How to Run for Political Office (as a Woman) During a Pandemic

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Turning Gendered Weaknesses into Strengths

Normal Times
• Voters want candidates with masculine traits & qualities and assume women don’t have these qualities
• Voters do not want candidates with feminine traits and qualities

Covid Times
• Women can show they have masculine/leadership competencies through actions that play on women’s strengths as leaders
Constituent / Voter Outreach

• Constituent Service is a stereotypic strength of women politicians

• As a candidate help connect constituents with resources they need from the community and from local governments such as:
  1. Medical Care
  2. Food Banks, School meal pick-ups
  3. Voter registration, absentee ballot requests
  4. Whatever else you can think of!
Giving Communities What They Need

1. Show proficiency at producing desirable outcomes from government

2. Demonstrate experience, knowledge, competency – these are all qualities that the average voters assumes the average woman candidate lacks

3. Alleviate anxiety by giving individuals helpful information, anxiety triggers a search for negative information that confirms anxiety, you can stop this
Possibly Useful Academic Articles


- Ditonto, Tessa M. forthcoming. “Direct and indirect effects of prejudice: sexism, information, and voting behavior in political campaigns.” *Political Behavior*

*Please note that many of these articles are behind a paywall. If you contact the authors, they are more than happy to share the research with you.*