

The Honorable Susan Molinari
U.S. Representative of New York (1990–1997)

Special Exhibit: A Century of Women in Congress

Campaign Slogans

Representative Molinari was experienced in creating campaign slogans—she created one for her father when he served in the House. Here she discusses her own campaign slogan, “A New Generation of Leadership.”

Interview recorded January 8, 2016

We were big into the lawn signs and the pins. We didn't do the soaps or the nail files, but we did a lot of that stuff. And you would have these, you know, grueling conversations about "A New Generation of Leadership," what should be red, what should be white. And so, you put a lot of thought into that. But, I do remember, in one of my dad's first campaigns, one of the slogans I came up with was, "Give Guy a Try." And so, you know, I was pretty proud to see that on his buttons. And we would, you know, have those conversations back and forth, about what would work, what wouldn't work.