Women on the Run

*Gender, Media, and Political Campaigns in a Polarized Era*

Claims of bias against female candidates abound in American politics. And although these purported obstacles don’t doom women to electoral failure, they raise a formidable series of barriers that complicate women’s path to elective office. Or so the conventional wisdom goes. *Women on the Run* challenges that prevailing view and argues that the declining novelty of women in politics, coupled with the polarization of the Republican and Democratic parties, has left little space for the sex of a candidate to influence modern campaigns. The book’s in-depth analyses of the 2010 and 2014 congressional elections reveal that male and female House candidates communicate similar messages on the campaign trail, receive similar coverage in the local press, and garner similar evaluations from voters in their districts. When they run for office, male and female candidates don’t just perform equally well on Election Day – they also face a very similar electoral landscape.

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