

# **The Effect of Newspaper Entry and Exit on Electoral Politics**

## **Online Appendix**

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## 1 Gubernatorial Elections

In table 1, we report results on the effect of newspaper entry and exit on gubernatorial elections. Because we are only able to include county years in which gubernatorial and presidential elections coincide, our sample size for this exercise is smaller than in the analysis of presidential or congressional elections.

In column (1), we report effects of entry/exit events on gubernatorial turnout. Aside from the dependent variable, the specification is identical to columns (2) and (3) of table 5. The results look similar to the results for congressional turnout reported in table 5, with marginally significant positive effects in the newspaper period, smaller effects in the radio period, and positive but less precisely estimated effects in the television period. As expected given the smaller sample, the standard errors are larger than in the estimates for congressional turnout.

In column (2), we report effects of entry/exit events on the Republican vote share. These specifications parallel columns (3) and (4) of table 7. As with other types of elections, we find no statistically significant evidence of persuasive effects and can rule out positive coefficients greater than about a tenth of a percentage point.

## 2 Senate Elections

In table 2, we report results on the effect of newspaper entry and exit on senate elections. Prior to the passage of the 17th Amendment to the Constitution in 1913, Senators were not directly elected. We therefore restrict this analysis to the radio period (1932-1952) and television period (1956-2004) as defined in the main paper. Moreover, because senators serve terms of 6 years, not every county has a senate election in every presidential year. Our dependent variables—the change in turnout and Republican share in Senate election—are therefore only defined for presidential election years in which a given county had a senate election in both the current and previous presidential election year. Note that the current and previous elections we are differencing will not typically be for the same Senate seat.

In column (1), we report effects of entry/exit events on senate turnout. In column (2), we report effects on the Republican vote share. In neither case do we find evidence of statistically significant effects.

**Table 1:** The effect of newspapers on gubernatorial elections

	Gubernatorial Turnout (1)	Gubernatorial Vote Share (2)
Effect of having at least one newspaper:		
Newspaper period (1868-1928)	0.0073 (0.0036)	
Radio period (1932-1952)	-0.0003 (0.0035)	
Television period (1956-2004)	0.0088 (0.0087)	
Effect of (#Rep - #Dem) papers		-0.0016 (0.0014)
<i>F</i> – test of equality of coefficients	1.279	
<i>p</i> – value	0.2787	
<i>R</i> <sup>2</sup>	0.562	0.679
Number of counties	1163	896
Number of county-years	25393	8212

Notes: Standard errors in parentheses are clustered by county. All specifications include state-year fixed effects. Demographic controls are changes in county demographics as defined in section, with dummies included for missing data.

**Table 2:** The effect of newspapers on senate elections

	Senate Turnout (3)	Senate Vote Share (5)
Effect of having at least one newspaper:		
Radio period (1932-1952)	0.0050 (0.0058)	
Television period (1956-2004)	-0.0006 (0.0036)	
Effect of (#Rep - #Dem) papers		
Radio period (1932-1952)		-0.0004 (0.0036)
Television period (1956-2004)		-0.0003 (0.0037)
<i>F</i> – test of equality of coefficients	0.694	0.000
<i>p</i> – value	0.4050	0.9870
<i>R</i> <sup>2</sup>	0.645	0.852
Number of counties	1488	1488
Number of county-years	10591	9854

Notes: Standard errors in parentheses are clustered by county.

All specifications include state-year fixed effects.

Demographic controls are changes in county demographics as defined in section, with dummies included for missing data.