

# 753 dailies for Nixon; 56 support McGovern

One week before Election Day, President Richard M. Nixon had the editorial support of 71.4% of the 1,054 daily newspapers participating in the E&P Poll while U.S. Senator George McGovern was being supported editorially by 5.3% of the responding dailies. The Nixon papers account for 77.4% of daily circulation of the papers responding to the poll, and McGovern's represents 7.7% of the circulation.

At the same time, 23.3% of the responding papers, accounting for 14.9% of the circulation declared they were remaining independent or uncommitted.

These results are based on ballots from 1,054 dailies representing 69.8% of the 1,764 existing dailies listed in the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1972. Their circulation totals 39,469,617 or 63.4% of the total daily U.S. circulation of 62,231,258.

In the month since the preliminary results of E&P's quadrennial poll was published (October 7), 299 additional ballots were tabulated.

The final compilation this week shows:

- 753 dailies with 30,560,535 circulation for Nixon;
- 56 dailies with 3,044,534 circulation for McGovern;
- 245 dailies with 5,864,548 circulation uncommitted.

(Continued on page 14)

## STATE-BY-STATE LINEUP OF DAILIES

	Nixon No. of Papers	Circulation	McGovern No. of Papers	Circulation	Independent or Uncommitted No. of Papers	Circulation
Alabama	13	557,754	1	25,000	3	58,500
Alaska	2	17,350	—	—	2	19,300
Arizona	7	370,231	—	—	—	—
Arkansas	4	20,752	2	118,791	8	59,021
California	71	2,673,908	1	10,500	13	234,719
Colorado	15	635,650	1	3,500	2	72,000
Connecticut	8	324,152	1	12,000	8	261,530
Delaware	—	—	1	21,000	—	—
District Of Columbia	1	415,884	—	—	—	—
Florida	26	1,447,545	2	48,027	7	79,400
Georgia	15	701,622	—	—	2	20,306
Hawaii	—	—	—	—	—	—
Idaho	4	54,084	1	3,850	2	11,050
Illinois	39	1,920,554	—	—	11	218,433
Indiana	19	1,059,250	4	46,474	10	82,885
Iowa	16	481,774	2	25,000	10	98,829
Kansas	32	330,725	1	53,000	8	245,626
Kentucky	10	178,722	2	262,304	4	31,843
Louisiana	4	212,167	—	—	6	170,510
Maine	4	181,000	1	10,529	1	24,000
Maryland	8	474,240	—	—	1	20,000
Massachusetts	13	712,828	2	19,200	9	221,179
Michigan	24	1,230,671	1	17,000	6	163,988
Minnesota	14	425,783	1	17,000	2	34,800
Mississippi	9	96,470	1	17,000	2	43,600
Missouri	23	1,511,755	3	21,747	9	86,894
Montana	7	94,454	—	—	3	76,500
Nebraska	9	130,740	—	—	3	32,500
Nevada	3	124,382	—	—	2	26,800
New Hampshire	3	95,172	1	11,000	2	26,000
New Jersey	15	992,049	3	256,500	—	—
New Mexico	10	89,379	—	—	4	31,200
New York	30	2,978,944	5	1,501,393	7	1,827,550
North Carolina	12	203,233	—	—	12	182,160
North Dakota	8	178,878	1	18,000	—	—
Ohio	40	2,501,860	1	4,020	12	203,144
Oklahoma	18	533,675	1	3,720	9	56,275
Oregon	9	95,153	2	146,560	4	79,503
Pennsylvania	40	1,180,544	3	93,500	17	308,158
Rhode Island	3	222,498	—	—	3	33,910
South Carolina	4	170,000	—	—	3	3,350
South Dakota	4	48,316	1	17,000	1	26,542
Tennessee	16	774,066	1	62,466	3	30,100
Texas	48	2,161,684	1	6,150	21	301,193
Utah	2	39,403	—	—	2	130,470
Vermont	4	63,477	2	14,200	2	29,500
Virginia	21	691,516	—	—	2	33,300
Washington	13	538,317	3	84,701	3	26,542
West Virginia	11	214,203	—	—	4	74,000
Wisconsin	13	294,729	2	87,000	3	13,153
Wyoming	3	46,579	2	16,302	—	—
Total	753	30,560,535	56	3,044,534	245	5,864,548
%	71.4%	77.4%	5.3%	7.7%	23.3%	14.9%

### Daily Newspapers for McGovern

<b>ALABAMA</b>
Anniston Star
<b>ALASKA</b>
<b>ARIZONA</b>
<b>ARKANSAS</b>
Benton Courier
Little Rock Arkansas Gazette
<b>CALIFORNIA</b>
Woodland Democrat
<b>COLORADO</b>
Lamar News
<b>CONNECTICUT</b>
Yorlington Register
<b>DELAWARE</b>
Dover Delaware State News
<b>DISTRICT OF COLUMBIA</b>
<b>FLORIDA</b>
Daytona Beach Journal
Daytona Beach News
<b>GEORGIA</b>

(Continued on page 12)

Sketches of Senator George McGovern and President Richard Nixon are by Ralph Tees, San Diego Tribune.

### Daily Newspapers for Nixon

<b>ALABAMA</b>
Birmingham News
Birmingham Post Herald
Cullman Times
Gadsden Times
Huntsville Times
Jasper Mountain Eagle
Mobile Press
Mobile Register
Montgomery Advertiser
Opelika News
Scottsboro Sentinel
Selma Times Journal
Talladega Home
<b>ALASKA</b>
Fairbanks News Miner
Ketchikan News
<b>ARIZONA</b>
Flagstaff Arizona Sun
Nogales Herald
Phoenix Gazette
Phoenix Republic
Prescott Courier
Tempe News
Tucson Arizona Citizen
<b>ARKANSAS</b>
Helena World
Hope Star
Jacksonville News
Paragould Press
<b>CALIFORNIA</b>
Alameda Times Star
Alhambra Post-Advocate
Antioch Ledger
Bakersfield California
Banning Record-Gazette

(Continued on page 10)

# For Nixon

(Continued from page 9)

Brawley News  
Camarillo News  
Chico Enterprise-Record  
Concord Transcript  
El Centro Imperial Valley Press  
Escondido Times-Advocate  
Eureka Times-Standard  
Fairfield Republic  
Fontana Herald-News  
Fremont Argus  
Fullerton News Tribune  
Glendale News-Press  
Hayward Review  
Hollister Free Lance  
Indio News  
Lancaster Ledger-Gazette  
Livermore Herald & News  
Lodi News-Sentinel  
Long Beach Independent  
Long Beach Press-Telegram  
Los Angeles Herald-Examiner  
Madera Tribune  
Martinez News-Gazette  
Merced Sun-Star  
Menlo Park News-Post  
Napa Register  
Oceanside Blade-Tribune  
Oroville Mercury  
Palm Springs Desert Sun  
Pasadena Star-News  
Paso Robles Press  
Petaluma Argus-Courier  
Pomona Progress-Bulletin  
Porterville Recorder  
Redlands Facts  
Redwood City Tribune  
Richmond Independent  
Roseville Press-Tribune  
Sacramento Union  
Salinas Californian  
San Bernardino Sun  
San Bernardino Telegram  
San Clemente Sun-Post  
San Diego Union  
San Francisco Examiner  
San Mateo Times  
San Pedro News-Pilot  
Santa Barbara News-Press  
Santa Cruz Sentinel  
Santa Maria Times  
Santa Monica Outlook  
Santa Paula Chronicle  
Santa Rosa Democrat  
Shastan Record  
Taft Midway Driller  
Thousand Oaks News-Chronicle  
Torrance South Bay Daily Breeze  
Tulare Advance Register  
Vallejo Times Herald  
Van Nuys Valley News & Green Sheet  
Victorville Press  
Visalia Times Delta  
Walnut Creek Contra Costa Times  
Whittier News  
Willows Journal  
Yreka Siskiyou News

## COLORADO

Alamosa Valley Courier  
Canon City Record  
Colorado Springs Sun  
Craig Press  
Denver Post  
Denver Rocky Mountain News  
Fort Morgan Times  
Golden Transcript  
Grand Junction Sentinel  
Limon Times-Call  
Lafayette Reporter-Herald  
Pueblo Chieftain  
Pueblo Star-Journal  
Rocky Ford Gazette  
Salida Mountain Mail

## CONNECTICUT

Ansonia Sentinel  
Danbury News-Times  
Hartford Courant  
Manchester Herald  
Middletown Citizen  
Waterbury American  
Waterbury Republican  
Witchamere Citizen

## DELAWARE

## DISTRICT OF COLUMBIA

Washington Evening Star Daily News

## FLORIDA

Bradenton Herald  
Cocoa Today  
Fort Lauderdale News  
Fort Lauderdale Sun-Sentinel  
Fort Myers News-Press

Marianna Jackson County Floridian  
Melbourne Times  
Miami Herald  
Miami News  
Naples News  
Ocala Star-Banner  
Orlando Sentinel  
Orlando Star  
Palm Beach News  
Pompano Beach Sun-Sentinel  
Punta Gorda Herald News  
Saint Augustine Record  
Sarasota Herald Tribune  
Sarasota Journal  
Tallahassee Democrat  
Tampa Times  
Tampa Tribune  
West Palm Beach Post  
West Palm Beach Times  
Winter Haven News Chief

## GEORGIA

Americus Times-Recorder  
Athens Banner-Herald  
Athens News  
Atlanta Constitution  
Atlanta Journal  
Augusta Chronicle  
Augusta Herald  
Brunswick News  
Columbus Enquirer  
Columbus Ledger  
Cordoba Dispatch  
Dublin Courier-Herald  
Lawrenceville Gwinnett News  
Marietta Journal  
Moultrie Observer

## HAWAII

## IDAHO

Burley South Idaho Press  
Idaho Falls Post Register  
Moscow Idahoian  
Twin Falls Times-News

## ILLINOIS

Alton Telegraph  
Belvidere Republican  
Bloomington Pantagraph  
Canton Ledger  
Centralia Sentinel  
Champaign News Gazette  
Chicago Column  
Chicago Today  
Chicago Tribune  
Danville Commercial-News  
De Kalb Chronicle  
Du Quoin Call  
Effingham News  
Elgin Courier  
Galesburg Register-Mail  
Hoopston Chronicle-Herald  
Joliet Herald-News  
Kankakee Journal  
Macomb Journal  
Marion Republican  
Mattoon Journal-Gazette  
Monmouth Review Atlas  
Morris Herald  
Mount Carmel Republican-Register  
Olive Mail  
Ottawa Times  
Paris Beacon-News  
Peoria Journal-Star  
Pontiac Leader  
Quincy Herald  
Rock Island Argus  
Springfield Illinois State Journal  
Shawnee Times Press  
Taylorville Breeze-Courier  
Waukegan News-Sun  
West Frankfort American  
Weston Journal  
Woodstock Sentinel

## INDIANA

Anderson Herald  
Ansonia Star  
Bloomington Times Mail  
Bloomington Herald-Telephone  
Bristol Times  
Clinton Clintonian  
Elkhart Truth  
Elwood Call-Leader  
Evansville Courier  
Evansville Press  
Fort Wayne News-Sentinel  
Gary Post-Tribune  
Greencastle Banner-Graphic  
Greenfield Reporter  
Greensburg News  
Hartford City News-Times  
Huntington Herald-Press  
Indianapolis News  
Indianapolis Star  
Kendallville News-Sun  
Lafayette Tribune  
Lafayette Reporter

Marion Chronicle-Tribune  
Martinsville Reporter  
Michigan City News-Dispatch  
Monticello Herald-Journal  
Muncie Press  
Muncie Star  
Noblesville Ledger  
Peru Tribune  
Princeton Clarion  
Rochester Sentinel  
Rushville Republican  
Terre Haute Star  
Tipton Tribune  
Valparaiso Vidette-Messenger  
Warsaw Times-Union  
Washington Times-Herald

## IOWA

Ames Tribune  
Atlantic News-Telegraph  
Cedar Rapids Gazette  
Clinton News  
Cerrill Times-Herald  
Centerville Iowaian  
Davenport Times-Democrat  
Des Moines Register  
Fairfield Ledger  
Marshalltown Times-Republican  
Oelwein Register  
Ottumwa Courier  
Perry Chief  
Spencer Reporter  
Vinton Cedar Valley Times  
Webster City Freeman Journal

## KANSAS

Abilene Reflector-Chronicle  
Atchison Globe  
Coffeyville Journal  
Council Grove Republican  
Dodge City Globe  
El Dorado Times  
Emporia Gazette  
Fort Scott Tribune  
Fredonia Herald  
Goodland News  
Hawthorne World  
Independence Reporter  
Iola Register  
Kansas City Kansas  
Lawrence Journal-World  
Leavenworth Times  
Liberal Southwest Times  
Lyons News  
McPherson Sentinel  
Manhattan Mercury  
Neodesha Sun  
Newton Kansan  
Morton Telegram  
Ottawa Herald  
Parsons Sun  
Pittsburg Headlight-Sun  
Pratt Tribune  
Russell News  
Topeka Capital  
Topeka Journal  
Wellington News  
Winfield Courier

## KENTUCKY

Ashland Independent  
Bowling Green News  
Covington Post  
Fulton Leader  
Glasgow Times  
Lexington Leader  
Mayfield Messenger  
Maysville Ledger-Independent  
Murray Ledger & Times  
Paris Enterprise

## LOUISIANA

Bastrop Enterprise  
Crawley Post Herald  
Minden Press-Herald  
Monroe News-Star  
Monroe World  
Shreveport Journal  
Shreveport Times  
Thibodaux Comet

## MAINE

Augusta Kennebec Journal  
Bangor News  
Portland Express  
Portland Press Herald

## MARYLAND

Baltimore News-American  
Baltimore Sun  
Cambridge Banner  
Frederick News  
Frederick Post  
Hagerstown Herald  
Hagerstown Mail  
Salisbury Times

## MASSACHUSETTS

Attleboro Sun Chronicle  
Boston Herald Traveler & Record American  
Chelsea Record  
Greenfield Recorder  
Holyoke Transcript-Telegram  
Hyannis Cape Cod Standard-Times  
Lowell Sun  
Lynn Item  
Malden News  
Medford Mercury  
Melrose News  
New Bedford Standard-Times  
Taunton Gazette

## MICHIGAN

Albion Recorder  
Albion News  
Battle Creek Enquirer & News  
Benton Harbor News-Palladium  
Coldwater Reporter  
Detroit News  
Escanaba Press  
Grand Haven Tribune  
Hillsdale News  
Ionia Sentinel-Standard  
Iron Mountain News  
Lansing State Journal  
Ludington News  
Marquette Mining Journal  
Menominee Herald-Leader  
Midland News  
Mount Clemens Macomb Daily  
Pontiac Press  
Royal Oak Tribune  
Saginaw News  
Saint Joseph Herald Press  
Sault Ste. Marie News  
South Haven Tribune  
Sturgis Journal  
Traverse City Record-Eagle  
Ypsilanti Press

## MINNESOTA

Crookston Times  
Duluth Herald  
Duluth News Tribune  
Faribault News  
International Falls Journal  
New Urm Journal  
Owatonna People's Press  
Red Wing Republican-Eagle  
Rochester Post-Bulletin  
Saint Paul Dispatch  
Saint Paul Pioneer Press  
Stillwater Gazette  
Wadena Journal  
Winona News

## MISSISSIPPI

Brookhaven Leader  
Clarksdale Press Register  
Greenwood Commonwealth  
McComb Enterprise-Journal  
Laurel Leader-Call  
Meridian Star  
Natchez Democrat  
Vicksburg Post  
West Point Times-Leader

## MISSOURI

Boonville News  
Carthage Press  
Clayton Watchman Advocate  
Festus News-Democrat  
Hannibal Courier-Post  
Jefferson City Capital News  
Jefferson City Post Tribune  
Joplin Globe  
Kansas City Star  
Kansas City Times  
Kirksville Express  
Lamar Democrat  
Lexington Advertiser-News  
Mexico Ledger  
Rolla News  
Saint Joseph Gazette  
Saint Joseph News Press  
Saint Louis Globe Democrat  
Saint Louis Post Dispatch  
Sedalia Capital  
Sedalia Democrat  
Warrensburg Star-Journal  
Waynesville Guide

## MONTANA

Bozeman Chronicle  
Butte Montana Standard  
Great Falls Tribune  
Hamilton Ravalli Republican  
Helena Independent-Record  
Livingston Enterprise  
Miles City Star

(Continued on page 11)



# For Nixon

(Continued from page 10)

## NEBRASKA

Alliance Times-Herald  
Fremont Tribune  
Grand Island Independent  
Holdrege Citizen  
Lincoln Journal  
McCook Gazette  
Nebraska City News-Press  
North Platte Telegraph  
York News-Times

## NEVADA

Las Vegas Review Journal  
Las Vegas Sun  
Reno Gazette

## NEW HAMPSHIRE

Claremont Eagle  
Manchester Union-Leader  
Nashua Telegraph

## NEW JERSEY

Asbury Park Press  
Bridgeport News  
Beverly Advance  
Jersey City Journal  
Milford Daily  
Morristown Record  
Newark Star-Ledger  
New Brunswick Home News  
Passaic Herald-News  
Paterson Evening News  
Paterson Morning News  
Plainfield Courier-News  
Union City Hudson Dispatch  
Willingboro Burlington County Times  
Woodbridge News-Tribune

## NEW MEXICO

Albuquerque Tribune  
Artesia Press  
Farmington Times  
Hobbs News  
Las Vegas Optic  
Lawton Leader  
Portales News-Tribune  
Raton Range  
Roswell Record  
Tucuman Press

## NEW YORK

Amsterdam Recorder  
Albany Times-Union  
Batavia News  
Binghamton Press  
Brooklyn Daily  
Buffalo Express  
Carnegie Leader  
Cortland Standard  
Dunkirk Observer  
Elon Falls Post-Star & Times  
Glensville Leader-Herald  
Hiscox Journal  
Jamestown Post-Journal  
Kingston Freeman  
Medina Journal-Register  
Newburgh News  
New York Journal of Commerce  
New York News  
North Tonawanda News  
Ogdensburg Journal  
Olean Times-Herald  
Oneida Dispatch  
Orangetown Times  
Poughkeepsie Star  
Plattsburgh Press-Republican  
Port Jervis Union-Gazette  
Rama Sentinel  
Sharon Island Advance  
Ulster Observer-Dispatch  
Watertown Times

## NORTH CAROLINA

Asheboro Courier-Tribune  
Burlington Times-News  
Elizabeth City Advance  
Goldboro News-Argus  
Hendersonville Times-News  
High Point Enterprise  
Jacksonville News  
Lenoir News-Topic  
Salisbury Post  
Thomasville Times  
Wilmington News  
Wilmington Star

## NORTH DAKOTA

Bismarck Tribune  
Dickinson Press

Fargo Forum  
Grand Forks Herald  
Jamestown Sun  
Minot News  
Valley City Times-Record  
Williston Herald

## OHIO

Akron Beacon-Journal  
Alliance Review  
Bucyrus Telegraph-Forum  
Chillicothe Gazette  
Cincinnati Enquirer  
Cincinnati Post & Times-Star  
Circleville Herald  
Cleveland Plain Dealer  
Cleveland Press  
Columbus Citizen-Journal  
Columbus Dispatch  
Dayton Journal Herald  
Dayton News  
Delaware Gazette  
East Liverpool Review  
East Palestine Leader  
Elvira Chronicle-Telegram  
Fairborn Herald  
Findlay Republican-Courier  
Fremont News-Messenger  
Greenville Advocate  
Kenton Times  
London Madison Press  
Mansfield News Journal  
Marietta Times  
Martins Ferry Times-Leader  
Massillon Independent  
Mount Vernon News  
Napoleon Northwest Signal  
New Philadelphia Times-Reporter  
Niles Times  
Piquette Call  
Port Clinton News-Herald  
Portsmouth Times  
Springfield News  
Springfield Sun  
Urbana Citizen  
Warren Tribune Chronicle  
Wooster Record  
Washington Record-Herald

## OKLAHOMA

Altus Times-Democrat  
Alva Review-Courier  
Bartlesville Examiner-Enterprise  
Blackwell Journal-Tribune  
Cushing Citizen  
Geymore Herald  
Hugo News  
Lawton Constitution  
Lawton Press  
Muskogee Phoenix & Times Democrat  
Nowata Star  
Oklahoma City Oklahoman  
Oklahoma City Times  
Oklahoma Times  
Pawhuska Journal-Capital  
Sapulpa Herald  
Tulsa World  
Weewake Times

## OREGON

Ashland Tidings  
Baker Democrat-Herald  
Bend Bulletin  
Corvallis Gazette-Times  
Grants Pass Courier  
Klamath Falls Herald & News  
La Grande Observer  
Pendleton East Oregonian  
Roseburg News-Review

## PENNSYLVANIA

Altoona Mirror  
Beaver Falls News-Tribune  
Bedford Gazette  
Brimfield Telegraph  
Butler Eagle  
Connellsville Courier  
DuBois Courier-Express  
Easton Express  
Erie News  
Erie Times  
Greensburg Tribune-Review  
Harrisburg Patriot  
Harrisburg News  
Hazleton Standard-Speaker  
Homestead Messenger  
Indiana Gazette  
Joannette News-Dispatch  
Johnstown Tribune-Democrat  
Kane Republican  
Lebanon News  
Meadville Tribune  
Millersburg Standard  
New Castle News  
Norristown Times-Herald  
Pittsburgh Press  
Quakertown Free Press  
Saint Mary's Press  
Scranton Tribune  
Sharon Herald  
Somerset American  
Stroudsburg Pocono Record  
Sunbury Item

Titusville Herald  
Towanda Review  
Uniontown Standard  
Vandergrift News-Citizen  
Warren Times-Mirror & Observer  
Washington Observer-Reporter  
Waynesboro Record Herald  
Williamsport Sun-Gazette

## RHODE ISLAND

Providence Bulletin  
Providence Journal  
Westerly Sun

## SOUTH CAROLINA

Charleston News & Courier  
Charleston Post  
Spartanburg Herald  
Sumter Item

## SOUTH DAKOTA

Aberdeen American-News  
Huron Plainman  
Pierre Capital Journal  
Yankton Press & Dakotan

## TENNESSEE

Athens Post-Athenian  
Cleveland Banner  
Columbia Herald  
Elizabethton Star  
Greenville Sun  
Jackson Sun  
Johnson City Chronicle  
Johnson City Press  
Knoxville Journal  
Knoxville News-Sentinel  
Maryville Times  
Memphis Commercial-Appeal  
Memphis Press-Scimitar  
Morristown Citizen Tribune  
Nashville Banner  
Paris Post-Intelligencer

## TEXAS

Abilene Reporter News  
Athens Review  
Austin American  
Austin Statesman  
Bay City Tribune  
Bay Town Sun  
Big Spring Herald  
Bonham Favorite  
Borger News-Herald  
Brown Eagle  
Corsicana Sun  
Cuero Record  
Dalhart Texan  
Dallas News  
Dallas Times Herald  
Del Rio News-Herald  
Denton Record-Chronicle  
El Paso Herald  
El Paso Times  
Fort Worth Press  
Fort Worth Morning Star-Telegram  
Fort Worth Evening Star-Telegram  
Frederick Brazosport Facts  
Gainesville Register  
Galveston News  
Greenville Herald-Banner  
Houston Chronicle  
Kerrville Times  
Kilgore News Herald  
Lubbock Sun News  
Longview Journal  
Longview News  
Lubbock Avalanche-Journal  
Lufkin News  
Marshall News Messenger  
Nacogdoches Sentinel  
Port Arthur News  
San Angelo Standard  
San Angelo Times  
San Antonio Express  
San Antonio Light  
San Antonio News  
Stephenville Empire  
Sulphur Springs-News-Telegram  
Tyler Telegraph  
Tyler Courier  
Victoria Advocate

## UTAH

Logan Herald Journal  
Provo Herald

## VERMONT

Burlington Free Press  
Newport Express  
Saint Albans Messenger  
St. Johnsbury  
Caledonian-Record

## VIRGINIA

Arlington Northern  
Virginia Sun  
Bristol Herald-Courier  
Bristol Tennessee

Charlottesville Progress  
Covington Virginian  
Danville Bee  
Danville Register  
Harrisonburg News-Record  
Hopewell News  
Newport News Press  
Newport News Times-Herald  
Petersburg Progress-Index  
Radford News Journal  
Richmond News Leader  
Richmond Times-Dispatch  
Roanoke Times  
Roanoke World-News  
Staunton Leader  
Strasburg Northern Virginia Daily  
Suffolk News Herald  
Waynesboro News-Virginian

## WASHINGTON

Aberdeen World  
Bellingham Herald  
Centralia Chronicle  
Ellensburg Record  
Everett Herald  
Longview News  
Mount Vernon Skagit Valley Herald  
Olympia Olympian  
Port Angeles News  
Seattle Post-Intelligencer  
Spokane Spokesman-Review  
Vancouver Columbian  
Yakima Herald-Republic

## WEST VIRGINIA

Beckley Post-Herald  
Bluefield Telegraph  
Charleston Mail  
Fairmont West Virginian  
Grafton Sentinel  
Hinton News  
Huntington Herald-Dispatch  
Lewisburg News  
Logan Banner  
Martinsburg Journal  
Welch News

## WISCONSIN

Antigo Journal  
Appleton Post-Crescent  
Beloit News  
Fort Atkinson Jefferson County Union  
Janesville Gazette  
Madison State Journal  
Manitowac Herald-Times  
Manitowac Reporter  
Marquette Eagle-Star  
Marshfield News-Herald  
Oshkosh Northwestern  
Wausau Merrill Herald  
Wausau Record Herald  
West Bend News

## WYOMING

Casper Star-Tribune  
Cheyenne State Tribune  
Sheridan Press

## Bailey Howard helps Nixon with weeklies

Bailey Howard, former publisher of the *Chicago Sun-Times* and *Chicago Daily News*, and chairman of the executive committee of Field Enterprises, Inc., last week completed contacting 427 California weekly newspapers in behalf of President Nixon.

Howard said he had a conference late in August with the President regarding California and presented a plan to build a team of volunteers to call on the weeklies.

Nixon carried California in 1968 by a small vote margin and he was "very happy with my proposal," Howard said. He told Howard he believed this was the first time a Presidential candidate had taken his story directly to the smaller newspapers.

Howard's volunteers, after contacting nearly 90 of the papers, found 29 with a no endorsement policy, three were undecided with a leaning toward Nixon, five were endorsing McGovern and 40 had or would endorse Nixon.

# For McGovern

(Continued from page 9)

## HAWAII

## IDAHO

Blackfoot News

## ILLINOIS

## INDIANA

Frankfort Times  
Jasper Herald  
Mount Vernon Democrat  
Terre Haute Tribune

## IOWA

Burlington Hawk Eye  
Shenandoah Sentinel

## KANSAS

Hutchinson News

## KENTUCKY

Louisville Courier Journal  
Paducah Sun Democrat

## LOUISIANA

## MAINE

Brunswick Times Record

## MARYLAND

## MASSACHUSETTS

North Adams Transcript  
Southbridge News

## MICHIGAN

## MINNESOTA

Worthington Globe

## MISSISSIPPI

Greenville Delta Democrat-Times

## MISSOURI

Clinton Democrat  
Nevada Mail  
Sikeston Standard

## MONTANA

## NEBRASKA

## NEVADA

## NEW HAMPSHIRE

Lebanon Valley News

## NEW JERSEY

Bergen County Record  
Trenton Times  
Vineland Times Journal

## NEW MEXICO

## NEW YORK

Binghamton Sun Bulletin  
Middletown Times-Herald-Record  
New York Post  
New York Times  
Salem-Republican Press

## NORTH CAROLINA

## NORTH DAKOTA

Mandan Pioneer

## OHIO

Delphos Herald

## OKLAHOMA

Hobart Democrat Chief

## OREGON

Coos Bay World  
Portland Oregon Journal

## PENNSYLVANIA

Franklin News Herald  
New Kensington Valley News Dispatch  
York Record

## RHODE ISLAND

## SOUTH CAROLINA

## SOUTH DAKOTA

Mitchell Republic

## TENNESSEE

Chattanooga Times

## TEXAS

Jacksonville Progress

## UTAH

## VERMONT

Bennington Banner  
Brattleboro Reformer

## VIRGINIA

## WASHINGTON

## WEST VIRGINIA

Beckley Raleigh Register  
Charleston Gazette  
Fairmont Times

## WISCONSIN

Madison Capital Times  
Sheboygan Press

## WYOMING

Cheyenne Wyoming Eagle  
Rock Springs Rocker-Miner

## Independent or Uncommitted Daily Newspapers

## ALABAMA

Athens News Courier  
Dothan Daily  
Florence Times-Tri-Cities Daily

## ALASKA

Anchorage Times  
Juneau Southeast Alaska Empire

## ARIZONA

## ARKANSAS

Arkadelphia Sittings Herald  
Blytheville Courier  
Harrison Times  
Jonesboro Sun  
Magnolia Banner-News  
Searcy Citizen  
Springdale News  
West Memphis Times

## CALIFORNIA

Anaheim Bulletin  
Colusa Sun-Herald  
Corning Observer  
Grass Valley Union  
Huntington Park Signal  
La Habra Star Progress  
Redding Record-Searchlight  
Riverside Press-Enterprise  
South Lake Tahoe Tribune  
Turlock Journal  
Ventura Star-Free Press  
Watsonville Register-Pajaronian

## COLORADO

Colorado Springs Gazette-Telegraph  
Fort Collins Coloradan

## CONNECTICUT

Bridgeport Post  
Bridgeport Telegram  
Greenwich Time  
Hartford Times  
Naugatuck News  
New London Day  
Rockville Journal Inquirer  
Stamford Advocate

## DELAWARE

## DISTRICT OF COLUMBIA

## FLORIDA

Fort Walton Beach Playground News  
Gainesville Sun  
Key West Citizen  
Kissimmee Osceola Sun  
Lake Wales Highlander  
Leesburg Commercial  
Sanford Herald

## GEORGIA

Warner Robins Sun  
Waycross Journal Herald

## HAWAII

## IDAHO

Coeur d'Alene Press  
Sandpoint Bee

## ILLINOIS

Arlington Heights Herald  
Bardonia Illinoisian Star  
Cairo Citizen  
Casey Reporter  
Charleston Coles County Times-Courier  
Kewanee Star-Courier  
Mount Vernon Register-News  
Pekin Times  
Robinson News  
Rockford Register  
Rockford Star

## INDIANA

Anderson Bulletin  
Bloomfield World  
Bluffton News-Banner  
Connersville News-Examiner  
Decatur Democrat  
New Castle Courier-Times  
Plymouth Pilot-News  
Portland Commercial Review  
Shelbyville News  
Spencer World

## IOWA

Cedar Falls Record  
Charles City Press  
Cherokee Times  
Clinton Herald  
Fort Madison Democrat  
Mason City Globe-Gazette  
Mount Pleasant News  
Muscatine Journal  
Nevada Journal  
Washington Journal

## KANSAS

Augusta Gazette  
Chanute Tribune  
Clay Center Dispatch  
Concordia Balda-Empire  
Olathe News  
Salina Journal  
Wichita Beacon  
Wichita Eagle

## KENTUCKY

Corbin Tribune  
Harlan Enterprise  
Middlesboro News  
Somerset Commonwealth Journal

## LOUISIANA

Alexandria Town Talk  
Baton Rouge Advocate  
Baton Rouge State Times  
Houma Courier  
Jennings News  
New Iberia Iberian

## MAINE

Waterville Sentinel

## MARYLAND

Annapolis Capital

## MASSACHUSETTS

Brockton Enterprise-Times  
Fitchburg Sentinel  
Gardner News  
Haverhill Gazette  
Leominster Enterprise  
Marlboro Enterprise  
Milford News  
Northampton Hampshire Gazette  
Quincy Patriot Ledger

## MICHIGAN

Bad Axe Tribune  
Big Rapids Pioneer  
Flint Journal  
Houghton Mining Gazette  
Niles Star  
Owosso Argus-Press

## MINNESOTA

Hibbing Tribune  
Saint Cloud Times

## MISSISSIPPI

Biloxi-Gulfport Herald  
Grenada Sentinel-Star

## MISSOURI

Columbia Missourian  
Columbia Tribune  
Flat River Journal  
Independence Examiner  
Macon Chronicle-Herald  
Monett Times  
Poplar Bluff American Republic  
Richmond News  
West Plains Quill

## MONTANA

Havre News  
Missoula Missoulian

## NEBRASKA

Columbus Telegram  
Falls City Journal  
Scottsbluff Star-Herald

## NEVADA

Carson City Nevada Appeal  
Reno Nevada State Journal

## NEW HAMPSHIRE

Lacena Citizen  
Portsmouth Herald

## NEW JERSEY

## NEW MEXICO

Clovis News-Journal  
Gallup Independent  
Grants Beacon  
Las Cruces Sun-News

## NEW YORK

Canandaigua Messenger  
Catskill Mail  
Geneva Times  
Lockport Union Sun & Journal  
Long Island Newsday  
Poughkeepsie Journal  
Wall Street Journal

(Continued on page 13)

EDITOR & PUBLISHER for November 4, 1972



# Uncommitted

(Continued from page 12)

## NORTH CAROLINA

Concord Tribune  
Durham Herald  
Durham Sun  
Henderson Dispatch  
Hickory Record  
Lumberton Robesonian  
Morganton News-Herald  
New Bern Sun-Journal  
Rocky Mount Telegram  
Sawford Herald  
Statesville Record & Landmark  
Wilson Times

## NORTH DAKOTA

## OHIO

Akron Times-Gazette  
Bellevue Gazette  
Berlin Green Sentinel  
Bryan Times  
Cambridge Jeffersonian  
Canton Repository  
Easton Review-Times  
Greenfield Times  
Hamilton Journal-News  
Tiffin Advertiser-Tribune  
Van Wert Times-Bulletin  
Zania Gazette

## OKLAHOMA

Anadarko News  
Duncan Banner  
Elk City News  
El Reno Tribune  
Hartshorn Free Lance  
Norman Transcript  
Perry Journal  
Seminole Producer  
Woodward Press

## OREGON

Medford Mail Tribune  
Ontario Argus Observer  
Oregon City Enterprise-Courier  
Salem Oregon Statesman

## PENNSYLVANIA

Allentown Call  
Allentown Chronicle  
Chester Delaware County Times  
Clearfield Progress  
Danville News  
Ellwood City Ledger  
Gettysburg Times  
Greenville Record-Argus  
Lehigh Valley Times-Record & Courier  
Lock Haven Express  
McKeesport News  
Monaca Valley-Independent  
Monaca Valley Herald  
Oil City Derrick  
Pottsville Mercury  
Pottsville Republican  
Ridgway Record

## RHODE ISLAND

## SOUTH CAROLINA

Aiken Standard  
Rock Hill Herald  
Union Times

## SOUTH DAKOTA

Madison Leader

## TENNESSEE

Cookeville Herald Citizen  
Lebanon Democrat  
Memphis News-Journal

## TEXAS

Brownsville Herald  
Cleburne Times-Review  
Corpus Christi Caller  
Corpus Christi Times  
Ennis News  
Gonzales Inquirer  
Harlingen Valley Star  
Hurst Mid-Cities News  
Laredo Times  
McAllen Monitor  
Midland Reporter-Telegram  
Orange Leader  
Palestine Herald-Press  
Pampa News  
Paris News  
Pasadena News Citizen  
Richardson News

Sweetwater Reporter  
Terrell Tribune  
Texas City Sun  
Waxahachie Light

## UTAH

Ogden Standard-Examiner  
Salt Lake City Desert News

## VERMONT

Rutland Herald  
Springfield Times-Reporter

## VIRGINIA

## WASHINGTON

Bremerton Sun  
Seattle Journal of Commerce

## WEST VIRGINIA

Huntington Advertiser  
Keyser News-Tribune  
Moundsville Echo

## WISCONSIN

Eau Claire Leader-Telegram  
Portage Register  
Rhinelander News  
Wausau Freeman

## WYOMING

Rawlins Times  
Riverfront Ranger  
Worland Northern Wyoming News

# Endorsements may have decided election in '68

The political bent of the nation's newspapers may have played a significant role in Richard Nixon's close victory over Hubert Humphrey in the 1968 presidential election, according to John P. Robinson, University of Michigan journalism professor and survey researcher.

Reporting on a recent analysis of media bias and the 1968 vote in *Journalism Quarterly* (summer issue), Robinson declares: "The largely pro-Nixon coverage carried by the newspapers in 1968 was associated with some differential in the vote to the advantage of the Republican candidate."

Robinson's computations show that voters exposed to pro-Nixon newspapers (in their own view of how the paper took sides) were 6 percent less likely to vote for Humphrey than voters exposed to pro-Humphrey newspapers, when several other determinants of the vote were held statistically constant.

Robinson, a study director for the U-M Institute for Social Research, reported on a national probability sample of 1,346 Americans, 21 years of age and older, who were questioned by the Institute's Survey Research Center shortly after the 1968 election. The same persons had been questioned prior to the election regarding their political attitudes and vote intentions.

### More partisan leanings

Although the public ranked television as its most important source of campaign news in 1968, Robinson noted, "far more people report having voted for the candidate espoused by the newspaper than by the other media."

Newspapers, he said, were clearly seen by their readers as more partisan in

presenting information about the campaign than was true of users of other media: 50 percent of the newspaper readers in the sample said that medium took sides, compared to a 29 percent figure among magazine readers, 22 percent among television viewers and 17 percent among radio listeners.

### Bias analyzed

The newspapers' bias was seen to favor the Nixon-Agnew ticket. 20 percent of respondents said that newspapers took sides for Nixon, compared to 12 percent who said they gave more favorable treatment to Humphrey, the U-M researcher reported.

Television, however, was seen as treating Humphrey better. 7 percent of the sample said the TV medium took sides for him, compared to 5 percent who said it leaned toward Nixon.

"Such a small difference," Robinson said, "makes it unlikely that the recent charges by Edith Efron in her book *'The News Twisters'* of anti-Republican television coverage during 1968 were reflected consciously in people's voting behavior."

Little consistent bias was noted in magazine and radio treatment of the two candidates.

Robinson conducted two analyses: how the votes of persons exposed to pro-Nixon or pro-Humphrey newspapers varied according to their party identification, and how their votes differed from pre-election expressions of voting intentions.

### Those most affected

Both analyses led Robinson to the same general conclusion: newspapers had the greatest effect on the less committed,

those with less intense party loyalties and those most undecided before the election.

Independent Democrats and pure independents showed the greatest probability of voting in line with perceived newspaper support, Robinson said. Among these independents, persons exposed to newspapers they thought took sides for Humphrey voted for him at a rate 17 percent above average, while those exposed to pro-Nixon newspapers were 20 percent below average in voting for Humphrey.

The most significant differentials, Robinson reported, existed among the "undecided"—75 percent of those exposed to newspaper support for Humphrey voted for him, compared to only 33 percent exposed to a newspaper supporting Nixon.

People apparently perceived newspaper partisanship accurately, Robinson found. Comparing respondents' perceptions of bias with actual newspaper positions as reported by EDITOR & PUBLISHER, he discovered them to be 90 percent accurate.

### Some provocative questions

The findings raise provocative questions about media effects on voting behavior, Robinson said:

"In an age when public debate has centered around the various effects of television, the possibility that newspapers can wield more significant political influence deserve serious consideration. Although the public does claim to get most of its news from television, on an average day 80 percent of the adults read a newspaper compared to about 25 percent who watch the national evening news on television."

Despite the consistency of the study results, Robinson cautioned that they neither prove cause and effect, nor do they completely explain why newspapers constituted such a persuasive force on some voters in 1968. One possible reason, he said, may have been that with all the political turbulence and confusion in 1968, non-partisan voters were particularly receptive to guidance as clear and straightforward as a newspaper endorsement.