CONTENTS

Introduction ix
PART I The New Media Age
CHAPTER 1 Morning Again and the Morning After 3
PART II 1952–1992
CHAPTER 2 The Radio Age and the Birth of Spots 35
CHAPTER 3 Ike, BBD&O, USP, and TV 44
CHAPTER 4 Checkers 64
CHAPTER 5 The Rise of Living-Room Politics 74
CHAPTER 6

Kennedy, Kennedy, Ken-ne-dy 90

Contents

CHAPTER 7

The New Advertising: Soft Sell Arrives 109

CHAPTER 8

Daisy and the Dirty Pictures in the Public Mind 117

CHAPTER 9

High-Tech Politics 142

CHAPTER 10

The New Nixon and the Old Humphrey 147

CHAPTER 11

Tanya Talks, Watergate Walks 177

CHAPTER 12

Bright Songs and Blue Jeans: The Life-Style Campaign 211

CHAPTER 13

From the Soviet Threat to the Horton Threat 245

PART III Styles

CHAPTER 14

The Man on the White Horse, and Other Tales of Media Techniques 289

PART IV Effects

CHAPTER 15

It Was the Truck: Judging the Effects of Polispots 345

CHAPTER 16

The Trouble with Spots 368

Source Notes 399

Index 409