



# Media and Politics: Past Campaign Ads

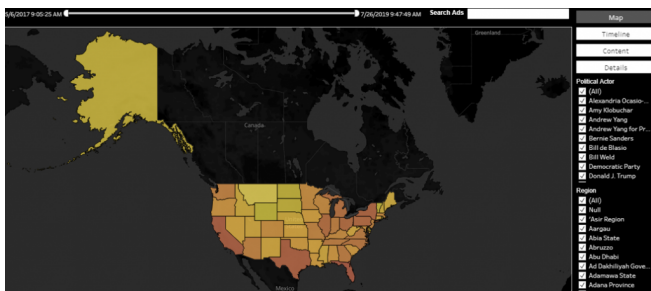
	<p><b><i>The Role of Media in Elections: Helping Students Understand Media's Influence</i></b> by Frank Baker, media educator (<a href="#">Workshops</a> available; contact me) <a href="mailto:fbaker1346@aol.com">fbaker1346@aol.com</a> ©2004</p>	
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## Where to Locate Current & Past Presidential Campaign Ads

Snap Political Ads Library



[SnapChats Political Ad Library](#)



[Ad Watch](#)

[Political TV Ad Archive](#)

MUSEUM OF THE MOVING IMAGE  
**THE LIVING ROOM CANDIDATE**  
PRESIDENTIAL CAMPAIGN COMMERCIALS 1952-2012 ★★☆☆

COMMERCIALS - HOME

ELECTION YEAR

- 1952
- 1956
- 1960
- 1964
- 1968
- 1972
- 1976
- 1980
- 1984
- 1988
- 1992
- 1996
- 2000
- 2004
- 2008
- 2012

TYPE OF COMMERCIAL

ISSUE

Film (2012)



PCL

stands for

**Political Communication Lab**



Abbreviations.com

[The Living Room Candidate](#)  
[Political Communication Lab](#)

RealClear Politics

Politics Election 2016 Video Writers

**Election 2016 Ad Archive**



[Real Clear Politics](#)

[Political Ads On YouTube](#)

**NEW REPUBLIC**

## 2016 Campaign Ad Archive

The presidential candidates and their super PACs are expected to spend billions on TV ads this election—and we've compiled every single one. (If you notice any missing, let us know.)

**Candidates**  
 DEMOCRAT  
 REPUBLICAN  
 GREEN PARTY  
 LIBERTARIAN  
 INDEPENDENT

**Issues**  
 Clinton, Paul, Obama, Biden  
 Romney, Perry, Christie, Gov. Rick Warren, Bush, Obama  
 Cruz, Rubio, Carson, Kasich  
 Sanders  
 Clinton, Obama, Romney  
 Obama, Romney, Clinton  
 Romney, Obama, Clinton  
 Clinton, Obama, Romney  
 Clinton, Obama, Romney

**Nevadense**  
HILLARY CLINTON | October 21, 2015

**Corruption**  
DONALD TRUMP | October 21, 2015

**Dangerous**  
DONALD TRUMP | October 21, 2015

**The Right Thing**  
HILLARY CLINTON | October 21, 2015

**Respected**  
HILLARY CLINTON | October 21, 2015

**Doug**  
HILLARY CLINTON | October 21, 2015

**AllPolitics ON TIME** **Candidates**

**"The Man From Abilene"**

Steve Forbes wasn't the first presidential wannabe to make effective use of the airwaves. With roots going back to Dwight Eisenhower and Adlai Stevenson's 1952 contest, politics and TV advertising are inextricably linked in the modern era.

Who can forget George Bush's "Willie Horton" ads, which played to racial fears and portrayed Massachusetts Governor Michael Dukakis as soft on crime? Or "Harry and Louise," who, seated at their kitchen table, expressed their fears about President Bill Clinton's national health care plan.

Humor, innuendo, sentiment, drama, and brazen attack are all part of political ads, and those elements have remained remarkably constant over the years. But tap into AllPolitics' growing archive of TV ads and judge for yourself.

- [Adlai Stevenson: Music Man](#) 1.5 MB  
In 1952, Adlai Stevenson responded to Eisenhower's ads with some pretty creative ones of his own, such as this musical tribute to his political skills.
- [Dwight Eisenhower: The Man From Abilene](#) 2 MB  
Eisenhower, the all-American hero from the heartland! Another classic from the

[New Republic Magazine](#)

[CNN's Presidential Political Ad Archives](#)

[Historic Campaign Ads \(CSPAN\)](#)

[The Art of the Negative Ad](#)

[Political Ads: A Look Back At Eye-Catching Campaign Spots \(Slideshow\)](#)

1964 The Daisy Ad	1984 Morning In America	1988 The Willy Horton Ad
Sponsor: Lyndon Johnson	Sponsor: Ronald Reagan	Sponsor: George Bush