

Scooby-Doo Exhibit Synopsis

Purpose

The purpose of this exhibit is two-fold - to promote freestyle exhibiting and to bring a little fun into our lives.

Scope

This exhibit tells the story of Scooby-Doo, the iconic cartoon Great Dane who made his debut on September 13, 1969. It includes the background for his development and explores his impact throughout the years to the present.

Organization

This exhibit begins with a general introduction to Scooby and tells the story of his design by a Japanese-American animator at Hanna-Barbera studios. Special emphasis is given to his role in the 2018 Doo Good Campaign by the USPS. The historical significance of his creation is also addressed. The covers and cut-outs used throughout the exhibit are intended to both illustrate the text and entertain the reader.

Importance

Scooby's thematic importance is based in large part on the political and social turmoil of the late 1960's which inspired his creation. Additionally, the use of his character as the spokesdog for the 2018 USPS Doo Good campaign is unique for a postage stamp.

His philatelic importance is noteworthy in that this exhibit about a cartoon character is just one example of the sometime hidden relevance of the stamp subjects chosen by the USPS. Often our light-hearted and child-focused stamps are harshly criticized by traditional philatelists. A little research will not infrequently demonstrate a strong reflection of our culture and the impact the stamp subject has had on our society.

Knowledge

This exhibit was based on the background material provided by the USPS in conjunction with the 2018 stamp issue, along with readily available online resources.

Philatelic Material

Though no attempt has been made to include a variety of philatelic elements, the exhibit includes many covers. It also makes liberal use of the ancillary material sold by the USPS to children to promote letter-writing and good behavior.

SCOOPY-DOO!

Scooby-Doo is one of the most beloved cartoon characters of all times. Scooby is a Great Dane dog who speaks broken English and usually puts the letter "R" in front of his words.

Scooby got his name from the phrase at the end of Frank Sinatra's song *Strangers in the Night*, which contained the words "dooby-doo."

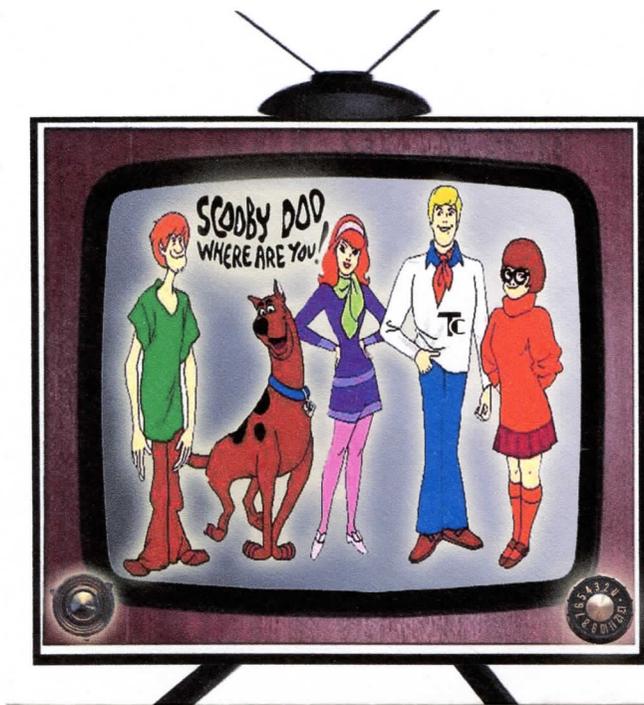
Scooby first appeared in 1969 in the Saturday morning cartoon series *Scooby-Doo, Where Are You!* The cartoon featured Scooby and four teenage friends who solved mysteries involving supposedly supernatural creatures through a series of antics and mishaps



The cartoon mixed comedy, adventure and horror genres, but tended more towards humor, making it acceptable for young children.

Through all the political and social shifts since 1969, Scooby has stayed relevant in pop culture. Scooby and his friends have been passed down from generation to generation.





Young baby boomers and kids of Generation X sat around their TV sets on Saturday mornings in their pajamas, eating their cereal and watching Scooby and his friends solve mysteries. Thus, Scooby-Doo became a ritual for millions of kids.

Three generations of fans embraced Scooby-Doo, and the Saturday morning cartoon series became one of the most enduring cartoons in television.

RUV ROO..



FIRST DAY OF ISSUE



Even today, Scooby has maintained a significant fan base which has grown steadily since the 1990's. The cartoon has remained popular among both young children and nostalgic adults who grew up in the sixties.

Takamoto, the son of Japanese immigrants, was placed in the Manzanar internment camp for Japanese Americans with his family following the attack on Pearl Harbor. He remained there for the duration of the war.



Iwao Takamoto
"Father" of Scooby-Doo.

It was in the internment camp that Takamoto received the informal training in illustration from fellow internees that began his career as an animator.

Takamoto worked for Disney from 1947-1961, then joined the Hanna-Barbera studios where he created Scooby-Doo.

celebrating
IWAO TAKAMOTO

THE 'FATHER' OF SCOOBY-DOO!

FIRST DAY OF ISSUE

SCOOBY-DOO!

SCOOBY-DOO!

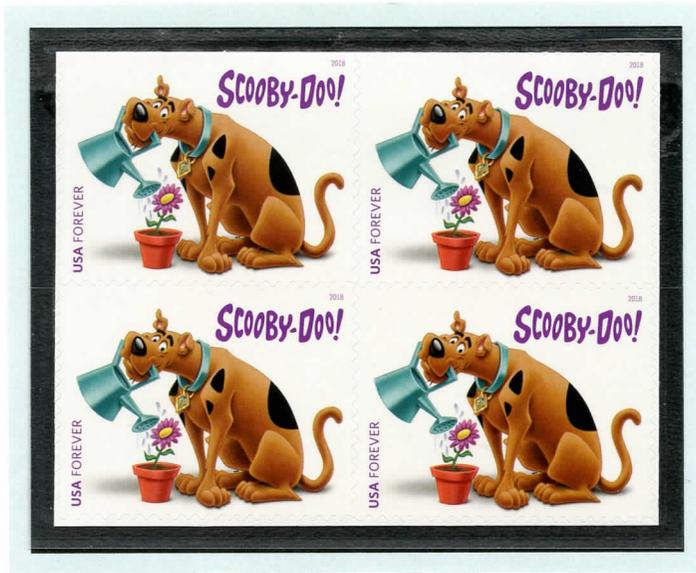
THE LEGENDARY DESIGNER OF HUNDREDS OF BELOVED AND ICONIC HANNA-BARBERA CARTOON CHARACTERS!
1925 - 2007

JULY 14, 2018 • BLOOMINGTON, MN 55401



Prior to designing Scooby, Takamoto consulted with a breeder of Great Danes, and learned that Great Danes had straight backs, straight legs, and small chins. He gave Scooby the hump back, bow legs and double chin we all know today.

In 2018, Scooby-Doo got his own postage stamp. The issue shows Scooby watering a blossoming plant in a flower pot - a simple act symbolizing a component of the Doo Good Campaign.

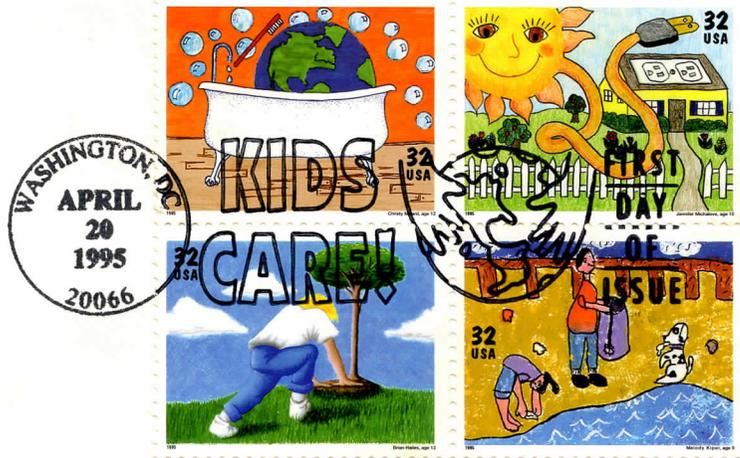


This campaign was launched in 2018 in partnership with Generation On, which provides young people with the programs, tools and resources to engage them in volunteering and social action.



Scooby-Doo Doo Good encourages children across the US to volunteer and help their communities.

The campaign focused on three key initiatives: Save the Environment, Fight Hunger, and Animal Welfare.



Official First Day of Issue



EARTH DAY
Resource Recovery



Peter B. Carlson
P.O. Box 614
Concord, New Hampshire 03302

FIRST DAY OF ISSUE
OCTOBER 15, 1985
WASHINGTON, D.C.



ANIMAL RESCUE: 
ADOPT A SHELTER PET
FIRST DAY OF ISSUE
APRIL 30, 2010
NORTH HOLLYWOOD, CA 91605

Generation On is the youth division of Points of Light Enterprises, a non-profit group that traces its beginnings to the 1989 inaugural address of President George H.W. Bush.

Scooby-Doo adventures feature four teenage friends, "The Mystery Gang".

The gang is led by Fred, an ascot-wearing, inventive and confident young man with a gift for devising elaborate traps on the fly.

The Mystery Gang

Daphne is a savvy, quick-witted, fashionable, and always up for an adventure. She is known for her red hair, lavender heels, and her knack of getting into danger, hence the nickname "Danger Prone Daphne".



Norville "Shaggy" Rogers is a cowardly slack and the long-time friend of his equally cowardly Great Dane, Scooby-Doo. Like Scooby, Shaggy is more interested in eating than solving mysteries.

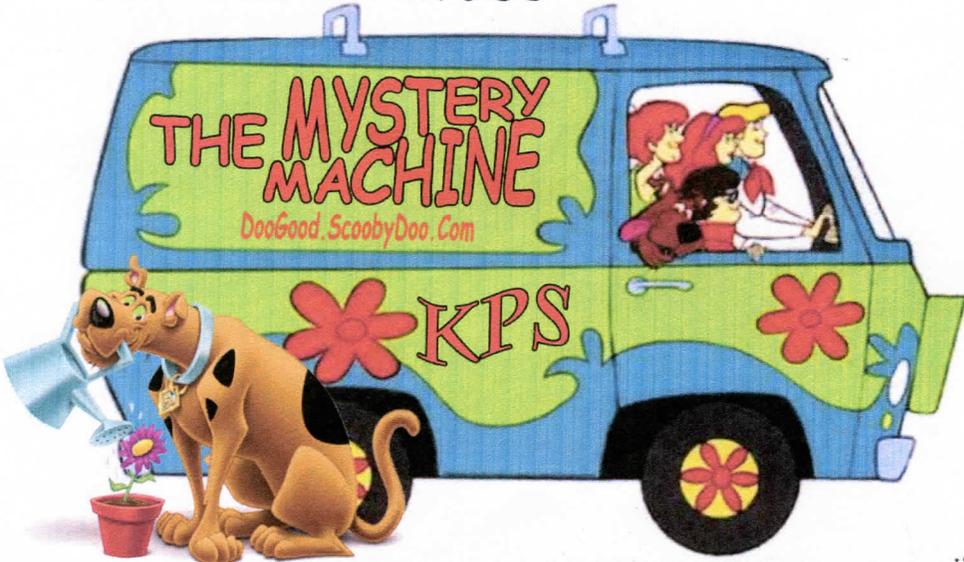
Velma solves mysteries with a scientific, intellectual approach, using her deep well of knowledge and her astute deductive powers to close in on the solution. She is usually seen wearing square glasses which she frequently loses, a baggy orange turtleneck, a baggy orange turtleneck, and a short red pleated skirt.



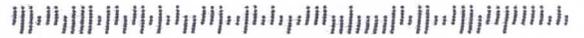
Knoxville Philatelic Society
PO Box 50422
Knoxville TN 37950

KNOXVILLE TN 377

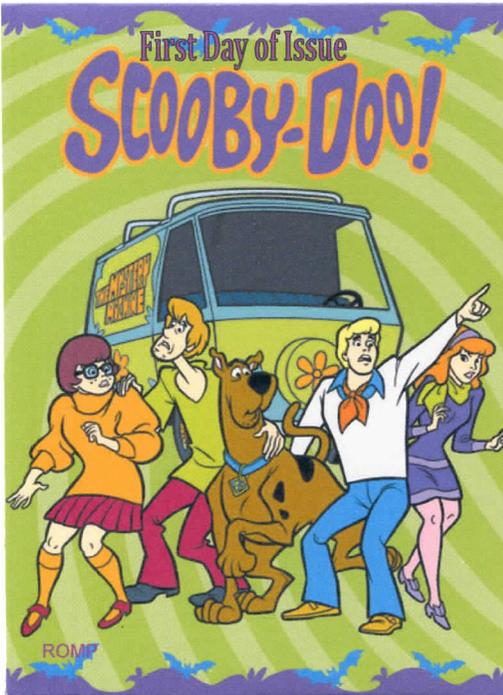
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In their adventures, Scooby and his friends happen across strange plots unfolding in eerie locales encountered as they travel in their colorful van, the Mystery Machine.



Scooby is really a cowardly dog but he has an adventurous heart. He will go after villains when encouraged with "Scary Snacks", dog biscuits shaped like bones.



Scooby's inherent loyalty and courage often force him to take a more heroic stance. He shows traits of bravery when his friends are in danger. Scooby is also ticklish.



Whether foiling bad guys or inspiring good deed in real life, Scooby is always the same funny mystery-solving canine.



SCOOBY-DOO!
First Day of Issue



JULY 14, 2018 • BLOOMINGTON, MN 55401



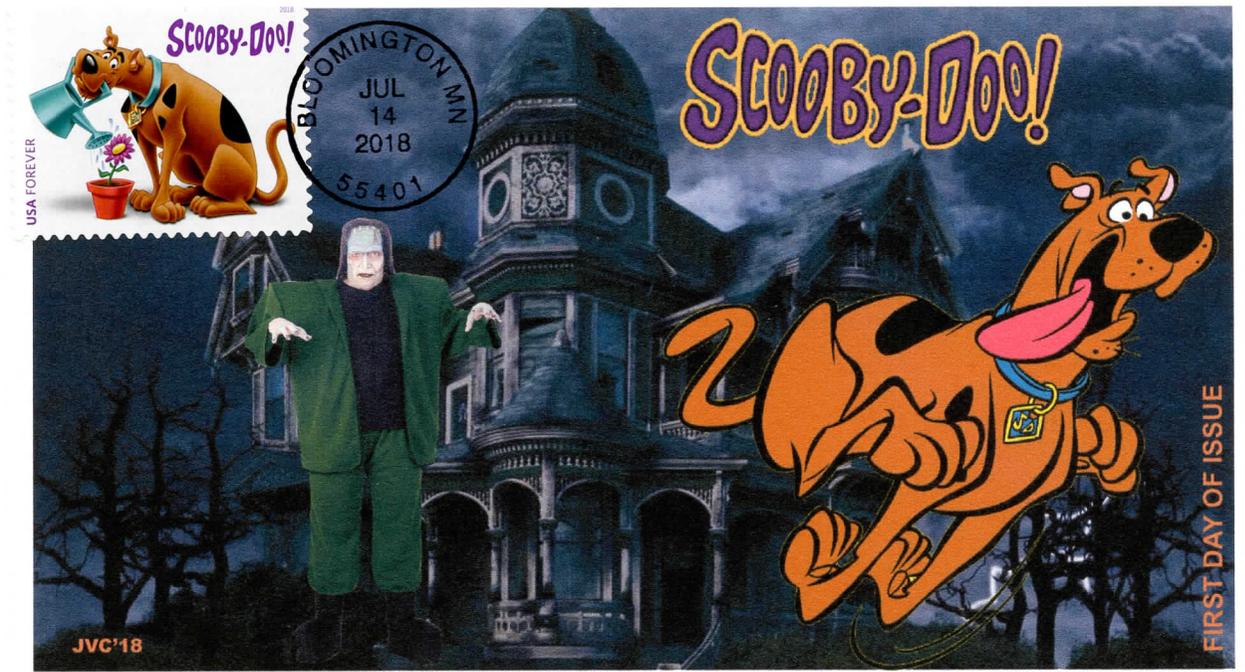


"Scooby-Doo, Where Are You!"

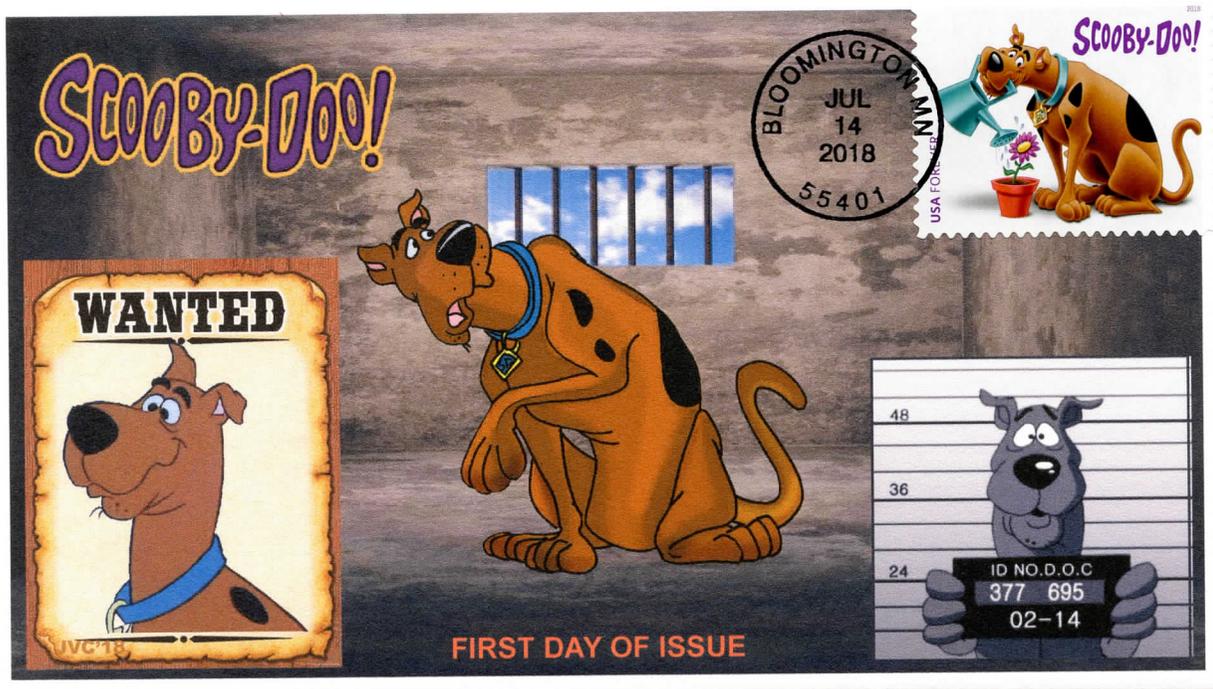
For fifty years, this call has summoned the beloved Great Dane whenever help is needed.



The Mystery Gang solves mysteries involving supposedly supernatural creatures through an endless series of hilarious antics and missteps.



Whether it's an abandoned amusement park, a spooky attic, or a sinister island, each locale serves up a different villain - perhaps a spooky space kook, a remote-controlled robot, or a ghostly sea captain.



Scooby-Doo adventures win praise for revealing that "supernatural" happenings actually have resolutions granted in reality. The bad guys are exposed when Scooby and his gang muster the courage and persist in their investigations.

Historians believe that the birth of Scooby-Doo did not occur by chance. Rather, it was a response to the political and social turmoil of the late 1960's.



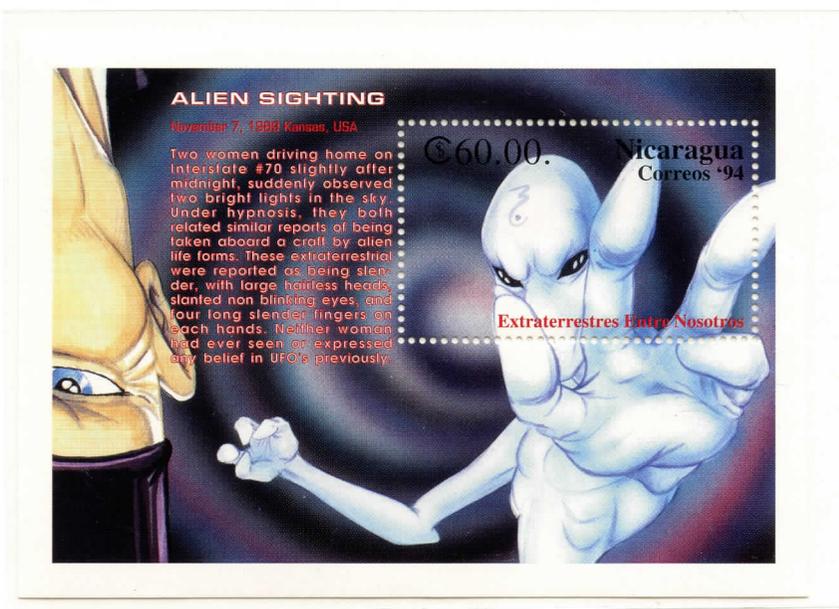
In 1968, major news events such as the Viet Nam war, the assassination of Martin Luther King Jr., the civil rights protests and the rise of the flower child counterculture filled America's TV screens with violence and unrest.



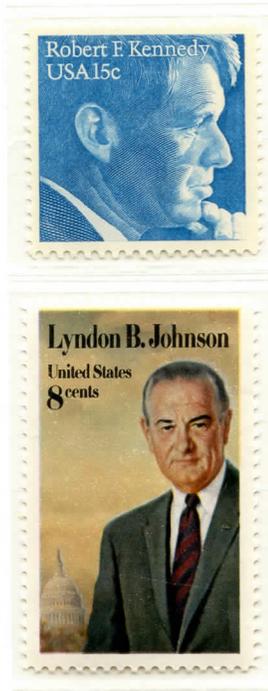
Kevin Sandler, a university professor who specialized in film and media, noted in a September 2013 CNN report that the events of the sixties resulted in anxiety among many Americans, especially parents who believed that TV violence was playing a part in the violence on the street.



Violence was a big part of the Saturday morning cartoon lineup up of action and adventure shows. Sandler noted, "it's all monsters and aliens and spies trying to pulverize each other."



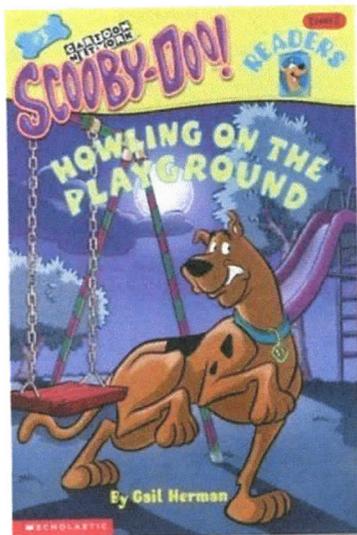
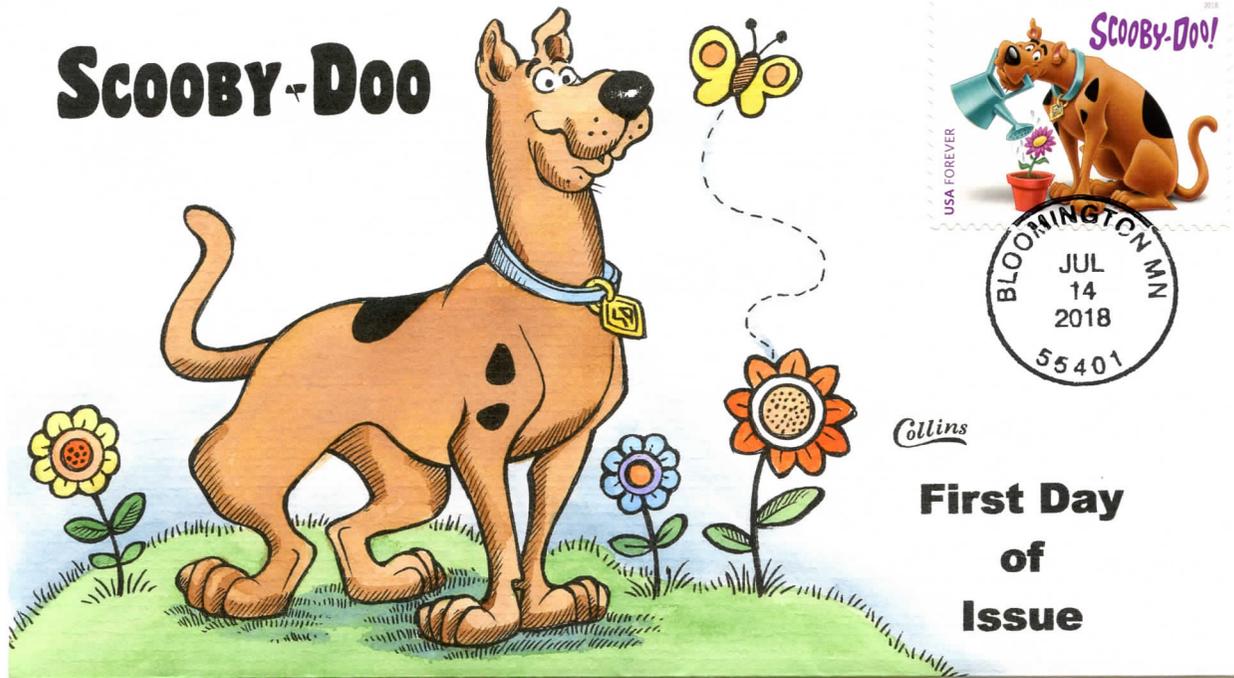
Even though civic organizations such as the National Parent Teachers Association demanded that the government do something to safeguard children's TV programs, shows and cartoons with violence earned the highest TV ratings.



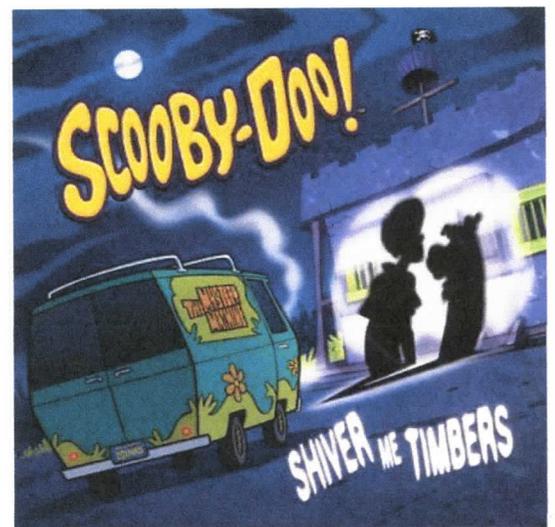
The assassination of Robert F. Kennedy finally got the government involved. Before his death, Kennedy, as attorney general, had advocated for more regulation of children's programming. Just hours after his assassination, President Lyndon Johnson appointed a commission to investigate parents' concerns.



TV networks responded, and Scooby-Doo was one of several new shows that resulted. Sanders noted, "Kids watch, they get scared, they see the monsters aren't real, they think life is good."



Scooby has been the leading character in more than a dozen TV series in addition to animated films, comic books, magazines and readers.



Scooby has solved many a spooky mystery in his long sleuthing career. The cartoon "Scooby-Doo Where Are You!" turned 50 in 2019.

FAMOUS DOGS



FRANK (MEN IN BLACK) • BEETHOVEN • RIN TIN TIN • ASTRO (THE JETSONS) • LASSIE
SCOOBY DOO • TOTO (WIZARD OF OZ) Panda Cachets



In 2013, Scooby-Doo ranked fifth on TV Guide's list of the greatest cartoons of all time.

Scooby's fan base has grown steadily since the 1990's. He has remained a favorite among both young children and nostalgic adults who grew up in the sixties.

Scooby-Doo cartoons have been seen in more than 160 countries.



Scooby's 50th birthday was on Friday the 13th, September, 2019. It fell on the night of a harvest moon, the first in 70 years. It will not occur again until 2049. A fitting birthday for the lovable, iconic Great Dane.