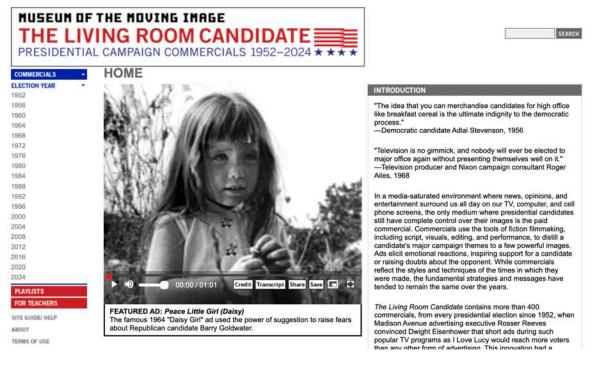
MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

'THE LIVING ROOM CANDIDATE,' ONLINE EXHIBITION OF PRESIDENTIAL CAMPAIGN COMMERCIALS, RELAUNCHES WITH ADS FROM 2024 ELECTION

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

Now live at https://livingroomcandidate.org



Pictured: Homepage for The Living Room Candidate (2024) | Press gallery

Astoria, New York, September 3, 2024— *The Living Room Candidate* (<u>livingroomcandidate.org</u>), an online exhibition of more than 450 campaign commercials from every presidential race since the inception of television campaign advertising in 1952, is now live with ads from the 2024 election cycle of Kamala Harris vs. Donald J. Trump. New commercials will be added throughout the election, making the site a valuable resource to follow the ad wars.

In addition to the Harris vs. Trump campaign ads, the site has also been updated with a selection of Biden vs. Trump ads that aired before Biden dropped out.

Acclaimed as "addictive" (*The New York Times*) and "the finest collection of presidential campaign ads ever assembled" (*Wall Street Journal*), *The Living Room Candidate* has served as an important, free resource for journalists, scholars, teachers, and students nationwide since it was first published online in 2000—becoming one of the first online museum exhibitions with moving-image material. *The Living Room Candidate* is organized and hosted by Museum of the Moving Image on its website. Since its inception, David Schwartz has served as curator.

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 against Michael Dukakis run by George Bush's 1988 campaign.

About Museum of the Moving Image

Museum of the Moving Image (MoMI) is the only institution in the United States that deals with the art, technology, enjoyment, and social impact of film, television, and digital media. In its facility in Astoria, New York, the Museum presents exhibitions; screenings; discussion programs featuring actors, directors, and creative leaders; and education programs. It houses the nation's most comprehensive collection of moving image artifacts and screens over 500 films annually. Its exhibitions—including the core exhibition *Behind the Screen* and *The Jim Henson Exhibition*—are noted for their integration of material objects, interactive experiences, and audiovisual presentations. For more information about MoMI, visit movingimage.org. Follow the Museum on Twitter/Instagram (@movingimagenyc) and Facebook (@MovingImageMuseum)

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Press images are available here.

The Museum is housed in a building owned by the City of New York. 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.