

CIVILIAN DEFENSE WEEK

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*Plan and Suggestions
for Defense Councils*



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OFFICE OF CIVILIAN DEFENSE
WASHINGTON, D. C.

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CIVILIAN DEFENSE WEEK

*Office of Civilian Defense
Washington, D. C.*

FOREWORD

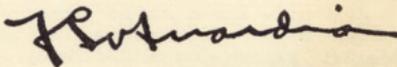
The President has proclaimed November 11-16 as Civilian Defense Week. Its purpose will be three-fold:

1. To stimulate the people to an awareness of the need for civilian defense and the many *specific* ways in which people can participate.
2. To inform the people as to how local civilian defense groups are being organized and how a civilian can enroll and serve.
3. To stimulate the establishment of Volunteer Offices so that active civilian protection and community service programs can proceed promptly.

The theme of the week: The only effective answer to total war is total defense.

General plans for the week have been formulated by the Washington Office of Civilian Defense and cooperating governmental and private groups. The responsibility for carrying out and adapting national plans will fall to the regional directors of the OCD and their staffs and the State Defense Councils but the real opportunity rests with local Defense Councils to carry to all the people of the United States the story of what civilian defense means and the various opportunities for service it offers to every man, woman, and child in the country. We in the national office are making and will continue to make every effort to assure the success of Civilian Defense Week but the real measure of success will be how well the defense councils tell the story in their own communities.

I, therefore, urge that every State and local Defense Council give this program its immediate attention and do whatever necessary to translate it into action without delay.



U. S. Director Civilian Defense.

Washington, D. C.
OCTOBER 18, 1941.

SCHEDULE OF CIVILIAN DEFENSE WEEK

Armistice Day Tuesday, Nov. 11
War Against Waste Day . Wednesday, Nov. 12
Sign Up for Defense Day . Thursday, Nov. 13
Health and Welfare Day . Friday, Nov. 14
Civilian Protection Day . Saturday, Nov. 15
Freedom Day Sunday, Nov. 16

Procedure It is suggested, as a first step, that chairmen of local Defense Councils delegate a member to be in charge of each of the six days of Civilian Defense Week and responsible for carrying the message of that day home to all the people of the community. Suggested day by day programs will be found in this booklet but of necessity they will have to be adapted for local use. They provide merely a skeleton outline to be filled by community councils, each determining its own needs and methods of approach.

The Washington Office of Civilian Defense, cooperating with the Division of Information, Office for Emergency Management, will provide guide speeches for the various days of Civilian Defense Week, will release newspaper stories and photographs nationally, will arrange for newsreel stories and a large number of network radio broadcasts and spot announcements. But the real job of telling the story will have to be done in communities through the local dissemination of information. The local newspapers and radio stations and the local speakers' bureaus will constitute the real backbone of the information program.

Need for an Information Committee

Since the purposes of Civilian Defense Week are largely educational, the chairman of the local Defense Council should immediately set up an information committee whose functions shall be to obtain the widest possible publicity for the week through newspapers, radio, and all other available media. If the Council already has a permanent information committee, this group should be assigned to handle the publicity for Civilian Defense Week. If there is no such committee, one should be named, to be headed by a chairman who has a practical working background in public relations. On the committee should be included editors or managing editors of the local newspapers, managers of the local radio stations, at least one motion picture theater manager, and several experts on window displays, outdoor advertising, and newspaper display advertising. It is recommended that this committee have the full-time services of an executive assistant to the chairman. Preferably he should be an experienced newspaper man with wide contacts. The organization of the Defense Council will be materially strengthened if this information committee is set up on a permanent basis to handle all local defense public relations.

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The Information Committee should attempt to obtain widest possible publication of all press releases mailed newspapers by the Division of Information in Washington, but it should make an even greater effort to tell the story in terms of its own locality. City editors should be asked to assign a reporter and photographer to daily coverage of the Defense Council's activities; the aid of editorial writers should be enlisted. It will be necessary to build up the story of Civilian Defense Week at least ten days in advance and to obtain thorough daily coverage during the week itself if the full educational possibilities of the campaign are to be realized. The Information Committee should be able to develop an abundance of local feature stories and interviews as well as stories-in-pictures. The first story should break with a proclamation by the Mayor and a statement by the head of the Defense Council explaining the purposes of and the plans for Civilian Defense Week. These should be followed daily by announcement of more detailed plans for the various days of Civilian Defense Week. Every facility should be offered newspapers for getting complete coverage. Advance releases should be issued on the text of the more important speeches.

Soliciting Aid of Local Radio Stations

Managers of all radio stations will have available a number of transcriptions prepared in Washington and scheduled by the National Association of Broadcasters, which also will prepare promotional matter for 720 station managers. Information Committees should urge radio stations to make the greatest possible use of these transcriptions and also to provide time for five-minute talks by local speakers. Local radio coverage of special events such as mass meetings also should be requested.

A single-sheet Civilian Defense Week poster will be issued from Washington and widespread display of this is requested. Information Committees should obtain the cooperation of merchants in the preparation of window displays for the week. Here the ingenuity of local display men must be depended upon.

The Washington Office of Civilian Defense already has requested the establishment of Speakers' Bureaus by each local Defense Council. This request is again emphasized in connection with Civilian Defense Week. The chairman of the Bureau should have speakers available for all occasions during the week. Five-minute V-men should be recruited in large numbers for speaking in theaters, at small group meetings, and over the radio. A smaller group of men and women should be requested to deliver longer speeches at the larger meetings. The Junior Chamber of Commerce, the Junior Bar Association, the Kiwanis Club, and other similar groups will furnish many recruits. Two guide speeches for the various days of the week, one of five minutes and the other of fifteen minutes will be mailed from Washington. The matter of setting up a Speakers' Bureau is a matter of immediate importance.

A break-down of suggested programs for the week follows.

ARMISTICE DAY, TUESDAY, NOVEMBER 11

Purpose To emphasize that Armistice Day is a symbol of the determination of this country to preserve the ideals upon which it is founded.

Theme Only by being stronger than anyone else—which means *total* preparedness—can we hope to avert the celebration of a second World War Armistice Day.

Method Assist the Veterans in demonstrating their support of Civilian Defense activities.

Suggestions for Local Defense Councils 1. Arrange in your community to have speakers discuss purposes of and need for Civilian Defense at all meetings and exercises held on Armistice Day. (The speakers preferably should be Veterans who are working on Civilian Defense.)

2. Obtain permission for 5-minute speeches in movie houses.

3. Arrange for short speeches on local radio stations.

4. Enlist cooperation of merchants on window displays.

WAR AGAINST WASTE DAY, WEDNESDAY, NOVEMBER 12

Purpose To inform the public why and how critical supplies required for national defense and essential civilian uses should be conserved.

Theme The party is over; we must stop extravagances.
Spread the sacrifices. Save—Simplify—Substitute.

Method Encourage all consumer groups to conserve by:

1. Avoiding waste of all kinds.

2. Proper maintenance and repair of consumer goods.

3. Buying only to meet current needs.

Suggestions for Local Defense Councils 1. Arrange for speakers at:

- (a) Movie theaters.
- (b) Radio stations.
- (c) Regularly scheduled meeting of all types of organizations—civic, labor, church, fraternal, etc.
- (d) Public and parochial schools.

2. Enlist the aid of women's home economic groups in—

- (a) Organizing marketing trips—minimum number of automobiles for the maximum number of shoppers, to conserve gasoline, rubber, etc.
- (b) Demonstrating wherever public attention may be obtained how to maintain consumer goods, how to preserve food, how to live simply and get the most out of available supplies.

3. Urge organizations to obtain pledges from their members to Save—Simplify—Substitute.

4. Ask the newspapers and radio stations to publicize any waste collections that are already under way.

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SIGN UP FOR DEFENSE DAY, THURSDAY, NOVEMBER 13

Purpose To inform the public of the existence of Volunteer Offices or to stimulate their establishment, and to explain the range of their activities.

Theme There will be a part in Civilian Defense for you.

Method Through newspapers, radio, and speeches urge all citizens who desire to participate in Civilian Defense to enroll at the Volunteer Office in their community.

Suggestions for Local Defense Councils 1. In target areas (regions vulnerable to attack, usually extending 300 miles from seacoast) urge—through all available media—enrollment of volunteers for assignment as air-raid wardens, auxiliary policemen and firemen, nurses' aides, etc.

2. In nontarget areas, emphasis should be placed on building a strong community.

3. If a Volunteer Office has been established in your community, publicize its street address and working hours. Ask the newspapers to use interviews, feature stories, and pictures. Ask the radio stations to broadcast from the Volunteer Office, interviewing workers and enrollees.

4. Use newspapers, radio, speakers, and window displays to explain who wears the Civilian Defense insignia, uniforms, and emblems, what they mean and how they are earned.

HEALTH AND WELFARE DAY, FRIDAY, NOVEMBER 14

Purpose To emphasize the importance of a healthy and secure population as a foundation for strong military defenses; to minimize in the community the economic and social disturbances caused by the impact of the defense program and its consequent shortages, disemployment, etc.; to promote the cause of physical well-being, especially in times of national trial.

Theme Only a fit nation can defend itself.

Methods Through all available media, inform the public that protection of civilians includes protection of their physical well-being by proper exercise, nutrition, and medical care, protection of their social welfare by adequate economic security and by recreational, educational, and housing facilities, etc.

Suggestions for Local Defense Councils 1. Immediately plan the program for this day in cooperation with your local Public Health Department, Public Welfare Department, local medical, nursing, and other professional associations, local council of social agencies, local nutrition committee, local school authorities, local housing authorities, and local representatives of such Federal agencies as the Recreation Division of the Office of Defense Health and Welfare Services, the National Youth Administration, the Work Projects Administration, and with State and local organizations, governmental and private, engaged in health and welfare work in its broadest sense.

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2. Present the most pressing local problems in these fields, both the short-term defense problems and the long-term community welfare problems, and publicize what is being done or planned to meet them, as well as what needs are not now being met. Use this day to intensify the drive against these problems utilizing volunteer workers wherever possible. Secure from local agencies information as to type of work now available or planned for the future, in which volunteers can help to meet both defense and long-term community problems.

3. Arrange for speakers to attend all appropriate meetings, and to enlist the support of fraternal, civic, social, and other organizations in this work.

4. Arrange for displays in connection with nutrition, exhibitions of physical fitness, demonstrations of playground work, etc.

CIVILIAN PROTECTION DAY, SATURDAY, NOVEMBER 15

Purpose

1. To stress the need for civilian protection particularly in target areas and the need for civilian participation in community service activities everywhere and to stimulate the desire to volunteer for service in both.

Theme

We must be ready.

Method

Explain and demonstrate the existence of and role played by each unit of the Citizens' Defense Corps.

***Suggestions
for
Local Defense
Councils***

1. Use speakers, newspapers, and radio to inform the public of the danger to cities in the target areas. Army and Navy officers would be particularly effective as speakers.

2. Use the same media to describe functions of and necessity for each unit of Citizens' Defense Corps and conduct local drives if necessary to complete units.

3. Stage actual demonstrations of civilian protection work if such demonstrations would be impressive.

4. Ask local merchants to arrange window displays.

5. Study possibilities of publicity at football games, utilizing bands, marching groups, cheering sections, and public address systems.

6. Make every effort to dignify and dramatize the work of volunteer units and their enrollees.

FREEDOM DAY, SUNDAY, NOVEMBER 16

Purpose

To reaffirm our faith in the fundamental freedoms.

Theme

A nation founded upon essential freedoms must defend them.

Method

Through the cooperation of the churches and citizens devote this Sunday both during church services and at community meetings throughout the nation to a reexamination of our historical principles and the threat to them today.

Civilian Defense Week

Suggestions for Local Defense Councils

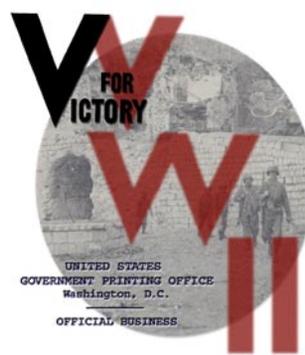
1. Appoint a citizens' committee, including a representative of the Protestant, Catholic, and Jewish church, and representatives of educational, civic, labor, industrial, veterans, and fraternal organizations, to arrange a community meeting for Sunday evening which will combine the patriotic and religious appeals. In arranging such meetings take advantage of historical shrines or picturesque settings, making use if possible of parades, the flag-lowering ceremony and colorful support from veterans' organizations, Boy Scouts, high school or college bands, choral groups, etc. It would be preferable for the principal speaker to be a layman and have the churchmen deliver an invocation, Scripture passage, patriotic quotation, or benediction.

2. Assist the committee in publicity, in encouraging organizations to attend meetings in groups, especially youth organizations, in securing prominent speakers, etc.

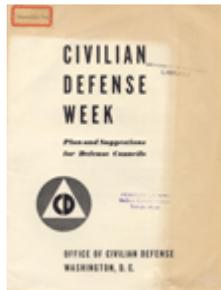
3. Enlist the support of local church organizations in devoting sermons for the day to the subject of freedom and the inseparability of religious freedom and democracy; and Sunday school lessons to a simple explanation of the Bill of Rights, especially the first amendment. (A letter will be sent to all ministers, priests, and rabbis from national headquarters along with a suggested sermon.)

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