PITCHING THE WAR

Sidebar 11.1 | 16A:153:EXZ - USA in a World at War 1931-1945
One of the most difficult tasks, especially early in the war effort, was that American propaganda had to reach many diverse audiences—not all of whom would be expected to respond to the same message.
An important early pitch was to underscore the sacrifices that others were making—as in this series of “he fights for freedom” posters depicting countries who entered the war before the US.
Sidebar 11.1 Pitching the War

This man is your FRIEND
Chinese
He fights for FREEDOM

This man is your FRIEND
Australian
He fights for FREEDOM
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It was also important to overcome American tendencies toward isolationism.
Recruiting appeals for the armed forces were a relatively simple and straightforward exercise. No-one really questioned the appropriateness of such direct appeals for government service.
But campaigns for civil defense, for rationing and conservation, or for wartime production were more complicated. Here the government was trying to persuade, cajole, or shame civilians into various forms of participation and sacrifice.
Sidebar 11.1 Pitching the War
I GAVE A MAN!

Will you give at least 10% of your pay in War Bonds?
And, beyond its own borders, the US needed to pitch its version of the war—including postwar plans for free trade and collective security—to its allies.