

JOINT MESSAGEFORM

SECURITY CLASSIFICATION

UNCLASSIFIED

UNIT	DRAFTER OR WISDOMS TIME	PRECEDENCE		CLASS	GT	FOR MESSAGE CENTER OR TELETYPE UNIT	TIME CENTER ONLY		
		ACT	INFO				DATE	TIME	MONTH
013 013		RR	RR	UUUU		2579	260110Z	APR	72

ZFP ZEO ZOC

FROM: CNO

TO: NAVOP {Z-109}

UNCLAS //NO1300//BASEGRAM

RECRUITING

OA BZ

[Handwritten initials]

1. THE SMALL AND DECREASING NUMBER OF MEN BEING DRAFTED HAS PLACED US IN A VIRTUALLY ALL-VOLUNTEER FORCE SITUATION. THIS FACT IS CLEARLY EVIDENT BY OUR FAILURE IN RECENT MONTHS TO ATTRACT SUFFICIENT QUALITY PERSONNEL. IT IS PERFECTLY CLEAR THAT NOW, MORE THAN EVER, WE MUST NOT ONLY INCREASE RETENTION BY CONTINUING EMPHASIS ON UPGRADING THE ATTRACTIVENESS OF A NAVY CAREER, BUT WE MUST REVITALIZE OUR RECRUITING EFFORTS.

2. I HAVE RECENTLY DECLARED THAT RECRUITING IS MY TOP PRIORITY. SPECIFICALLY, THE FOLLOWING OBJECTIVES ARE ESTABLISHED IN SUPPORT OF RECRUITING GOALS:

A. OFFICER AND ENLISTED PERSONNEL NOMINATED FOR DUTY IN RECRUITING MUST BE HIGHLY MOTIVATED AND MEET THE HIGHEST PROFESSIONAL AND PERSONAL STANDARDS. COMMANDING OFFICERS SHOULD CONSIDER MEMBERS OF HIS COMMAND WHO DISPLAY EXCEPTIONAL ABILITIES AT EFFECTING INCREASED RETENTION WHEN NOMINATING PERSONNEL FOR

DISTR: STANDARD NAVOP DISTRIBUTION

THIS MESSAGE MEETS NAVY CRITERIA FOR ELECTRICAL TRANSMISSION AS A GENERAL MESSAGE

DRAFTER TYPED NAME, TITLE, OFFICE SYMBOL AND PHONE

LT J.P. SMITH, PLS, 44315, 5APR72

SPECIAL INSTRUCTIONS

*PREVIOUS CHOPS

TYPED NAME, TITLE, OFFICE SYMBOL AND PHONE

E.R. ZIMMELT JR

*P11 *PERS-1 *P *09 4418 Phase
 *PA *PERS *NRL *09B 94131 [Handwritten]
 *1151 *OC *09B1

[Handwritten signature]

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BOOK	MESSAGE MARKING INSTRUCTIONS										

RECRUITING DUTY. YOUNG, DYNAMIC LEADERS WHO POSSESS ENTHUSIASM, PRIDE AND MILITARY SMARTNESS ARE MOST DESIRABLE TO PRESENT THE NAVY IMAGE TO TODAY'S YOUTH. IT IS A MATTER OF URGENCY THAT THESE PEOPLE BE IDENTIFIED AND ASSIGNED TO RECRUITING DUTY. EXCELLENCE IN THE PERFORMANCE OF RECRUITING DUTIES WILL BE RECOGNIZED IN THE SAME MANNER AS TOP PERFORMANCE IS IN OTHER FIELDS. OPENINGS ARE AVAILABLE IN PAY GRADES E-4 THROUGH E-9 AND O-2 THROUGH O-6. THERE ARE RECRUITING BILLETS IN VIRTUALLY EVERY SECTION OF THE CONUS.

B. IN SEEKING TO ATTRACT OFFICER AND ENLISTED CANDIDATES TO JOIN THE NAVY OR NAVAL RESERVE, WE MUST ENSURE THAT QUALITY STANDARDS ARE MAINTAINED. IF THERE MUST BE A COMPROMISE, I WILL ACCEPT FEWER PEOPLE TO MEET THOSE STANDARDS RATHER THAN ACHIEVING MANPOWER GOALS AT THE EXPENSE OF QUALITY AND FUTURE POTENTIAL; HOWEVER, I BELIEVE WE CAN DO BOTH, AND WE MUST STRIVE TO DO SO.

3. ALTHOUGH OUR RECRUITERS MUST BEAR THE MAJOR PART OF THE TASK TO RECRUIT MEN AND WOMEN FOR OUR NAVY, ALL OF US CAN CONTRIBUTE OUR SHARE. I ASK THAT EACH MAN, ACTIVE, RESERVE AND RETIRED, CONSIDER HIMSELF A RECRUITER, TELL OTHERS OF HIS NAVY EXPERIENCE, AND

DISTR:

RECIPIENT TYPED NAME, TITLE, OFFICE SYMBOL AND PHONE

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BOOK _____ MESSAGE HANDLING INSTRUCTIONS _____

ENCOURAGE INTERESTED YOUNG PEOPLE TO CONTACT A RECRUITING OFFICE. IN CONUS STARTING 1 MAY THROUGH 31 AUGUST 1972, THEY CAN LEARN WHERE THE NEAREST RECRUITING OFFICE IS BY CALLING THIS TOLL FREE NUMBER: 800-424-8880.

4. I CANNOT OVER-EMPHASIZE THE IMPORTANCE OF ATTRACTING MOTIVATED PERSONNEL TO JOIN US. IT MUST BE AN ALL HANDS EFFORT AND, I WANT YOU ALL TO KNOW THAT I NEED YOUR HELP. E. R. ZUMWALT, JR., ADMIRAL, U.S. NAVY, CHIEF OF NAVAL OPERATIONS.

UNSTR: _____

DESPITE TYPED NAME, TITLE, OFFICE SYMBOL AND PHONE _____ TYPED NAME, TITLE, OFFICE SYMBOL AND PHONE _____ SIGNATURE _____	SPECIAL INSTRUCTIONS _____ SECURITY CLASSIFICATION UNCLASSIFIED 260110Z APR 72
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