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Titolo	Green Persuasion : Advertising, Voluntarism, and America's Public Lands / / Jeffrey K. Stine
Pubbl/distr/stampa	Washington, D.C. : , : Smithsonian Scholarly Press, , 2021
Descrizione fisica	1 online resource (xi, 237 pages) : illustrations
Collana	A Smithsonian contribution to knowledge
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Soggetti	Advertising, Public service - United States - History Public lands - United States - Management - History Volunteer workers in conservation of natural resources - United States - History History United States
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 191- 227) and index.
Nota di contenuto	The rise of public service advertising -- Keep America beautiful -- Voluntarism in American history and culture -- Ronald Reagan's environmental record -- Take Pride in America -- Take Pride's political constituencies -- George H. W. Bush and A Thousand Points of Light -- George W. Bush and Take Pride's Revival.
Sommario/riassunto	"Offers a history of Take Pride in America, a program launched during the Reagan administration to encourage citizens to assume greater responsibility for the care of public lands through voluntary efforts. Working with the Interior Department, the Advertising Council promoted the new initiative with public service announcements featuring celebrity spokespersons Clint Eastwood, Charles Bronson, and Louis Gossett, Jr. The program continued as part of President George H. W. Bush's Thousand Points of Light initiative. Although the Clinton administration mothballed Take Pride, it reemerged during George W. Bush's presidency and continued as a modest effort through President Obama's two terms. The book begins by surveying the role of advertising in American society, paying particular attention to the development of the Ad Council and its public service campaigns on

environmental causes, such as the Smokey Bear fire prevention campaign and the "Crying Indian" Keep America Beautiful campaign. It then examines the pervasive role of voluntarism over time and the changing nature of environmental politics, notably the diminishment of the bipartisan nature of environmental policy after 1980. These themes came together in the Take Pride in America initiative, which the Reagan administration had devised as a means to blunt the heated criticism of its environmental record. The book then traces the evolution of Take Pride; how it was organized and promoted, why motorized recreational enthusiasts were attracted to the program, and what the initiative says about how Americans argue over the care of the nation's landed inheritance"--

2. Record Nr.	UNINA9910707841703321
Titolo	JPRS report Epidemiology
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Descrizione fisica	1 online resource (volumes)
Soggetti	Epidemiology Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico