advertising 2

History of Information

April 14, 2009
the road ahead

Tuesday April 14
Advertising 2
Information as property 1

Thursday April 16
Information as property II
Advent of the Computer

Tuesday April 21
Politics and propaganda


Watch the first 10-minute segment of "Divide and Conquer," one of the "Why We Fight" films that Frank Capra made for the Office of War Information in WWII. (If you want more, there are the other segments on this page.) Watch this brief video on the background of these films.

Watch the first 7-10 minutes of Leni Riefenstahl's "Triumph of the Will," and browse the rest to get the flavor of the rallies -- it's pretty repetitive.
why are we here?

a. detaching information from technology
   —David

b. pushing at/shaping the technology

c. raising issues of reliability, trustworthiness
   —Sam

d. topicality: advertising & the public sphere

e. topicality: advertising and infrastructure
   —Elaine
YouTube Is Doomed (GOOG)

Benjamin Wayne | Apr. 9, 2009, 6:30 AM | 98
Tags: Media, Google, Big Tech, Video, YouTube, Advertising

YouTube, that incandescent tower of video Babel; monument to the sloughed-off detritus of our exponentially-expanding digital culture; a Technicolor cataract of skateboarding dogs, lip-synching college students, political punditry, and porn; has reached the zenith of its meteoric rise; and Icarus-like, wings melting; is spiraling back to earth. Despite massive growth, ubiquitous global brand awareness, presidential endorsement, and the world's greatest repository of illegally-pirated video content, Google's massive video folly is on life-support, and the prognosis is grave.

Believers would have us think that Google (GOOG) will sustain YouTube, indefinitely if necessary. Proponents of online advertising argue that increased understanding of the medium will lead to more advertising dollars at better CPMs, lifting all boats in a sea of monetization. In the short term, however, neither celebrity presidents, a rabidly growing customer base, nor a brand which has in three short years injected itself into the global cultural lexicon can forestall the inevitable: YouTube is soaring towards the future like a pigeon towards a plate glass window.

The problem lies with the bean-counters. According to a report by Credit Suisse, YouTube is on track to lose roughly $470 million in 2009. No matter Google's $116 billion market cap: a half-billion dollar loss on a single property, even one as large as YouTube, is a bitter pill to swallow. Even Eric Schmidt, talking to the
"no space: the branded world"

"stretching across ever more expansive surfaces and cramming into the smallest of crevices"

Naomi Klein
**Homesteading: from catalog to community**

1862: Homestead Act
1888: Sears Watch Co. catalog
1896: Rural delivery
   [USPO: "aids in the dissemination of knowledge"]
1893: Sears, Roebuck & Co, catalog
1897: first color catalog
1908: catalog homes:
   *Book of Modern Homes and Building Plans*
   25 tons, 30,000 parts
1908-1940: 100,000 homes sold
1968: the whole earth catalog
1985: the Well "community & then some"
homesteading: from catalog to community

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Stewart Brand, 1938-
1903: telephone advertising

1909: telephone newspaper
"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"
"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

*Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

*Union & Advertiser (Rochester)*, 1909
1919 broadcasting begins in the Netherlands
new media-old anxieties

Roman face cream, c. 50AD
New Scientist, July 2003
end of an era?

'Guiding Light' Soap Opera Canceled After 72-Year Run - Or Is It?

Wednesday, April 01, 2009

FOX NEWS

Kevin Bacon got his start there. So did Calista Flockhart, Allison Janney, and Hayden Panettiere. And now it is no longer.

CBS announced that "Guiding Light," the longest running show in broadcast history - a program that predates television itself - has been canceled.

It's last episode on CBS will air in September.

"Being on the air for more than seven decades is truly remarkable, and it will be difficult for all of us at the show to say goodbye," said Executive Producer Ellen Wheeler. "I'm proud of everything we've been able to do."

But could there be a glimmer of light at the end of the "Guiding Light" tunnel?

Brian T. Cahill, Senior Vice President and Managing Director, TelNext Media, said in a statement that "We are working hard to find the show a new home, and we are exploring all our options to continue to bring loyal fans the characters and stories they love."

What does this mean? Another network? Cable? The Internet?

Tune in tomorrow...
Swiss bank UBS stops staff seeing clients abroad
Apr 5, 2009

GENEVA (AFP) — Switzerland’s embattled bank UBS has banned wealth management advisors from making business trips abroad to see foreign clients, a spokeswoman for the bank said Sunday.

Swiss media reported that about 1,000 UBS staff were ordered in the past week to rely on e-mail or telephone contacts with clients abroad, amid fears that they might fall foul of a tax crackdown by foreign regulators.

"I can confirm there is a travel ban for client-facing wealth management staff," UBS spokeswoman Eveline Mueller told AFP.

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### Beyond f2f

<table>
<thead>
<tr>
<th>1866: Advertising offices</th>
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<tbody>
<tr>
<td>Advertising offices</td>
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<tr>
<td>Advertising agents</td>
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<tr>
<td>(town &amp; country)</td>
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### 1906: Advertising services:

- Agents and contractors: 339
- Offices for Prospectuses: 25
- Novelty Manufacturers: 26
- Advertising Artists: 7
- Advertising Balloon-makers: 2
- Offices (American): 8
- Offices (Colonial): 22
- Offices (Continental): 15
- Offices (Foreign): 21
- Offices (Indian): 13
- Offices (Provincial): 17
- Offices (Scottish): 5

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**a "drummer"**

*Sister Carrie, 1900
Theodore Dreiser, 1900*

*Ulysses, 1922
James Joyce, 1922*

*The Job, 1917
Sinclair Lewis, 1917*

*Death of a Salesman, 1949
Arthur Miller, 1949*
Edward Bernays, 1891-1995

1913, Committee on Public Information

Propaganda, 1928
Engineering of Consent, 1955
Biography of an Idea, 1965

Proctor & Gamble
United Fruit Company
American Tobacco
Dodge Motors
"I am aware that the word 'propaganda' carries to many minds an unpleasant connotation; [I want] put this fine old word back where it belongs, and restore its dignified significance.

"... psychologists of the school of Freud who have pointed out that many of man's thoughts and actions are compensatory substitutes for desires which he has been obliged to suppress ... the successful propagandist must understand the true motives and not be content to accept the reasons which men give for what they do.

"The function of the propagandist is much broader in scope than that of a mere dispenser of information to the press." — Bernays, Propaganda, 1928
"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it..."

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind." — Bernays, Propaganda, 1928
backlash

conspicuous consumption:
Thorstein Veblen,
Theory of the Leisure Class (1899)

muckraking
Samuel Hopkins Adams,
The Great American Fraud (1906)

subliminal advertising
Vance Packard
The Hidden Persuaders (1957)

culture jamming
Naomi Klein
No Logo (2000)
public service jamming

I'll never forget the people who helped me get cigarettes when I was a kid.

Don't help kids get hooked.

Mind if I smoke?
Care if I die?

Bob, I've got emphysema.

(California Anti-Smoking Ad)
who's driving whom?
Consumers "are like roaches—you spray them and spray them and they get immune after a while."

David Lubars
Omnicom Group

[quoted in No Logo]
roach trap?

social network flatlining?

Facebook Advertising
Reach your exact audience and connect real customers to your business.

About Advertising  Prepare  Step By Step

2. Targeting

Location:
- United States
- Everywhere
- By State/Province
- By City

Age:
- 18
- Any

Connect with Real People
- Reach over 175,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad
- Quickly create image and text-based ads.
- Precisely target by age, gender, location, and more.
- Choose to pay per click (CPC) or impression (CPM).

Optimize Your Ads
- Track your progress with real-time reporting.
- Gain insight about who’s clicking on your ad.
- Make modifications to maximize your results.
still lying, dissembling & promoting ourselves
still lying, dissembling & promoting ourselves

How to Sell Your Soul on Twitter and Who’s Buying

Written by Marshall Kirkpatrick / April 10, 2009 8:29 PM / 103 Comments

What are you doing? No what are you doing Apple, Skype, Flip, StubHub and Box.net?? These popular companies just couldn’t resist paying off Twitter users to put advertisements into their Twitter streams using the new pay-per-tweet service Magpie. It’s enough to make you question the true motives of any outspoken fan and the end result is pretty laughable when you take "a bird’s eye view.”

We were disappointed when a browser script showed us a Magpie redirect behind a shortened link in a Skype testimonial today. Then we used a search on the service BackTweets to find out who else is buying fake Tweets on the service. It’s so revolting and pitiful that it’s kind of sad.

Each of these companies have more than one campaign running and these are all just from the last 6 hours! Magpie is spewing Tweets through peoples’ accounts all day long. All of the links are obscured by URL shortening service is.gd (hope they are getting a cut) and the clicker ends up on the advertiser site. Clearly disclosure isn’t mandatory; but even if it was this is just creepy, is it