

When Playing the Woman Card is Playing Trump: Assessing the Efficacy of Framing Campaigns as Historic

Appendix A: Experimental Stimuli

State House Member Announces Run for Governor

By Bob Emerson
The Virginia Post
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State Representative Jennifer Adams announced her intention to run for Governor of Virginia this afternoon.

In an announcement expected by many, Adams said “I have served in the State House for eight years. In the time that I have served the members of my district in a number of ways. I have created a pro-business environment that brought jobs to my constituents. I worked to increase the money spent on education and, in doing so, the number of students graduating from our schools increased as well. I want to bring those sorts of outcomes to the state of Virginia. For that reason, I am excited to announce that I will be running for governor next fall.”

Jon Bradley, a political scientist at Virginia State University notes that Adams faces an uphill battle to win the nomination for her party and the governorship. “Adams has some stiff competition. And she’s popular among her constituents, but is not well known across the state.”

An Adams constituent, Joshua Walsh, said he was excited to see Adams run. “She’s been a good representative and I think she’ll make a good governor as well. She’s got my vote.”

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Jon Bradley, a political scientist at Virginia State University notes that Adams faces an uphill battle to win the nomination for her party and the governorship. “Adams has some stiff competition. And she’s popular among her constituents, but is not well known across the state. Still, she’s a historic candidate. If she wins, this is an enormous step for female politicians in Virginia.”

An Adams constituent, Joshua Walsh, said he was excited to see Adams run. “She’s been a good representative and I think she’ll make a good governor as well. Plus, I want my eight-year-old daughter to see more women in politics, to know that someday she can do that. Adams has got my vote.”