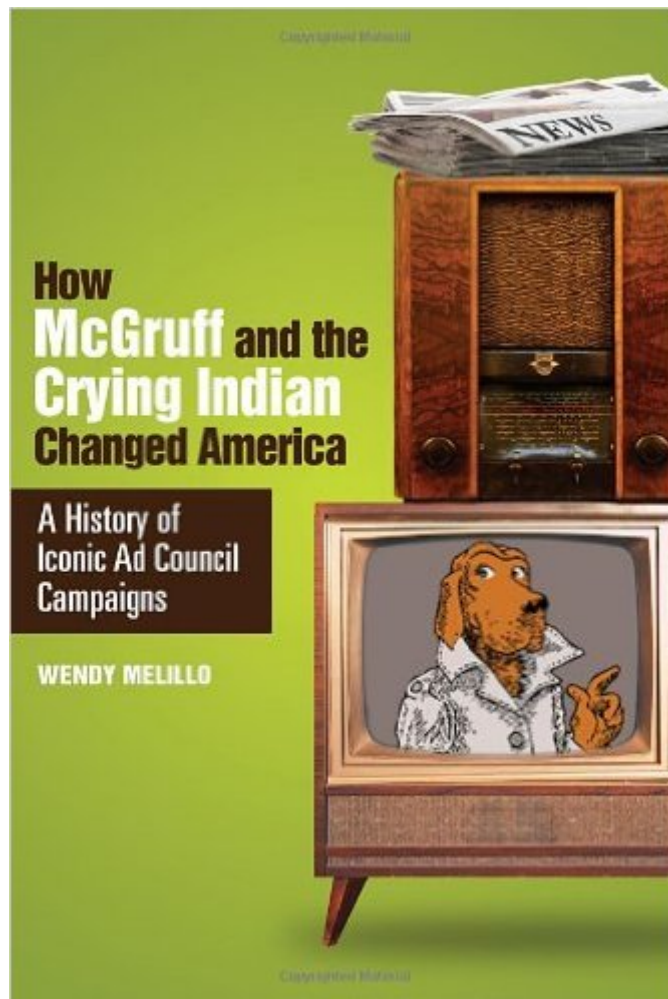


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# How McGruff And The Crying Indian Changed America: A History Of Iconic Ad Council Campaigns



## 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

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## 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.

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