



Black and White and Re(a)d All Over FLORIDA

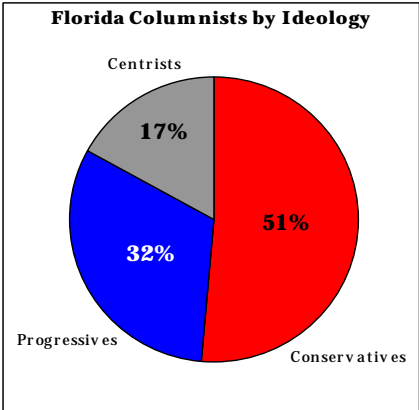
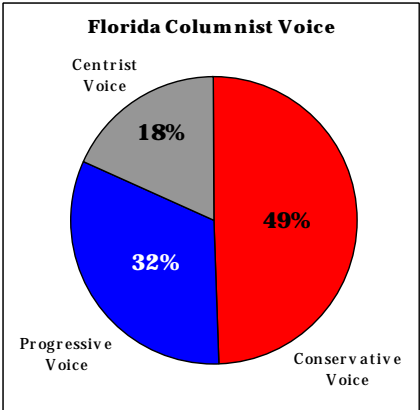
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When it comes to nationally syndicated columnists, Florida’s daily newspapers are dominated by conservatives, leaving progressive voices behind.

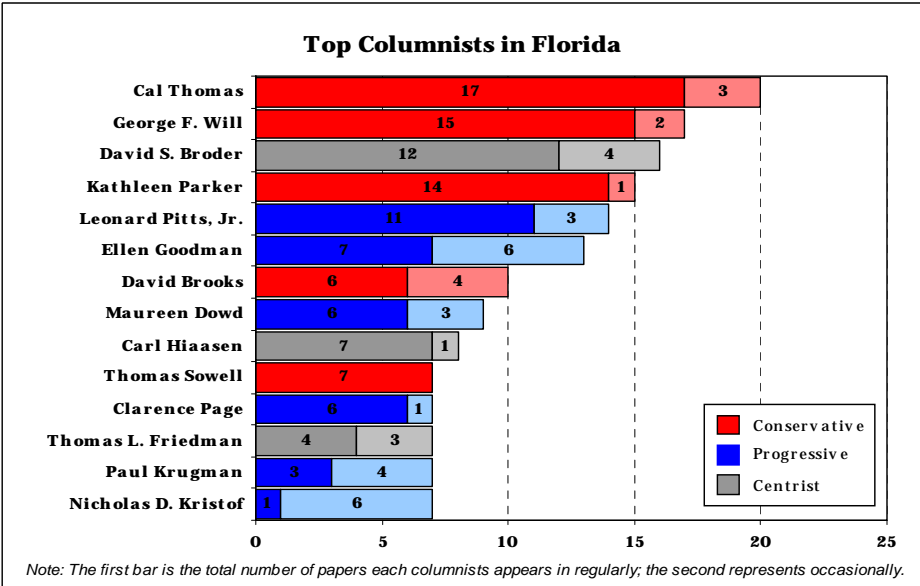
FLORIDA MEDIA: Daily Newspapers at a Glance

- In Florida, there are 37* daily newspapers with a total circulation of 2,980,487.
- Conservative syndicated columnists appear a total of 121 times per week in Florida newspapers. Centrist columnists appear a total of 40 times, while progressive columnists appear a total of 75 times.¹
- Taking newspaper circulation into account, each week these columnists have the potential to reach Florida readers a total of 22,900,707 times.

FLORIDA VOICE: Who Is Being Heard?



- Nationally syndicated conservative columnists account for 49 percent of the column impressions in Florida, while nationally syndicated progressive columnists account for only 32 percent of the column impressions.²
- Those conservative columnists reach Florida readers 3,917,837 more times than their progressive counterparts.
- The top nationally syndicated columnists published regularly in Florida consist of five conservatives, three centrists, and six progressives. The top conservatives appear regularly nearly twice as often as the top progressives.



¹ These figures account for columnists appearing in multiple papers; if a particular columnist is in five separate papers, he or she is counted in these figures five times.
² Similar to the advertising term “ad impressions,” “column impressions” counts the number of copies of each column that appears in print.

Newspaper	State	Circulation	Conservatives	Progressives
Boca Raton News	FL	13,768	0%	0%
Bradenton Herald, The	FL	46,994	47%	37%
Cape Coral Daily Breeze	FL	1,727	55%	18%
Charlotte Harbor/Port Charlotte - Charlotte Sun	FL	40,453	50%	25%
Crystal River Citrus County Chronicle	FL	27,597	40%	40%
Daytona Beach News-Journal	FL	108,228	0%	0%
Fort Lauderdale South Florida Sun-Sentinel	FL	327,313	55%	27%
Fort Myers News-Press, The	FL	92,987	75%	25%
Fort Walton Beach Northwest Florida Daily News	FL	40,078	83%	0%
Hernando County/Brooksville Hernando Today	FL	15,053	50%	0%
Highlands County/Sebring Highlands Today	FL	16,609	50%	50%
Jacksonville Times-Union, The	FL	171,389	69%	23%
Key West Citizen, The	FL	9,208	25%	50%
Lake City Reporter	FL	8,391	50%	17%
Lakeland Ledger, The	FL	73,282	56%	22%
Leesburg Daily Commercial, The	FL	26,276	33%	0%
Marianna-Jackson County Floridian	FL	5,908	50%	50%
Melbourne Florida Today	FL	87,397	47%	40%
Miami Herald, The	FL	319,986	43%	29%
Naples Daily News	FL	59,787	60%	20%
New Smyrna Beach Observer	FL	3,429	0%	100%
Ocala Star-Banner, The	FL	49,996	38%	44%
Okeechobee News	FL	2,583	0%	0%
Orlando Sentinel	FL	252,793	50%	0%
Palatka Daily News	FL	10,308	0%	0%
Palm Beach Daily News	FL	6,270	0%	0%
Panama City News Herald, The	FL	35,701	60%	20%
Pensacola News Journal	FL	63,941	50%	40%
Sarasota Herald-Tribune	FL	114,443	0%	0%
St. Augustine Record, The	FL	17,139	60%	30%
St. Petersburg Times	FL	332,158	29%	43%
Stuart Treasure Coast News/Press-Tribune, The	FL	102,084	45%	45%
Tallahassee Democrat	FL	52,388	50%	50%
Tampa Tribune/Tampa Tribune and Tampa Times, The	FL	236,805	80%	20%
Villages Daily Sun, The	FL	24,375	100%	0%
West Palm Beach Post, The	FL	173,824	31%	44%
Winter Haven News Chief	FL	9,817	100%	0%

* Our study includes 37 of the 38 daily newspapers published in Florida because *The Gainesville Sun* did not return our inquiries about the paper's lineup of nationally syndicated columnists, nor could the paper's information be obtained through resources readily available in Washington, D.C.