

November 12, 2009

## Michael M. Franz

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### Academic Positions

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

Instructor, Department of Political Science, University of Wisconsin—Madison, Spring 2003

### Education

Ph.D. in Political Science, University of Wisconsin—Madison, May 2005

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

### Books

*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*, 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* and *Political Science Quarterly*]

### Articles (\* indicates peer-reviewed article)

\*Michael Franz and Travis Ridout. Forthcoming 2009. "Political Advertising and Persuasion in the 2004 and 2008 Presidential Elections," *American Politics Research*.

\*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).

\*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

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

Michael Franz. Forthcoming 2010. "Political Action Committees, 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: Congressional Quarterly Press.

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*. 4<sup>th</sup> Edition. Boulder, CO: Westview Press., pp.141-160.

## Working Projects

*The Persuasive Power of Political Advertising*, book manuscript (with Travis Ridout), under review

"The Effects of Advertising Content on Voter Evaluations and Choice," article under review

"Loose Cannons or Loyal Foot Soldiers: Interest Group Issue Convergence in U.S. Senate Races," book chapter under review

“Microtargeting Through Political Advertising” (with Travis Ridout)

## Conference Presentations

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

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.

Public opinion towards Supreme Court, for Professor Charles Franklin, Department of Political Science, UW-Madison. Duties included: Assembling newspaper coverage of Supreme Court decisions for major newspapers from 1988-1998. Fall 1999 – Summer 2000

## Instructional Experience

### *Bowdoin College*

GOV 101, Citizenship and Representation in American Politics [First-year Seminar], Fall 2005  
 GOV 150, Introduction to American Government, Fall 2006, Spring 2008, Spring 2010  
 GOV 205, Campaigns and Elections, Fall 2006, Fall 2007  
 GOV 208, Mass Media and Politics, Spring 2006, Spring 2007  
 GOV 209, Introduction to Political Behavior, Fall 2005, Fall 2007, Fall 2009  
 GOV 255, Quantitative Analysis in Political Science, Spring 2006, Spring 2010  
 GOV 308, Money and Politics [Senior Seminar], Spring 2007, Spring 2008, Fall 2009

### *Other*

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

## Honors and Awards

Faculty Leave Supplement, Bowdoin College, 2008-09

Faculty Research Award, Bowdoin College, 2008-09

Congressional Research Award, The Dirksen Congressional Center, 2002 and 2008

Winner, APSA Schattschneider Award, 2007—for the best doctoral dissertation in the field of American government

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 3<sup>rd</sup> 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

## **College and Departmental Service**

Member, Student Fellowships and Research Committee, Bowdoin College (2009-2012)

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

## **Professional Activities**

Member, Project Vote Smart Key Vote Advisory Board, for Maine, 2006-present

Member: American Political Science Association  
 Midwest Political Science Association  
 Southern Political Science Association

Article Reviewer: *Journal of Politics* – 2003-2009  
*American Politics Research*—2006, 2008-09  
*Political Behavior*—2007, 2009  
*American Journal of Political Science*—2007-09  
*American Political Science Review*—2008  
*Political Research Quarterly*—2009  
*Public Opinion Quarterly*—2008

Manuscript Reviewer for Sage Publications, Oxford University Press

## Other Activities

Election and Politics commentary on Portland, Maine’s NBC affiliate, WCSH Channel 6—numerous appearances in 2008 and 2009

Invited Lecture, University of Wisconsin-Madison, March 2, 2009—to discuss 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

Presenter, "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)

Presenter, Political Science Department Teaching Colloquium, April 7, 2004 (on technology in the classroom), UW-Madison

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 ([www.polisci.wisc.edu/~behavior](http://www.polisci.wisc.edu/~behavior))

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

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(608)263-2022  
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(608)263-2414  
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