This workshop brings together scholars of American visual culture to present new research in the area of visual persuasion. Exploring illustration, painting, and photography in artistic and commercial contexts, the workshop is an effort to critically evaluate the role of historical images in influencing public opinion and belief. The papers consider issues including labor and visibility, national identity, and public persona to explore how different forms of media have been enlisted to narrate knowledge for an American public. Lauren Kroiz (History of Art Department, University of California, Berkeley), “Living Laundry Soaps: Unruly Animation and Invisible Labor in Charlotte Perkins Gilman’s Advertising Trade Cards (1891-1893)”; and Cara Finnegan (Department of Communication, University of Illinois at Urbana-Champaign), “The Candid Camera Presidents: Herbert Hoover and Franklin Roosevelt.”