

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.