

## PATRICIA STRACH

Robert Wood Johnson Scholars in Health Policy Research  
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### EMPLOYMENT

Fellow, Robert Wood Johnson Scholars in Health Policy Research. Harvard University. (2008-2010)  
Assistant Professor, Department of Political Science and Department of Public Administration and Policy, University at Albany, State University of New York. (2004-current[on leave])

### EDUCATION

Ph.D. University of Wisconsin-Madison, July 2004 (Political Science)  
Committee: John J. Coleman (chair), John F. Witte, Katherine Cramer Walsh  
M.A. University of Wisconsin-Madison, 1999 (Political Science)  
B.A. University of California at Davis, 1995 (Political Science)  
University Diploma, University of Kent at Canterbury U.K., 1994 (Social Sciences)

### RESEARCH

#### PUBLICATIONS (\* indicates peer reviewed)

##### Books

- \*Patricia Strach. 2007. *All in the Family: The Private Roots of American Public Policy*. Stanford, CA: Stanford University Press.
- Ken Goldstein and Patricia Strach (eds). 2003. *The Medium and the Message: Television Advertising and American Elections*. Prentice Hall: Upper Saddle River, New Jersey.

##### Journal Articles and Book Chapters

- \*Kathleen Sullivan and Patricia Strach. "Gender, Race, and Governance" (book chapter for *The Politics of Inclusion and Exclusion: Controversies and Strategies for 21<sup>st</sup> Century Policy and Politics*, David Ericson (ed) under contract with Routledge).
- \*Virginia Sapiro, Katherine Cramer Walsh, Patricia Strach, and Valerie Hennings. (Forthcoming). "Gender, Context, and Television Advertising: A Comprehensive Analysis of 2000 and 2002 House Races." *Political Research Quarterly*.
- \*Patricia Strach and Kathleen Sullivan (Forthcoming). "The State's Relations: What the Institution of Family Tells Us about Governance." *Political Research Quarterly*.
- \*Patricia Strach. Winter 2009. "Making Higher Education Affordable: Policy Design in Post-War America." *Journal of Policy History*.

\*Patricia Strach. 2006. "The Politics of Family." *Polity*. 38: 2.

Ken Goldstein and Patricia Strach. 2003. "Introduction." Ken Goldstein and Patricia Strach (eds.) *The Medium and the Message: Television Advertising and American Elections*. Prentice Hall: Upper Saddle River, New Jersey.

#### Other (short articles and book reviews)

Book Review of *A Mother's Work: How Feminism, the Market, and Policy Shape Family Life*, by Neil Gilbert. 2008. *Perspectives on Politics*. 6:4.

Book Review of *By Order of the President: FDR and the Internment of Japanese Americans*, by Greg Robinson. 2003. *Congress and the Presidency*. 30:1.

"Budget and Economy." 2004. *The Reporter's Source Book*. Project Vote Smart.

"Social Welfare Policy: Social Security, Medicare, and Welfare." 2002. *The Reporter's Source Book*. Project Vote Smart.

### **BOOK MANUSCRIPT IN PROGRESS**

*Commodity Politics: Citizens, Consumers, and Public Policy*. From "pink" cereal that supports breast cancer research to bottled water that helps fight disease abroad, non-profits and companies are increasingly working together to address social problems. Together these two actors create coordinated marketing campaigns for specially made or marketed products—a portion of the sale of these items benefits a designated cause. The intense marketing of products tied to social causes, or "commodity politics," challenges conventional political research that organized interests lobby the government when they wish to address social problems. Indeed, non-profits and companies have provided another arena in which citizens (as consumers) get involved—the nation's supermarkets and shopping malls. The actions of these activists open up a number of questions at the heart of this project: *Why have non-profits and companies turned to cause marketing for issues already addressed by the federal government? What effect does marketing of public problems have on citizens' perceptions of policy issues and of the government's role in ameliorating them?*

Research supported by the Robert Wood Johnson Foundation, National Science Foundation (SES-0912666), University at Albany, State University of New York (FRAP B)

### **RESEARCH INTERESTS**

The intersection of public and private institutions, origins and development of policy, policy process and political change, American political development, gender politics

### **HONORS**

#### **FELLOWSHIPS, SCHOLARSHIPS, GRANTS**

National Science Foundation Grant, "Commodity Politics: Citizens, Consumers, and Public Policy." SES-0912666, \$147,541 (2009-2011)

Robert Wood Johnson Scholar in Health Policy Research, Harvard University (2008-2010)

Faculty Research Award Program (FRAP B), University at Albany (2007)

Nuala McGann Drescher Leave Program, University at Albany (2007)

University of Wisconsin-Madison Dissertator Fellowship (2003-2004)

Dirksen Congressional Research Award (2003)  
Vilas Travel Grant, University of Wisconsin-Madison (Spring 2003)  
Graduate Fellow of the Institute for Legal Studies, University of Wisconsin-Madison (2002-2004)  
University WARF Fellow, University of Wisconsin-Madison (1998-1999)  
Vilas Welcome Award, University of Wisconsin-Madison (1998)  
Clyde Jacobs Distinguished Scholar, U.C. Davis Department of Political Science (1995)  
Frank A. Mesple Memorial Scholarship (1994-1995)  
University of California Regents Scholarship (1993-1995)  
University of California, Davis General Fund Scholarship Award (1993)

### **RECOGNITION AND AWARDS**

Pi Sigma Alpha Award for the best paper (“Beyond the State: Governance, Status, and Welfare Provision in the United States”) presented at the 2007 meetings of the Western Political Science Association (2008)  
Capstone PhD University Teaching Award, University of Wisconsin-Madison (2003)  
Political Science Teaching Award, University of Wisconsin-Madison (2003)  
Graduate Student Mentor Award, University of Wisconsin-Madison Graduate School (2002)  
Departmental Citation for Excellence in Political Science, U.C. Davis (1995)  
Phi Beta Kappa (1994)

### **TEACHING**

#### **TEACHING EXPERIENCE**

University at Albany, State University of New York, Departments of Political Science and Public Administration and Policy (2004-2008)  
University of Wisconsin-Madison, Department of Political Science (Fall 2001)

#### **COURSES TAUGHT**

##### Undergraduate

American Political Development  
Women, Politics, Power  
Feminist Social and Political Thought

##### Graduate

Public Policy Field Seminar  
Citizen Participation and Public Policy  
The Welfare State  
Qualitative Research Methods  
Institutional Foundations of Public Administration

## PROFESSIONAL ACTIVITIES

### INVITED PRESENTATIONS

- “All in the Family: The Private Roots of American Public Policy.” Arizona State University, Department of Political Science. April 3, 2007.
- “Making Education Affordable: Policy Design in Post-War America.” Rockefeller College Tuesday Policy Lunch. March 7, 2006.
- “Research from A-Z: Formulating Questions, Designing Research, Framing Projects.” University at Albany, Public Administration and Policy Brownbag. September 26, 2005
- “Navigating the Job Market.” University at Albany, Rockefeller College. September 2005 and March 2007
- “Political Science as a Field of Study.” University at Albany, Phi Sigma Alpha National Honor Society. October 29, 2004
- “Surviving the Job Market.” University at Albany, Rockefeller College. October 2004

### CONFERENCE PRESENTATIONS

- “Organizational Strategies in Breast Cancer Research Advocacy.” Presented at the American Political Science Association, Annual Meeting, Toronto, ON, September 3-6, 2009.
- “Close to Home: Variation in Media Attention to Public Health.” Presented at the American Political Science Association, Annual Meeting, Toronto, ON, September 3-6, 2009.
- “Consuming Politics: Breast Cancer Advocacy and the Marketing of Social Issues.” Robert Wood Johnson Scholars in Health Policy Research Program 15<sup>th</sup> Annual Meeting, Aspen, CO, May 27-30, 2009.
- Author Meets Reader Roundtable: Patricia Strach’s *All in the Family* and Kathleen Sullivan’s *Constitutional Context*. American Political Science Association, Annual Meeting, Boston, MA August 28-31, 2008.
- “All Politics is Local: Attention to Public Health and Framing across News Media.” Presented at the New York State Political Science Association, Annual Meeting, Albany, NY April 25-26, 2008.
- “Consuming Politics: Breast Cancer Advocacy and the Marketing of Social Issues.” Presented at the Western Political Science Association Annual Meeting, San Diego, CA March 19-22, 2008.
- “Prior Political Ground: What ‘Governance’ Can Teach Us about American Political Development.” Presented at the Western Political Science Association Annual Meeting, San Diego, CA March 19-22, 2008.
- “Citizenship and Governance.” Presented at the Law and Society Association Annual Meeting, Berlin, Germany, July 25-28, 2007.
- “Making Higher Education Affordable: Policy Design in Post-War America.” Presented at the Midwest Political Science Association Annual Meeting, Chicago, IL April 12-15, 2007.
- “Beyond the State: Governance, Status, and Welfare Provision in the United States.” Presented at the Western Political Science Association Annual Meeting, Las Vegas, NV March 8-10, 2007.

- “Beyond the Welfare State.” Presented at the Western Political Science Association Annual Meeting, Albuquerque, NM March 16-18 2006.
- “The Politics of Policy Design: Federal Funding for Higher Education.” Presented at the Association for Public Policy Analysis and Management Conference, Washington, D.C. November 3-5, 2005.
- “Family as a Political Lens: An Examination of Agriculture Rhetoric and Policy Justification.” Presented at the Women’s Caucus for Political Science, APSA Pre-Conference. Howard University, Washington, D.C. August 31, 2005.
- “Selling the Family: Post War Agriculture Policy Rhetoric.” Presented at the Western Political Science Association Annual Meeting, Oakland, CA, March 17-19, 2005.
- “Taxing the Family: Implementing America’s Tax Laws.” Presented at the Midwest Law and Society Retreat, Madison, WI, October 1-2, 2004.
- “Taxing the Family: Family Assumptions and Policy Change.” Presented at the annual meeting of the Western Political Science Association, Portland, OR, March 11-13, 2004.
- “Structural Assumptions in American Public Policy.” Presented at the annual meeting of the American Political Science Association, Philadelphia, PA, August 27-31, 2003.
- “Family, Politics, and American Public Policy.” Presented at the annual meeting of the Western Political Science Association, Denver, CO, March 27-29, 2003.
- “Doing Gender in Congressional Campaign Advertisements” with Virginia Sapiro, Katherine Cramer Walsh, and Ken Goldstein. Presented at the annual meeting at the Midwest Political Science Association, Chicago, April 25-28, 2002.
- “Women, Family, State: Two Cases from Botswana and Zimbabwe.” Presented at the annual meeting of the Western Political Science Association, Long Beach CA, March 22-24, 2002.
- “Widows, Wives and Felons: Understanding Women in Locke's Second Treatise” presented at the annual meeting of the Midwest Political Science Association, Chicago, April 19-22, 2001.
- “From Gentlewomen to Congressional Members: Women's Representation and the Congressional Caucus for Women's Issues” poster presented at the Women Transforming Congress conference, Carl Albert Center, April 14-15, 2000.

## **DEPARTMENTAL, COLLEGE, UNIVERSITY, AND PROFESSIONAL SERVICE**

### Department of Political Science

- Public Policy Field Chair (2007-2008)
- Graduate Admissions Committee (2005-2008)
- Public Policy/American Politics Search Committee (2007-2008)
- Public Law Search Committee (2005)
- Victor Asal Review Committee (2005)

### Rockefeller College and University

- Advisory Board, Women and Public Policy Program (2007-2008)
- Phi Beta Kappa Officer (2005-2008)
- Public Policy Faculty Member (2005-2008)
- Rockefeller College PADP Marketing Committee (2004-2008)

Professional

Referee: *Journal of Politics*, *Political Research Quarterly*, *Polity*, and *Gender and Politics* (2004-current)

Advisory Board, The New York Latino Research and Resources Network (2005-current)

Janet Box-Steffensmeier and John A. Garcia Award Selection Committee, APSA Political

Methodology Group and the ICPSR (2008)

University of Wisconsin Department of Political Science 1998 Cohort Challenge Co-Chair (2008)

Program Committee Member, Midwest Law and Society Retreat (2004)

**MEMBERSHIPS**

American Political Science Association

Western Political Science Association

Midwest Political Science Association

**REFERENCES**

Available upon request