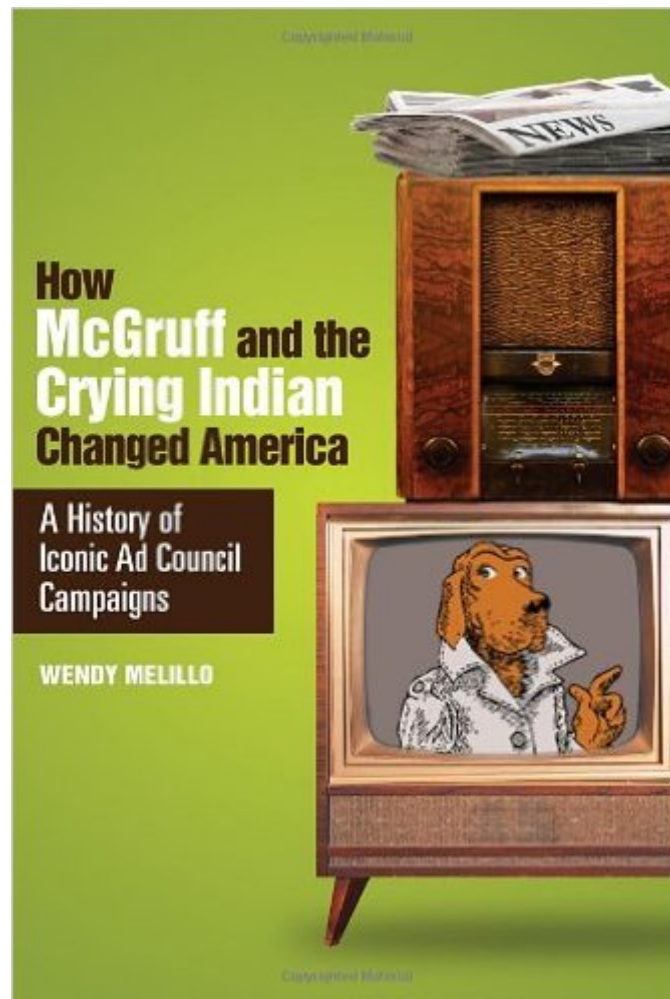


The book was found

How McGruff And The Crying Indian Changed America: A History Of Iconic Ad Council Campaigns



Synopsis

Pulitzer Prize nominated journalist Wendy Melillo authors the first book to explore the history of the Ad Council and the campaigns that brought public service announcements to the nation through the mass media. *How McGruff and the Crying Indian Changed America: A History of Iconic Ad Council Campaigns* details how public service advertising campaigns became part of our national conversation and changed us as a society. The Ad Council began during World War II as a propaganda arm of President Roosevelt's administration to preserve its business interests. Happily for the ad industry, it was a double play: the government got top-notch work; the industry got an insider relationship that proved useful when warding off regulation. From Rosie the Riveter to Smokey Bear to McGruff the Crime Dog, *How McGruff and the Crying Indian Changed America* explores the issues and campaigns that have been paramount to the nation's collective memory and looks at challenges facing public service campaigns in the current media environment.

Book Information

Hardcover: 240 pages

Publisher: Smithsonian Books (September 10, 2013)

Language: English

ISBN-10: 1588343936

ISBN-13: 978-1588343932

Product Dimensions: 6.3 x 0.8 x 9.2 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #609,812 in Books (See Top 100 in Books) #104 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Non-Governmental Organizations #428 in Books > Business & Money > Industries > Media & Communications #547 in Books > Humor & Entertainment > Television > History & Criticism

Customer Reviews

I first heard of this book one early one Sunday morning when I heard the author interviewed on 94 WIP FM in Philadelphia, ironically a sports talk station. This interview took place during one of their public affairs programs, I am sorry I cannot remember which one; yet this book was all about the ad council, the base behind it, and how some stations meet their obligations not only through broadcasting Public Service Announcements, but also broadcasting local public affairs programs as well. The book started out giving a nice, but not too in-depth history, behind what brought about what

is the Ad council as we know it today. From the growing distrust of the advertising world at the turn of the twentieth century up to the beginning of WWII and the countries need to mobilize. I found it very informative how the book was laid out, telling the story by highlighting one major campaign after another. From Teddy Roosevelt and the conservationists, to Smokey the Bear, to the War efforts (such as mobilizing a female workforce) to the post war campaigns including the Crying Indian and Crime Dog McGruff. Wendy tells the true facts behind each campaign, such as how the government (despite needing to mobilize a female labor force during the war) was looking to put women immediately back in the kitchen afterwards, they actually discussed this point in-depth before even kicking off the campaign. The need for fighting men had to be weighed against the ability to not allow social change, an unfortunate theme we have seen far too often in American History. If you are a 20th century history buff or a fan of media, or just remember these memorable commercials, I highly recommend this book.

[Download to continue reading...](#)

How McGruff and the Crying Indian Changed America: A History of Iconic Ad Council Campaigns
The Family Council Handbook: How to Create, Run, and Maintain a Successful Family Business
Council (A Family Business Publication) The Fredericksburg Campaign : October 1862-January
1863 (Great Campaigns Series) (Great Campaigns of the Civil War) The Great Dissent: How Oliver
Wendell Holmes Changed His Mind--and Changed the History of Free Speech in America Receding
Tide: Vicksburg and Gettysburg- The Campaigns That Changed the Civil War Covered Bridges: A
Close-Up Look: A Tour of America's Iconic Architecture Through Historic Photos and Detailed
Drawings (Built in America) The Happiest Baby on the Block; Fully Revised and Updated Second
Edition: The New Way to Calm Crying and Help Your Newborn Baby Sleep Longer Indian
Handcrafts: How To Craft Dozens Of Practical Objects Using Traditional Indian Techniques
(Illustrated Living History Series) Somebody Hear Me Crying: Youth in Protective Services: Youth
with Special Needs How to Succeed in Business Without Really Crying There's No Crying in
Baseball (Sports Illustrated Kids Victory School Superstars) Crying Freeman Graphic Novel: Shades
of Death Part 2 M4 Sherman Tanks: The Illustrated History of America's Most Iconic Fighting
Vehicles Our Indian Summer in the Far West: An Autumn Tour of Fifteen Thousand Miles in
Kansas, Texas, New Mexico, Colorado, and the Indian Territory (The ... on Art and Photography of
the American West) The White Indian Boy: and its sequel The Return of the White Indian Boy Reef
Fishes of the Indian Ocean: A Pictorial Guide to the Common Reef Fishes of the Indian Ocean
(Pacific Marine Fishes) Mail Order Bride: Captured & Turned Into an Indian Bride (Indian Mail Order
Brides) Activism, Inc.: How the Outsourcing of Grassroots Campaigns Is Strangling Progressive

Politics in America Iconic Restaurants of Ann Arbor (Images of America) Mai-Kai: History and Mystery of the Iconic Tiki Restaurant

[Dmca](#)