

# MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

## **‘THE LIVING ROOM CANDIDATE,’ ONLINE EXHIBITION OF PRESIDENTIAL CAMPAIGN COMMERCIALS, LAUNCHES 2016 EDITION, INCLUDING NEW ADS FROM TRUMP VS. CLINTON**

**Museum of the Moving Image website offers a comprehensive, searchable collection of ads and commentary for every campaign from Eisenhower vs. Stevenson through Trump vs. Clinton**

Now live at <http://livingroomcandidate.org>

Astoria, Queens, NY, (August 31, 2016)—Acclaimed in previous seasons as “priceless” (Newsday), “innovative” (Los Angeles Times), “addictive” (New York Times), and “the finest collection of presidential campaign ads ever assembled” (Wall Street Journal), the online exhibition *The Living Room Candidate* has been updated for the 2016 presidential election. Organized and hosted by Museum of the Moving Image on its website (movingimage.us), *The Living Room Candidate* offers more than 500 commercials from every presidential race since the start of television campaign advertising in 1952.

Key features of *The Living Room Candidate* are:

- ongoing tracking of Donald Trump and Hillary Clinton commercials and third-party advocacy and independent commercials as they come out
- The *LRC 2016 Blog*, updated daily by Chief Curator David Schwartz through Election Day, chronicling the commercials, web videos, and other uses of media in the 2016 election.
- commentaries on the Museum’s selection of the top campaign commercials of all time
- a function that enables visitors to create their own playlists of commercials
- educational resources for students and educators, including the AdMaker which allows for remixing for historical ads

*The Living Room Candidate* demonstrates how advertising techniques and styles have evolved over the years, even as basic strategy has remained the same. The exhibition includes such landmark ads as the groundbreaking “Eisenhower Answers America” spots of 1952, the notorious “Daisy Girl” ad from Lyndon Johnson’s 1964 campaign, Ronald Reagan’s “Morning in America” ad from 1984, and the controversial attack ads

run by George Bush's 1988 campaign.

### **About Museum of the Moving Image**

Museum of the Moving Image ([movingimage.us](http://movingimage.us)) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts. Follow the Museum on Twitter (@movingimagenyc) and Facebook (@MovingImageMuseum)

###

**Press Contact:** Tomoko Kawamoto, [tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us) / 718 777 6830

### **MUSEUM INFORMATION**

Hours: Wednesday–Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday–Sunday, 11:30 a.m. to 7:00 p.m.

Museum Admission: \$15 adults; \$11 senior citizens (ages 65+) and students (ages 18+) with ID; \$7 youth (ages 3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets are \$12 adults / \$9 students and seniors / \$7 youth (ages 3–17) / free for Museum members at the Film Lover and MoMI Kids Premium levels and above. Advance purchase is available online. Ticket purchase may be applied toward same-day admission to the Museum's galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals.