



Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs)

Mordecai Lee

Download now

[Click here](#) if your download doesn't start automatically

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs)

Mordecai Lee

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) Mordecai Lee

Though historians have largely overlooked Robert Horton, his public relations campaigns remain fixed in popular memory of the home front during World War II. Utilizing all media—including the nascent technology of television—to rally civilian support, Horton's work ranged from educational documentary shorts like *Pots to Planes*, which depicted the transformation of aluminum household items into aircraft, to posters employing scare tactics, such as a German soldier with large eyes staring forward with the tagline “He’s Watching You.” Iconic and calculated, Horton’s campaigns raise important questions about the role of public relations in government agencies. When are promotional campaigns acceptable? Does war necessitate persuasive communication? What separates information from propaganda? *Promoting the War Effort* traces the career of Horton—the first book-length study to do so—and delves into the controversies surrounding federal public relations.

A former reporter, Horton headed the public relations department for the U.S. Maritime Commission from 1938 to 1940. Then—until Pearl Harbor in December 1941—he directed the Division of Information (DOI) in the Executive Office of the President, where he played key roles in promoting the New Deal, President Franklin D. Roosevelt’s unprecedented third-term reelection campaign, and the prewar arms-production effort. After Pearl Harbor, Horton’s DOI encouraged support for the war, primarily focusing on raising civilian and workforce morale. But the DOI under Horton assumed a different wartime tone than its World War I predecessor, the Committee on Public Information. Rather than whipping up prowar hysteria, Horton focused on developing campaigns for more practical purposes, such as conservation and production. In mid-1942, Roosevelt merged the Division and several other agencies into the Office of War Information. Horton stayed in government, working as the PR director for several agencies. He retired in mid-1946, during the postwar demobilization.

Promoting the War Effort recovers this influential figure in American politics and contributes to the ongoing public debate about government public relations during a time when questions about how facts are disseminated—and spun—are of greater relevance than ever before.



[Download Promoting the War Effort: Robert Horton and Federal Pro ...pdf](#)



[Read Online Promoting the War Effort: Robert Horton and Federal P ...pdf](#)

Download and Read Free Online Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) Mordecai Lee

Download and Read Free Online Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) Mordecai Lee

From reader reviews:

Kimberly Kiser:

This Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) book is simply not ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is usually information inside this publication incredible fresh, you will get data which is getting deeper an individual read a lot of information you will get. This specific Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) without we recognize teach the one who reading through it become critical in contemplating and analyzing. Don't become worry Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) can bring if you are and not make your carrier space or bookshelves' turn into full because you can have it in your lovely laptop even mobile phone. This Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) having great arrangement in word as well as layout, so you will not truly feel uninterested in reading.

Terra Runyan:

The actual book Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) will bring that you the new experience of reading a book. The author style to clarify the idea is very unique. If you try to find new book to see, this book very ideal to you. The book Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) is much recommended to you to see. You can also get the e-book through the official web site, so you can more readily to read the book.

Dawn Nelson:

Is it a person who having spare time after that spend it whole day simply by watching television programs or just resting on the bed? Do you need something totally new? This Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) can be the answer, oh how comes? It's a book you know. You are thus out of date, spending your time by reading in this completely new era is common not a geek activity. So what these ebooks have than the others?

Monique Hightower:

In this era which is the greater man or woman or who has ability to do something more are more treasured than other. Do you want to become among it? It is just simple way to have that. What you must do is just spending your time not much but quite enough to get a look at some books. Among the books in the top collection in your reading list is Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs). This book that is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking up and review this e-book you can get many advantages.

Download and Read Online Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) Mordecai Lee #VLI07RJ3NSG

Read Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee for online ebook

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee books to read online.

Online Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee ebook PDF download

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee Doc

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee MobiPocket

Promoting the War Effort: Robert Horton and Federal Propaganda, 1938-1948 (Media and Public Affairs) by Mordecai Lee EPub