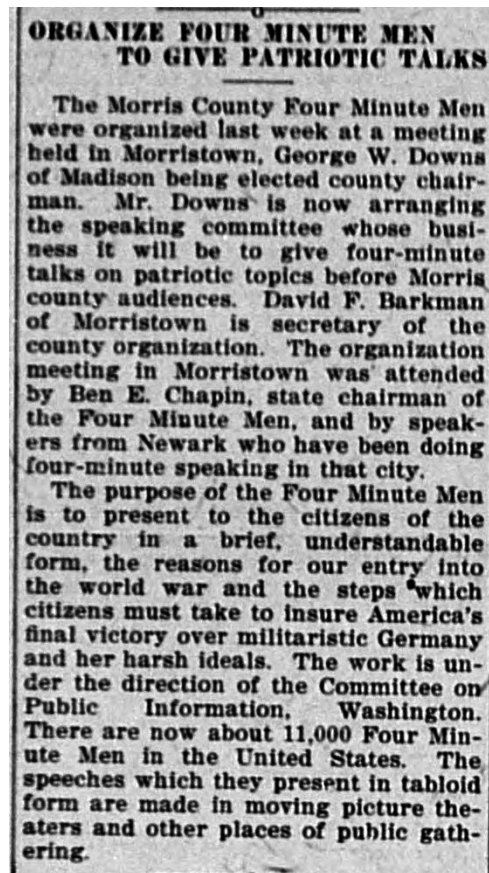


## Four Minute Men

Woodrow Wilson was re-elected President in November, 1916. One of the major slogans of his campaign was "He Kept Us Out of the War". Now, in April, 1917, Wilson appeared before Congress asking for a Declaration of War against Germany. He realized a major propaganda effort was required to get public opinion fully behind the war.

In 1917 Wilson created the Committee on Public Information which consisted of the Secretaries of State, the Army, and the Navy. The committee was essentially a massive generator of propaganda. They were responsible for producing films, commissioning posters, publishing numerous books and pamphlets, and purchasing advertisements in major newspapers. The message that America's involvement in the war was necessary to save Europe from the German and enemy forces.

In addition, they recruited business men, preachers and professors to serve as public speakers in charge of altering public opinion in their communities. They were called "Four-Minute Men", supposedly because they gave four-minute speeches in the period when the reels of a silent movie were changed. They also spoke at churches, lodges, fraternal organizations, and labor unions.



Madison Eagle November 9 1917