

TRAVIS N. RIDOUT
Department of Political Science
Washington State University
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ACADEMIC POSITIONS

Associate Professor, Political Science, Washington State University, Fall 2009 - present.

Co-Director, Wesleyan Media Project, Spring 2010 - present.

Assistant Professor, Political Science, Washington State University, Fall 2003-Summer 2009.

EDUCATION

Ph.D. University of Wisconsin-Madison, Department of Political Science, 2003.

Primary Fields: American Politics and Political Methodology.

Minor: Comparative Politics.

Dissertation: "Presidential Primary Front-Loading, the Information Environment, and Voter Learning and Choice."

Committee: Charles H. Franklin (chair), Ken Goldstein, Virginia Sapiro, John J. Coleman, Dhavan Shah.

M.A., University of Wisconsin-Madison, Department of Political Science. May 1998.

B.A., Central College, Pella, Iowa. May 1997. Major: Political Science. Minor: Spanish.

Central College Abroad, London, UK. January-May 1996

BOOKS

Ridout, Travis N. and Michael M. Franz. 2011. *The Persuasive Power of Campaign Advertising*. Philadelphia: Temple University Press.

Franz, Michael M., Paul Freedman, Kenneth M. Goldstein and Travis N. Ridout. 2007. *Campaign Advertising and American Democracy*. Philadelphia: Temple University Press.

EDITED BOOK

Travis N. Ridout, Editor. Forthcoming. *New Directions in Media and Politics*. New York: Routledge Press.

ARTICLES

Ridout, Travis N. and Erika Franklin Fowler. Forthcoming. "Explaining Perceptions of Advertising Tone." *Political Research Quarterly*.

Ridout, Travis N., Erika Franklin Fowler and Kathleen Searles. Forthcoming. "Exploring the Validity of Electronic Newspaper Databases." *International Journal of Social Research Methodology*.

Ridout, Travis N., Michael M. Franz and Erika Franklin Fowler. Forthcoming. "Advances in the Study of Political Advertising." *Journal of Political Marketing*.

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

Ridout, Travis N. and Kathleen Searles. 2011. "It's My Campaign I'll Cry if I Want to: How and When Campaigns Use Emotional Appeals." *Political Psychology*. 32(3): 439-58.

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.

Ridout, Travis N. and Jenny L. Holland. 2010. "Candidate Strategies in the Presidential Nomination Campaign." *Presidential Studies Quarterly*. 40(4): 611-630.

Franz, Michael M. and Travis N. Ridout. 2010. "Political Advertising and Persuasion in the 2004 and 2008 Presidential Elections." *American Politics Research*. 38(1): 303-329.

Ridout, Travis N., Brandon R. Rottinghaus and Nathan Hosey. 2009. "Following the Rules? Candidate Strategy in Presidential Primaries." *Social Science Quarterly*. 90(4): 777-95.

Ridout, Travis N. 2009. "Campaign Microtargeting and the Relevance of the Televised Political Ad." *The Forum: A Journal of Applied Research in Contemporary Politics*. 7(2): Article 5.

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

Ridout, Travis N. and Glen R. Smith. 2008. "Free Advertising: How the Media Amplify Campaign Messages." *Political Research Quarterly*. 61(4): 598-608.

Ridout, Travis N., Ashley C. Grosse and Andrew M. Appleton. 2008. "News Media Use and Americans' Perceptions of Global Threat." *British Journal of Political Science*. 38(4): 575-93.

Franz, Michael M., Paul Freedman, Kenneth M. Goldstein, and Travis N. Ridout. 2008. "Understanding the Effect of Political Advertising on Voter Turnout: A Response to Krasno and Green." *Journal of Politics* 70(1): 262-68.

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

Ridout, Travis N. and Brandon R. Rottinghaus. 2008. "The Importance of Being Early: Presidential Primary Front-loading and the Impact of the Proposed Western Regional Primary." *PS: Political Science & Politics* 41(1): 123-28.

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

Ridout, Travis N. and Rob Mellen, Jr. 2007. "Does the Media Agenda Reflect the Candidates' Agenda?" *Harvard International Journal of Press/Politics* 12(2): 44-62.

Kaplan, Noah, David K. Park and Travis N. Ridout. 2006. "Dialogue in American Political Campaigns? An Examination of Issue Engagement in Candidate Television Advertising." *American Journal of Political Science* 50(3): 724-736.

Goldstein, Kenneth and Travis N. Ridout. 2004. "Measuring the Effects of Televised Political Advertising in the United States." *Annual Review of Political Science*. Vol. 7. p. 205-26.

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

Goldstein, Kenneth M. and Travis N. Ridout. 2002. "The Politics of Participation: Mobilization and Turnout over Time." *Political Behavior* 24(1): 3-29.

BOOK CHAPTERS

Ridout, Travis N. and Brandon Rottinghaus. 2010. "Moving the Conversation West: How Much Attention Would the Candidates Pay to a Western States' Primary?" In *The Rise of the West in Presidential Elections*, Jennifer L. Robinson and W. David Patton, eds. Salt

Lake City: University of Utah Press.

Ridout, Travis N. 2007. "Television Advertising during the Presidential Nomination Season," in William Mayer, ed., *The Making of the Presidential Candidates 2008*. Lanham, Md.: Rowman and Littlefield.

Brandon Rottinghaus, Kenton Bird, Rebecca Self and Travis N. Ridout. 2007. "'It's Better than Being Informed': College Aged Viewers of the Daily Show," In Jonathan Morris and Jody Baumgartner, eds., *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge. p. 279-94.

Ridout, Travis N. 2003. "Campaign Advertising Strategies In the 2000 Presidential Nominations: The Case of Al, George, Bill and John," in Kenneth M. Goldstein and Patricia Strach, eds., *The Medium and the Message: Television Advertising and American Elections*. Upper Saddle River, N.J.: Prentice-Hall. p. 5-26.

OTHER PUBLICATIONS

Ridout, Travis N. Forthcoming. Review of *Strategy in Information and Influence Campaigns: How Policy Advocates, Social Movements, Insurgent Groups, Corporations, Governments and Others Get What They Want*. By Jarol Manheim. *Perspectives on Politics*.

Ridout, Travis N. Forthcoming. Review of *Daisy Petals and Mushroom Clouds: LBJ, Barry Goldwater and the Ad that Changed America*. By Robert Mann. *Political Communication*.

Ridout, Travis N. 2011. Review of *The Obama Victory: How Media, Money and Message Shaped the 2008 Election*. By Kate Kenski, Bruce W. Hardy and Kathleen Hall Jamieson. *Political Communication* 28(2): 250-52.

Ridout, Travis N. 2010. "Will California's Top-Two Primary Work? Lessons From Washington State." *New York Times*, Online Edition, June 9.

INVITED TALK

"Political Advertising in the United States," Institute for the Study of Politics, University of Bordeaux, France, October 2010.

CONFERENCE PRESENTATIONS

Walter, Annemarie and Travis N. Ridout. 2012. "Issue Convergence Across Political Systems." Paper to be presented at the annual meeting of the Midwest Political Science Association, Chicago, April 12-15.

Fowler, Erika Franklin, Michael M. Franz and Travis N. Ridout. 2012. "Explaining Interest Group Advertising Strategies: Loose Cannons or Loyal Foot Soldiers." Paper to be presented at the annual meeting of the Midwest Political Science Association, Chicago, April 12-15.

Branstetter, John, Erika Franklin Fowler and Travis N. Ridout. 2012. "Political Advertising in the 21st Century: The Influence of the YouTube Ad." Paper to be presented at the annual meeting of the Western Political Science Association, Portland, March 22-24.

Strach, Patricia, Katherine Zuber, Erika Franklin Fowler, Travis N. Ridout and Kathleen Searles. 2011. "In a Different Voice? Explaining the Use of Men and Women Voiceovers in Political Advertising." Paper presented at the annual meeting of the American Political Science Association, Seattle, September 1-4.

Bode, Leticia, David Lassen, Young Mie Kim, Ben Sayre, Dhavan Shah, Michael M. Franz, Erika Franklin Fowler and Travis N. Ridout. 2011. "Putting New Media in Old Strategies: Candidate Use of Twitter During the 2010 Midterm Elections" Paper presented at the annual meeting of the American Political Science Association, Seattle, September 1-4.

Fowler, Erika Franklin, Michael M. Franz and Travis N. Ridout. 2011. "Citizens United and Campaign Advertising in 2010." Paper presented at the annual meeting of the Southern Political Science Association, New Orleans, January 5-8.

Ridout, Travis N., Erika Franklin Fowler and John Branstetter. 2010. "Political Advertising in the 21st Century: The Rise of the YouTube Ad." Paper presented at the annual meeting of the American Political Science Association, Washington, D.C., September 2-5.

Fowler, Erika Franklin and Travis N. Ridout. 2010. "Message or Messenger? Explaining Variation in the Success of Agenda-Setting." Paper presented at the annual meeting of the American Political Science Association, Washington, D.C., September 2-5.

Ridout, Travis N. and Kathleen Searles. 2010. "In Defense of Fox News." Paper to be presented at the Political Communication Pre-conference, George Washington University, September 1.

Ridout, Travis N., Michael M. Franz and Kenneth M. Goldstein. 2010. "Microtargeting Through Political Advertising." Paper presented at the annual meeting of the Western Political Science Association, San Francisco, April 1-3, and at the annual meeting of the Midwest Political Science Association, Chicago, April 22-25.

Fowler, Erika Franklin and Travis N. Ridout. 2009. "Explaining Perceptions of Campaign Tone." Paper presented at the annual meeting of the American Political Science Association, Toronto, September 3-6.

Ridout, Travis N. and Erika Franklin Fowler. 2009. "Explaining Perceptions of Advertis-

ing Tone.” Paper presented at the Political Communication Pre-conference, University of Toronto, September 2.

Ridout, Travis N. 2009. “Political Advertising in Today’s ‘New-Style’ Presidential Primary Campaigns.” Paper presented at the annual meeting of the Western Political Science Association, Vancouver, B.C., March 19-21.

Ridout, Travis N. and Kathleen Searles. 2009. “It’s My Campaign I’ll Cry if I Want to: How and When Campaigns Use Emotional Appeals.” Paper presented at the annual meeting of the Western Political Science Association, Vancouver, B.C., March 19-21.

Ridout, Travis N. 2008. “Do Local News Media Give ”Nicer” Campaign Coverage?” Paper presented at the annual meeting of the American Political Science Association, Boston, Aug. 28-31.

Ridout, Travis N. and Jenny L. Holland. 2008. “Candidate Strategies in the Presidential Nomination Campaign.” Paper presented at the annual meeting of the American Political Science Association, Boston, Aug. 28-31.

Ridout, Travis N. and Erika Franklin Fowler. 2008. “Paid and Free Advertising: The Media’s Role in Shaping Perceptions of Ad Tone.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 3-6.

Kaplan, Noah and Travis N. Ridout. 2007. “The Campaign Dynamics of Issue Dialogue.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 12-15. Revised version presented at the annual meeting of the American Political Science Association, Chicago, Aug. 30-Sept. 2.

Ridout, Travis N. and Glen Smith. 2007. “Free Advertising: How the Media Amplify the Effect of Negative Ads.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 12-15.

Franz, Michael M. and Travis N. Ridout. 2007. “Who’s Persuaded? How Voter Characteristics Mediate the Impact of Political Advertising.” Paper presented at the Western Political Science Association, Las Vegas, March 8-10.

Ridout, Travis N. and Brandon Rottinghaus. 2006. “How Much Attention Would the Candidates Pay to a Western States’ Primary?” Paper presented at the Western Presidential Primary Symposium, Salt Lake City, Sept. 29.

Ridout, Travis N. 2006. “News Media Use and Perceptions of Global Threat in the U.S. and Japan.” Paper presented at the Workshop on Insecurity and Public Attitudes, Honolulu, Hawaii, June 28-July 1.

Ridout, Travis N. 2006. "News Media Use and Perceptions of Global Threat in the U.S. and Japan." Paper presented at the meeting of Asian Studies on the Pacific Coast, Pullman, Washington, June 16-18.

Ridout, Travis N. and R. Brent Mellen Jr. 2006. "Does the Media Agenda Reflect the Candidates' Agenda?" Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 20-23.

Ridout, Travis N. and Ashley C. Grosse. 2005. "News Media Use and Perceptions of Global Threat." Paper presented at the annual meeting of the American Political Science Association, Washington, D.C., September 1-4.

Ridout, Travis N. 2004. "How Campaigns Matter: The Relative Impacts of Television Advertising, Candidate Appearances and News Coverage in the 2004 Presidential Nomination Race." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 15-18.

Grosse, Ashley and Travis N. Ridout. 2004. "The Silent Electorate: A Political Profile of Phone Non-Respondents" Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 15-18.

Grosse, Ashley and Travis N. Ridout. 2004. "Profiling Survey Non-respondents through Mixed-Mode Methods." Paper presented at the annual meeting of the Western Political Science Association, Portland, Oregon, March 11-13.

Kaplan, Noah, David Park and Travis N. Ridout. 2004. "Dialogue in U.S. Senate Campaigns? An Examination of Issue Discussion in Candidate Television Advertising." Paper presented at the annual meeting of the Southern Political Science Association, New Orleans, January 8-10, and at the annual meeting of the Midwest Political Science Association, Chicago, April 3-6, 2003.

Ridout, Travis N. 2003. "Do Undecided Voters Break for the Challenger?" Poster presented at the Political Methodology Summer Meeting, Minneapolis, July 17-19. Under review.

Ridout, Travis N. 2003. "The Effects of a Front-Loaded Presidential Primary Calendar on Voter Learning." Poster presented at the annual meeting of the Midwest Political Science Association, Chicago, April 3-6.

Ridout, Travis N. 2002. "Modeling the Effects of the Campaign Information Environment on Voter Learning." Poster presented at the Political Methodology Summer Meeting, Seattle, July 18-20.

Ridout, Travis N. 2002. "Which Campaigns Matter? The Influence of Message Intensity, Message Density and Campaign Length on Voter Learning." Paper presented at the annual

American Association for Public Opinion Research conference, St. Pete Beach, Florida, May 16-19.

Ridout, Travis N. 2002. "Presidential Primary Front-Loading, Media Coverage and Campaign Strategies" Poster presented at the annual meeting of the Midwest Political Science Association, Chicago, April 25-28.

Espino, Rodolfo and Travis N. Ridout. 2001. "Assessing Policy Congruence through Bayesian Small Area Estimation." Poster presented at the Political Methodology Summer Meeting, Atlanta, July 19-21.

Ridout, Travis N. 2001. "Some Myths (and Facts) About Campaign Advertising in the 2000 Presidential Primaries." Paper presented at the conference on "Television Advertising in the 2000 Campaign," Chicago, April 17-18.

Mutz, Diana and Travis N. Ridout. 2000. "Elite Leadership of Mass Opinion in an Era of Waning Confidence." Paper presented at the annual meeting of the American Political Science Association, Washington, D.C., September 1-3.

Ridout, Travis N. and Rodolfo Espino. 2000. "What is it About Joining a Group that Makes People Trust Others More?" Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, April 27-30.

ADDITIONAL CONFERENCE ACTIVITIES

Discussant, Political Communication pre-conference, Seattle, August 2011.

Participant, Roundtable on the Making of the Presidential Candidates 2008. American Political Science Association annual meeting, Chicago, Aug. 30-Sept. 2, 2007.

Discussant, Western Political Science Association annual meeting, Las Vegas, March 2007.

Discussant, Midwest Political Science Association annual meeting, Chicago, April 2006.

Panel chair, Midwest Political Science Association annual meeting, Chicago, April 2003.

DATASET

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.

RESEARCH EXPERIENCE

Graduate Research Assistant, Department of Political Science, University of Wisconsin
Kenneth Goldstein, May 2000-July 2003.

Helped establish the Wisconsin Advertising Project, which collects and codes
political advertising from the top 100 media markets in the U.S.

(www.polisci.wisc.edu/tvadvertising)

Diana Mutz, January-August 1999

Conducted library research and data analysis for several projects

Editorial Assistant, *Political Behavior*, January-August 1999

Office Assistant, House of Commons, London UK

Hon. Martin O'Neill, MP, January-May 1996

RESEARCH INTERESTS

Political Communication, Media and Politics, Presidential Nominations, Campaign Effects,
Voter Learning and Choice, Political Participation, Political Methodology

TEACHING EXPERIENCE

Department of Political Science, Washington State University

American National Government

Honors American Government

Media and Politics

Voting and Elections

Introduction to American Government and Processes (graduate)

Political Behavior (graduate)

Political Science Research Methods (graduate)

Quantitative Research Methods (graduate)

Teaching Assistant, ICPSR Summer Methods Program, University of Michigan

Maximum Likelihood Estimation, Charles Franklin (Summer 2000, 2001, 2002)

Quantitative Criminal Justice Data, James Lynch (Summer 2000)

Workshop Presenter, Introduction to L^AT_EX (text processing software), University of Wisconsin-
Madison (Spring 2002)

EXTERNAL GRANTS

Co-Principal Investigator. "Political Advertising in 2012." Knight Foundation, Spring 2012,
\$248,000.

Co-Principal Investigator. "Political Advertising in 2012." Rockefeller Brothers Foundation, Fall 2011, \$80,000.

Co-Principal Investigator. "Political Advertising in 2010." Knight Foundation, Fall 2010, \$100,000.

Co-Principal Investigator. "Political Advertising in 2010." Sunlight Foundation, Spring 2010, \$25,000.

Co-Principal Investigator. Canadian Studies Program Enhancement Grant, Government of Canada, Fall 2009, \$4,000.

Co-Principal Investigator. Canadian Studies Program Enhancement Grant, Government of Canada, Fall 2008, \$3,700.

Co-Principal Investigator. Canadian Studies Program Enhancement Grant, Government of Canada, Fall 2007, \$3,600.

Co-Principal Investigator. "Study of Attitudes and Global Engagement," Japanese Ministry of Education and Thomas S. Foley Institute for Public Policy and Public Service, Fall 2004, \$72,500.

INTERNAL GRANTS

Meyer Project Award, College of Liberal Arts, Washington State University, Spring 2010, \$5,000.

Research Faculty Travel Grant, College of Liberal Arts, Washington State University, Spring 2009, \$1,200.

Meyer Grant Development Award, College of Liberal Arts, Washington State University, Fall 2008, \$5,000.

Faculty-led Study Abroad Internationalization Award, Washington State University, Spring 2007, \$2,000.

Principal Investigator. "Voter Persuasion in the 2004 Presidential Nomination Campaign," Washington State University, Fall 2003, \$700.

AWARDS AND HONORS

Early Achievement in Scholarship Award, Washington State University, College of Liberal Arts, March 2011.

Graduate Student Faculty Appreciation Award, Washington State University, Department of Political Science, April 2007, April 2008.

Graduate Student Faculty Appreciation Mentoring and Advising Award, Washington State University, Department of Political Science, April 2007, April 2008.

Fellow, International Canadian Studies Institute, British Columbia and Yukon, Summer 2006.

Freshman Seminar Shared-Course Faculty Award, Washington State University, Spring 2004.

PROFESSIONAL SERVICE

Editorial board member, *Political Research Quarterly*, 2012 - present.

Executive Committee, Political Communication Section, American Political Science Association, 2009-2011.

Section Chair, Political Communication, American Political Science Association annual meeting, Seattle, September 2011.

Section Chair, Media and Politics, Pacific Northwest Political Science Association annual meeting, Victoria, British Columbia, October 2009.

Ad hoc Reviewer for *American Journal of Political Science*, *American Politics Research*, *American Political Science Review*, *British Journal of Political Science*, *European Political Science Review*, *French Politics, Government and Opposition*, *Harvard International Journal of Press/Politics*, *International Journal of Press/Politics*, *Journal of Legislative Studies*, *Journal of Political Marketing*, *Journal of Politics*, *Legislative Studies Quarterly*, *Media, War and Conflict*, National Science Foundation, *New Media and Society*, *Political Behavior*, *Political Communication*, *Political Research Quarterly*, *Politics and Gender*, *Politics and Policy*, *Polity*, *Public Opinion Quarterly*, Routledge, *Social Science Quarterly*, University of Pennsylvania Press, Wadsworth, W.W. Norton.

UNIVERSITY AND DEPARTMENTAL SERVICE

Washington State University, Department of Political Science

Member, Public Law Search Committee, 2011-2012.

Member, Public Policy Search Committee, 2009-2010.

Member, Undergraduate Committee, 2008-2009.

Member, American Politics Search Committee, Spring 2007.

Member, Matriculation Exam Committee, 2007-present.

Member, Graduate Studies Committee, 2005-2006, 2009-2010, 2011-present.

Member, American Politics Search Committee, Spring 2006.

Member, Chair's Advisory Council, 2005-2007.
Adviser, Pi Sigma Alpha, Political Science Honor Society, 2005-2007.
Member, American Politics Search Committee, Fall 2005.
Co-coordinator, Research and Methods Symposium, 2004-present.
Member, Undergraduate Awards and Scholarships Committee, 2003-2004

PROFESSIONAL MEMBERSHIPS

American Political Science Association
Political Communication Division, APSA
Midwestern Political Science Association
Society for Political Methodology
Southern Political Science Association

ADDITIONAL ACTIVITIES

Member, Washington State Citizen Initiative Review Research Team.

Election Night Consultant, CBS News. November 2004, 2006.

Interviewed by National Public Radio (All Things Considered), *Washington Post*, *New York Times*, *USA Today*, *Asahi Shimbun* (Japan), *The Hill*, *Atlanta Journal Constitution*, *San Diego Union Tribune*, *Sacramento Bee*, *New York Daily News*, *Seattle Post-Intelligencer*, *Spokesman-Review* (Spokane, Washington), *Olympian* (Olympia, Washington), *Yakima Herald-Republic*, *Everett* (Washington) *Herald*, *Moscow Pullman Daily News*, *Lewiston* (Idaho) *Morning Tribune*, CBS Radio News, Northwest Public Radio, KQED radio (San Francisco), KMAX radio (Colfax, Washington), KOMO radio (Seattle), KONA radio (Tri-Cities, Washington), KXLY radio (Spokane, Washington)

Presenter, "Sharing Data Through the WSU Dataverse," Research and Methods Symposium, Washington State University, January 2008.

Panelist, Pre-Election Forum, Foley Institute, Washington State University, October 2006.

Presenter, "Doing Cross-National Survey Research: The SAGE Project," Research and Methods Symposium, Washington State University, October 2005.

Panelist, "The 2004 Election: Battlegrounds, Horse Races, and Implications for the Future," Foley Institute Policy Forum, Washington State University, October 2004.

Presenter, "It's Ruining My Christmas! Measuring Exposure to Political Ads on Television," Research and Methods Symposium, Washington State University, January 2004.

Presenter, "Electronic Voting," Pullman League of Women Voters, January 2004.

