WOMEN AND THE 2004 CAMPAIGN
GOVT 580.03, MARCH 20 – 21, 2004

Professor Barbara Palmer
Academic Director & Assistant Professor, Washington Semester Gender & Politics Program
e-mail: bpalmer@american.edu office: Dunblane 116 (Tenley Campus)
phone: ext 4921

2002 was the first election since the mid-1980s in which the number of women in Congress did not increase. In 2003, in states with off year state elections, the number of women candidates actually declined. What does 2004 hold for the progress of women and their representation? 2004 has already been a unique year in election politics, with Carole Moseley Braun running for president, an inspiring symbol of possibilities. We also saw Wesley Clark start wearing brown sweaters in order to “connect” with women voters. NASCAR Dads are now the “Soccer Moms” of the 90’s.

This class will address 3 major themes:
1. What has to be done to increase the number of women in office?
2. How will 2004 compare to past elections in terms of the number of women candidates running and winning?
3. What role will women voters play in the 2004 election?

READINGS THAT MUST BE DONE BEFORE CLASS:
These are all available on the Blackboard Page under Course Documents. This is about 20 pages of reading total. Please print them up and bring them to class with you.

Under Increasing the Number of Women in Office:
Gender, Political Ambition, and the Initial Decision to Run, by Fox
Young Women and the Decision to Run, by Drinkard

Under The 2004 Election Compared to Past Elections:
The 2003 Elections, Press Release by CAWP

Under Women and Voting:
Stanley Greenberg and Celinda Lake on Unmarried Women Voters

READINGS TO DO AFTER CLASS TO HELP YOU WITH YOUR PAPERS
(especially paper #1):

For Increasing the Number of Women in Office:
Blackboard: Filling the Pipeline, by Simon and Palmer (don’t worry about the stats – just read for the theory) (Be sure to read both the text and the figures)
Coursepacket: Helping Women Run and Win, by Rozell

For the 2004 Election Compared to Past Elections:
Coursepacket: Gender, Redistricting, and Other Aspects of Election 2002, by Duerst-Lahti
Coursepacket: Why Was 1992 the “Year of the Woman?” by Wilcox

For Women and Voting:
Blackboard: Website for Women’s Voices Women’s Vote on Unmarried Women Voters
Blackboard: NASCAR Dads
Coursepacket: Sex and the Grand Old Party
Course Outline:

Saturday, March 20: Women as candidates

9:00 – 9:30: Introductions and Explanation of paper assignments

9:30 - 10:30: Barbara Palmer, Political Director, and Susannah Shakow, President, WUPFAC: Women Under Forty Political Action Committee.
Palmer and Shakow will be providing an overview of the women running in the 2004 election, with particular attention being paid to the young women who are running this year and how the numbers compare to previous election cycles.

10:30 – 10:45: Break

10:45 – 12:00: Melissa Martin, former Republican congressional candidate, Virginia’s 8th District
Martin was 28 when she decided to run for Jim Moran’s seat (just across the river). She recently dropped out of that race. She will talk about why she decided to run, what it was like being a candidate, and what she learned from her experiences. She will also address what needs to be done to get more women to run.

12:00 – 1:00: Lunch

1:00 – 2:00: Jen Pihlaja, Deputy Campaign Services Director, EMILY’s List
Pihlaja will talk about how EMILY’s List selects the candidates they endorse and the services they provide for those candidates.

2:00 – 3:00: Erin Yavener, the Women’s Campaign Fund
The speaker will talk about the importance of candidate training for women and strategies women’s organizations and PACs have used for the recruitment of women candidates for all levels of office.

3:00 – 3:15: Break

3:15 – 4:15: Amy Lanier, Producer, Wilson*Grand Communications
Lanier, an Emmy Award winning journalist, will discuss how campaign television advertisements are made and the strategies used specifically for women candidates to market them to the public.

4:15 – 5:00: Class time to work on creating your ad

Sunday, March 21: Women as Voters and Overview

9:00 – 10:15: Performance of ads and discussion

10:15 – 10:30: Break

10:30 – 11:30: Discussion of how to get more women running; pulling together yesterday’s speakers.

11:30-12:00 Video: Presidential Town Hall Meeting, Dartmouth College
Lifetime Television for Women

12:00-1:00 Lunch and Discussion of the Video
1:00-2:00  Patricia Ireland, Campaign Manager Carole Moseley Braun for President
Ireland will discuss her role as the campaign manager for an African American woman running for
president and the particular challenges they faced. In addition, she will talk about what role she sees
women voters playing in the 2004 election.

2:00-2:15  Break

2:15-3:15  Deborah Beck, Greenberg Quinlan Research
Beck, a Democratic pollster, will discuss trends regarding women voters in the 2004 presidential campaign.
She will specifically discuss differences between women, focusing on the unmarried vs. married women’s
vote.

3:15-3:30  Break

3:30 – 5:00: Wrap Up
Discussion of historical trends and how 2004 fits in.
COURSE REQUIREMENTS

ATTENDANCE
You MUST attend EVERY SESSION of both days. Sign-in sheets will be handed out during each day. If you are not signed in, you will not get credit. It is your responsibility to make sure you are signed in for each session. NO EXCEPTIONS FOR ANY REASON. SERIOUSLY. NO EXCEPTIONS. Just be there.

SHORT SATURDAY AFTERNOON/EVENING ASSIGNMENT (10% of your grade)
You will be working in small groups to write a script for a 30 second ad for a particular candidate. Sunday morning, you will be “performing” or describing your candidate and ad to the class. This is not intended to be a major project – you are not expected to do any filming or video, or stay up all night doing this. It’s just to get you thinking about target voters and the role of image, and reflect on the challenges women face. Just have fun, be creative, and you’ll do fine.

You will be getting more detailed instructions in class. There will be time in class to work on this.

PAPER ASSIGNMENTS

PAPER #1. DUE MONDAY, MARCH 29, BY 5 PM IN THE WOMEN & POLITICS INSTITUTE OFFICE. (40% of your grade)
Choose one of the topics below and write a 5 page paper, bringing together the relevant class readings and relevant speakers. For this paper, you are not required to go beyond the class readings or speakers, but you can if you want. The point of this paper is for you to bring together what we covered in the class.

a. What has to be done to encourage more women to run for office?
b. What role will women voters play in the 2004 Presidential election?
c. In 2002, the number of women in office did not increase. What do you think will happen in 2004? Has the number of women in Congress leveled off? Or was 2002 simply a unique set of circumstances?

PAPER #2. DUE MONDAY, APRIL 12, BY 5 PM IN THE WOMEN & POLITICS INSTITUTE OFFICE. (50% of your grade)
NOTE: YOU WILL BE GETTING MORE DETAILED “HOW TO” INSTRUCTIONS FOR THIS PAPER IN CLASS. THIS PAPER WILL REQUIRE YOU TO GO BEYOND THE CLASS READINGS AND SPEAKERS.
You work for EMILY’s List, WISH List, or the Women’s Campaign Fund, or WUFPAC, or SBA List (pick one). Pick one of the candidates from the list you will be provided. Write a 5 page paper deciding whether or not you will endorse this candidate, and/or what you would do to help them. In making this decision, your paper must address the following:
1. What is this candidate’s personal background? Does she have any prior political experience?
2. How much money has this candidate raised. To find this out, do a search on the Federal Election Commission’s website at www.fec.com (instructions will be provided on this)
3. Describe the district. What kind of seat is it? If your candidate is running against an incumbent, describe the incumbent. What are the district demographics? What is the Democratic or Republican performance score for this district? If it’s an open seat, did a woman have the seat in the prior election? (instructions and sources will be provided on this)
4. What other requirements does your PAC have (i.e. choice issues….)
5. Your final paragraph should be an assessment of your candidate’s viability and a prediction of whether or not you think this person can win their primary and/or general election. You should then discuss whether or not you are endorsing this candidate and why.
PAPER REQUIREMENTS:
For Paper #1, you are expected to base your paper on the relevant readings and speakers. You are not required to go beyond these; the point of the paper is for you to bring it all together.

For Paper #2, you are expected to go beyond the class readings. Very specific sources will be provided to you, but you are free to go beyond them as well. At the same time, it is assumed you will use the relevant readings and speakers as the foundation for your paper.

1. All papers must be typed, double-spaced, with 1 inch margins, and 12 point font. You must have a title page with your name and the name of the assignment (For paper #1, please indicate which topic you chose on the title page). The title page is the only place your name should appear on the entire paper.
2. PROOFREAD, PROOFREAD, AND PROOFREAD AGAIN. Before you turn it in, read your paper out loud, either to yourself or a friend. This is the best way to eliminate grammar mistakes. Yes, grammar counts; if I can’t understand what you are writing, it is going to affect your grade.
3. Pet peeve: Democrat and Republican, when referring to the parties, are ALWAYS capitalized.
4. This is the most important. These papers require you to SYNTHESIZE (in other words analyze and put together) information from the class, the speakers, and the readings. The whole point is to bring all the information together to show me what you learned and do some ANALYSIS. Even though these are 5 page papers, these are not papers you can do the night before and get a good grade on. This is a 500-level class, and I expect 500-level work.
5. All papers must have a reference list at the end of the paper. I don’t care which citation style you use, just be consistent. Again, at a bare minimum, you must cite the relevant speakers and relevant readings from the class. It is assumed you will go beyond them.
6. I am happy to look at a draft of your paper, but you must get it to me at least 4 days before it is due (otherwise I won’t have time to get you feedback in time for you to do anything with it). The time to be concerned about your grade is before you turn your paper in.