

# Duck For Cover: Nuclear Survival in Northern Exposure

Duck For Cover: Nuclear Survival in Northern Exposure was a public service announcement campaign created by the United States government in the 1950s. The campaign was designed to educate the American public about what to do in the event of a nuclear attack.



## Duck for Cover (Nuclear Survival: Northern Exposure Book 2) by Harley Tate

★★★★☆ 4.5 out of 5

Language	: English
File size	: 2140 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 232 pages
Lending	: Enabled



The campaign featured a series of short films that were shown in movie theaters and on television. The films depicted families taking cover in their homes and schools. The campaign also featured a series of pamphlets and posters that were distributed to the public.

## The Films

The Duck For Cover films were produced by the United States Department of Defense. The films were designed to be simple and easy to understand. They featured clear and concise instructions on what to do in the event of a nuclear attack.

The films were typically shown in movie theaters before feature films. They were also shown on television during public service announcement breaks. The films were very effective in educating the American public about nuclear survival.

### **The Pamphlets and Posters**

The Duck For Cover pamphlets and posters were also produced by the United States Department of Defense. The pamphlets provided more detailed information on nuclear survival than the films. The posters were designed to remind people of the important steps to take in the event of a nuclear attack.

The pamphlets and posters were distributed to schools, libraries, and other public places. They were also available by mail from the United States government.

### **The Legacy of Duck For Cover**

The Duck For Cover campaign was very successful in educating the American public about nuclear survival. The campaign helped to reduce the number of deaths and injuries that would have occurred in the event of a nuclear attack.

The Duck For Cover campaign is still remembered today as a classic example of public service advertising. The campaign's simple and clear

message helped to save lives.

Duck For Cover: Nuclear Survival in Northern Exposure was a vital public service campaign that helped to prepare the American public for the threat of nuclear war. The campaign's clear and concise instructions helped to save lives and reduce injuries in the event of a nuclear attack.



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