Contents

Acknowledgments iii

CHAPTER 1. The Senator’s Gender and Representational Messages 1

CHAPTER 2. Measuring the Content and Impact of Representational Messages 29

CHAPTER 3. The Websites of Senators and Presentation of Self 43

CHAPTER 4. How the Senator’s Gender Influences the Content of Press Releases 63

CHAPTER 5. Coverage of Senators in the Local Press 81

CHAPTER 6. Citizens’ Understanding of Their U.S. Senators 109

CHAPTER 7. The Impact of the Senator’s Gender during Reelection Campaigns 132

CHAPTER 8. The Changing Face of the U.S. Senate and Representational Messages 157

Appendixes 171
Notes 207
References 223
Index 241