

January 2024

Michael M. Franz

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Research and Teaching Interests

Campaigns and elections, campaign finance, interest groups and political parties, political advertising, voting behavior, research methods

Academic Positions

Professor of Government and Legal Studies, Bowdoin College, July 2017-present

Associate Professor of Government and Legal Studies (with tenure), Bowdoin College, July 2010-June 2017

Assistant Professor of Government and Legal Studies, Bowdoin College, September 2005-June 2010

Education

Ph.D. in Political Science, University of Wisconsin–Madison, May 2005
[Winner, American Political Science Association’s E.E. Schattschneider Award, 2007—for the best doctoral dissertation in the field of American government]

M.A. in Political Science, University of Wisconsin–Madison, December 2000

B.A. in Political Science and American Studies (with Math minor), Fairfield University, June 1999,
Graduated Summa Cum Laude

Faculty Governance

Member, Curriculum and Educational Policy Committee (CEP), 2023-2024

Member (elected), Governance and Faculty Affairs (GFA), 2010-12 and 2019-2022
As part of duties: Faculty representative to the Bowdoin College Board of Trustees (2010-11),
Moderator of monthly Faculty meetings (Spring 2011); Chair of GFA (2011-12 and 2020-21)

Chair (elected), Government and Legal Studies Department, Bowdoin College, 2013-2017

Parliamentarian, Bowdoin College Faculty Meetings, 2013-14 and 2019-20

Books

Political Advertising in the United States (with Travis Ridout and Erika Franklin Fowler). 2016 Westview Press.

[Reviewed in *Choice* and *Perspectives on Politics*]

*2nd edition through 2020 election published in 2021 by Routledge.

Interest Groups in American Campaigns: The New Face of Electioneering 3rd edition (with Mark Rozell and Clyde Wilcox). 2012. New York: Oxford University Press.

The Persuasive Power of Campaign Advertising, (with Travis Ridout). 2011. Philadelphia, PA: Temple University Press.

[Reviewed in *Political Communication, Campaigns and Elections, Party Politics, Choice*, and *Perspectives on Politics*]

Campaign Advertising and American Democracy (with Kenneth Goldstein, Travis Ridout, and Paul Freedman). 2007. Philadelphia, PA: Temple University Press.

[Selected by *Choice* as a Significant University Press Title for Undergraduates, 2007-2008]

[Reviewed in *Party Politics, Political Science Quarterly, Choice*, and *The Journal of Politics*]

Choices and Changes: Interest Groups in the Electoral Process. 2008. Philadelphia, PA: Temple University Press.

[Reviewed in *Party Politics, Election Law Journal, Political Science Quarterly*, and *Campaigns and Elections*]

Articles (* indicates peer-reviewed)

Michael M. Franz, Travis N. Ridout and Erika Franklin Fowler. 2023. "Television Advertising in the 2022 Midterms," *The Forum*, <https://doi.org/10.1515/for-2023-2005>

Erika Franklin Fowler, Michael M. Franz, Markus Neumann, Travis N. Ridout and Jielu Yao. 2023. "Digital Advertising in the 2022 Midterms," *The Forum*, <https://doi.org/10.1515/for-2023-2006>

Laura Edelson, Jason Chuang, Erika Franklin Fowler, Michael M. Franz, and Travis Ridout. 2021, "A Standard for Universal Digital Ad Transparency," Knight First Amendment Institute at Columbia University: <https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Travis Ridout, Erika Franklin Fowler, and Michael Franz. 2021. "Spending Fast and Furious: Political Advertising in 2020," *The Forum*. 18(4): 465-492.

*Travis Ridout, Michael Franz, and Erika Franklin Fowler. 2021. "The Influence of Goals and Timing: How Campaigns Deploy Ads on Facebook," *Journal of Information Technology & Politics*. 18(3): 293-309.

*Michael Franz. 2021. "FEC Divided: Measuring Conflict in Commission Votes Since 1990," *Election Law Journal*. 20(2): 224-241.

Michael Franz. 2020. "Political Advertising Now and Then: Assessing The Top Political Ads in American History." *Advertising and Society Quarterly*. 21(3). Online Journal.

Digital collection of ads covered in article: "The Top Political Ads in American History," 21(4): <https://muse.jhu.edu/article/780908>

- *Gregory Martin, Travis Ridout, Michael Franz, Erika Franklin Fowler, and Zachary Peskowitz. 2020. "Political Advertising Online and Offline," *American Political Science Review*. 115(1): 130-149.
- *Michael M. Franz, Erika Franklin Fowler, Travis N. Ridout. 2020. "Accessing Information About Interest Group Advertising," *Interest Groups & Advocacy*. 9: 373-383
- *Michael Franz, Erika Franklin Fowler, Travis Ridout, and Meredith Yiran Wang. 2020. "The Issue Focus of Online and Television Advertising in the 2016 Presidential Campaign," *American Politics Research*. 48(1): 175-196.
- *Erika Franklin Fowler, Michael Franz, and Travis Ridout, 2020. "The Blue Wave: Assessing Political Advertising Trends and Democratic Advantages in 2018," *PS: Political Science and Politics*. 43(1): 57-63.
- *Samuel Rhodes, Michael Franz, Erika Franklin Fowler, and Travis Ridout. 2019. "The Role of Dark Money Disclosure on Candidate Evaluations and Viability," *Election Law Journal*. 18(2): 175-190.
- Michael Franz. 2018. "A Teaching Framework for Political Advertising," *Advertising and Society Quarterly*. 19(2).
- *Travis Ridout, Erika Franklin Fowler, Taewoo Kang, and Michael Franz. 2018. "Issue Consistency? Comparing Television Advertising, Tweets and Email in the 2014 Senate Campaigns," *Political Communication*. 35(1): 32-49.
Reprinted in: Leticia Bode and Emily Vraga (eds). 2019. *Studying Politics Across Media*. Abingdon: Routledge.
- *Travis Ridout, Erika Franklin Fowler, Michael Franz, and Ken Goldstein. 2018. "The Long-Term and Geographically-Constrained Effects of Campaign Advertising on Political Polarization and Sorting," *American Politics Research*. 46(1): 3-25.
A shorter version of the research posted as a blog entry at: <http://blogs.lse.ac.uk/usappblog/>
Title: "Political advertising is not polarizing the American public"
- *Michael Franz. 2017. "Considering the Expanding Role of Interest Groups in American Presidential Elections." *Interest Groups & Advocacy*. 6(1): 112-120.
- Erika Franklin Fowler, Travis Ridout, and Michael Franz. 2017. "Political Advertising in 2016: The Presidential Election as Outlier?" *The Forum: A Journal of Applied Research in Contemporary Politics*. 14(4): 445-470.
- *Leticia Bode, David Lassen, Young Mie Kim, Dhavan Shah, Erika Franklin Fowler, Travis N. Ridout, and Michael Franz. 2016. "Coherent Campaigns? Campaign Broadcast and Social Messaging." *Online Information Review*. 40(5): 580-594.
A shorter version of the research posted as a blog entry at: <http://blogs.lse.ac.uk/usappblog/>
Title: "Twitter allows political campaigns to respond to emerging issues in real-time"
- *Michael Franz, Erika Franklin Fowler, and Travis Ridout. 2016. "Loose Cannons or Loyal Foot Soldiers? Toward a More Complex Theory of Interest Group Advertising Strategies," *American Journal of Political Science*. 60(3): 738-751.

A shorter version of the research posted as a blog entry at: <http://blogs.lse.ac.uk/usappblog/>
 Title: "Fears that outside groups are hijacking election campaign agendas are unfounded."

[Winner, 2017 Jack L. Walker, Jr. Award for Outstanding Article, Section on Political Parties and Organizations, American Political Science Association]

Michael Franz. 2015. "Interest Group Issue Appeals: Evidence of Issue Convergence in Senate and Presidential Elections, 2008-2014," *The Forum: A Journal of Applied Research in Contemporary Politics*. 12(4): 685-712

*Travis Ridout, Michael Franz, and Erika Franklin Fowler. 2014. "Sponsorship, Disclosure and Donors: Limiting the Impact of Outside Group Ads," *Political Research Quarterly*. 68(1): 154-166

Travis Ridout, Erika Franklin Fowler, and Michael Franz. 2014. "Advances in the Study of Political Advertising," *Journal of Political Marketing*. 13(3): 1-20.

Michael Franz. 2013. "The Federal Election Commission as Regulator: The Changing Evaluations of Advisory Opinions," *University of California-Irvine Law Review*. 3(3): 735-766.

Michael Franz. 2013. "Interest Groups in Electoral Politics: 2012 in Context," *The Forum: A Journal of Applied Research in Contemporary Politics*. 10(4): 62-79.

*Travis Ridout, Michael Franz, Kenneth Goldstein, and Will Feltus. 2012. "Separation by Television Program: Understanding the Targeting of Political Advertising in Presidential Elections." *Political Communication*. 29(1): 1-23.

Michael Franz. 2010. "The *Citizens United* Election? Or Same As It Ever Was?" *The Forum: A Journal of Applied Research in Contemporary Politics*. 8(4): Article 7 (24 pgs).

*Michael Franz and Travis Ridout. 2010. "Political Advertising and Persuasion in the 2004 and 2008 Presidential Elections," *American Politics Research*. 38(2): 303-329.

*Michael Franz. 2009. "The Devil We Know? Evaluating the Federal Election Commission as Enforcer," *Election Law Journal*. 8(3): 167-187.

*Travis Ridout and Michael Franz. 2008. "Evaluating Measures of Campaign Tone," *Political Communication*. 25(2): 158-179.

Michael Franz. 2008. "The Interest Group Response to Campaign Finance Reform," *The Forum: A Journal of Applied Research in Contemporary Politics*. 6(1): Article 10 (23 pgs).

Reprinted and updated to include 2008 and 2010 elections in Robert Boatright (ed.). 2011. *Sourcebook on Contemporary Controversies: Campaign Finance*. New York: Open Society Institute/IDEA

*Michael Franz, Paul Freedman, Kenneth Goldstein, and Travis Ridout. 2008. "Understanding the Effect of Political Ads on Voter Turnout: A Response to Krasno and Green" *Journal of Politics*. 70(1): 262-268.

*Michael Franz and Travis Ridout. 2007. "Does Political Advertising Persuade?" *Political Behavior*. 29(4): 465-491.

*Travis Ridout, Dhavan Shah, Kenneth Goldstein, and Michael Franz. 2004. "Evaluating Measures of Campaign Advertising Exposure on Political Learning," *Political Behavior*, 26(3): 201-225.

*Paul Freedman, Michael Franz, and Kenneth Goldstein. 2004. "Campaign Advertising and Democratic Citizenship," *American Journal of Political Science*, 48(3): 723-741.

*Richard Merelman and Michael Franz. 2004. "Markodemocracy? A Reconnaissance," *The Sociological Quarterly*, 45(3): 451-470.

*Rodolfo Espino and Michael Franz. 2004. "Retesting Committee Composition Hypotheses for the U.S. Congress," *Political Analysis*, 12(1): 196-198.

*Rodolfo Espino and Michael Franz. 2002. "Phenotypic Discrimination Revisited: The Impact of Skin Color on Occupational Prestige," *Social Science Quarterly*, 83(2): 612-625.

Book Chapters

Erika Franklin Fowler, Michael Franz, and Travis Ridout. 2020. "Online Political Advertising in the United States," in *Social Media and Democracy: The State of the Field and Prospects for Reform*. Cambridge University Press, pp.111-138.

Michael Franz. 2019. "The Old and the New: Political Advertising by Outside Groups on Television and Online," in Burdett Loomis and Anthony Nownes (eds.), *Interest Group Politics*, 10th edition, Rowman and Littlefield.

Michael Franz. 2019. "The Utility and Content of Traditional Ads," in Elizabeth Suhay, Bernard Grofman, and Alexander Trechsel (eds.) *The Oxford Handbook of Electoral Persuasion*, Oxford University Press.

Michael Franz. 2013. "Attack of the Super PACs? Interest Groups in the 2012 Elections," Matt Grossman (ed.) *New Directions in Interest Group Politics*. New York: Routledge, pp.144-164.

Michael Franz. 2012. "Targeting Campaign Messages: Good for Campaigns but Bad for America?," Travis Ridout (ed.) *New Directions in Media and Politics*. New York: Routledge, pp. 113-131.
Revised and updated to include 2012-2016 elections in 2nd edition (pp.174-198)

Michael Franz. 2012. "Campaign Finance Law: The Changing Role of Parties and Interest Groups," Matthew Streb (ed.), *Rethinking American Electoral Democracy*, 2nd edition. New York: Routledge, pp.6-28.

Michael Franz. 2012. "Past as Prologue: The Electoral Influence of Corporations," in Paul Herrnson, Christopher Deering, and Clyde Wilcox (eds.), *Interest Groups Unleashed*, Washington, D.C: CQ Press, pp.101-128.

Michael Franz. 2011. "Interest Group Television Advertising in Presidential and Congressional Elections," in Burdett Loomis and Alan Cigler (eds.), *Interest Group Politics*, 8th edition, Washington, D.C: CQ Press, pp.169-193.

Michael Franz. 2011. "PACs, 527s, and Other Groups in Congressional Elections," in Peter Francia, Burdett Loomis, and Dara Strolovitch (eds.), *Guide to Interest Groups and Lobbying*, Washington, D.C: CQ Press.

Michael Franz. 2010. "Political Advertising," in Stephen C. Craig and David Hill (eds.), *The Electoral Challenge: Theory Meets Practice*, 2nd edition. Washington, D.C: CQ Press, pp.117-135.

Michael Franz, Joel Rivlin, and Kenneth Goldstein. 2006. "Much More of the Same: Television Advertising Pre and Post-BCRA," in Michael J. Malbin (ed.), *The Election After Reform: Money, Politics, and the Bipartisan Campaign Reform Act*. Lanham, MD: Rowman & Littlefield., pp.139-162.

Michael Franz and Kenneth Goldstein. 2002. "Following the (Soft) Money: Party Advertisements in American Elections," in Sandy Maisel (ed.), *The Parties Respond*. 4th Edition. Boulder, CO: Westview Press., pp.141-160.

Other Publications

"Using media trades to incentivize engagement with a vivid illustration of contact theory," with Dan Stone, David Francis, and Julia Minson, as part of the Strengthening Democracy Challenge: <https://www.strengtheningdemocracychallenge.org/>

"Comparing FEC Expenditure Data with Facebook Ad Library Totals," Comments Submitted on Rulemaking with Respect to REG 2021-02 (Subvendor Reporting), Federal Election Commission: <https://sers.fec.gov/fosers/>

Book review of *Campaign Finance and American Democracy: What the Public Really Thinks and Why it Matters*, 2020. *Public Opinion Quarterly*, 85(4): 1158-1160.

"For the Super Bowl, Bloomberg and Trump Are Each Spending \$10 Million on Ads," Monkey Cage: <https://www.washingtonpost.com/politics/2020/02/02/super-bowl-bloomberg-trump-are-each-spending-10-million-ads/>, February 2, 2020

"Federal Election Commission," in *Voting and Political Representation in America: Issues and Trends*, Mark Jones (ed.). 2020. Santa Barbara, CA: ABC-CLIO.

"The Big Lessons of Political Advertising in 2018" (with Travis Ridout and Erika Franklin Fowler), The Conversation: <https://theconversation.com/the-big-lessons-of-political-advertising-in-2018-107673>

"Advertising in the U.S. in the 2018 Midterm Elections: Four Takeaways" (with Travis Ridout and Erika Franklin Fowler), Political Marketing Group Newsletter: <https://politicalmarketinggroup.files.wordpress.com/2018/09/pmg-newsletter-september-2018.pdf>

Book review of *Campaign Finance: What Everyone Needs to Know*. New York: Oxford University Press, 2016. *The Forum: A Journal of Applied Research in Contemporary Politics*.

Book review of *Consumer Democracy: The Marketing of Politics*. New York: Cambridge University Press, 2014. *Perspectives on Politics*. 2017. 15(1): 253-254.

"Outside Group Activity, 2000-2016," Special Report from Wesleyan Media Project, August 24, 2016: <http://mediaproject.wesleyan.edu/releases/disclosure-report/>

*Submitted also (with 2016 totals) as a part of the Bipartisan Policy Center report: "The State of Campaign Finance in the U.S.": <https://bipartisanpolicy.org/library/the-state-of-campaign-finance/>

Michael Franz. 2016. “Addressing Conservatives And (Mis)Using Social Science In The Debate Over Campaign Finance,” *Tulsa Law Review*. 59: 359-371.

Erika Franklin Fowler, Michael M. Franz and Travis N. Ridout. April 30, 2014. “Written Testimony on Interest Group Advertising.” Submitted to the Senate Rules Committee Hearing on Campaign Finance.

Michael Franz. “Who Won the Ad War?” *The Monkey Cage*: <http://themonkeycage.org/2013/05/who-won-the-ad-war/>, May 6, 2013.

Erika Franklin Fowler, Michael M. Franz and Travis N. Ridout. February 2013. “A First Look at Political Advertising in the 2012 Campaign.” *Political Communication Report* 23(1), Newsletter of the American Political Science Association and the International Communication Association. [SEP]

“Bought and Sold: The High Price of the Permanent Campaign,” *The American Interest*, July/August 2013, pp.52-61.

Book review of *Niche News: The Politics of News Choice*, by Natalie Jomini Stroud. New York: Oxford University Press, 2011. *Perspectives on Politics*. 2013. 11(4): 1195-1196

“Election of legislators should be the only referendum voters need,” *Portland Press-Herald* Editorial, September 2009.

Selected Working Projects

Article on voters’ perceptions of digital versus television ads —under peer review

Article on ad spending in 2020 congressional elections across digital platforms— under peer review

Article on Facebook ad spending in 2020—data analysis on-going, with draft under review by Fall 2023

Article on advertising effects in 2020 presidential election— data analysis on-going, with draft under review by Spring 2024

Article on voter perceptions of campaign finance reforms— draft complete, with revisions planned for Winter 2023-4

Article on voter perceptions of express and issue advocacy ads— analysis on-going

Article on turnout in 2016 and 2018 elections—data collection and analysis on-going

Article on ballot elections in Maine—data collection on-going

Article on advertising in down ballot (state and local) races in 2012 and 2016—data collection and analysis on-going

Conference Presentations

“The Rationale for Reform: Public Opinion on Public Funding of Elections,” at the Annual Meeting of the American Political Science Association, Montreal, CA, September 2022

“Citizens’ Perceptions of Television and Online Political Advertising,” at the 19th Annual American Political Science Association Preconference on Political Communication, Montreal, CA, September 2022

“Estimating Ad Effects in the 2020 Presidential Campaign,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2022

“The Platform Matters: Comparing Political Ad Content Across Digital and Social Media Platforms,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2022

“Political Advertising Online and Offline,” at the Annual Meeting of the American Political Science Association, Washington, DC, September 2019

[Winner, 2019 Best Paper Award, Section on Information Technology and Politics, American Political Science Association]

“Going Negative or Positive: Assessing the Relative Effects of Advertising Tone,” at the Annual Meeting of the Northeastern Political Science Association, Montreal, CA, November 2018

“The Content and Issue Focus of Online and Television Advertising in the 2016 Presidential Campaign,” at the 15th Annual American Political Science Association Preconference on Political Communication, Boston, September 2018

“FEC Divided: Ideological Polarization in Commission Votes Since 1990,” at the Annual Meeting of the American Political Science Association, Boston, MA, September 2018

“Nice Guys Finish Last: The Role of Dark Money Disclosure on Candidate Viability,” at the Annual Meeting of the American Political Science Association, San Francisco, September 2017

“Comparing Digital and Television Advertising Strategy in the 2016 Presidential Campaign,” at the 14th Annual American Political Science Association Preconference on Political Communication, San Francisco, September 2017

“Interest Group Issue Strategies: Advertising in the 2014 Congressional Elections,” at the Annual Meeting of the American Political Science Association, San Francisco, September 2015

“The Long-Term and Geographically-Constrained Effects of Political Advertising on Political Polarization,” at the 12th Annual American Political Science Association Preconference on Political Communication, September 2015, at the University of San Francisco

“New Media Meets Old: Issue Narratives in Campaigns’ Tweets and Ads,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2015

“Issue Convergence as a Persuasion Tool: Evidence from Senate and Presidential Elections,” at the Annual Meeting of the American Political Science Association, Washington, D.C., August 2014

“Interest Group Advertising and Perceptions of Campaign Negativity,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2014

“Which Ads Persuade? Identifying Persuasive Characteristics in Political Advertising,” at the 11th Annual American Political Science Association Preconference on Political Communication, August 2013, at the University of Illinois at Chicago

“Explaining Interest Group Advertising Strategies: Loose Cannons or Loyal Foot Soldiers,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2012 and April 2013 (the latter of which revised and expanded the paper to include the 2012 elections)

“*Citizens United* and Campaign Advertising in 2010,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2011

“Microtargeting Through Political Advertising,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2010

Roundtable Participant, “An Agenda for Campaign Finance: With *The Forum -- A Journal of Applied Research*,” at the Annual Meeting of the American Political Science Association, Boston, MA, September 2008

“The Real-World Effects of Emotional Appeals in Political Advertising,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2008

“The FEC as Enforcer: Evaluating the ‘Toothless Anaconda’”, at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2007

“Making a Difference: How Exposure to Ads Conveys Party Distinctions,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2006

“Loose Cannons or Loyal Foot Soldiers: Interest Group Issue Convergence in U.S. Senate Races,” at the Annual Meeting of the Southern Political Science Association, Atlanta, GA, January 2006

“The Puzzle of Soft Money,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2005

“Rules and Regulations Matter: Interest Groups Between FECA and BCRA,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2004

“The Agenda Politics of Political Action Committees,” at the Summer Meetings of the Society for Political Methodology, Minneapolis, Minnesota, July 2003

“Why Now? The Importance of Political Context in Explaining Interest Group Electoral Action,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2003

“Retesting Committee Composition Hypotheses for the U.S. Congress” (with Rodolfo Espino), at the Summer Meetings of the Society for Political Methodology, Seattle, Washington, July 2002

“Markodemocracy? A Reconnaissance” (with Richard Merelman), at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2001

“Presidential Success in Congress and the Limits on a Bargaining President,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2001

“The Clinton Dialogue on Race and the Politics of Coalition-Building,” at the Annual Meeting of the American Political Science Association, Washington, D.C, September 2000

“Agency or Structure: An Analysis of the Potential for Racial Change,” at the Annual Scientific Meeting of the International Society of Political Psychology, Seattle, Washington, July 2000

“Environmental Racism: Definitions and Contentions,” at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2000

Research Experience

ABC News, Election Night Decision Desk Consultant, 2016-[under contract through 2024]

Co-Director – Wesleyan Media Project [<http://mediaproject.wesleyan.edu>]
Summer 2010-present

Released Datasets, in connection with project:

“Political Advertising in 2006 (2010) (2012) (2014) (2016)(2018)(2020)” Version x.x [dataset]. Middletown, CT: The Wesleyan Media Project, Department of Government at Wesleyan University.

Markus Neumann, Jielu Yao, Pavel Oleinikov, Laura Baum, Colleen Bogucki, Breeze Floyd, Travis N. Ridout, Michael M. Franz and Erika Franklin Fowler. “Biden and Trump Mentions in Facebook Advertising from June 1 through Election Day 2020.” [dataset] Middletown, CT. DOI: 10.25438/wes02.23546064.

Project Director – Wisconsin Political Advertising Project, for Professor Kenneth Goldstein, Department of Political Science, UW-Madison – [<http://wiscadproject.wisc.edu/>]. Duties included: Coding advertisements, building data sets, designing coding schemes, managing undergraduate coders, creating presentations, and implementing and overseeing undergraduate project related to inter-coder reliability. Summer 2000 – May 2005

Released Dataset, in connection with project:

Goldstein, Kenneth, Michael Franz, and Travis Ridout. 2002. "Political Advertising in 2000." Combined File [dataset]. Final release. Madison, WI: The Department of Political Science at The University of Wisconsin-Madison and The Brennan Center for Justice at New York University.

Instructional Experience

Bowdoin College

Citizenship and Representation in American Politics [First-year Seminar]

Introduction to American Government

Campaigns and Elections

Mass Media and Politics

Public Opinion and Voting Behavior

Quantitative Analysis in Political Science

Advanced Quantitative Analysis in Political Science

Money and Politics [Senior Seminar]

Methodologies of Political Behavior [Senior Seminar]

Other

The Ethics of Artificial Intelligence [Team-taught course in Digital and Computational Studies]

Lecturer, PS 404 – American Politics and Government, Spring 2003, University of Wisconsin—Madison (upper-level introductory course)

Teaching Assistant, Maximum Likelihood Estimation for Generalized Linear Models, Professor Charles Franklin, ICPSR Summer Program in Quantitative Methods of Social Research, Ann Arbor, MI, June – July 2002; June – July 2003

Guest Lecture, “Maximizing the Likelihood Function,” PS818 – Maximum Likelihood Estimation (Professor Charles Franklin), September 19, 2003, University of Wisconsin—Madison

Selected Honors and Awards

For Wesleyan Media Project:

Sunlight Foundation (\$25,000) for 2010 election

Faculty Research Award, Bowdoin College, 2010-11 (\$2,625)

Rockefeller Brothers Fund, 2011-12, (\$80,000)

Knight Foundation, 2010 (\$100,000); 2011-12 (\$250,000); 2014 (\$50,000); 2016 (\$40,000); 2018 (\$48,000); 2020 (\$85,000)

MacArthur Foundation, 2014-15 (\$50,000)

Democracy Fund (\$25,000) for 2020 election

National Science Foundation: Cross-Platform Election Advertising Transparency Initiative (CREATIVE) (\$19,936 for Bowdoin portion) (2022-2024)

Faculty Research Award, Bowdoin College, 2021-22 [\$4,000, “Political Advertising Effects: Turnout and Voter Attitudes”]

Faculty Research Award, Bowdoin College, 2019-20 [\$4,000, “Understanding Interest Group Advocacy”]

Faculty Leave Supplement, Bowdoin College, 2008-09; 2012-13; 2017-18

Faculty Research Award, Bowdoin College, 2008-09 [\$1,900, “Persuade Me! When, Where and How Political Advertising Works”]

Congressional Research Award, The Dirksen Congressional Center:

2002 [\$2,425, “Conditional Party Resurgence: Interest Group Influence on Congressional Party Leadership”]

2008 [\$2,010, “Congressional Oversight of Campaign Finance”]

University of Wisconsin-Madison Dissertator Fellowship (2004-2005)

Voted “Best Professor” by University of Wisconsin undergraduates in 2003 “Best of Madison” edition of *Badger Herald* (campus paper)

Panhellenic Outstanding Educator Award, Spring 2003

Vilas Travel Grant, University of Wisconsin-Madison, 2002

Fairfield University Bellarmine Medal, for graduating senior with highest grade point average, May 1999

Fairfield University Student Achievement Award, for graduating senior with exemplary service to University community, May 1999

Research Award for Distinguished Work in the Social Sciences, Fairfield University, May 1999

Passarelli-Guinta Award for Academic Excellence in Politics, Fairfield University, May 1999.

Award for Outstanding Academic Achievement in American Studies, Fairfield University, May 1999.

USA Today, All Academic 3rd Team, February 1998

Phi Beta Kappa, April 1998

Alpha Sigma Nu (Jesuit Honors Society), October 1999

Pi Sigma Alpha (Political Science Honors Society), April 1998

Pi Mu Epsilon (Math Honors Society), April 1998

Additional College and Departmental Service

Member, Search Committee in Government Department, Bowdoin College, Fall 2021—Tenure track search for Assistant Professor of Government with a focus on Race and Ethnic politics

Member, Search Committee in Government Department, Bowdoin College, Fall 2022—Tenure track search for Assistant Professor of Government with a focus on International Political Economy

Member, Library Director Search Committee, Spring 2023

Member (elected), Faculty Appeals and Grievances, Bowdoin College, 2016-17

Member, Search Committee for Senior Faculty Hire in Arctic Studies and Climate Change, Bowdoin College, 2014-15

Member, Steering Committee, Bowdoin College Digital and Computational Studies Initiative, 2014-2018

Faculty Fellow, McKean Center for the Common Good, Bowdoin College, 2011-12

[<http://www.bowdoin.edu/mckeen-center/>]

Member, Ad Hoc Search Committee in Earth and Oceanographic Science, Bowdoin College, Spring 2011—Tenure track search for Assistant Professor

Member, Ad Hoc Search Committee in the Art Department, Bowdoin College, Spring 2010—Tenure track search for Assistant Professor specializing in three-dimensional art and design

Member, Student Fellowships and Research Committee, Bowdoin College, 2009-2010

Member, Library Committee, Bowdoin College, 2006-2008

Member, Search Committee in Government Department, Bowdoin College, Fall 2007—Tenure track search for Assistant Professor of Government with a focus on comparative politics of developing countries

Member, Ad Hoc Search Committee in History Department, Bowdoin College, Spring 2006—Tenure track search for Assistant Professor of History with a focus on post-1945 American History and Civil Rights

Advisor, 2007 Alternative Spring Break Trip (Washington, D.C.), Bowdoin College

Member, Intellectual Engagement Ad Hoc Committee, Bowdoin College, Spring 2006— A campus committee to develop methods of fostering intellectual engagement that carries beyond the classroom

Professional Activities

Member:

Campaign Finance Institute Academic Advisory Board, 2014-present
Project Vote Smart Key Vote Advisory Board, for Maine, 2006-present

Member:

American Political Science Association
Midwest Political Science Association
Southern Political Science Association

Section Chair, “Campaigns and Elections,” Southern Political Science Association Annual Conference, January 2025

Article Reviewer:

American Journal of Political Science; American Politics Research; American Political Science Review; British Journal of Political Science; Communication Reports; Congress & the Presidency; Election Law Journal; Electoral Studies; Government and Opposition; The Independent Review; Interest Groups & Advocacy; International Political Science Review; Japanese Journal of Political Science; Journal of Applied Communication Research; Journal of Information Policy; Journal of Information Technology & Politics; Journal of Marketing Communications; Journal of Political Marketing; Journal of Political Science; Journal of Politics; Political Behavior; Political Communication; Political Psychology; Political Research Quarterly; Press/politics; Public Opinion Quarterly; Sage Open; Social Forces

Manuscript Reviewer:

Sage Publications; Oxford University Press; Lynne Rienner; Palgrave; University Press of Kansas

Reviewed for Choice Magazine:

The People's News: Media, Politics, and the Demands of Capitalism. By Joseph Uscinski. New York: New York University Press, 2014. 187p.

The Dysfunctional Politics of the Affordable Care Act. By Greg M. Shaw. Denver, Co: Praeger, 2017. 208p.

Legacies of Losing in American Politics. By Jeffrey Tulis and Nicole Mellow. Chicago: The University of Chicago Press, 2018. 212p.

The Influence of Polls on Television News Coverage of Presidential Campaigns. By Vincent M. Fitzgerald. Boulder, Co: Lexington Books, 2018. 159p.

Ctrl Alt Delete: How Politics and the Media Crashed Our Democracy. By Tom Baldwin. London: Hurst & Company, 2018. 370p.

Empathy Beyond U.S. Borders: The Challenges of Transnational Civic Engagement. By Gary Adler, Jr. New York: Cambridge University Press, 2019. 299p.

Dangerously Divided: How Race and Class Shape Winning and Losing in American Politics. By Zoltan Hajnal. New York: Cambridge University Press, 2020. 357p

The Campaign Finance Cases: Buckley, McConnell, Citizens United, and McCutcheon. By Melvin Urofsky. Lawrence, KS: University Press of Kansas, 2020. 237p.

Dollars for Life: The Anti-Abortion Movement and the Fall of the Republican Establishment. By Mary Ziegler. New Haven: Yale University Press, 2022. 318p.

Building Theory in Political Communication: The Politics-Media-Politics Approach. By Gadi Wolfsheld, Tamir Sheafer, and Scott Althaus. New York, NY: Oxford University Press, 2022. 212p.

Following the Ticker: The Political Origins and Consequences of Stock Market Perceptions. By Ian Anson. Albany, NY: SUNY Press, 2023. 258p.

Awards Committee: 2018 Jack L. Walker, Jr. Award for Outstanding Article, Section on Political Parties and Organizations, American Political Science Association

Chair, Awards Committee: 2019 Leon Epstein Outstanding Book, Section on Political Parties and Organizations, American Political Science Association

Awards Committee: 2020 Best Conference Paper, Section on Information Technology and Politics, American Political Science Association

Member, Social Science One, Political Advertising Committee: <https://socialscience.one/>

Released Dataset, in connection with project:

Erika Franklin Fowler, Mike Franz, Gary King, Greg Martin, Zagreb Mukerjee, Nate Persily, Lysay Silverman, 2019, "Facebook Ad Archive API codebook," (February) Version 1.0, available at SocialScience.One.

Selected Other Activities

Invited Lecture, “Political Advertising in the 2020 Election: Some Initial Results,” Association of Bowdoin Friends, December 3, 2020

Invited Lecture, “Political Advertising Down-ballot: Exploring Trends and Estimating Effects,” Bowdoin College, October 1, 2019

Mini-course, “Money and Electoral Politics,” Association of Bowdoin Friends, Fall 2019—5 lectures over the fall term.

Invited Lecture, “Political Advertising and the Cost to American Democracy,” Seventh Circuit Bar Association Symposium, March 15, 2019, Chicago, IL.

Invited Lecture, “The Challenges of Direct Democracy: The History of Ballot Measures in Maine,” Bowdoin Friends, October 4, 2018

Invited Lecture, “Can Political Polling be Trusted?” Summer Wisdom Lecture Series, Brunswick, ME, June 6, 2018

Invited Lecture, “The Perils and Promise of Polling,” Bowdoin College’s “Town and College” Group, November 10, 2017

Public Lecture, “A Brief History of Redistricting and its Impacts,” Bowdoin College, September 18, 2017

Bowdoin College Convocation Address, “Promoting Empiricism in the Age of Alternative Facts,” August 29, 2017

Roundtable Participant on the Presidential Election, Portland, Maine, October 30, 2016

Public Lecture, “Ad Nauseam: Political Advertising in the 2016 Elections,” Bowdoin Friends and Yarmouth Historical Society, October 6, 2016.

Invited lecture, “Making Sense of the Election: Political Science, Polling, and their Perils,” Bowdoin Alumni Association, September 29, 2016

Presenter, “Political Advertising in the United States,” National Democratic Institute conference, Philadelphia, PA, July 27, 2016

Invited Speaker, Keller Center for the Study of the First Amendment, University of Colorado - Boulder, April 16, 2016 (“Interest Group Issue Strategies: Advertising in the 2014 Congressional Elections”)

Roundtable Participant in “Civil: The Way Politics Should Be?”, Colby College, September 18, 2014

Public Lecture, “Attack of the Super PACs: the Impact of Outside Groups in American Elections,” Bowdoin College Faculty Research Series, February 12, 2014

Invited Lecture, “The Consequences of Campus Activism,” Fairfield University Pi Sigma Alpha induction ceremony, April 16, 2013

Presenter, “The Unknown Unknown of Political Advertising,” Colby College, March 6, 2013

Roundtable Participant in “Foxes, Henhouses, and Commissions: Assessing the Nonpartisan Model in Election Administration, Redistricting, and Campaign Finance,” University of California—Irvine, September 14, 2012

Roundtable Participant on Money in Politics, OneMaine, Hallowell, Maine, June 13, 2012

Public Lecture, “Fear and Loathing after *Citizens United*,” Muhlenberg College, September 18, 2012

Public Lecture, “Campaign Finance and Political Advertising,” Bowdoin College, June 18, 2012

Presenter, “When Money Talks: Whither the Parties?” Washington State University, February 2, 2012

Public Lecture, “Who Will Win the 2012 Presidential Election? A Forecast of the Outcome,” Bowdoin College Faculty Research Series, November 11, 2011; and at Bowdoin Reunion Weekend, June 1, 2012

Invited Lecture, Topsham, Maine Rotary, January 24, 2011, on the future of the Tea Party

Invited Lecture, Portland, Maine Rotary, February 4, 2011, on political advertising in Maine’s 2010 elections.

Expert Witness, for state of Vermont, in *Vermont Right to Life Committee v. Sorrell*, 2009 and 2010

Election and Politics commentary on Portland, Maine’s NBC affiliate, WCSH Channel 6 and on Maine Public Broadcasting—numerous appearances in 2008-2012

Invited Lecture, University of Wisconsin-Madison, March 2, 2009—to discuss the effects of political advertising content on voter behavior.

Invited Lecture, University of Georgia, April 17, 2009—to discuss political advertising in the 2008 presidential election.

Invited Guest, Al Jazeera public affairs show, “Min [From] Washington,” October 27, 2008—to discuss negative advertising in the 2008 presidential election

Invited Lecture, “Money and Politics: The Importance of Political Advertising,” University of Massachusetts-Lowell, October 15, 2008

Invited Lecture, “Reasons for Optimism in American Politics,” Bowdoin Alumni Club of Boston, November 1, 2008

Invited Lecture, “Do Political Ads Persuade?” International Conference for Political Communication, Hosted by the Konrad Adenauer Foundation, Berlin, Germany, May 18-19, 2008

Public Lecture, “The Aftermath of Super Tuesday (I and II),” Bowdoin College, March 6, 2008

Public Lecture, “The Effects of Political Advertising in 2004 Presidential Elections,” Fairfield University, February 27, 2008

Public Lecture, “The Effects of Emotional Appeals in Political Advertising,” Bowdoin College (during Parent’s Weekend), October 27, 2007

Public Lecture, “Voting Rights in America,” League of Women Voters, Brunswick, ME, September 17, 2007

Public Lecture, “The Persuasive Impact of Negative Campaign Ads,” Bowdoin College Faculty Research Series, September 13, 2006

Graduate Fellow at the Institute for Legal Studies, University of Wisconsin-Madison (2004-2005)

Graduate Program Committee (Graduate student representative), Department of Political Science, UW-Madison, Fall 2000 – Spring 2001

Co-Coordinator, Political Behavior Research Group, Department of Political Science, UW-Madison, 2001 – 2003

Associated Students of Madison (ASM) (UW student government), College of Letters and Science graduate student representative, UW-Madison, Fall 2000 – Spring 2001

Representative Town Meeting – Fairfield, Connecticut town government; elected member, November 1997 – August 1999

Congressional Intern, Congressman John Tierney (D-Mass.), Summer 1998

References

Available upon request