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RALEIGH, (SGRToday.com) - He lost his battle for North Carolina's 2nd Congressional District seat to incumbent Republican Rep. Renee Ellmers in November. But this week, Democrat Aiken could be a ratings winner if people want a behind-the-scenes look at the American Idol runner-ups campaign.

Esquire TV will air the first installment of a four-part series called "The Runner Up" on Tuesday at 10 p.m. The production crew was allowed full access to Aiken's campaign.

Aiken's name has been bandied about by political analysts as a possible rising star in the state Democratic Party -- a party that is trying to rebuild following years of internal strife, financial problems, and losses at the polls.

Aiken defeated the late Keith Crisco for the party's nomination last year. The 71-year-old Crisco died just days after losing the primary to Aiken by less than 400 votes.