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## **ERIKA FRANKLIN FOWLER**

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### **POSITIONS**

- 2016- Associate Professor  
Wesleyan University, Department of Government
- 2009-2016 Assistant Professor  
Wesleyan University, Department of Government
- 2007-2009 Robert Wood Johnson Scholar in Health Policy Research  
University of Michigan, School of Public Health

### **EDUCATION**

#### **University of Wisconsin – Madison**

Ph.D. in Political Science, 2007

Dissertation: *Missing Messages? Elections on Local Television News*

Committee: John Coleman, Ken Goldstein, Barry Burden, David Canon, Charles Franklin, & Dhavan Shah

#### **University of Wisconsin – Madison**

M.A. in Political Science, 2002

Major Fields: American Politics & Research Methodology

Minor Field: Political Economy

#### **St. Olaf College, Northfield, Minnesota**

B.A. *Summa Cum Laude*

Majors: Political Science & Mathematics

#### **Budapest Semesters in Mathematics, Budapest, Hungary**

Intensive study of mathematics and language under Hungarian mathematicians

### **PUBLICATIONS**

#### **Books**

Fowler, Erika Franklin, Michael M. Franz and Travis N. Ridout. 2016. *Political Advertising in the U.S.* Boulder, CO: Westview Press.

## Peer-Reviewed Journal Articles

Franz, Michael M., Erika Franklin Fowler, and Travis N. Ridout. Forthcoming. "Loose Cannons or Loyal Foot Soldiers? Toward a More Complex Theory of Interest Group Advertising Strategies." *American Journal of Political Science*.

Fowler, Erika Franklin, Laura Baum, Colleen Barry, Jeff Niederdeppe and Sarah E. Gollust. Forthcoming. "Media Messages, Perceived Access to Information and Favorability in the Early Implementation Phase of the Affordable Care Act." *Journal of Health Politics, Policy and Law*.

Bode, Leticia, David Lassen, Young Mie Kim, Dhavan Shah, Erika Franklin Fowler, Travis N. Ridout and Michael M. Franz. Forthcoming. "Politics as Usual? Campaign Broadcast and Social Messaging." *Online Information Review*.

Strach, Patricia, Katherine Zuber, Erika Franklin Fowler, Travis N. Ridout and Kathleen Searles. 2015. "In a Different Voice? Explaining the Use of Men and Women as Voiceover Announcers in Political Advertising." *Political Communication* 32(2): 183-205.

Ridout, Travis N., Erika Franklin Fowler, John Branstetter, and Porismita Borah. 2015. "Politics as Usual? When and Why Traditional Actors Often Dominate YouTube Campaigning." *Journal of Information, Politics and Technology* 12(3): 237-251.

Nagler, Rebekah H., Erika Franklin Fowler and Sarah E. Gollust. 2015. "Covering Controversy: What Are the Implications for Women's Health?" *Women's Health Issues* 25(4): 318-321.

Ridout, Travis N., Michael M. Franz and Erika Franklin Fowler. 2015. "Sponsorship, Disclosure and Donors: Limiting the Impact of Outside Group Ads." *Political Research Quarterly* 68(1): 154-166.

Gollust, Sarah E., Laura Attansio, Amanda M. Dempsey, Allison Benson\*\* and Erika Franklin Fowler. 2013. "Political and News Media Factors Shaping Public Awareness of the HPV Vaccine." *Women's Health Issues* 23(3): 143-151.

[\*\*Wesleyan student when analysis began].

Niederdeppe, Jeff, Theodore Lee, Rebecca Robbins, Hye Kyung Kim, Alex Kresovich, Danielle Kirshenblat, Kimberly Standridge, Christopher E. Clarke, Jakob Jensen and Erika Franklin Fowler. 2012. "Content and Effects of News Stories About Uncertain Cancer Causes and Preventive Behaviors." *Health Communication* 1-15.

Fowler, Erika Franklin, Sarah E. Gollust, Amanda F. Dempsey, Paula M. Lantz and Peter A. Ubel. 2012. "Issue Emergence, Evolution of Controversy and Implications for Competitive Framing: The Case of the HPV Vaccine." *International Journal of Press/Politics* 17(2): 169-189.

Ridout, Travis N. and Erika Franklin Fowler. 2012. "Explaining Perceptions of Advertising Tone." *Political Research Quarterly* 65(1): 62-75.

Ridout, Travis N., Erika Franklin Fowler and Kathleen Searles. 2012. "Exploring the Validity of Electronic Newspaper Databases." *International Journal of Social Research Methodology* 15(6): 451-466.

Gollust, Sarah E., Amanda F. Dempsey, Paula M. Lantz, Peter A. Ubel, and Erika Franklin Fowler. November 2010. "Controversy Undermines Support for State Mandates on the Human Papillomavirus Vaccine." *Health Affairs* 29(11): 2041-2046.

Pribble, James M. (MD), Erika F. Fowler (PhD), Sonia V. Kamut (MS), William M. Wilkerson (MD), Kenneth M. Goldstein (PhD), Stephen W. Hargarten (MD, MPH). 2010. "Communicating Emerging Infectious Disease Outbreaks to the Public Through Local Television News: Public Health Officials as Potential Spokespeople." *Disaster Medicine and Public Health Preparedness* 4(3): 220-225.

Niederdeppe, Jeff, Erika Franklin Fowler, Kenneth M. Goldstein and James Pribble. 2010. "Does Local TV News Cultivate Fatalistic Beliefs About Cancer Prevention?" *Journal of Communication* 60(2): 205-411.

Fowler, Erika Franklin and Travis N. Ridout. 2009. "Local Television and Newspaper Coverage of Advertising." *Political Communication* 26(2): 119-136.

Fowler, Erika Franklin, Matthew Hale, and Tricia Olsen. 2009. "Spanish- and English-Language Local Television Coverage of Politics and the Tendency to Cater to Latino Audiences." *International Journal of Press/Politics* 14(2): 232-256.

Hale, Matthew, Tricia Olsen, and Erika Franklin Fowler. 2009. "A Matter of Language or Culture? Coverage of the 2004 U.S. Elections on Spanish- and English-language Television." *Mass Communication and Society*, 12(1): 26-51.

Pribble, James M. (MD), Matthew J. Trowbridge (MD, MPH), Sonia V. Kamat (MS), Kenneth M. Goldstein (PhD), Erika Franklin Fowler (PhD), and Stephen W. Hargarten (MD, MPH). May 2008. "Injury Reporting on Local TV News: A Prime-Time Opportunity for Prevention." *American Journal of Preventive Medicine*, 34(5): 420-3.

Hale, Matthew, Erika Franklin Fowler, & Kenneth M. Goldstein. 2007. "Capturing Multiple Markets: A New Method for Analyzing Local Television News." *Electronic News* 1(4): 227-243.

Pribble, James M. (MD), Kenneth M. Goldstein, Erika Franklin Fowler, Matthew J. Greenberg (MD), Stacey K. Noel (MD), & Joel D. Howell (MD). March 2006. "Medical News for the Public to Use: What's on Local TV News?" *The American Journal of Managed Care*, 12(3): 170-176.

### **Invited Articles/Entries and Book Chapters**

Gollust, Sarah, Susan M. LoRusso, Rebekah H. Nagler, and Erika Franklin Fowler. 2015. "Understanding the Role of the News Media in HPV Vaccine Uptake: Synthesis and Commentary." *Human Vaccines & Immunotherapies* 12(5).

Fowler, Erika Franklin. 2015. "Political Advertising," in *Emerging Trends in the Social and Behavioral Sciences: An Interdisciplinary, Searchable and Linkable Resource*, (eds.) Robert Scott and Stephen Kosslyn. Hoboken, NJ: John Wiley and Sons. DOI: 10.1002/9781118900772.etrds0252.

Fowler, Erika Franklin and Sarah Gollust. 2015. "The Content and Effect of Politicized Health Controversies," in Suhay, Elizabeth and James N. Druckman (eds.), "The Politics of Science: Political Values and the Production, Communication, and Reception of Scientific Knowledge," a special issue of *ANNALS of the American Academy of Social and Political Science* 658(1): 155-171.

Fowler, Erika Franklin and Travis N. Ridout. 2014. "Political Advertising in 2014: The Year of the Outside Group." *The Forum* 12(4): 663-684.

Ridout, Travis N., Michael M. Franz and Erika Franklin Fowler. 2014. "Advances in the Study of Political Advertising." *Journal of Political Marketing* 13(3): 175-194.

Gollust, Sarah, Colleen Barry, Jeff Niederdeppe, Laura Baum and Erika Franklin Fowler. 2014. "First Impressions: Geographic Variation in Media Messages During the First Phase of ACA Implementation." *Journal of Health Politics, Policy and Law* 39(5): 1-10.

Fowler, Erika Franklin. 2012. "Making the News: Is Local News Coverage Really That Bad?" in *New Directions in Media and Politics*, Travis N. Ridout (ed.). New York, NY: Routledge, 45-60.

Fowler, Erika Franklin and Travis N. Ridout. 2012. "Negative, Angry and Ubiquitous: Political Advertising in 2012." *The Forum, A Journal of Applied Research in Contemporary Politics* 10(4): 51-61.

Media coverage:

- Overby, Peter. February 14, 2013. "A Review of 2012 Confirms a 'Pulverizing' Level of Political Ads." NPR.
- Parti, Tarini. February 14, 2013. "Study: 3 million political ads in 2012." *Politico*.
- Kroll, Andy. May 16, 2013. "The New Pay-As-You-Go Landscape of American 'Democracy.'" *The Nation*.
- Linked to in the Journalist's Resource, a Harvard Shorenstein Center & Carnegie-Knight web with reviews of recent scholarly developments: Wihbey, John. May 6, 2013. "Negative political ads, the 2012 campaign ad wars and research on voter effects" (<http://journalistsresource.org/studies/politics/elections/negative-political-ads-effects-voters-research-roundup>).
- Blumenthal, Paul. January, 21, 2014. "7 Charts to Understand Citizens United On Its 4<sup>th</sup> Anniversary." *Huffington Post*.

Fowler, Erika Franklin. June 2012. "Campaign Advertising" in David Coates (ed.) *Companion to American Politics*. Oxford: Oxford University Press (1243 words).

Fowler, Erika Franklin and Travis N. Ridout. 2010. "Advertising Trends in 2010." *The Forum, A Journal of Applied Research in Contemporary Politics* 8(4): Article 4 (16 pages).

Publisher reported statistics (from publication date through 2/9/12): 385 full-text downloads

Media coverage:

- Epstein, Jennifer. January 13, 2011. "Study: more attack advertisements than ever before." *Politico*.
- Gilbert, Craig. January 13, 2011. "Johnson, Feingold led U.S. in TV Ads." *Milwaukee Journal Sentinel*.
- Haigh, Susan. January 13, 2011. "Study: 2010 political ads set record in negativity." AP story picked up at *The Washington Post*, *Forbes*, *The Boston Globe*, *Salon*, *The Daily Caller*, *The Arizona Star*, *San Diego Tribune*, *The San Francisco Chronicle*, *Seattle Post Intelligencer*, *Seattle Times*, *Tampa Bay/St. Petersburg Press*, *Las Vegas Sun*, *The Kansas City Star*, *The Charlotte Observer*, *The San Antonio Express*, *The Fort Worth Star Telegram*, *The Macon Telegraph* (Macon, GA), *The Modesto Bee* (Modesto, CA), *The Fresno Bee* (Fresno, CA), *The Miami Herald*, *The Austin American Statesman*, *The Huffington Post*, FOX NEWS, KTVU2 Fox (San Francisco), KCRA3 (Sacramento), WBAL (Baltimore), WMUR (Manchester), KTVB (Boise), WWT CBS (New Orleans), WIST CBS (Columbia, SC), WMBF NBC (Myrtle Beach, SC), WCSC (Charleston, SC), WTHM ABC (Lancaster, PA), WNEP (Allentown, PA), FOX59 (Indianapolis), FOX43 (Harrisburg, PA), FOX4 (Kansas City), WLTV4 NBC (Cincinnati), KOCO (Oklahoma City), KOAT (Albuquerque), KTBS (Texarkana), KTTV4 ABC (Honolulu), WPCF25 ABC (W. Palm Beach), WESH2 NBC (Orlando)
- Chalian, David and Terence Burlij. January 14, 2011. "2010: Year of the Negative Ad." *PBS NewsHour*, *The Rundown* (blog posting).

Hale, Matthew, Tricia Olsen, & Erika Franklin Fowler. 2008. "Hablando Política: How Spanish-language Television Covered the 2004 Election" in Federico Subervi-Vélez (ed.) *The Mass Media and Latino Politics*. Lawrence Erlbaum Associates, 178-192.

Fowler, Erika Franklin, Kenneth M. Goldstein, Matthew Hale, & Martin Kaplan. 2007. "Does Local News Measure Up?" *Stanford Law & Policy Review* 18(2): 410-431.

Fowler, Erika Franklin & Kenneth M. Goldstein. 2006. "Free Media in Campaigns," in Stephen C. Craig (ed.) *The Electoral Challenge: Theory Meets Practice*. Washington, DC: CQ Press, 97-120.

## Commentaries and Other Publications

Fowler, Erika Franklin and Sarah E. Gollust. March 10, 2015. "Why journalists covering vaccinations should drop the politics." *Reporting on Health, The California Endowment Health Journalism Fellowships Blog* (487 words), <http://www.reportingonhealth.org/2015/03/06/why-journalists-covering-vaccinations-should-drop-politics>.

Fowler, Erika Franklin and Sarah E. Gollust. February 9, 2015. "News Coverage of vaccine controversies drives down support for vaccines." *The Washington Post's Monkey Cage* (621 words), <http://www.washingtonpost.com/blogs/monkey-cage/wp/2015/02/09/news-coverage-of-vaccine-controversies-drives-down-support-for-vaccines/>.

Fowler, Erika Franklin and Sarah E. Gollust. February 9, 2015. "The Harm Done by Media Coverage of Political Disputes about Public Health Measures." Policy Brief for the Scholars Strategy Network (848 words), <http://www.scholarsstrategynetwork.org/node/18546>.

Fowler, Erika Franklin, 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 (2,134 words).

Fowler, Erika Franklin. April 29, 2014. "Demystifying the money behind campaign advertising." Knight Foundation blog post (526 words), <http://www.knightfoundation.org/blogs/knightblog/2014/4/29/demystifying-money-behind-campaign-advertising/>.

Fowler, Erika Franklin, 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, (815 words).

Fowler, Erika Franklin. February 14, 2013. "2012 election crushes records for campaign advertising." Knight Foundation blog post (764 words), <http://www.knightfoundation.org/blogs/knightblog/2013/2/14/2012-election-crushes-records-campaign-advertising/>.

Fowler, Erika Franklin. 2010. "Campaign Ads Are Really Positive." *Hartford Courant*. October 31, (546 words).

Fowler, Erika Franklin, Ken Goldstein, and Dhavan Shah. Winter 2008. "The Challenge of Measuring News Consumption." *Political Communication Report*, Newsletter of the American Political Science Association and the International Communication Association, (809 words).

## Data Releases

Fowler, Erika Franklin, Michael M. Franz, and Travis N. Ridout. 2015. "Political Advertising in 2012." Version 1.0 [dataset]. Middletown, CT: The Wesleyan Media Project, Department of Government at Wesleyan University.

Fowler, Erika Franklin, Michael M. Franz, and Travis N. Ridout. 2014. "Political Advertising in 2010." Version 1.0 [dataset]. Middletown, CT: The Wesleyan Media Project, Department of Government at Wesleyan University.

## ACADEMIC RESEARCH EXPERIENCE

- 2010-present    **Wesleyan Media Project Founder & Co-Director** (<http://mediaproject.wesleyan.edu>)  
The Wesleyan Media Project is the only publicly available source of real-time information on the spending and content of political advertising aired across the country during elections. The Project tracked over 8M federal and gubernatorial ads in 2010, 2012 and 2014. References to the Project appeared extensively in the nation's top media outlets and in local and regional along with international sources. In 2014, the Project also launched an educational initiative, [AttacksAds.org](http://AttacksAds.org), aimed at increasing information about dark money.
- 2002-2007    **Wisconsin NewsLab Research Director**, Professor Ken Goldstein, University of Wisconsin ([www.polisci.wisc.edu/newslab](http://www.polisci.wisc.edu/newslab) or [www.localnewsarchive.org](http://www.localnewsarchive.org))  
Directed the creation and continuing operation of the Wisconsin NewsLab, the most comprehensive and systematic collection and archive of local television news coverage across the nation. Designed the coding instrument, implemented data collection and processing procedures, managed and trained over 150 undergraduate and graduate student workers, and conducted descriptive and statistical analysis for all UW NewsLab projects including election coverage, health watch stories, and foreign policy news.
- 2001-2002    **Research Assistant**, Professor David Canon, University of Wisconsin – Madison  
Collected detailed information on the issue content and direction of roll call votes concerning major policy issues over the last two centuries. Using Voteview to find all potentially relevant votes and the Congressional Record to provide context where needed, all yea and nay votes were coded as either for or against a certain issue (i.e. pro-immigration or anti-immigration, etc).

## OTHER RESEARCH EXPERIENCE

- 2008-present    ABC News, Election Night Decision Desk Consultant
- 2006-2009    Partner, Capitol Opinion LLC, an Independent, Nonpartisan Polling and Research Company in Madison, Wisconsin, ([www.capitolopinion.net](http://www.capitolopinion.net))
- 2004-2006    Consultant, Capitol Opinion LLC  
Drafted survey scripts and handled data processing, creating banner books and weighted toplines for various opinion polls conducted both statewide and in particular counties in Wisconsin. Conducted statistical research and message testing on resulting survey data and served as a focus group moderator for various projects.
- Spring 2004    Data collection for Professor David Canon and the United States Department of Justice (*Georgia v. Ashcroft*)  
Collected demographic, committee, and bill sponsor information for all state representatives and all legislative sessions in Georgia from 1999 through 2004.
- 2000-2001    Research Associate, U.S. Bancorp Piper Jaffray Fixed Income Research Division, Minneapolis, Minnesota  
Developed statistical models for analyzing, valuing and forecasting airline (fixed income) equipment trust certificate assets. Published U.S. Bancorp Piper Jaffray Fixed Income Research *Airline EETCs Desk Reference, 2001* with Joel R. Denney, CFA and Brian M. Erickson.

## INSTRUCTIONAL EXPERIENCE

### *Wesleyan University*

Gov108 – Public Opinion and American Democracy (Fall 2013, Fall 2015)  
Gov151 – American Government and Politics (Spring 2010, Spring 2014, Spring 2016)  
Gov214 – Media & Politics (Fall 2009; Spring 2010, Spring 2011, 2012, 2014, and 2015)  
Gov232 – Campaigns & Elections (Fall 2009, Fall 2010)  
Gov366 – Empirical Methods for Political Science (Fall 2010, Spring 2012, Fall 2012, Spring 2015)  
Govt378 – Advanced Topics in Media Analysis (Fall 2013, Fall 2014, Spring 2016)  
Gov380 – Polls, Politics & Public Opinion (Spring 2011)

### *Student Supervision*

Spring 2016

Wesleyan Media Project Student Coders, 26 students  
Honors Thesis Tutor, Government, 2 students

Fall 2015

Wesleyan Media Project Student Coders, 7 students  
Honors Thesis Tutor, Government, 2 students

Spring 2015

Wesleyan Media Project Student Coders, 28 students  
Government/CSS Senior Essay Tutorial, 1 student  
Honors Thesis Co-Tutor (with Sarah Wiliarty), Government

Fall 2014

Wesleyan Media Project Student Coders, 15 students  
Government Tutorial, 1 student

Summer 2014

QAC Apprenticeship Supervision, 3 students  
Wesleyan Media Project Student Coders, 12 students

Spring 2014

Wesleyan Media Project Student Coders, 15 students  
Education in the Field Credit, Legislative Internship, 1 student

Fall 2013

Wesleyan Media Project Student Coders & Analysts (ACA Tracking), 40 students  
COMP/QAC 260: Special Topics in Computer Science, 2 students

Spring 2013 (on sabbatical)

Wesleyan Media Project Student Coders & Analysts, 13 students

Fall 2012

Government Tutorial, 2 students  
Wesleyan Media Project Student Coders & Analysts, 15 students

Summer 2012

QAC Apprenticeship Supervision, 3 students  
Wesleyan Media Project Student Coders, 8 students

Spring 2012

Government Tutorial, 1 student  
Wesleyan Media Project Student Coders, 8 students  
College of the Environment Tutorial Advisor, 1 student

Summer 2011

College of the Environment (COE) Summer Intern Supervisor  
QAC Apprenticeship Supervision, 3 students (one McNair)

Wesleyan Media Project Student Coders, 3 students  
Academic Year 2010-2011  
Wesleyan Media Project Student Coders, 8 students  
Summer 2010  
Mellon Funded Student RAs, 2 students  
QAC Apprenticeship Supervision, 2 students

### *Other Instructional Experience*

- Dec 2007      **Instructor**, Statistics Briefing, USC Annenberg's California Endowment Health Journalism Fellowship California Broadcast Journalism Workshop, Los Angeles, CA
- Spring 2007      **Coordinator**, UW Political Science Second Annual Summer Washington Program
- Dec 05-July 06      **Lecturer & Coordinator**, University of Wisconsin's Department of Political Science First Annual Summer Washington Program (PS478): Legislative Internship and Research Course, Washington, D.C.
- Summer 03-04      **Teaching Assistant**, Maximum Likelihood Estimation, Professor Charles Franklin, ICPSR Summer Program in Quantitative Methods of Social Research, Ann Arbor, MI
- Oct 2003 & 05      **Organizer & Presenter**, "Introduction to LaTeX" workshop, University of Wisconsin

### **CONFERENCE PRESENTATIONS (SELECTED)**

"Does Press Matter? How Media Evaluations Affect a Political Ad's Survival" with Leonid Liu\* and Rachel Warren,\* paper presented at the Annual Meetings of the Southern Political Science Association (San Juan, Puerto Rico, January 2016) & Midwest Political Science Association (Chicago, IL, April 2016).  
[\*Wesleyan undergraduates when analyses began].

"Interest Group Issue Strategies: Advertising in the 2014 Elections," with Michael M. Franz and Travis N. Ridout, paper presented at the Annual Meeting of the American Political Science Association, San Francisco, CA, September 2015.

"Media and the Politics of Implementation: Explaining Geographic Variation in Local TV Coverage of the Affordable Care Act," with Laura Baum, Colleen L. Barry, Jeff Niederdeppe, Pinar Karaca-Mandic, Andrew Wilcock and Sarah E. Gollust, paper presented at the Annual Meeting of the American Political Science Association, San Francisco, CA, September 2015.

"The Long-Term and Geographically-Constrained Effects of Political Advertising on Political Polarization," with Ken Goldstein, Michael M. Franz and Travis N. Ridout, paper presented at the American Political Science Association Preconference on Political Communication, University of San Francisco, CA, September 2015.

"No Second Chance for First Impressions: ACA Messaging and Public Opinion During Early Implementation," with Sarah E. Gollust, Laura Baum, Jeff Niederdeppe and Colleen Barry, paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2015.



“A Messenger Like Me: The Effect of Average Spokespeople in Campaign Advertising,” with P. Marshal Lawler\*, Michael Linden\*, Eliza Loomis\*, Zachary Wulderk\* and Laura Baum, paper presented at the Annual Meeting of the American Political Science Association, Washington, D.C., August 2014.

\*Wesleyan undergraduates.

“No Second Chance for First Impressions: Mass Media Messages About ACA Implementation,” with Sarah E. Gollust, Laura Baum, Jeff Niederdeppe and Colleen Barry, paper presented at the Annual Meeting of the American Political Science Association, Washington, D.C., August 2014.

“Interest Group Advertising and Perceptions of Campaign Negativity,” with Michael M. Franz and Travis N. Ridout, paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2014.

“Mad Men: Advertising, Voiceover Gender and Audience Perception,” with Kathleen Searles, Travis N. Ridout, Patricia Strach and Katherine Zuber, paper presented at the Annual Meeting of the Western Political Science Association, Seattle, WA, April 2014.

“When Are Interest Group Ads More Effective?” with Michael M. Franz and Travis N. Ridout, paper presented at the Annual Meeting of the American Political Science Association, Chicago, IL, September 2013.

“Which Ads Persuade? Identifying Persuasive Characteristics in Political Advertising,” with Michael M. Franz and Travis N. Ridout, paper presented at the American Political Science Association Preconference on Political Communication, University of Illinois at Chicago, August 2013.

“Explaining Interest Group Advertising Strategies: Loose Cannons or Loyal Foot Soldiers,” with Michael M. Franz and Travis N. Ridout, paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2013.

“Old News? Why Measuring Real-World Exposure to Competitive Framing Matters,” with Sarah E. Gollust, paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 2013.

## **GRANTS, FELLOWSHIPS & AWARDS**

### *External Grants*

John S. and James L. Knight Foundation, funding for the Wesleyan Media Project (2016-2017, \$45,000)

American Cancer Society Research Scholar Grant, “Effects of Media Controversies on Public Attitudes

About Cancer Prevention,” Co-Investigator with Sarah Gollust (PI), Rebekah Nagler (Co-I),

Beth Virnig (Co-I), (2015-2018, \$764,000)

Robert Wood Johnson Foundation SHARE grant, “Geographic Variation in ACA-Related Media Messages and Health Insurance Enrollment,” Co-PI with Sarah Gollust (2014-2016, \$148,414)

MacArthur Foundation, funding for the Wesleyan Media Project (2014-2015, \$60,000)

John S. and James L. Knight Foundation, funding for the Wesleyan Media Project (2014-2015, \$74,800)

John S. and James L. Knight Foundation, funding for the Wesleyan Media Project (2011-2013, \$248,000)

Rockefeller Brothers Fund, funding for the Wesleyan Media Project (2011-2012, \$80,000)

John S. and James L. Knight Foundation, funding for the Wesleyan Media Project (2010-2011, \$100,000)

Sunlight Foundation, funding for the Wesleyan Media Project (2010-2011, \$25,000)

National Science Foundation, Time-Sharing Experiments for the Social Sciences, “The Effect of Political and Expert Controversy on Public Opinion: The Case of HPV Vaccine Mandates” (Lead PI, 2009)

Joyce Foundation, funding to study local news coverage of politics with Ken Goldstein (2006-2007)

### *Fellowships & Awards*

Wesleyan University, Carol A. Baker '81 Memorial Prize Recognizing Accomplishments for Untenured Faculty (2012)  
Robert Wood Johnson Scholar in Health Policy Research (2007-2009)  
Graduate Fellow, The American Academy of Political and Social Science (2007)  
Vilas Travel Grant, University of Wisconsin (2007)  
Gerald R. Ford Scholar, Award in Honor of Robert M. Teeter (2005)  
Honorable Mention, National Science Foundation Graduate Research Fellowship (2002)  
Phi Beta Kappa Honor Society  
Pi Sigma Alpha, Political Science Honor Society

### **PROFESSIONAL ACTIVITIES & ASSOCIATIONS**

#### **Invited Talks & Activities (Outside of Wesleyan)**

Invited Speaker, Michael M. Davis Lecture Series at the University of Chicago School of Social Service Administration, May 17, 2016 (“Media & the Politics of Implementation: Competition, Coverage and Complexity in Affordable Care Act Messaging”)  
Invited Panelist, Harrington Lecture Series at Clark University, March 28, 2016 (“Why They Win: Perspectives on the 2016 Elections”)  
Invited Speaker, Goldfarb Center for Public Affairs and Civic Engagement 2016 Election Lecture Series, Colby College, February 15, 2016 (“Spending, Substance & Special Interests: Assessing the Role of Super PACs and Dark Money in the New Campaign Finance Era”)  
Invited Speaker, Preston Colloquium Series, University of Wisconsin – Madison School of Journalism and Mass Communication, November 20, 2015 (“Media & the Politics of Implementation: Competing Interests, News Coverage and Complexity in Affordable Care Act Messaging”)  
Invited Speaker, University of Connecticut Department of Political Science, October 26, 2015 (“Loose Cannons or Loyal Foot Soldiers? Toward a More Complex Theory of Interest Group Advertising Strategies”)  
Invited Speaker, Political Awareness Committee Event, St. Olaf College, May 8, 2014 (“Dark Money, Disclosure and Deliberative Democracy: Interest Group Advertising in Elections”)  
Invited Panelist, *Purchasing Power: Money, Politics, and Inequality*, Yale ISPS Conference, May 6, 2013 (“The 2012 Election – How Much Did Money Matter?”)  
Invited Speaker, American Government Seminar, Georgetown University, March 1, 2013 (“Old News? Why Measuring Real-World Exposure to Competitive Framing Matters”)  
Invited Speaker, American Politics and Public Policy Workshop, Yale University, January 22, 2013 (“Old News? Why Measuring Real-World Exposure to Competitive Framing Matters”)  
Invited Panelist, *China Town Hall: Local Connections, National Reflections*, Yale University, November 2012 (“Roundtable Discussion: China and the American Election”)  
Invited Judge, Knight Foundation News Challenge on mobile, October 4-5, 2012, Miami, FL  
Invited Speaker, *The Role of Journalism in Debunking Deception and Holding Campaigns and Donors Accountable*, National Press Club Event Sponsored by the Annenberg Public Policy Center, Washington, D.C., September 2012 (“Dark Money Ads: Undisclosed But in Your Face”, talk carried on C-SPAN)  
Invited Lecture, Sacred Heart University, Fairfield, CT, September 2012 (“Money, Message and Margins: The Role of Campaign Advertising in the 2012 Elections”)  
Invited Panelist, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago, IL, August 2012 (“Presidential Election 2012 – Political Advertising Misinformation and Accountability”)  
Invited Speaker, Sunlight Foundation’s Poynter McCormick *Specialized Reporting Institute: Investigating Super PACs*, Washington, D.C., April 2012 (“What they buy with all that money”)  
Invited Panelist, Center for Journalism Ethics, School of Journalism & Mass Communication, UW-Madison, April 2012, (“Ethics & Elections: Media, Money & Power in 2012 – Political Advertising Panel”)

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship Workshop, Los Angeles, CA, February 2012, ("Getting a Grip on Statistics: What's Right & Wrong with Numbers in the News")

Invited Participant, Knight Foundation's 2012 Election Meeting, October 27-28 2011, Miami, FL

Invited Speaker, Sunlight Foundation's Transparency Camp 2011, May 2011, ("The Wesleyan Media Project's 2010 Tracking of Political Advertisements")

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship Workshop, Los Angeles, CA, October 2010, ("Getting a Grip on Statistics: What's Right & Wrong with Numbers in the News")

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship Workshop, Los Angeles, CA, December 2009, ("Understanding Medical Studies and Statistics (and why it matters): A Primer for Journalists")

Seminar Speaker, University of Michigan, Center of Political Studies Interdisciplinary Workshop on Politics and Policy, May 2009, ("Explaining Perceptions of Ad Tone")

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship Workshop, Los Angeles, CA, August 2008, ("Understanding Medical Studies and Statistics: A Briefing for Journalists")

Seminar Speaker, University of Michigan, Center of Political Studies Interdisciplinary Workshop on Politics and Policy, February 2008, ("News Holes and Advertising Floods")

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship California Broadcast Journalism Workshop, Los Angeles, CA, December 2007, ("What's On – and What's Wrong – with TV Health Coverage ")

Invited Speaker, USC Annenberg's California Endowment Health Journalism Fellowship Broadcast Forum, Los Angeles, CA, June 2007, ("TV Health News: What's the Prognosis?")

Invited Speaker, Center for Disease Control's *Fire Prevention Media Project*, Bethesda, MD, June 2007, ("Injury Coverage: Opportunities for Prevention")

Invited Speaker, Center for Disease Control's Meeting of the Associate Directors of Communication Science (ADCS), Atlanta Headquarters, August 2006, ("Innovations in Media Tracking and Implications for Health Communication")

Invited Speaker, Mass Communications Research Center Colloquium, UW-Madison, September 29, 2005 ("Paid and Free Media Information Flows in the 2002 Election," with Ken Goldstein)

### **Media Citations (selected)**

#### 2016 Election Cycle

Quotation in Bill Glauber, "Looking for a break from political ads? Think again," *Milwaukee Journal Sentinel*, April 11, 2016.

Quotation in Laura Reston, "New York Campaign Ads Are a Tale of Two Cities," *New Republic*, April 8, 2016.

Quotation in Peter Overby, "Ahead of South Carolina Primary, Bush Falls Behind in the Ad Race," NPR News, February 19, 2016.

Wesleyan Media Project Press Releases, 2015-2016, with Michael M. Franz and Travis N. Ridout

1. Dec 15, 2015 – "SuperPACs Dominate Airwaves"
2. Feb 18, 2016 – "Clinton and Sanders Even in Ad War; Cruz and Rubio Gain on Bush in South Carolina"
3. May 12, 2016 – "Advertising Volume Up 122% Over 2012 Levels; Spending in Presidential Race Over \$400M"

### 2014 Election Cycle

Quotation in Nancy Marshall-Genzer, “The economy as seen through political ads,” NPR News, October 31, 2014.

TV Interview, Fox CT, “Anatomy of an Attack,” October 29, 2014

Quotation in Sandra Fish, “Report: Denver leads U.S. in political ads aired,” Colorado Public Radio, October 29, 2014.

Quotation in Ailsa Chang, “The 2014 Campaign Ads That You Just Can’t Stop Replaying,” NPR News, October 22, 2014.

Quotation in Peter Overby, “This Political Ad Was Paid For By – Oh, Never Mind,” NPR News, October 20, 2014.

TV Interview, FOX News Channel, “Local politics focusing on Obama?,” October 16, 2014.

Radio interview on WNPR, “Connecticut gubernatorial race is most negative in nation, study finds,” October 16, 2014.

Quotation in Montanaro, Domenico, Rachel Wellford and Simone Pathe, “No single issue breaking through this cycle,” *PBS Newshour*, October 1, 2014.

Mention in Senate Rules Committee Hearing, April 30, 2014, “Dollars and Sense,” Video here:

[http://www.rules.senate.gov/public/index.cfm?p=CommitteeHearings&ContentRecord\\_id=3fb0fbe5-f5f6-4366-80fa-ab84c40746ff](http://www.rules.senate.gov/public/index.cfm?p=CommitteeHearings&ContentRecord_id=3fb0fbe5-f5f6-4366-80fa-ab84c40746ff). Senator King press release mention here:

<http://www.king.senate.gov/newsroom/press-releases/king-calls-for-expanded-disclosure-as-new-report-highlights-increased-prevalence-of-dark-money-in-us-elections>.

Wesleyan Media Project Press Releases, 2014, with Michael M. Franz and Travis N. Ridout

1. April 29 – “Interest Group Advertising Pours into Senate Races”
2. Sept 4 – “Heated Battle for U.S. Senate Draws Deluge of Outside Group Ads, Most are Dark Money”
3. Sept 16 – “2014 General Election Advertising Opens Even More Negative than 2010 or 2012”
4. Sept 30 – “GOP Groups Keeping Senate Contests Close”
5. Oct 14 – “Ad Spending in 2014 Elections Poised to Break \$1 Billion”
6. Oct 29 – “Ad Spending Tops \$1 Billion”
7. Oct 29 – “Wesleyan Media Project Launches New Website on Attack Ads,” [AttackAds.Org](http://AttackAds.Org)

### 2012 Election Cycle

Quotation in Deborah Potter, Katerina-Eva Matsa and Amy Mitchell, “Local TV: Audience Declines as Revenue Bounces Back,” *The State of the News Media 2013*, Pew Research Center’s Project for Excellence in Journalism.

Radio Interview on 2012 election, “Governor Malloy and Erika Franklin Fowler Deconstruct Election 2012,” *The Colin McEnroe Show*, WNPR, November 7, 2012.

Extended Television Interview on issue advertising in the 2012 campaign, “Big Sky, Big Money,” PBS Frontline award winning documentary in collaboration with Marketplace, October 30, 2012.

Live Television Interview on 2012 advertising, “Bottom Line,” Bloomberg Television, October 26, 2012.

Quotation in Jeremy W. Peters and Nicholas Confessore, “Romney Campaign Cautious With Ad Budget, Even in Key States,” *The New York Times*, September 19, 2012.

Quotation in Michael Crowley, “Ad Nauseam: Romney and Obama are spending more money to woo fewer voters than at any time in memory. Will it make a difference?” *Time Magazine*, September 24, 2012.

Quotation in Peter Overby, “Obama’s Post-Charlotte Bounce May Owe More to TV Ads Than Convention,” NPR News, September 12, 2012.

Quotation in Jeremy W. Peters, “Campaign Ads Early and Aggressive,” *The New York Times*, May 16, 2012.

Radio Interview on negativity and interest group activity in the 2012 elections, “All Things Considered,” NPR News, May 3, 2012.

Quotation in Fredreka Schouten, “Mushrooming super PAC spending leaves mark on Fla. ads,” *USA Today*, January 31, 2012.

Radio Interview on SuperPAC advertisements in the 2012 elections, “All Things Considered,” NPR News, January 30, 2012.

Quotation in Abby Phillip, “Study: Outside ad spending up 1,600%,” *Politico*, January 30, 2012.

Wesleyan Media Project Press Releases, 2012, with Michael M. Franz and Travis N. Ridout

1. Jan 26 – Project re-launch (“Project brings 2012 campaign spenders to light”)
2. Jan 30 – Spending update (“Outside group involvement in GOP contest skyrockets...”)
3. May 2 – Spending and content primary wrap-up (“Presidential Ads 70 Percent Negative in 2012...”)
4. Sept 12 – Spending and content general election update (“Obama’s ‘Convention Bounce’ May Actually be an Ad Bounce”)
5. Oct 3 – “Obama Dominates Advertising in Key States”
6. Oct 24 – “2012 Shatters 2004 and 2008 Records for Total Ads Aired”
7. Nov 2 – “Presidential Ad War Tops 1M Airings”

### 2010 Election Cycle

Extended Radio Interview on advertising in the 2010 elections, “Where We Live,” WNPR (CT Public Radio), December 10, 2010.

Radio Interview on advertising in the 2010 elections, “Background Briefing with Ian Masters,” KPFK – FM, Los Angeles, with John G. Geer. November 3, 2010.

Interviews on the 2010 elections, “CBS Evening News with Katie Couric,” October 22 and “CBS Evening News” October 23, 2010.

Quotation in Fredreka Schouten, “Ads bombard airwaves in governor races,” *USA Today*, October 22, 2010.

Quotation in David W. Chen, “A Favorite Villain in Election Ads: New York,” *The New York Times*, October 21, 2010.

Quotation in David W. Chen, “China Emerges as a Scapegoat in Campaign Ads,” front page of the Sunday *The New York Times*, October 9, 2010.

Wesleyan Media Project Press Releases, Fall 2010, with Michael M. Franz and Travis N. Ridout

1. Sept 27 – Spending update (“Over \$219M spent on advertising...”)
2. Oct 13 – Spending update (“...spending approaches \$200M in last five weeks...”)
3. Oct 14 – Negativity (“Negative Ads Prominent, Increasing...”)
4. Oct 21 – Governor spending update (“Gubernatorial advertising up dramatically...”)
5. Oct 25 – Content (“Economy dominates...”)
6. Oct 26 – Negativity update (“...Dems more likely to attack personally”)
7. Oct 27 – Spending update (“Ad spending...eclipses \$1B”)
8. Nov 1 – Negativity update (“An uptick in negativity...”)

The Wesleyan Media Project was mentioned, linked, or referenced in roughly 400 articles in more than 100 unique outlets between 9/27 and 11/3/2010, roughly 40 percent of which included a direct quote from Project representatives (Fowler, Ridout or Franz).

### **Activities & Service (Discipline & Other)**

Member & “Media” Working Group Leader, Campaign Finance Taskforce headed by Bob Bauer and Ben Ginsberg and organized by Nate Persily, Stanford Law School (2015-2016)  
Advisory Board Member, The Campaign Finance Institute (2014-Present)  
Joint Publication Committee (JPC) Member, APSA Political Communication Section & International Communication Association (2014-2015)  
Outstanding Dissertation Award Committee (2014-2016) & Committee to Establish the Outstanding Dissertation Award, APSA Political Communication Section (2013-2014)  
Nominating Committee, APSA Organized Section on Health Politics and Policy (2008)  
Discussant, Annual Meeting of the Midwest Political Science Association (2015)  
Annual Meeting of the Midwest Political Science Association (2012)  
Annual Meeting of the Western Political Science Association (2012)  
Annual Meeting of the Midwest Political Science Association (2008)  
Chair, Annual Meeting of the Midwest Political Science Association (2015)  
APSA Political Communication Pre-Conference (2015)  
Annual Meeting of the Midwest Political Science Association (2013)  
Annual Meeting of the International Society of Political Psychology (2009)  
Annual Meeting of the American Political Science Association (2008)  
Roundtable Participant, Annual Meeting of the Midwest Political Science Association (2015)  
Certificate of Participation, Teaching & Learning Conference: Teaching Research Methods Track, American Political Science Association, Washington, D.C., February 2006  
Co-Coordinator, Political Behavior Research Group, University of Wisconsin – Madison, 2003-2006, ([www.polisci.wisc.edu/behavior](http://www.polisci.wisc.edu/behavior), also redesigned website in 2004)

### **Reviewer**

*American Journal of Political Science* (2008, 2014, 2015, 2016)  
*American Political Science Review* (2008, 2011, 2013, 2015)  
*American Politics Research* (2006, 2007, 2008, 2009, 2010, 2011, 2014, 2015)  
*International Journal of Press/Politics* (2011, 2012)  
*Journal of Health, Politics, Policy & Law* (2010, 2014, 2015, 2016)  
*Journal of Political Marketing* (2010, 2013)  
*Journal of Politics* (2007, 2008, 2013)  
*Legislative Studies Quarterly* (2009)  
*Perspectives on Politics* (2014, 2015)  
*Political Behavior* (2006, 2007, 2013, 2015)  
*Political Communication* (2008, 2009, 2015)

*Political Research Quarterly* (2008, 2009, 2010, 2012, 2014, 2015)

*State and Local Government Review* (2005)

Time-Sharing Experiments for the Social Sciences, TESS (2011, 2012)

National Science Foundation (2008, 2011)

**Membership**

American Political Science Association

Midwest Political Science Association

Scholar Strategy Network (<http://www.scholarsstrategynetwork.org/>)