

ART IN EMBASSIES

PASSPORT TO PATRIOTISM

A State Department exhibition for America's 250th, Art Museum of the Americas, Jul 30–Oct 18, 2026



A media splash before opening day, then national and D.C. TV to drive visitors through Oct 18.

9 positive earned media placements

87 NBC affiliates received the NBC News NOW story

6 TV and video segments



Art in Embassies Director Erin Scavino gives Lara Trump a tour of the exhibit on Fox News

Fox News, My View with Lara Trump, August 9, 2026

THE COVERAGE



Brendan Murphy's art is celebrating America's 250 with exhibit in Washington D.C.

Aug 10, 2026 • Chloe Melas report



'Passport to patriotism': Art as a tool of diplomacy

Aug 9, 2026 • My View with Lara Trump



23-Foot Spaceman Lands on Constitution Ave

Jul 31 & Aug 3, 2026 • Two segments



Inside the Trump admin's patriotic vision for Art in Embassies

Jul 24, 2026 • Opening preview

THE APPROACH

Make a splash. Fill the gallery.

Cricket front-loaded coverage before opening day to drive foot traffic through Oct 18, kept the focus on the art, and managed inquiries to limit negative press on the event, its organizers and the Administration.

ALSO FEATURED IN



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Plus Lindell TV and 87 NBC affiliates



I am beyond proud to have the opportunity to celebrate our nation's 250th.

Artist Brendan Murphy, on bringing his spaceman to Washington