MUSEUM OF THE MOVING IMAGE
THE LIVING ROOM CANDIDATE
PRESIDENTIAL CAMPAIGN COMMERCIALS 1952–2012 ★ ★ ★ ★

FOR IMMEDIATE RELEASE

ONLINE EXHIBITION OF PRESIDENTIAL CAMPAIGN COMMERCIALS, *THE LIVING ROOM CANDIDATE,* LAUNCHES 2012 EDITION, INCLUDING NEW ADS FROM OBAMA VS. ROMNEY

Museum of the Moving Image website offers a comprehensive, searchable collection of ads and commentary for every campaign from Eisenhower vs. Stevenson through Obama vs. Romney at http://movingimage.us/livingroomcandidate/

New York, NY, (October 24, 2012)—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 2012 presidential election. Curated and hosted by Museum of the Moving Image on its website (http://movingimage.us/livingroomcandidate/), *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: Presidential Campaign Commercials 1952–2012* are:
- ongoing tracking of Barack Obama and Mitt Romney commercials and third-party advocacy and independent commercials as they come out
- access to both official, broadcast commercials and web video/third party commercials from a single timeline interface
- commentaries on the Museum's selection of the top campaign commercials of all time
- a function that enables site visitors to create their own playlists of commercials
- activities that allow visitors to explore the decision-making process of ad design and production
- upgraded classroom tools for students and educators, including the AdMaker which allows for remixing of historical ads

"*The Living Room Candidate* is timely, informative, and entertaining—and it seamlessly combines the Museum's key subject areas of film, television, and digital media on an

online platform," said Carl Goodman, the Museum's Executive Director. "The site has an established following that includes educators and students who use it in their coursework, journalists as a reference tool, and even political strategists who can study the site for what worked as an effective ad. It is one of our signature programs and we are pleased to see that it has become such a valued resource for the public since we launched it in 2000."

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. Site visitors may also see how the strategies and techniques of persuasion have been played out more recently in third-party and web ads.

"This year's election campaign has seen more ads, and more spending on ads, than ever before. There is a deluge of commercials for Obama and Romney, mostly negative, and many with techniques and messages recycled from past elections," said David Schwartz, the Museum's Chief Curator and curator of *The Living Room Candidate*. "*The Living Room Candidate* shows very clearly how the styles and techniques of ads have evolved over the years, while many of the messages remain the same."

The Living Room Candidate 2012 edition is supported in part by Con Edison. Limelight Networks, Inc. (http://www.llnw.com) is the exclusive video hosting and delivery provider of *The Living Room Candidate*. The company employs a global platform that allows it to bypass the public Internet and deliver files directly to the access networks that consumers use.

About Museum of the Moving Image
Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

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