given) and have the members of the group select and phrase several points for each. Keep this up until it is perfectly clear that each member of the group can work out the main points on any topic he may use for a speech.

Every speech needs to be introduced and concluded.

As an introduction, the speaker may, quite effectively, personalize the problem, making clear what it means to each individual in the audience.

As a conclusion the speaker should: (1) summarize the things he wants the audience to remember; (2) end with a specific illustration which makes his meaning clear; or (3) make an appeal for action.

The speaker's main points, plus his introduction and conclusion, constitute the outline of the speech. They serve the same purpose for the speaker as the architect's drawing serves for the builder of a house.

In preparing for the speech to be given at the next meeting, the speaker should give particular attention to his speech plan. Speeches should be four minutes in length -- and remember the time-keeper! Every speaker should know that he has exactly this amount of time, and no more.

The Third Meeting

The meeting should open with the four-minute speeches assigned at the previous session. If the speakers have difficulty in conforming to the time limit, this problem should be discussed and suggestions made for cutting down material or using more definite illustrations and facts. The general effectiveness of each speech should be considered, with special reference to the following questions:

1. Did the speaker know what he was talking about?
2. Did he illustrate his points clearly and interestingly?
3. Were his main points clear, definite, and emphatically stated?
4. Did he introduce and conclude his talk effectively?

By this time it is well to draw a complete picture of the kind of speaking the Victory Speakers should be doing. The following list of qualifications has been prepared as a basis for the analysis of speeches:

Qualifications

1. The speaker should know what he is talking about.
 - a. Does this speaker really know his subject, or has he simply gathered together a few facts regarding it?
 - b. Does he make clear his sources of information?
 - c. Does he have to grope for words and ideas, or does he know just what he wants to say?
 - d. Was the speaker sincere?
2. The speaker should have the right attitude.
 - a. Does he have an "I'm telling you" attitude, or does he respect his audience?
 - b. Is he too apologetic, or properly confident and poised?
 - c. Is his mood too frivolous, too serious, too unvaried, or properly flexible?
3. The speaker's purpose should always be clear to his audience.
 - a. Is it clear precisely what the speaker wants his audience to think or do?
 - b. Does every illustration and fact help the speech march straight toward the conclusion the speaker wants to have accepted?
 - c. Are his sentences clear and definite, so that it is always possible to tell exactly what he means?

4. The speaker should be direct.

- a. Does he say things that might apply to some other audiences, but not to the one he is addressing?
- b. Does he look squarely at his audience and maintain reasonable poise?

Assignment for the Next Meeting

For the fourth meeting speeches should be prepared with the above qualifications well in mind. Each Victory Speaker should meet all five of the requirements.

The following and similar topics might be used for the four-minute speeches to be given at the fourth meeting:

Evidences of real community cooperation	Mexico -- our Southern neighbor
The Civilian Defense Volunteer Office	The training of a combat pilot
Our responsibility to the soldiers away from home	Rubber -- for tires or life rafts?
	Food will win the war
	The ship-building program
	Our fighting allies

The Fourth Meeting

Refer to the check list of the preceding session. Pay particular attention to speeches which excel in some one or several of the five qualifications. If a speech as a whole is especially good, analyze it to show how it exemplifies all or most of the desirable characteristics included in the check list.

Some members of the group may ask for "adverse criticism." The chairman should explain that he does not give "adverse criticism," but "constructive criticism" based on the agenda familiar to all the group. The word criticism means "the act or art of judging and defining." He should deal constructively with each instance, giving specific suggestions for improvement. He should generously acknowledge the difficulties involved, and give each speaker the feeling that he understands the problem. This kind of attitude on the part of the chairman will do much to avoid negative criticism by other members of the group and prevent any individual from feeling that he has been unjustly singled out.

Assignment for the Next Meeting

In preparation for the fifth meeting, the following topics are suggested -- again for four-minute speeches:

The English Character	The Meaning of Global War
The Ten Per Cent Bond Buying Plan	Our Boys "Down Under" in Australia
What Builds Good Morale	How the Control Center Works
Our War Objectives	Traffic Control in a Blackout
Let's Save Food for the Army	

These topics should be considered in connection with the particular audience to which they might be given. Each speaker must vary his method for different audiences. The speaker may well be asked to:

1. Try to include at least one item in his speech from the history of the organization he is addressing.
2. Use at least one illustration drawn from the vocational experience of the majority of his audience.
3. Draw upon the special interests of the group for his illustrative material.
4. Be more conversational with a small group; more formal with a large audience.
5. Maintain an attitude of respect for the organization he addresses, even though he might personally disagree with its aims.

6. Shape his remarks to the educational level of his audience, but always remember that there may be lots of "common sense" where there is little "book learning."

To aid the speakers in applying these suggestions, each one should be asked to prepare and deliver his speech for the fifth meeting as though he were addressing one of the following audiences:

1. A motion picture theatre audience. The speech should be serious, brief, and to the point.
2. A woman's club. This is likely to be a rather small, informal group, perhaps in a home. Be conversational, sincere, factual. Talk from the housewife's point of view, but avoid any suggestion of "masculine condescension." Women like to be addressed by a man on a basis of mutual respect.
3. A high school assembly. Give them lots of hard hitting facts, animation, and vivid illustrations, all delivered at a fairly rapid rate.
4. A service club. This calls for good fellowship, informality, anecdotes, and "punch." Talk "straight from the shoulder."

The Fifth Meeting

Each speaker should announce the kind of audience for which he has prepared his speech. It should be evaluated not only on the points in the list of qualifications, but also on how well the speaker adapts his remarks to his chosen audience.

The remaining three meetings should be devoted to the three purposes of the Victory Speaker: to explain some phase of the war activities; to inspire his hearers with fresh enthusiasm; to persuade them to buy bonds, give to the USO, or participate in some other aspect of the war work.

Assignment for the Next Meeting

The sixth meeting should be devoted to speeches to explain some part of the war effort. The following sample topics are suggested:

- Why is there a local defense council?
- What are the bases of deferment in selective service?
- What are the functions of _____ division of the local defense council?
- What are the provisions of the Atlantic Charter?
- Why is rationing necessary in this land of apparent plenty?
- What is Canada doing?
- How may you best serve the war effort?
- Why is some degree of censorship needed in wartime?
- What qualifications are needed for service in the _____ division of the local defense council?
- Upon what basis may a soldier be accepted for officer training?

Before giving an informative speech the speaker should obtain the necessary information. Speakers should not avoid speaking on important aspects of the war on the plea that they don't know enough about the subject. It is their business to find out. It might be well to ask for longer speeches at the sixth meeting, but there should be a clear understanding as to what the length will be, and the timekeeper should be as ruthless as ever.

In preparing these speeches of explanation, the following suggestions may be given to the group:

1. The speaker should appeal through the eyes as well as the ears of his audience. He can illustrate his speech with photographs -- if they are large enough to be seen by everyone; by charts and graphs, drawn upon a blackboard or upon large pieces of cardboard; or he may bring samples (such as first aid or fire fighting equipment).
2. Always the speaker must be thoroughly and accurately informed. He must take the trouble to get the facts, the right facts, and all essential facts.

3. Armed with the facts, the speaker should be able to address his audience with confidence. If the subject is technical, however, he should use the minimum of technical terms, and explain them carefully.
4. The speaker should have a strong urge -- a missionary impulse -- to create understanding of his subject.

The Sixth Meeting

In commenting on the speeches of explanation, the chief emphasis should be upon these two points:

- (1) Was the speaker thoroughly and correctly informed?
- (2) Did he make his points absolutely and unmistakably clear?

Assignment for the Next Meeting

The speeches at the seventh meeting are to be inspirational. In general they will present ideas which the audiences already know and already believe in. But they will arouse new enthusiasm and deeper loyalty; they will inspire greater sacrifice and devotion; they will uphold faltering spirits and strengthen faith and determination.

For inspirational speeches, such topics as the following may be used:

Why we are proud of America's heritage of democracy.
This is a fight to preserve and extend the Four Freedoms.
Every citizen should be on his toes!
What would happen to you and me if Hitler wins this war?
What the Fourth of July (or any other holiday) means to free Americans.
The freedom we inherited from our fathers we owe as a debt to our sons.
The embattled Russians.
The courageous Chinese.
Bataan and Corregidor.
Guadalcanal.

Such speeches as these should be inspired by deep emotion. But this feeling must be bolstered by clear thinking. The more you know about such subjects, the deeper your feeling will be. The more you tell your audience of the facts, the more strongly will they be stirred.

Sincerity is the first and greatest requirement for speeches of inspiration.

The Seventh Meeting

Inspirational speeches should be evaluated solely on one point: Did they inspire the audience? If the audience was genuinely moved, the speaker did a good job. If not, no matter how polished the speech may have been, it should be carefully analyzed to find why it failed to "click." Was the speaker too glib? Did he genuinely feel what he was saying? Did he make his feelings evident to his audience?

Assignment for the Next Meeting

Speeches for the eighth meeting are designed to persuade audiences to take some specific action. In a sense they are "sales talks." The following topics are designed for persuasive speeches:

- Get in the scrap (salvage talk).
- Give to the USO (Red Cross, Army or Navy Relief, etc.).
- Volunteer for services.
- Cooperate with the air raid warden.
- Write letters to the men in the armed forces.
- Demand precise sources of information for every rumor.
- Buy war bonds.

The success of these speeches will depend upon such factors as:

1. The clarity and vividness with which the speakers show the NEED for action.
2. The definiteness with which he shows exactly what each auditor should do.
3. The honest fervor with which he presents his proposal.
4. The importance with which he invests his appeal, making the proposal stand out in its full significance.

Every salesman knows that he must sell himself before he can sell his customers. He knows, too, that it is better to assume agreement than to be argumentative. He uses the "yes technique" of keeping the discussion on grounds of mutual agreement. The best managed sale is one in which the customer buys seemingly of his own free will. These are characteristics of selling to be used in all persuasive speaking.

The Eighth Meeting

For many groups this will be the last session. After the speeches have been heard, there should be a general discussion of the program of Victory Speaking.

The Director of the Victory Speakers Bureau by this time should have a speech invitation on hand for every member of the group who is well qualified to speak. Some or all of them may have been out on assignment before this.

Even if this is the last meeting of the "School for Speakers," it ought not to be the last time the group is assembled. Occasional meetings should be held to compare notes and exchange suggestions. Team work is the best work, and no one knows this better than the Victory Speaker -- he is engaged in promoting total teamwork in his community, the only kind that will win through to total victory.

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