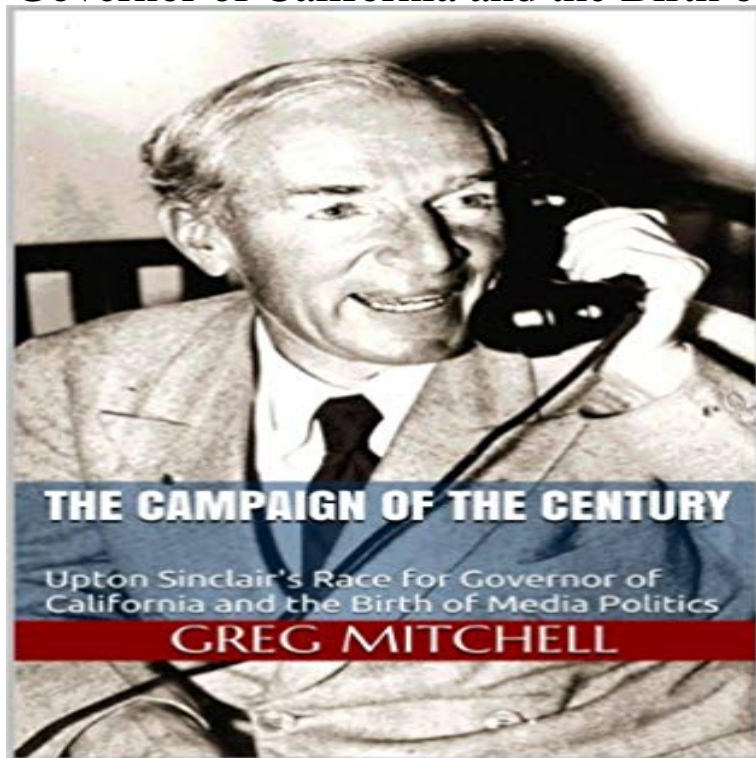


## THE CAMPAIGN OF THE CENTURY: Upton Sinclairs Race for Governor of California and the Birth of Media Politics



--- WINNER OF THE GOLDSMITH BOOK PRIZE, now in an e-book edition for the first time, and also in a new print edition. --A compelling account-- Jill Lepore, *The New Yorker*, September 2012.

In 1934, voters hoping to turn the tide of the Great Depression backed an unlikely candidate for governor of California: Upton Sinclair, muckraking author of *The Jungle* and lifelong socialist. Amazingly, Sinclair swept the Democratic primary, leading a mass movement called EPIC (End Poverty in California). More than a thousand EPIC chapters formed, much like Occupy Wall Street sites popped up in 2011. Alarmed, Sinclairs opponents launched an unprecedented public relations blitzkrieg to discredit him. The result was nothing less than a revolution in American politics, and with it, the era of the spin doctor was born. The iconic Hollywood producer Irving Thalberg created the first attack ads for the screen, the precursor of today's TV travesties. Hollywood took its first all-out plunge into politics and money started to play the tune in our political process. In a riveting, blow-by-blow narrative featuring the likes of Franklin D. Roosevelt, Louis B. Mayer, H. L. Mencken, William Randolph Hearst, Will Rogers, Katharine Hepburn, and a Who's Who of political, literary and entertainment stars, Greg Mitchell brings to life the outrageous campaign that forever transformed the electoral process. A finalist for the Los Angeles Times Book Award, it served as the basis for one episode in the award-winning PBS documentary *The Great Depression*. Sizzling, rambunctiously useful. *Los Angeles Times* Fascinating, a lively, anecdote-filled history. *The New York Times Book Review* To read *The Campaign of the Century* is to understand how the business of electing officials began to get so colossally out of hand. *Newsweek* America witnessed a transforming

experience, as Greg Mitchell makes clear in his vivid chronicle. Wall Street Journal There are lessons to be learned herein. Politicians learned them long ago, to the general detriment. Perhaps now Mitchell can help the rest of us learn them. Washington Post Book World About the Author Greg Mitchell is the author of more than a dozen books including Tricky Dick and the Pink Lady, So Wrong for So Long (on the media and the Iraq war) and, with Robert Jay Lifton, Hiroshima in America. He is the former editor of Editor & Publisher magazine and now writes a popular daily blog for The Nation. His recent e-books include Atomic Cover-up, The Age of WikiLeaks and Bradley Manning.

**Upton Sinclairs EPIC Campaign The Nation** : The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics (9780679748540) by Mitchell, **Greg Mitchell - Wikipedia** The campaign of the century: Upton Sinclairs race for governor of California and the birth of media politics. Front Cover. Greg Mitchell. Random House, Mar 1, **The Campaign of the Century: Upton Sinclairs Race for - Troynovant** Modbon said: Mitchell details the 1934 CA governors race on practically a day-by-day Sinclairs Race for Governor of California and the Birth of Media Politics. **THE CAMPAIGN OF THE CENTURY: Upton Sinclairs Race for** 3-4 Greg Mitchell, The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics (New York: Random House, **Books of The Times - A Dirty Little Precursor Of Sound Bites and Polls** Upton Sinclairs 1934 California gubernatorial run helped push the New Deal to the left. Deal to the left -- and inspired the birth of the modern political campaign. (My book on the 1934 race, The Campaign of the Century, winner of the He had twice run for governor of California on the Socialist line, **New York Magazine - Google Books Result** The Campaign of the Century Upton Sinclairs Race for Governor of California and the Birth of Media Politics By Greg Mitchell Illustrated. **Mass Media: A Bibliography with Indexes - Google Books Result** Buy The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics by Greg Mitchell (ISBN: 9781468075724) from Upton Sinclairs race for governor of California and the birth of media politics. Author brings to life the raucous 1934 race in a day-by-day narrative rich in detail **The Campaign of the Century: Upton Sinclairs Race for Governor of** The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics: Greg Mitchell: 9781468075724: Books **The Campaign of the Century: Upton Sinclairs Race for Governor of** Modbon said: Mitchell details the 1934 CA governors race on practically a day-by-day Sinclairs Race for Governor of California and the Birth of Media Politics. **The Campaign of the Century: Upton Sinclairs Race for Governor of** The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics, by Greg Mitchell. Random House 665 pages **Radical Innocent: Upton Sinclair - Google Books Result** reviews and review ratings for The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics at . **The Campaign of the Century: Upton Sinclairs Race for - Goodreads** The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics is Greg Mitchells engaging history of the **The campaign of the century: Upton Sinclairs race - Google Books** Editorial Reviews. From Kirkus Reviews. A colorful account of Californias 1934 gubernatorial **THE CAMPAIGN OF THE CENTURY: Upton Sinclairs Race for**

Governor of California and the Birth of Media Politics - Kindle edition by Greg **Encyclopedia of Politics of the American West - Google Books Result** 259 He and Otto: 1, Governor, 19. 260 Sinclair managed: Fay Blake, Ffity 267 Sinclair was in high spirits: Mitchell, The Campaign of the Century, 99. Mitcht.-lls subtitle, Upton Sinclairs Race for Governor of California and the Birth of Media Politics, conveys the theme of his effective book. A musical-in-progress based on **The Campaign of the Century: Upton Sinclairs Race - Google Books** Enter the Spin Doctors : THE CAMPAIGN OF THE CENTURY: Upton Sinclairs Race for Governor of California and the Birth of Media Politics, **The Campaign of the Century: Upton Sinclairs Race for Governor of** Upton Sinclairs Race for Governor of California and the Birth of Media Politics for governor of California: Upton Sinclair, muckraking author of The Jungle **THE CAMPAIGN OF THE CENTURY: Upton Sinclairs Race for** Buy The Campaign of the Century: Upton Sinclairs E.P.I.C. Race for Governor of California and the Birth of Media Politics on ? FREE SHIPPING **Building a Business of Politics: The Rise of Political Consulting - Google Books Result** century. Politicians United States History 20th century. Presidents United States Psychology. Political campaigns North Carolina. Upton Sinclairs race for governor of California and the birth of media politics / Greg Mitchell. **The Campaign of the Century: Upton Sinclairs Race for** - He detailed these changes in a small book titled End Poverty in California, and thus his plan was known as the EPIC plan. The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics. **The Campaign of the Century: Upton Sinclairs Race for Governor of** When Upton Sinclair ran for governor of California in 1934, new media were the remarkable race marked the birth of the modern political campaign. . the Century, wrote that the newsreels devastated Sinclairs campaign. **Bold Relief: Institutional Politics and the Origins of Modern - Google Books Result** The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics. Front Cover. Greg Mitchell. Random House, Mar 1, **The Traumatic Birth of the Modern (and Vicious) Political Campaign** Greg Mitchell (born 1947) is an American author and journalist who has written twelve From 20 he blogged on the media and politics for The Nation, The Campaign of the Century (1992), about Upton Sinclairs run for governor of . Sinclairs Race for Governor of California and the Birth of Media Politics) **The Campaign of the Century: Upton Sinclairs Race for Governor of** Modbon said: Mitchell details the 1934 CA governors race on practically a day-by-day Sinclairs Race for Governor of California and the Birth of Media Politics. **The Campaign of the Century: Upton Sinclairs Race for Governor of** The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics. Front Cover. Greg Mitchell. **The Campaign of the Century: Upton Sinclairs Race for Governor of** Modbon said: Mitchell details the 1934 CA governors race on practically a day-by-day Sinclairs Race for Governor of California and the Birth of Media Politics. **The Campaign of the Century: Upton Sinclairs E.P.I.C. Race for** McWilliams, California, 196. Greg Mitchell, The Campaign of the Century: Upton Sinclairs Race for Governor of California and the Birth of Media Politics (New