FROM THE DIRECTOR

Education is at the heart of everything we do here at the Museum. In that spirit, I am delighted to share information about the programs we offer. As the only museum in the country devoted to the art, history, and technology of film, television, and digital media, this is a truly one-of-a-kind destination.

All of us are surrounded by screens—at home, in school, and on our mobile devices. Through our immersive and interactive tour programs, screenings, and workshops, we strive to help young people become more informed consumers and makers of media. But we’re not just teaching young people about movies, television, and video games. Instead, we use our subject to help students develop essential 21st century skills, and our programs are also aligned with Common Core standards in English language arts as well as national and state standards in social studies; math, science, and technology; and the arts.

This is a particularly exciting year for the Museum: in 2016, we will be opening a new, permanent exhibition devoted to the legendary puppeteer, writer, and director Jim Henson. With the creation of this new exhibition, we will also launch a new slate of programs for elementary and middle school students, including, for the first time, students in grades 1-3.

Whether you are contemplating your first visit or have brought your class every year for decades, all of us at the Museum are excited to welcome you and your students and to share everything the Museum has to offer.

Sincerely,

Carl Goodman
Executive Director
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“The best museum for grade school students”
—New York Magazine

“I have been visiting the Museum with my students for over ten years, and it has provided such an enriching experience. They learn more in the few hours we are at the Museum than all semester in a classroom”
—Jen Wasserman, High School Teacher

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WE GRATEFULLY ACKNOWLEDGE OUR DONORS

Major support for the Museum’s education programs is generously provided by: William Randolph Hearst Foundation, Sumner M. Redstone Charitable Foundation, Stavros Niarchos Foundation, and Screen Actors Guild Foundation

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Back cover: (Top to bottom) Photos by Lindsay Harris and Brian Palmer.
EXHIBITION TOURS

Through tours of the Museum’s exhibitions, students learn about the art, history, technique, and technology of film, television, and digital media.
BEHIND THE SCREEN

The Museum’s core exhibition immerses students in the creative process of making moving images. It features over 1,400 artifacts—from Victorian optical toys to video games—interactive experiences, artworks, and demonstrations of professional crafts and equipment.

You can customize your guided tour of Behind the Screen to include a screening program or workshop.

HIGHLIGHTS

- A camera records your students’ movements as a series of still images. The printed images can be assembled into a flipbook to take home
- At the Stop-Motion Animation Stands, your students create their own animations
- Students record their voices over dialogue from a famous film
- Students choose sound effects for a scene from a famous movie or television show
- Students choose the music for scenes from one of six movies

TEMPORARY EXHIBITIONS

The Museum offers a dynamic range of temporary exhibitions. To find out more about what will be on view during your visit, go to movingimage.us.

COMING IN 2016: THE NEW PERMANENT JIM HENSON EXHIBITION

The Museum will open a permanent exhibition devoted to the work of the legendary writer, director, performer, and puppeteer this school year, with a wide variety of education programs for students in grades 1–8.

GUIDED TOURS

For grade 6 through college
A 90-minute educator-led tour encourages students to explore how moving images are produced, promoted, and presented. Students learn about the history and science of media and are introduced to the many careers open to them in the moving-image industries. Tours can be focused to address your class’s specific curricular needs.

For grades 4–5
In this 60-minute tour, Museum educators lead students through hands-on experiences that encourage them to think about how movies and television shows are made.

Visiting Behind the Screen on Your Own
You may lead your class on a self-guided visit to Behind the Screen. Appointments are required for all self-guided groups.
WORKSHOPS

Hands-on workshops are offered as a supplement to guided tours of the Museum’s exhibitions and support learning standards across a variety of curricular areas.

VIDEO GAME DESIGN
For grades 6–12

In this hour-long workshop, students think about how games work. After experiencing a prototype for the very first home video game system, they use programming software to modify a simple ping pong style game.

MOVING PICTURES
For grades 4–5

This half-hour workshop for younger students explores the science that underlies the perception of moving images. Students then make a thaumatrope—a nineteenth-century optical toy.

MAKING POLITICAL CAMPAIGN ADS
For grades 6–12

Students gain an understanding of political advertising from the creators’ perspectives by re-editing a commercial from The Living Room Candidate, the Museum’s online exhibition of historic presidential campaign commercials, in this hour-long workshop.
“Screening America” uses film and television to help teach English, English as a second language, and social studies.

For grade 4 through college

Before your visit, you will receive a program guide to help you prepare your students and integrate the screening you have selected with your class’s curriculum. A Museum educator will introduce the film or television program and will guide a post-screening discussion. “Screening America” programs are offered in conjunction with a guided tour of Behind the Screen.
SILENT COMEDY AND THE IMMIGRANT EXPERIENCE

The Immigrant
(1917, 21 mins.) Live musical accompaniment available by request. Charlie Chaplin wrote, directed, and starred in this poignant, hilarious comedy about an immigrant’s arrival in New York City. For English-language learners and those studying American history, viewing this classic encourages discussion about the use of humor and music in film—and the American immigrant experience.

URBAN LIFE IN THE TWENTIES

The Crowd
(1928, 104 mins.)
Presented with live musical accompaniment.
A young office clerk who aspires to fame and fortune struggles to succeed in 1920s New York. This landmark silent drama, featuring vivid on-location photography, challenges students to think anew about their own futures and what today’s city holds for them.

WOMEN AT WORK IN THE FIFTIES

I Love Lucy: “Job Switching”
(1952, 25 mins.) Lucille Ball stars in one of the funniest sitcom episodes in television history, in which housewives Lucy and Ethel go to work in a chocolate factory while their husbands (Ricky and Fred) take over the housework. This deceptively simple premise offers rich insight into the roles that middle-class American men and women were expected to play in the 1950s.

PREJUDICE AND THE JURY SYSTEM

12 Angry Men
(1957, 93 mins.) This taut film, starring Henry Fonda and directed by Sidney Lumet, centers on the deliberations of twelve jurors who must decide whether or not to send a young man to the electric chair. The jurors’ impassioned discussions and conflicts prompt students to address still-current questions about truth, objectivity, peer pressure, and the American jury system.
PRESIDENTIAL CAMPAIGNS, TELEVISION, AND THE INTERNET

*The Living Room Candidate: Presidential Campaign Commercials, 1952–2012*

(45 mins.) Ever since television emerged as a mass medium in the early 1950s, presidential candidates have tried to sell themselves on TV. By viewing and discussing a selection of advertisements from the 1950s through the 2012 election, students learn about the history of presidential campaign commercials.

THE STRUGGLE FOR EQUALITY DURING THE CIVIL RIGHTS MOVEMENT

*In the Heat of the Night*

(1967, 110 mins.) This pioneering racial drama prompts discussion of the history of civil rights in America and the portrayal of African Americans on film. Made during the 1960s Civil Rights Movement, it features Sidney Poitier as a homicide detective from Philadelphia who is enlisted by a bigoted sheriff to help solve a murder in a small Southern town.

EXPLORING THE DOCUMENTARY FORM

*Dear America: Letters Home from Vietnam*

(1987, 85 mins.) Letters written home by American servicemen and servicewomen in Vietnam—read by Robert De Niro, Sean Penn, Ellen Burstyn, and others—are interwoven with Vietnam War footage and songs by important artists of the time, including Bob Dylan and the Rolling Stones. The film raises questions for students about the function and power of documentaries.

RACE, CLASS, AND CORRUPTION IN AMERICAN POLITICS

*Bulworth*

(1998, 108 mins.) In this compelling satire, directed by and starring Warren Beatty, a suicidal U.S. senator, disillusioned by the loss of his ideals, begins speaking boldly about the shortcomings of the American political system. The film encourages students to reconsider the roles of race, class, and money in American life.
EXPANDED LEARNING

The Museum offers learning activities after-school, on the weekends, and during the summer, ranging from drop-in workshops and day-long master-classes to multi-day design jams, courses, and camps.

Visit movingimage.us/education for a full overview.

FUTURE LAB

In semester-long after-school courses, students at the Museum’s partner schools use math and science skills to create animations and video games.

SUMMER MEDIA CAMP

In week-long classes, children ages 9 and up become media makers. The Museum offers camps in animation, video game design, video production, and puppetry for the screen, which can be taken on their own or as a sequence.

TEEN DIGITAL MEDIA INITIATIVE

The Museum’s teen programs include regular free design jams, intensive courses offered during school breaks, internship opportunities, and more.

MOVING IMAGE STUDIO

Every Saturday, the Museum’s HBO Production Lab becomes an interactive drop-in studio space where children, teens, and families can work independently or collaboratively on media production projects.
PROFESSIONAL DEVELOPMENT

The Museum offers professional development programs for teachers, ranging from half-day workshops to multi-day seminars. Visit movingimage.us/education for a full menu of offerings. Workshops include:

**UTILIZING THE MUSEUM AS A TEACHING RESOURCE**

Work with Museum educators to explore the educational opportunities provided by Moving Image. Participate in a guided tour, hands-on workshop, and screening program, and learn how these sessions can be incorporated into your class’s curriculum.

**FILM AND TELEVISION IN THE CLASSROOM**

Participate in a “Screening America” program and discuss the ways in which movies and television can be used in your classroom to teach English, English as a second language, art, and social studies.

**PRESIDENTIAL CAMPAIGNS, TELEVISION, AND THE INTERNET**

In this workshop for teachers of social studies and English language arts, Museum educators work with you to explore the Museum’s online exhibition *The Living Room Candidate*. Learn the history of presidential campaign commercials, and discuss ways of integrating the site’s resources into your curriculum.

Photo by Wendy Moger-Bross
ONSITE PROGRAMS FOR STUDENTS

Depending on your class’s curriculum, you can choose either or both of the following as a supplement to a Behind the Screen tour: a 45-minute program in which your students view and discuss historic ads (see page 9) or an hour-long workshop in which students remix an ad from the 2008 campaign (see page 6).

ONSITE PROGRAMS FOR TEACHERS

The Museum presents professional development workshops for educators in which teachers of English language arts and social studies develop lessons featuring the rich primary sources available on The Living Room Candidate (see page 11).

This online exhibition (movingimage.us/livingroomcandidate) presents more than 400 historic presidential campaign commercials from every election year beginning with 1952, when the first campaigns aired. With nearly four hours of ads, interactive learning activities, and lesson plans, the site is a one-of-a-kind resource used in classrooms around the world.
PLANNING YOUR VISIT

Groups are scheduled Wednesdays through Fridays. Depending on your program, you should plan to be at the Museum for one to three hours.

ADMISSION/FEES

Student Admission: $5.50 per student
Each Program: additional $1.00 per student
Group Leader and Teacher Admission: Free (minimum one adult leader per ten students)
Title I Admission: $3.00 per student (no surcharge for programs)

All reservations require a mandatory 50% deposit at least three weeks prior to the date of the visit. If your deposit is not received three weeks prior to your visit, the Museum reserves the right to cancel your group and offer your scheduled time slot to another group.

Refunds will be issued for cancellations made at least three weeks in advance.

There are no refunds for programs canceled less than three weeks prior to the scheduled date of the program.
GROUP SIZE

School groups consist of a minimum of ten students and a maximum of 150 students. Classes are divided into groups of approximately fifteen to twenty students each. It is essential that you keep the Museum informed of any changes in the size of your group prior to your visit. If the size of your group increases or decreases by fifteen or more students, you must notify the Education department at least one week prior to your visit.

LUNCH

Please note that the Museum does not have lunch facilities. The Education department is happy to recommend local restaurants and to provide information about nearby parks where groups can eat.

MUSEUM STORE

If your group would like to shop, please request shopping time when making your reservation. Space is limited.

PREPARING YOUR STUDENTS

Preparing your students before their visit will greatly enhance their experience at the Museum. Pre-visit activities can include introducing key terms, concepts, and historical or other background information.

Teachers are encouraged to visit the Museum prior to the class visit. Admission is free for teachers with valid identification.

MAKING YOUR RESERVATION

Programs fill quickly. All guided and self-guided groups must make reservations at least three weeks in advance of the date of the visit. Reservations are taken on a first-come, first-served basis. Please call 718 777 6820. You should have several alternate dates and times in mind when you call. You will need to provide the following information:

- Your name or other contact name
- Name of school or organization
- Mailing address
- Email address
- Daytime telephone numbers of both contact person and school
- Requested dates and times, and two alternates
- Special interests or needs
- Group size

You will receive a confirmation letter prior to the date of your visit. Your reservation is not confirmed until you receive this notification.

The Museum is committed to serving students of all abilities. Please alert us to any special conditions, including physical or learning disabilities, so that we can prepare appropriately.
Museum of the Moving Image advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. It does so by collecting, preserving, and providing access to moving-image related artifacts, screening significant films and other moving-image works, presenting exhibitions of artifacts, artworks, and interactive experiences, and offering educational and interpretive programs to students, teachers, and the general public.