

School of International and Public Affairs,  
Columbia University.

Dear Members of the Search Committee,

I am writing to apply for the position of Assistant Professor of American Politics as advertised on HigherEdJobs. I am a doctoral candidate specializing in political economy, American politics and formal theory with particular focus on political communication and timing of elections. I will complete my Ph.D. in Economics from the University of Illinois at Urbana-Champaign in May 2022.

I am extremely interested in joining the faculty of SIPA. As a member of the School, I will contribute to its focus on interdisciplinary education, continue my research on strategic political communication, and lead school service activities. I find SIPA's tradition for teaching and its research philosophy very stimulating. I am confident that my enthusiasm for teaching, my theoretical and empirical approach to studying socially relevant topics, and my track record for collaborative work make me an excellent fit for the position in your department.

In my job market paper, I theoretically and empirically examine how politicians strategically vary ad content and placement to mobilize their base and demobilize the opposing one. Consistent with the theory, I find that opposing US gubernatorial and presidential candidates in 2008 and 2012 target different (and more polarized) audiences with policy ads. Positive valence ads — emphasizing own positive non-policy attributes — are mostly targeted to a candidate's alienated base, while negative valence ads are targeted to the opponent's base in a effort to depress their turnout.

In addition, I have a strong interest in teaching, and I have experience teaching a wide range of topics. During my doctoral studies at Illinois, I was honored to be selected by my students among the top 10% of teachers in the university.

Included in my application are copies of my CV, my job market paper titled "Messaging the Bases: Tailoring Political Ads to Audiences", and a statement affirming my commitment to diversity and inclusion. Letters in support of my application from Professors Dan Bernhardt (Chair), George Deltas, and Stefan Krassa will be sent under a separate cover.

I can be reached via email at [ecnstnt2@illinois.edu](mailto:ecnstnt2@illinois.edu) or by phone at +1-217-721-5834.

Please do not hesitate to contact me if there is any additional information that I can provide.

Thank you very much for your time and consideration.

Sincerely,  
Evangelos Constantinou

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