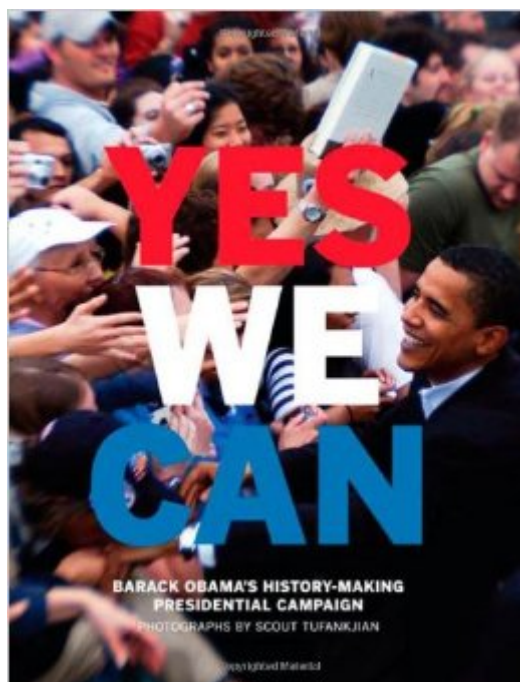


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# Yes We Can: Barack Obama's History-Making Presidential Campaign



## Synopsis

Yes We Can is a personal and comprehensive record of Barack Obama's world-changing campaign for the presidency. With more than 200 color photographs by award-winning photojournalist Scout Tufankjian, the book takes the reader on an unforgettable journey. Barack Obama's run for president touched something profound in America, awakening a civic engagement, pride, and passion that many had perhaps given up on. In the course of his campaign, Obama inspired millions of Americans - young and old, rich and poor, rural and urban, and from every racial and ethnic background. These images, by the only photographer who covered his entire campaign from start to finish, pay heed not only to the man who would be President, but also the people who came to see him, hear him, and vote for him. Yes We Can is a rich portrait of Obama's historic campaign - a campaign that is as much about Americans and their hopes and dreams as it is about the man that gave them voice.

**A Look Inside Yes We Can: Barack Obama's History-Making Presidential Campaign with Photographer Scout Tufankjian**

The first time I photographed Barack Obama, I really didn't want to go. I knew who he was and was interested in him, but I had plans for that weekend - plans that did not involve driving five hours to New Hampshire to photograph what I assumed would be a deadly dull event. But when Kelly Price, my editor at Polaris Images, told me the German newsmagazine Stern would pay me to make that five hour drive, I canceled my plans, climbed into my Camry, and drove up to Portsmouth. It was probably the best decision I ever made. To some extent, my predictions had been accurate. The book signing was a photographer's nightmare. The building was huge, dark, cavernous, and impossible to find. I showed up late and in a panic. Looking around, I was convinced that there was no way I was going to be able to make a decent picture in that room. When Obama walked into the room, my aesthetic issues with the room became immediately irrelevant. The crowd was transfixed. Hell, some of the other news photographers were transfixed. And this was New Hampshire! New Hampshire photographers are not impressed by politicians. Ever. Immediately after the event was over, even before filing my pictures, I called Kelly and told her that I was going to cover the Obama presidential campaign. I did not offer her a choice. The fact that he wasn't technically running yet was immaterial. I knew that this was going to be important and I wanted to be there. Despite my complete lack of on-the-bus experience, the national editor at Newsweek took a huge risk and assigned me to cover Barack Obama's announcement tour. For the first two days of the campaign I would be a part of the traveling press corps. I would have to learn fast. And I did. For the next twenty-three months, I followed Obama from event to event, only heading home for quick breaks to meet with editors and to remind my boyfriend what I looked like. I followed him into coffee

shops and diners, auto manufacturing plants and bowling alleys. I followed him in a rental car and I flew in his charter jet. I photographed Obama wooing potential voters in huge, expensive houses and on poverty-stricken Indian reservations. I covered small events, where I was the only photographer present, and I covered massive rallies with more than 75,000 people in cities like Denver and Berlin. Even as the campaign stretched from one year to two, and as I marked my third winter photographing the Senator, I have not lost interest in this campaign and the people that have supported it. Whether the audience included a skeptical old farmer from Tama, Iowa, who was surprised to slowly realize that he had something in common with this young black politician from Hawaii or an eight-year-old boy from LA who couldn't stop saying "He is going to be President! He looks like me and he is going to be President!" the people's reaction to the Senator and his campaign have fueled my work. The looks on their faces, the questions on their lips, and the ways that they hang on his every word, are a constant reminder of how lucky I have been to document this moment in history. -Scout Tufankjian

The Journey of an American Icon:  
Excerpts from Yes We Can

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## Customer Reviews

This is the best commemorative book for the election I've seen so far. The photographer has an unusual eye, and most of her images are not the sort of thing that was being regularly printed in newspapers and magazines during the campaign. Most of the photos are of press events or rallies, and there's not much from behind the scene (which is a shame). Many of the best photos are of

ordinary supporters who are completely overwhelmed by meeting/seeing him. I've left this on my coffee table, and most visitors are drawn to it right away. Recommended.

We don't learn how she got her laundry done, but it's a wonderful ride through Scout Tufankjian's *Yes We Can*. Her writing moves along and is specific: "Every single event [in New Hampshire] was wildly overcrowded, and on one occasion the fire marshal wouldn't even let the traveling press in." And in Berlin, "I am young enough that it was a shock to see Europeans waving American flags." As for the photos, has anyone captured Michelle Obama's hope for her husband as well as in the picture on pages 24 and 25, in Waterloo, Iowa? This is Pulitzer stuff. Another favorite is of two little girls, one holding an Obama doll, as they sit and whisper together at an event in McKeesport, Pennsylvania. When people come into our Austin house and pick this book up, they do not put it down. Someone always grabs it away.

At the tail end of a long presidential campaign, it's easy to become inured to the power of the image of the "ordinary voter." So it's all the more impressive that this book manages to depict the people who came to watch Barack Obama speak in ways that do honor to their commitment and their emotion. There are some dreamily intimate shots of Obama himself, including one sweet pic co-starring an ice-cream cone, but for my money, the best pictures in the book are the shots of military families, African-American schoolchildren, and Tufankjian's fellow photographers.

I just received my shipment of this book and immediately began to review it. I ended up reading the book cover to cover. It has a good balance between pictures and narrative portions. It was great to see the hope, optimism, and pride captured in the faces of the people photographed at the rallies, restaurants, etc. Viewing the pictures reminded me of the events and feelings that I experienced over the past two years of the campaign. One thing --I would have liked to see a picture of the Obama family in Chicago on the stage after the victory included. This is a book to savor and to take time studying each photo. The photographs were detailed and spoke volumes. I am glad that I had the foresight to purchase (in advance) enough books to give as gifts to my children and grandchildren. I am certain that this book will "fly" off the shelves once the word gets out. It is a wonderful keepstake. Thank you Scout for your work in recording this historical time in American history. It is definitely work to be proud of.

As a volunteer on the ground during the 2008 Obama campaign, this was such a powerful book for

me. It is a great value on , as it is not priced very reasonably. A great gift for any friend or family member that was part of the 2008 campaign.

"Yes We Can" brings back the excitement and sense of hope and history of Barack Obama's first presidential bid in 2008. Scout Tufankjian's photographs capture the joy of the nation and the cool confidence of the candidate - from the tiny crowd by the lake in Sunapee, NH to the cheering throng that greeted his election in November. Whether caught at play - holding an ice cream cone or a basketball, or mugging with the Heisman Trophy; or caught in moments of serious purpose - acknowledging a crowd at a speech, posing with a young Marine or a retired vet - Obama's sense of destiny and accessibility are caught on film time and time again. In 2013, after suffering through his difficult first term and the slog of reigniting the economy and righting the health care systems, it's a relief to look back at a time when Obama was a beacon of hope unalloyed by partisan battles and slower-than-expected progress. "Yes We Can" is a beautiful keepsake of a time when America became, for a few moments, bigger than itself.

A tourner les pages de "Yes we can", on entend la chanson du même nom "Yes we can ... to justice and equality ...", et on voit la campagne de Barack Obama se transformer : des petites assemblées de l'Iowa à la convention de Denver et enfin au Grant Park. Scout Tufankjian éclaire la rencontre entre un homme et une nation, le mouvement qui se cristallise autour de Barack Obama et en fait son incarnation. Un moment où les Etats-Unis sont, pour la première fois depuis longtemps, un exemple. Et un grand travail de photojournalisme.

I enjoyed this book so very much. the pictures were amazing. it was like watching history in the making. i hope to keep this book in my family for future generations. as a black american, i was overwhelmed with emotion. i bought a copy for my 75 year old cousin too! i recommend this book for all americans who sought "CHANGE"!!!

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