

CAMPAIGN PLAN FOR WAVE RECRUITING IN YAKIMA

Synopsis of Plan

Rather than attempt to spread efforts in recruiting all over the 13th Naval District at the same time, the Office of Naval Officer Procurement has decided to bring to bear all the publicity outlets and Civic help possible in one area at a time.

A campaign plan has been devised. It was successfully carried out as a trial case in Bellingham and the results were very gratifying.

The plan is as follows:

Approximately 150 Yakima Valley women will be asked to contact 3000 eligible Yakima Valley girls in order to acquaint them with the opportunities in the Women's Reserve. Each woman will be equipped with a kit containing publicity material and prospect lists and will be requested to contact each girl on her list during the period of the campaign. Telephone soliciting is not recommended. The worker should present the prospect with the urgent need for WAVES at the present time and suggest that each woman between the ages of 20 and 35 should consider military service as a wartime career. In order to consider this in a mature and intelligent manner, she should find out something about the WAVES, then make her decision.

The campaign is being conducted in order to give these girls an opportunity to secure all the information necessary to make this important decision. The worker should invite the prospect to make an appointment for an interview, or to accompany her immediately to the campaign headquarters. At headquarters the prospect will be interviewed by Lt. Fox, Lt. Hennessey or a recruiting specialist, an enlisted WAVE. All of the advantages in becoming a member of the WAVES will be carefully explained to her, and any questions she may have will be answered. If the girl is interested, she may take the mental examination and make an appointment for the physical which will be administered immediately after the campaign.

We hope to enlist at least 50 Yakima Valley WAVES through this campaign. This group will be called the "Yakima Platoon". We have arranged to send all girls enlisted in the Yakima Platoon together to their indoctrination school at Hunter College, New York City, some time around the middle of July. This plan is being instituted because many girls prefer to go back to training with their friends.

The campaign has been set for the week of June 19 and starts on Monday evening with a dinner meeting to which all workers will be invited as guests. The money for this dinner is being provided by friends of the Navy. Each name on the prospect list will be inscribed on a card and the cards hung around the room. During the meeting all workers will be requested to pull the cards of the girls they would like to interview personally.

The headquarters will be in the Commercial Hotel in the main dining room, especially reserved for this purpose. Headquarters will be open every day from ten until five and special arrangement for an interview at other times may be made directly with the Headquarters Secretary.

For the two weeks before the campaign and the week of the campaign it is suggested that every outlet for publicity be utilized to the fullest extent in order to acquaint the public with the campaign. The newspapers and radio station have assured us of full cooperation. We hope to have WAVE motion pictures and trailers run in the theaters. Sidewalk signs should be painted. The Sand Point Naval Air Station will furnish a Link Trainer operated by two WAVES, which will be on exhibition as a follow-up feature, starting July 2 in the main window of the Pacific Power and Light Company.

The Committee Structure for the Campaign is as follows:

MEN'S COMMITTEE * Leon Rightmire, Chairman

A group of 12 prominent Yakima Valley Business Men and Civic Leaders have been nominated to serve on this committee. We believe that these men will be able to enlist the Civic support of the entire city behind the campaign.

1. Publicity Committee - The newspapers, through Mr. Robertson, have been asked to give the campaign as much publicity as possible and concentrate WAVE Publicity during this period. The radio station has arranged daily programs and a series of spot announcements which will begin immediately. Arrangements for publicity in the newspapers should be made by the committee with the cooperation of the newspapers. Publicity on the Radio Station should be in the hands of Mr. Murphy. During the campaign newspaper stories will be written by Lt. Hennessy, and radio script, etc. by Lt. Hennessy and SpRlc Peter King. Mr. Bartholet has been asked to arrange for motion pictures and trailers in the theaters. An appointment chairman, possibly Mr. George Clark, should be selected to arrange for speaking appointments throughout the week of the campaign at Service Clubs, Women's Clubs, Lodges and any other public meeting the committee feels advisable to address. The publicity committee will be asked to contact the regular advertisers in the newspapers and on the radio and request that they devote their institutional advertising during the weeks before and during the campaign to the WAVES. For this purpose we will furnish attractive Wave advertisements which should appeal to the business houses of the City. Another plan which was instituted very successfully in Seattle was the painting of curbs of the sidewalks in the downtown business area with the following statement "Step Up - Join The Waves". It will not be the responsibility of the publicity committee to work with the Link Trainer as that will be furnished by the Navy and arrangements have been made with the Pacific Power and Light Company to handle all of the details necessary to presenting it in an attractive manner. Mr. Draper has volunteered to show motion pictures in his store auditorium and to put in a WAVE window.

With the concentration of all these outlets, the educational nature of the campaign will be felt by all. The newspaper stores and pictures, newspaper advertising, radio programs, spot announcements, window and poster displays and small plugs inserted in commercial programs, trailers in the theaters, speeches and movies shown to groups, schools and other organizations, the sidewalk painting campaign, the Link Trainer, etc. should all contribute together to make the publicity campaign a success.

PRIZES

In order to stimulate competition and to give the workers a goal towards which to work, it is suggested that a committee be formed to request the donation of suitable prizes of a modest nature to be given women who bring in a certain number of applicants (five has been suggested as the number) and thirty to forty of these ought to be quite sufficient.

WOMEN'S COMMITTEE

No. 1. Workers Committee - This group is being directed by Mrs. C. D. Samson and will be responsible for getting approximately 150 dependable workers to make this Navy Campaign their war work for a week. This committee should endeavor, insofar as possible, to get a good cross section of workers throughout the city, enlisting the support of women from varied groups and sections. As mentioned above, these workers will be invited to be guests at a dinner meeting to be held on June 19 and should be very strongly urged to attend.

PROSPECT LIST

Mrs. Samson is also in charge of forming a committee to be responsible for securing a prospect list. This list should include around 3,000 names. The U. S. O. has a large list. Mr. Coffin, has made an excellent suggestion of obtaining names through the Chamber of Commerce. It is also suggested that the American Legion list would be available.

Other names may be secured through the Y.W.C.A., through the club lists secured from the society editors of the papers, the Junior College, other school and church lists and so on. The Navy Mothers' Club and WAVE Mothers might be used to good advantage in this respect.

SECRETARY

The Secretary of the campaign will be appointed by Mrs. Samson who will appoint others to help her in typing the prospect lists, etc. She will be given the names of the prospects as secured by the Prospect List Committee, sift them out and arrange them in an alphabetical order and type a card for each name. On this card will be inscribed all the information possible about the prospect, such as: name, telephone number, age, employment, is she interested in the WAVES, if not, why not, etc.. That information which is not available should be filled in by the worker when she is contacting the prospect. This list will be of great value not only to the Navy, but also to the United States Employment Service and other agencies in the City. The Office of Naval Officer Procurement will mail to Mrs. Skinner an ample supply of envelopes to be made into kits for the workers. We will also send her publicity material to be inserted in each kit. It is suggested that each kit contain a pencil and a mimeographed digest of the campaign plan, its purpose and technique. The mimeographed digest may be culled from the first paragraphs of this outline.

DINNER CHAIRMAN

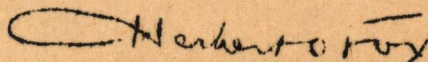
The Dinner Chairman to be appointed by Mrs. Samson, will be responsible for conferring with Mr. Heffelfinger, Manager of the Commercial Hotel, and arranging appropriate decorations for the dinner room. Arrangements have been made by Lt. Gnam and Lt. Hennessy with Mr. Heffelfinger to serve approximately 150 persons at 6:30 P.M. on 19 July. The Dinner Chairman is also responsible for calling all those invited to the dinner within a day or two of the affair as it has been found that a large number of people will forget to come at the last moment. Reserve places for approximately 15 people less than have agreed to come as that is the normal casualty rate. This is done because there is nothing so depressing at a campaign dinner than a lot of empty chairs. The Dinner Chairman will also clip the cards to strings around the room. In Bellingham this was done by having strings run the length of the wall and the cards merely clipped with paper clips. The Dinner Chairman in conjunction with the Chairman of the Committee, Mr. Rightmire, should invite those Civic Dignitaries to the dinner as considered advisable. Lt. Fox of the Naval Office of Procurement and WAVE Lt. Hennessy will be in town for the campaign itself. The committee will also receive full cooperation from the Recruiting Station staff which consists of Chief Eaton and Specialist King.

OTHER CAMPAIGN DETAILS

Arrangements might be made with the Motor Corps to pick girls up for transportation to the Headquarters where necessary. It is also hoped that the Ration Board will provide gasoline for workers on this committee.

Speaking for the Office of Naval Officer Procurement, I should like to thank each and everyone connected with the campaign for their efforts and assure them of the lasting gratitude of the Navy for the job about to be done. It is an extremely important job - in fact it is the most important Navy manpower project in the northwest. The success of this campaign will not only afford us with a comprehensive study of the woman power situation in Yakima, but an active list of its young women available for war work and will also provide us with a large group of enthusiasts, who worked on the campaign and who will continue to support the Navy in its need for WAVES in the future.

Respectfully submitted,



HERBERT O. FOX, LT (jg), A-V(S) USNR