

# Voices

IOWA STATE UNIVERSITY  
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A NEWSLETTER FROM THE CARRIE CHAPMAN CATT CENTER FOR WOMEN AND POLITICS

## Sen. Clinton to Visit Iowa State as Fall Mary Louise Smith Chair

U.S. Sen. Hillary Rodham Clinton (D-NY) will visit Iowa State University this semester as the Fall 2007 Mary Louise Smith Chair in Women and Politics. The former First Lady has formed an exploratory committee to seek the Democratic Party's nomination for president in 2008.

"The Catt Center is pleased to have hosted every woman who has sought the Republican or Democratic Party nomination for president since 1995, when the Mary Louise Smith Chair was established," said Dianne Bystrom, Center director. The other women presidential candidates hosted by the Catt Center are



Hillary Rodham Clinton

U.S. Sen. Elizabeth Dole (R-NC), the 1999 Mary Louise Smith Chair who sought the Republican nomination for president that year, and former U.S. Sen. Carol Moseley Braun (D-IL), who visited Iowa State in Spring 2004 while seeking the Democratic nomination for president.

"We hope to confirm a date with Sen. Clinton very soon," Bystrom added, noting that her public presentation as the Fall 2007 Mary Louise Chair—which will focus on women and leadership—will most likely be in October. The Center also has begun work to secure a prominent Republican woman political leader for the Spring 2008 Mary Louise Smith Chair.

Sen. Clinton will be the 16<sup>th</sup> prominent woman leader to visit Iowa State as the Mary Louise Smith Chair in Women and Politics. The chair was created in 1995 to honor Smith, an Iowa native, longtime political and civic leader, and the first and only woman to chair the Republican National Party (1974-1977). The purpose of the Smith chair is to bring nationally renowned political leaders, scholars and activists to Iowa State to enrich the experiences of students and educate citizens about the role of women in the political process. Following in the footsteps of Mary Louise Smith, the chair serves as an inspiration and role model for students as well as members of the university and Iowa communities.

## Workshop Prepares Women to Run for Political Office

The Carrie Chapman Catt Center for Women and Politics and the League of Women Voters of Ames hosted approximately 50 participants from around the state of Iowa on June 1 for their "Ready to Run: Campaign Training for Women" workshop. The Center and the League received a grant from the Center for American Women and Politics at Rutgers University to offer the non-partisan program for anyone considering seeking elected or appointed office, working on a campaign or becoming more involved in the political process.

Participants chose to attend one of two tracks based on whether they were interested in running for office in the near future or if they were interested in getting more information on how to get involved. Sessions included such topics as launching a campaign, laying the

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## *Ready to Run* *continued from front page*

groundwork for public life, and navigating Iowa's political parities. All participants also attended sessions on fundraising and lessons from the campaign trail.

Speakers for the workshop included women and men from around the state with various political backgrounds. Elected and appointed officials, campaign experts and party leaders shared their expertise and information on running for office or becoming more politically active.

Speakers included: State Senators Staci Appel (D-Ackworth) and Mary Lundby (R-Marion); State Representatives Carmine Boal (R-Ankeny), Lisa Heddens (D-Ames) and Beth Wessel-Kroeschell (D-Ames); former State Sen. Maggie Tinsman (R-Davenport); Ames Mayor Ann Campbell; Des Moines City Council member Christine Hensley; former Ames City Council member Sharon Wirth; Jane Halliburton, Story County Board of Supervisors; Mary Ann Spicer, Polk County Republican Women; Joe Shannahan, Democratic campaign strategist, and Karen Slifka, Republican campaign strategist, Lincoln Strategies of Des Moines; Democratic campaign strategist JoDee Winterhoff; Diane Crookham-Johnson, former finance chair of the Republican Party of Iowa; and Andy McGuire, Democratic candidate for lieutenant governor.

Christine Jahnke, president of Positive Communications of Washington, DC,



served as the luncheon keynote speaker. She provided an interactive media training session on such topics as tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message and public speaking techniques. Ready to Run participants had the opportunity to conduct mock interviews and on-camera practice sessions.

"Research shows that campaign schools are key to encouraging more women to run for political office and providing them with the knowledge and skills they need to be successful," said Dianne Bystrom, Center director.

Evaluations of the workshop were overwhelmingly positive. "This was a great event, very empowering and informative. We need more events like this in the state to inspire us and to educate future leaders," wrote one participant. "You did a great job in creating a workshop that was non-partisan, educational and inspiring," wrote another participant.

"This first workshop was based on the model developed by the Center for American Women in Politics," Bystrom said. "We are taking the comments provided by the participants very seriously in planning our next workshop. It is important to offer a program that meets the needs of Iowa women who are becoming more politically involved."

Based on the success of the workshop, the Catt Center and League plan to make this a ongoing event held every other year. They are currently working to organize an advisory board to help plan future "Ready to Run" workshops.

*Dianne Bystrom introduces Joe Shannahan and Karen Slifka from Lincoln Strategies, who explained to participants how to launch their political campaign.*

## **Four Students Join Catt Center Staff**

The Carrie Chapman Catt Center is please to welcome its new student staff members.

**Maggie Luttrell**, a senior in Women's Studies and History from Jacksonville, IL, is serving as the ACT Learning Community peer mentor. Luttrell is active on campus as the Ames City Council/Government of the Student Body (GSB) ex-officio council member, chair of the Student Affairs Committee, GSB representative and vice president of Catt Associates.

**Ashley Margo**, a sophomore in in Journalism/Mass Communications with an emphasis in Public Relations from Eden Prairie, MN, is working as the student assistant for the Plaza of Heroines. Margo is a member of Sigma Kappa sorority, where she is currently the public relations chair. She also participates Yell Like Hell, Lip-Sync, intramurals and cheering on the Cyclone football team.

**Hillary Noneman**, a sophomore in Elementary Education from Keokuk, IA, is working as the Archives of Women's Political Communication research assistant. Noneman is active with the Ballroom Dance Club, is a leader for the 2007 freshman Honors Program, participates in various intramural sports and volunletters with Circle-K. She also was a member of the 2006 ACT Learning Community.

**Azure Ryerson**, a junior in Communication Studies with minors in Family Finance and Housing Policy and Entrepreneurial Studies from Eagle Grove, IA, serves as the student office assistant. Since 2005, Ryerson has been active with the Iowa State dance team, which performs at football and basketball games. She plans to pursue a career in human resource management.

## Catt Center Staff Members Active in Research, Outreach, Community Service

This past year has been an active one for the staff of the Carrie Chapman Catt Center as they continue their professional, personal and academic pursuits.

**Dianne Bystrom** (director) has completed one book chapter and three entries for encyclopedias that will be published in 2007-08. She is the author of "Stereotypes, Double Standards, and Campaign Communication," which will appear in the book, *Women in U.S. Politics: Exploring New Gender Dynamics*, to be published by Lynne Rienner Publishers. She wrote entries on the "Carrie Chapman Catt Center for Women and Politics" and "Women Candidates, Advertising" for the *Encyclopedia of Political Communication*, to be published by Sage Publications Inc. She also wrote an entry on "Carrie Chapman Catt" for *Women in American History: An Encyclopedia*, to be published by Facts on File Inc.

Bystrom also is participating in two panel presentations at the annual convention of the National Communication Association Nov. 15-18 in Chicago. She is a presenting panelist on "The Rhetorical Challenges of the 2008 Presidential Primaries and Caucuses" and is the respondent to papers presented on a panel titled "Elections and Campaigns."

As the presidential campaign heats up both nationally and in the state of Iowa, Bystrom has been interviewed by numerous international, national and state media, including *USA Today*, *The Christian Science Monitor*, *The Associated Press*, *The Jerusalem Post*, *The New York Press*, *The Buffalo (NY) News*, *The Desert (Salt Lake City) Morning News*, *The Des Moines Register*, KCBS Radio in San Francisco and WHO Radio Iowa. She has been interviewed on a variety of topics,

including the presidential campaigns of Sen. Hillary Rodham Clinton, former Sen. Barack Obama and former Gov. Mitt Romney; the Iowa Republican Straw Poll; campaigning at the Iowa State Fair; the results of several Republican and Democratic presidential candidate preference polls; the efforts of presidential campaigns to reach out to women voters; the focus of the media on candidate appearance; and whether families of presidential candidates affect their campaign efforts and, eventually, vote choice.

**Chris Fowler** (student program coordinator) served on the planning committee for the spring Iowa State Conference on Race and Ethnicity (ISCORE). Following her participation with ISCORE, she was part of the Iowa State delegation to the National Conference on Race and Ethnicity held in San Francisco in May. During the conference, she was selected as one of the team leaders. Her team focused on Latino/a cultures and traveled to various parts of the city exploring Latino/a art, food and experiences.

Fowler has also been active in teaching on campus. During Spring 2007, she co-taught "Leadership, Personal and Professional Explorations for Women" (LAS 288) and an Honors course on "Electronic Relationships."

In addition to her work on campus, Fowler is active in the community, serving on the board of directors of ACCESS and the Ames Girls Softball Association.

**Julie Snyder-Yuly** (assistant director) was promoted to assistant director of the Catt Center and Women's Studies. This news capped off a very busy year. Snyder-Yuly taught "Leadership Styles and Strategies in a Diverse Society" (LAS/WS 222) in the fall and co-taught "Leadership, Personal and Professional

Explorations" (LAS 288) in the spring. In addition to teaching, she was selected to participate in Leadership Ames XX, which took place from September 2006 to May 2007.

In February, Snyder-Yuly presented "Racism in the Organizational Structure: Creating the Perfect Minority Role Model" and served as a panel chair at the Western States Communication Association conference in Seattle. In March, she traveled to Rutgers University in New Jersey to observe its "Ready to Run" workshop in preparation for the Center to host its training session in June. She is also the co-author of "Any Four Black Men Will Do: Rape, Race and the Ultimate Scapegoat," which was published in the *Journal of Black Studies* in July.

Recently, Snyder-Yuly was selected to serve as a Discrimination and Harassment Assistor for the College of Liberal Arts and Sciences. In August, she received two awards for her stained glass work at the Iowa State Fair.

### HOLD THE DATE!

The College of Liberal Arts and Sciences, the Carrie Chapman Catt Center for Women and Politics and the ISU Theatre are sponsoring "The Yellow Rose of Suffrage" as part of Iowa State University's sesquicentennial celebration.

This one-woman performace by Jane Cox illustrates the life and words of Iowa State alumna Carrie Chapman Catt. Catt was president of the National American Woman Suffrage Association at the time women were granted the vote in the United States.

The performance will be held in Fisher Theater on Thursday, Sept. 23, at 7:30 p.m. and is free of charge.

## Obama, Giuliani Win Straw Poll During Destination Iowa State

Music blared. Dunk tanks and other carnival games were set up. And individuals participated in a Presidential Straw Poll on the grounds of the Iowa State Center at Iowa State University.

No this wasn't the Iowa Republican Straw Poll, but instead a straw poll determining the presidential preferences of Iowa State University freshmen.

The College of Liberal Arts and Sciences and the Carrie Chapman Catt Center for Women and Politics sponsored a Presidential Straw Poll for both Democratic and Republican candidates for president Thursday, Aug. 16, during Destination Iowa State. Destination Iowa State is a program designed to ease the transition to college for new Iowa State students.

Almost 500 students participated in the LAS/Catt Center poll with former U.S. Sen. Barack Obama (D-IL) and Rudy Giuliani, former New York City mayor, coming out on top.

Obama swept to the Democratic Party victory with 65% of the vote. U.S. Sen. Hillary Rodham Clinton (D-NY) finished second with 17% with former U.S. Sen. John Edwards (D-SC) coming in third with 10%.

Dianne Bystrom, director of the Catt Center, says a recent poll indicated that Obama appeals to voters who are most interested in "new ideas," while Clinton polls better with voters who are interested in "experience" in presidential candidates.

"I think Obama is popular with the young voters who participated in this straw poll because he is young and different from the more politically established candidates running for president," she said.

"I am surprised that Clinton did not do better in this poll," Bystrom continued. "She holds a strong lead in the national polls, but in Iowa it's a dead heat between Clinton, Obama and Edwards. Perhaps the younger voters in this straw poll see Sen. Clinton more as an 'establishment' candidate and do not see her as providing something new as the first woman to lead the national polls as a presidential candidate in one of the major parties."

On the Republican side, Giuliani captured 33% of the vote, while former Massachusetts Gov. Mitt Romney was second with 25%. Congressman Ronald Paul (R-TX) was third with 9%.

"It looks like Romney's expected victory in the (recent) Iowa Straw Poll did nothing to improve his national standing, where he is still fourth," Bystrom said. "The Iowa Straw Poll did shore up his strength in Iowa, but apparently not so much with younger voters who participated in this (LAS / Catt Center) straw poll."

"As for Giuliani's strong showing, he does well with moderate Republicans and Independents. My guess is that voters in this straw poll were more moderate than other Republican voters."

Bystrom says the larger number of Democrats participating in the Iowa State straw poll may reflect that they are happier with their choices.

"Many polls show that Democrats are happier with their choices in presidential candidates than Republicans," she said. "Happy voters are more likely to participate in straw polls. Republicans who have not settled on a candidate would not be as likely as Democrats to participate."

*Story by Dave Gieseke  
LAS Director of Communications*

## Archives of Women's Political Communication Available

The Carrie Chapman Catt Center's Archives of Women's Political Communication is up and ready for use.

Currently, the virtual archives feature the political speeches of 42 women who represent governors and lieutenant governors, United States senators and representatives, historical figures, Mary Louise Smith Chairs and First Ladies. More than 200 speeches, organized into 62 categories, are available on the archives website. The archives can be searched by name of the speaker, category of speech or category of speaker.

The Center is working to get copies of speeches from all current women governors, lieutenant governors and members of Congress. The next step will be to gather speeches from women who formerly held office and those involved in the Suffrage Movement. Eventually, the Center plans to broaden its collection with the inclusion of speeches by international women in politics.

In addition, the Center is in the process of establishing an archives advisory board to help with the gathering of speeches and promotion of the archives to researchers, educators and students.

The archives are available at: <http://www.womenspeecharchive.org/>



*A student takes time to vote in the LAS Straw Poll during Destination ISU.*