

30 OCT 1974

Dear Emmett,

Just a short note to pass along a fascinating new idea that I picked up from Congressman Regula. He has established a system whereby one of his assistants schedules each day a telephone lecture in a high school class or auditorium.

The Congressman merely dials a designated number from wherever he may be (telephone booth, from an airfield, outside a committee room, etc.) and then carries on over a loud speaker set up in the classroom for the conference seminar. He has found it very effective. The only obligation on the part of the school is in installing a telephone jack wherever the unit the Congressman carries is to be plugged in. After talking it over, he and I both felt it would be an ideal tool for the Navy to use.

It ought to be possible to structure lectures on naval subjects in such a way that the recruiting message gets through to the students.

I should imagine that name figures are important for this program, and you

Todd, Emmett

would need maybe several hundred of them in order to cover all the high schools of the country without overlooking any one speaker.

I pass this to you, Tiger, for what it's worth.

Sincerely,

E. R. ZUMWALT, JR.

Vice Admiral Emmett H. Tidd, USN
Commander, Navy Recruiting Command
4015 Wilson Boulevard
Arlington, Virginia 22203



COMMANDER
NAVY RECRUITING COMMAND

Dear Admiral Zumwalt,

14 NOV 1971

Your recent note concerning Congressman Regula's telephone lectures was very much appreciated. It is a fascinating idea that looks like it could be a tremendous soft-sell recruiting tool. We are exploring the possibilities with both the Congressman's staff and with the phone company to determine the feasibility of applying similar techniques for the Navy's benefit. Initial indications are quite favorable.

We so very much appreciate your continuing interest and tremendous support for our recruiting efforts. I'll forward more specifics on this particular item as soon as we can develop a workable program.

MANY THANKS

Sincere best regards and
very respectfully,

EMMETT H. TIDD

Vice Admiral, U. S. Navy

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TIDD, E. H.