**Appendix**

Keyword Search

Keywords were generated by a reactive list of terms identified through the transcription editing process. After the full list was constructed after the last transcript was edited, a keyword search was conducted for each of the 37 candidates. When a term was identified, I read the context in which the term was used to ensure that experiential rhetoric was deployed. For each term, stemmed words (e.g., talking) was also accounted for. The running list of keyword searches are below:

|  |  |  |
| --- | --- | --- |
| Lived experience | I experienced | My experience |
| I live | I lived |  |
| My family | Our family |  |
| My Children | My child |  |
| My Son/s |  |  |
| My Daughter/s |  |  |
| I grew | We grew |  |
| My parents |  |  |
| My race |  |  |
| My gender |  |  |
| My life | Our life |  |
| Black woman | Woman |  |
| Black man | Man |  |
| My husband | My wife | My partner |

Full Candidate List and Data

Below is the full list of candidates and their experiential values. All the candidates except for Catania and Schwartz are Democrats, so their partisanship was not recorded. The ages are respective of the time they were running for office, not the present day.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Last name** | **Gender** | **Race/Ethnicity** | **Age** | **Location** | **Experiential Rhetoric** |
| Allen | Male | Black | 46-55 | Washington D.C | 10.5 |
| Ammanamanchi | Male | Non-Black[[1]](#endnote-1) | 25-35 | Atlanta | 0 |
| Amon | Male | White | 46-55 | Atlanta | 8.2 |
| Bartell | Male | Black | 46-55 | Atlanta | 0 |
| Bottoms | Female | Black | 46-55 | Atlanta | 28.6 |
| Bowser | Female | Black | 36-45 | Washington D.C | 8.6 |
| Brown | Female | Black | 65+ | Chicago | 11.4 |
| Catania | Male | White | 65+ | Washington D.C | 3.1 |
| Chico | Male | White | 56-65 | Chicago | 13.2 |
| Daley | Male | White | 65+ | Chicago | 5.2 |
| Eaves | Male | Black | 36-45 | Atlanta | 8.23 |
| Enyia | Female | Black | 36-45 | Chicago | 5.9 |
| Evans | Male | White | 56-65 | Washington D.C | 15.7 |
| Fioretti | Male | White | 65+ | Chicago | 0 |
| Ford | Male | Black | 46-55 | Chicago | 9.6 |
| Fort | Male | Black | 56-65 | Atlanta | 6.2 |
| Gray | Male | Black | 65+ | Washington D.C | 11.9 |
| Green | Male | Black | 25-35 | Chicago | 16.6 |
| Hall | Male | Black | 46-55 | Atlanta | 18.6 |
| Joyce | Male | White | 65+ | Chicago | 21.7 |
| King | Male | Black | 25-35 | Atlanta | 18.4 |
| Kozlar | Male | White | 25-35 | Chicago | 17.7 |
| Lewis | Female | Black | 56-65 | Washington D.C | 22.2 |
| Lightfoot | Female | Black | 56-65 | Chicago | 24.3 |
| McCarthy | Male | White | 56-65 | Chicago | 16.8 |
| Mendoza | Female | Hispanic[[2]](#endnote-2) | 46-55 | Chicago | 22.7 |
| Mitchell | Male | Black | 46-55 | Atlanta | 24.7 |
| Norwood | Female | White | 56-65 | Atlanta | 7.8 |
| Orange | Male | Black | 56-65 | Washington D.C | 7.8 |
| Preckwinkle | Female | Black | 65+ | Chicago | 3.8 |
| Schwartz | Female | White | 65+ | Washington D.C | 8.8 |
| Shallal | Male | Iraqi-American | 56-65 | Washington D.C | 10.2 |
| Sterling | Male | Black | 25-35 | Atlanta | 16.6 |
| Vallas | Male | White | 65+ | Chicago | 11.4 |
| Wells | Male | White | 56-65 | Washington D.C | 6.2 |
| Wilson | Male | Black | 65+ | Chicago | 2 |
| Woolard | Female | White | 56-65 | Atlanta | 4.2 |
| Wrightson | Male | White | 56-65 | Atlanta | 3.2 |

Though Jerry Joyce is a white male candidate with a high experiential rhetoric count, his value is largely driven by his reference count being well below the average. Joyce spoke 20 times in the transcripts, and the average reference count in Chicago was 74.46 times. The same is true for Susana Mendoza in Chicago and Rita Joe Lewis in Washington D.C.

1. Rohit Ammanamanchi refers to himself as neither white, nor Black. Source: <https://cbatl.org/wp-content/uploads/2017/09/Mayor-Rohit-Ammanamanchi.pdf> [↑](#endnote-ref-1)
2. Though Hispanic is an ethnicity, I’ve used the term Mendoza and Shallal identifies with from their website. [↑](#endnote-ref-2)