During World War II, the Franklin D. Roosevelt administration implemented a series of programs that were meant to win hearts and minds for inter-American cooperation and solidarity. Through exhibitions, the mass media, and other means, government agencies reached out to audiences in both the United States and Latin America, exposing them to contents that sought not just to educate about regional affairs, but also to instill a sense of belonging (and duty) to a Pan-American community of nations. Reviewing a range of concrete examples, this paper discusses the role identity politics played in the drive for hemisphere defense as well as their potentials and inherent difficulties.