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Project 2 Proposal  
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## Project 2 Proposal

After recently reading and watching a considerable amount of media regarding female portrayal in the media and government, I have become quite passionate about encouraging young women to consider running for public office. Although women account for 51% of the US population<sup>1</sup>, only 18.8% of the 113<sup>th</sup> Congress is comprised of females.<sup>2</sup> I strongly believe that the female population must grow its representation in Congress. For project 2, I will explore the reasons behind historically low female civic participation, search for ways to motivate women to run for public office, and encourage women to seek better representation in Congress.

To pursue these goals, I will write a feature spread for *Glamour* magazine. *Glamour* is the right publication to feature this piece due to several key readership demographics: 96% of *Glamour* readers are female, 75% are aged 18-49, 70% are at least college educated, and 67% of *Glamour* readers are employed with 27% assuming professional/managerial roles.<sup>3</sup> *Glamour*'s readership has the right composition made up of women in my target audience (18-35) who also have professional ambitions.

There are several questions I must first attempt to answer before constructing an argument for this piece. I need to learn more about the sociological and psychological factors that influence the female perspective on running for public office. Who are role models for young women and why? What would motivate females to consider running for office? How aware are women of public issues? How can we motivate women at an earlier age to consider public service as either a career or an end goal? This type of qualitative data will be gathered from personal interviews with people who fall into my target audience, statistics from previous research, interviews w/ women's studies professors and congresswomen, as well as Congressional transcripts.

Through my research, I hope to answer these questions and create a persuasive feature spread for *Glamour* that encourages young women to consider running for public office.

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<sup>1</sup> <http://www.census.gov/population/age/data/2012comp.html>

<sup>2</sup> <http://www.fas.org/sgp/crs/misc/R42964.pdf>

<sup>3</sup> <http://www.condenast.com/brands/glamour/media-kit/print>