

Laura Tamman
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Academic Appointments

September 2024 – Clinical Assistant Professor, Department of Political Science
Pace University, New York, NY

September 2023 – July 2024 Adjunct Assistant Professor, Urban Policy and Planning
Hunter College, City University of New York

January 2024 – May 2024 Adjunct Assistant Professor, Political Science
Queens College, City University of New York

Education

Doctor of Philosophy, Political Science, June 2023

The Graduate Center, City University of New York, NY

Dissertation: “Does Political Advertising Persuade? A Quantitative Assessment of the Effects of Campaign Contact in the Context of Race, Ethnicity, and Immigrant Origin in New York City Council Primary Elections from 2001 Through 2017.”

Committee:

- Distinguished Professor John Mollenkopf (Chair)
- Professor Keena Lipsitz
- Professor Peter Beinart

Master of Arts (Honors), Politics, Philosophy and Economics, 1999

Oxford University, St. Hilda’s College, Oxford, U.K., Honours Degree, Class II:i

Bachelor of Arts, Political Science, 1997

University of Georgia, Athens, GA

Subfields

- American Politics (political communication, race and ethnicity, state and local)
- Urban Politics (public policy, campaigns and elections, political participation)

Awards and Grants

2024 Hunter College, Asian American Bridge Initiative: Faculty Seminar Series (\$500)

2023 American Political Science Association, Annual Meeting Travel Grant (\$200)

2023 Political Communication Section, APSA, Travel Grant (\$200)

2021 Common Cause Education Fund, with John Mollenkopf (\$50,000)

2017 New York City Immigration Coalition (NYCIC), with John Mollenkopf (\$30,000)

2017 University Fellowship Recipient, The Graduate Center, CUNY

1999 Jennifer Hines Memorial Award, St. Hilda's College, Oxford University
1996 Blue Key National Honor Society, University of Georgia

Publications

Academic (not peer reviewed)

Mollenkopf, John, & Laura Tamman, et al. 2022. *The Impact of Ranked Choice Voting on the Democratic Primary Elections of 2021*. New York: Center for Urban Research, The Graduate Center, City University of New York. <https://bit.ly/RCVNYC2021>

Mollenkopf, John, and Laura Tamman. 2020. *An Experimental Approach to Turning Out the Immigrant Vote in New York City in the 2017 Primary and General Elections*. New York: Center for Urban Research, The Graduate Center, City University of New York.

Nikonov, Dimitry, and Laura Tamman (nee' Walters). 1997. *The Russia-Cyprus Missile Deal: Foreign Policy and Nonproliferation Regime Implications*. Athens, Georgia: The University of Georgia School of International and Public Affairs.

Public

"New Hampshire isn't perfect. But its primary should still be first." *Cognoscenti, WBUR*. January 22, 2024. <https://wbur.fm/3SbFtsi>

"Tomorrow Is Election Day in New York City – but It Shouldn't Be." *City & State*, November 6, 2023. <https://bit.ly/NYCityState>.

"We Need More Men to Fight for Abortion Rights." *Cognoscenti, WBUR*. June 30, 2022. <https://wbur.fm/3pVqWGI>.

"Ranked Choice Voting Is Coming. Here's What Campaigns Need to Know." *Campaigns and Elections*. February 10, 2021. <https://bit.ly/cmpgnelect>.

"A Gentleman's Guide to Combating Sexism." *US News and World Report*. April 11, 2017. <https://bit.ly/USNewsWldRpt>.

In Progress

"The Decline of Local News and Rise of Political Advertising," examines the impact of shifts in the volume of media coverage of local elections on municipal voting behavior, presenting at the Northeastern Political Science Association annual meeting, November, 2024.

"The Persuasive Effects of Radio Advertising," presented at the Identity Politics section of the Annual Northeastern Political Science Association meeting, November, 2023.

Persuading Who?, is a book-length research project which analyzes municipal campaign spending to illustrate political persuasion in racially and ethnically diverse communities.

Teaching Experience

- Fall 2024 *Applied Research Methods* (POL 240)
Race and American Political Development (POL 296R)
Introduction to American Government and Political Institutions (POL 111)
Pace University, New York, NY
- Summer 2024 *Political Communication* (URBG 787.1T)
Graduate Program in Urban Policy & Leadership
Hunter College, City University of New York
- Spring 2024 *Diversity and the City* (URBG 787.30)
Graduate Program in Urban Policy & Leadership
Hunter College, City University of New York

Introduction to American Politics and Government (PSCI 100)
Queens College, City University of New York
- Fall 2023 *Urban Politics and Governance* (URBG 787.1K)
Graduate Program in Urban Policy & Leadership
Hunter College, City University of New York

Invited Presentations

- March 2024 *Effective Use of Direct Mail in Political Campaigns*, Campaign Management Seminar, School of International and Public Affairs: Columbia University, New York, NY.
- February 2024 *Messaging Strategies for Political Campaigns*, Campaigns and Elections Seminar, Department of Political Science: Queens College, City University of New York.
- May 2022 *Making it Matter: Expanding Reach and Increasing Impact Through Public Engagement*, Annual Institute for Teaching and Learning: Pace University Faculty Center, New York, NY.
- April 2022 *Social Pressure Mail in Immigrant Communities: A GOTV experiment*, Affiliate Political Directors: Central Labor Council AFL-CIO of New York.
- April 2022 *Campaign Communication and Political Marketing*, Political Marketing Seminar Series: Menlo College, Atherton, CA
- November 2021 *The Effect of Campaign Contact on New York City Council Primary Election Outcomes*, MA Core Seminar: Graduate Center, City University of New York.
- October 2021 *The Use of Political Communication in Building Electoral Majorities*
Government and Politics of NYC: Graduate Center, City University of New York.

Media Coverage

- August 2024 *Kamala Harris leans into her Indian, Black heritage to energize voters, USA Today.* August 10, 2024. <https://bit.ly/USA2DayEnergize>
- July 2024 *How Biden Stepping aside in Presidential Run Could Impact Voters.* News 12 - The Bronx. July 22, 2024. bit.ly/BidenWithdrawl.
- June 2021 *Ranked-Choice Voting and NYC's Mayoral Election,* Campaigns and Elections Magazine: Interview. <https://bit.ly/3MjLj8e>
- December 2020 *Lessons Learned in the 2020 Election Cycle,* Campaigns and Elections Magazine: Annual Democratic Caucus Series Speaker. <https://bit.ly/3pWLFKx>
- January 2018 *How Direct Mail is evolving in 2018,* Campaigns and Elections Magazine: Interview. <https://bit.ly/3IsgQ6C>.

Non-Academic Professional Experience

- 2009-2022 Founding Partner, Greenlight Media Strategies: New York, NY.
Led national political advertising firm which advised hundreds of campaigns including:
- Steve Bullock for President (Former Governor of Montana)
 - Congressman Jamaal Bowman (New York)
 - State Representative Gloria Johnson (Knoxville, TN)
 - Borough President Vanessa Gibson (Bronx, New York)
- 2007-2009 SKDK, President of Direct Mail: New York, NY.
- 2005-2007 Kekst and Company Public Relations, Associate: New York, NY.
- 2004-2005 Cablevision, Public Affairs Consultant: New York, NY.
- 2004 John Kerry for President, GOTV Director: Fort Lauderdale, FL.
- 2003-2004 John Edwards for President, Field Director: New York and New Hampshire.
- 2002-2003 New York City Department of Transportation, Lower Manhattan Borough Commissioner's Office Project Manager: New York, NY.
- 2001-2002 PAX (Gun Violence Prevention), ASK Campaign Manager: New York, NY.
- 1999-2000 Al Gore for President, Field Director: TN, NH, FL.
- 1997 The White House, Intern: Washington, DC.

Memberships & Affiliations

- American Political Science Association
- Northeastern Political Science Association

- Western Political Science Association
- New York State Political Science Association
- Go Vote NYC, Advisory Board
- Coro Leadership Center, Leadership New York (Class of 2013)
- Future Now: The States Project, Kitchen Cabinet Member
- Women Also Know Stuff
- Analyst Institute
- Kane Street Synagogue, Capital Campaign Vice Chair

References

John Mollenkopf

Distinguished Professor and Director of the Center for Urban Research
The Graduate Center, City University of New York

Keena Lipsitz

Professor of Political Science and Director of Internships
Queens College and The Graduate Center, City University of New York

Jill Simone Gross

Professor and Director of the Graduate Program in Urban Policy and Leadership
Hunter College, City University of New York