

Travis N. Ridout Biography

Travis N. Ridout is Thomas S. Foley Distinguished Professor of Government and Public Policy in the School of Politics, Philosophy and Public Affairs at Washington State University. He is one of the country's leading authorities on the topic of political advertising and serves as co-director of the Wesleyan Media Project, which studies and tracks political advertising. From 2014-2016, he served as chair of the Political Communication section of the American Political Science Association. Ridout received his Ph.D. in political science from the University of Wisconsin-Madison in 2003, and his research on political campaigns, political advertising and campaign finance has appeared in the *American Journal of Political Science*, *British Journal of Political Science*, *Journal of Politics*, *Political Communication*, *Political Behavior*, *Political Psychology*, *Annual Review of Political Science*, and in several books and book chapters. Ridout's most recent book, *Political Advertising in the United States*, was published in 2016.