



# Black and White and Re(a)d All Over ILLINOIS

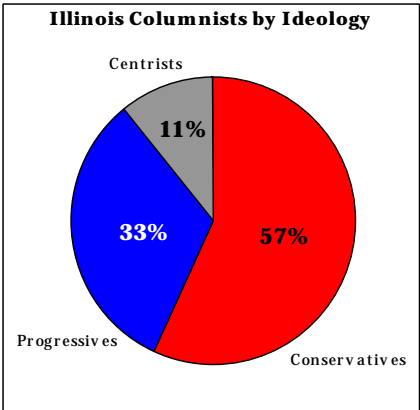
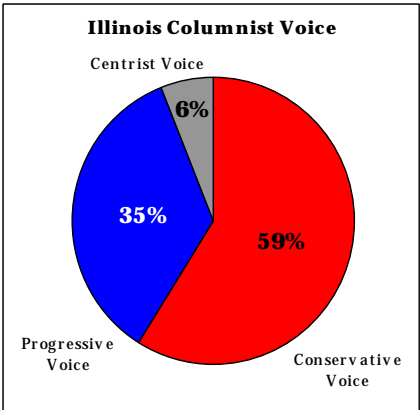
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## When it comes to nationally syndicated columnists, Illinois' daily newspapers are dominated by conservatives, leaving progressive voices behind.

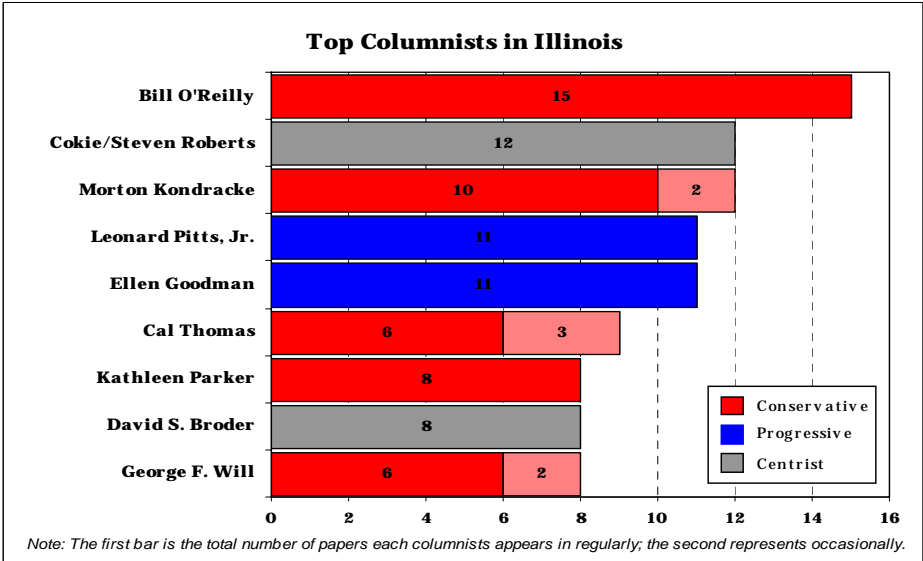
### ILLINOIS MEDIA: Daily Newspapers at a Glance

- In Illinois, there are 67\* daily newspapers with a total circulation of 2,152,812.
- Conservative syndicated columnists appear a total of 116 times per week in Illinois newspapers. Centrist columnists appear a total of 22 times, while progressive columnists appear a total of 67 times.<sup>1</sup>
- Taking newspaper circulation into account, these columnists have the potential to reach Illinois readers a total of 13,047,042 times each week.

### ILLINOIS VOICE: Who Is Being Heard?



- Nationally syndicated conservative columnists account for 59 percent of the column impressions in Illinois, while nationally syndicated progressive columnists account for only 35 percent of the column impressions.<sup>2</sup>
- Those conservative columnists reach Illinois readers 3,159,298 more times than their progressive counterparts.
- The top nationally syndicated columnists published regularly in Illinois consist of five conservatives, two centrists, and two progressives. The top conservative columnists outnumber their progressive counterparts by a 2-to-1 margin.



<sup>1</sup> 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.  
<sup>2</sup> 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 |
|---|-------|-------------|---------------|--------------|
| Alton/East Alton/Wood River Telegraph, The              | IL    | 25,486      | 0%            | 0%           |
| Aurora Beacon News, The                                 | IL    | 27,201      | 0%            | 0%           |
| Belleville News-Democrat                                | IL    | 55,151      | 67%           | 33%          |
| Benton Evening News                                     | IL    | 2,976       | 50%           | 25%          |
| Bloomington/Normal Pantagraph, The                      | IL    | 46,589      | 50%           | 42%          |
| Canton Daily Ledger                                     | IL    | 4,653       | 0%            | 0%           |
| Carbondale-Herrin-Murphysboro Southern Illinoisian, The | IL    | 28,738      | 50%           | 33%          |
| Carmi Times   | IL    | 1,941       | 100%          | 0%           |
| Centralia/Central City/WAMAC Morning Sentinel           | IL    | 14,313      | 75%           | 0%           |
| Champaign/Urbana News-Gazette, The                      | IL    | 39,456      | 40%           | 40%          |
| Charleston Times-Courier                                | IL    | 5,535       | 50%           | 50%          |
| Chicago Daily Herald, The                               | IL    | 150,281     | 50%           | 36%          |
| Chicago Daily Southtown                                 | IL    | 48,376      | 0%            | 0%           |
| Chicago Defender  | IL    | 12,800      | 0%            | 0%           |
| Chicago Sun-Times                                       | IL    | 358,750     | 83%           | 17%          |
| Chicago Tribune   | IL    | 629,974     | 57%           | 43%          |
| Clinton Daily Journal                                   | IL    | 1,444       | 100%          | 0%           |
| Crystal Lake Northwest Herald                           | IL    | 38,228      | 44%           | 44%          |
| Danville Commercial-News                                | IL    | 14,866      | 71%           | 29%          |
| De Kalb/Sycamore Daily Chronicle                        | IL    | 9,397       | 50%           | 50%          |
| Decatur Herald & Review                                 | IL    | 35,014      | 40%           | 40%          |
| Dixon Telegraph/Sauk Valley Sunday, The                 | IL    | 10,340      | 0%            | 0%           |
| Du Quoin Evening Call                                   | IL    | 3,257       | 50%           | 0%           |
| Edwardsville Intelligencer                              | IL    | 4,277       | 0%            | 0%           |
| Effingham Daily News                                    | IL    | 10,588      | 80%           | 20%          |
| Eldorado Daily Journal                                  | IL    | 945         | 40%           | 40%          |
| Elgin Courier News, The                                 | IL    | 13,947      | 33%           | 0%           |
| Flora Daily Clay County Advocate-Press, The             | IL    | 2,261       | 0%            | 0%           |
| Freeport Journal-Standard, The                          | IL    | 12,873      | 50%           | 50%          |
| Galesburg Register Mail, The                            | IL    | 14,295      | 25%           | 50%          |
| Geneva Kane County Chronicle                            | IL    | 14,283      | 100%          | 0%           |
| Harrisburg Daily Register, The                          | IL    | 3,905       | 0%            | 100%         |
| Jacksonville Journal-Courier                            | IL    | 14,455      | 50%           | 50%          |
| Joliet Herald News, The                                 | IL    | 40,591      | 50%           | 50%          |
| Kankakee Daily Journal/The Sunday Journal, The          | IL    | 24,805      | 57%           | 43%          |
| Kewanee Star-Courier                                    | IL    | 4,062       | 0%            | 0%           |
| La Salle/Peru/Oglesby/Spring Valley News Tribune        | IL    | 15,034      | 0%            | 0%           |
| Lawrenceville Daily Record                              | IL    | 2,831       | 0%            | 0%           |
| Lincoln Courier, The                                    | IL    | 5,135       | 0%            | 0%           |
| Litchfield News-Herald                                  | IL    | 3,727       | 0%            | 100%         |
| Macomb Journal  | IL    | 6,729       | 0%            | 0%           |
| Mattoon Journal-Gazette                                 | IL    | 8,823       | 67%           | 33%          |
| Moline/East Moline Dispatch, The                        | IL    | 31,987      | 100%          | 0%           |
| Monmouth Daily Review Atlas                             | IL    | 2,708       | 50%           | 50%          |
| Morris Daily Herald                                     | IL    | 5,229       | 50%           | 50%          |
| Mount Carmel Daily Republican Register                  | IL    | 2,918       | 100%          | 0%           |
| Mount Vernon Register-News                              | IL    | 10,338      | 67%           | 0%           |

|  |    |        |      |     |
|--|----|--------|------|-----|
| Naperville Sun                                       | IL | 15,374 | 0%   | 0%  |
| Olney Daily Mail                                     | IL | 3,093  | 67%  | 33% |
| Ottawa Times, The                                    | IL | 15,471 | 100% | 0%  |
| Paris Beacon-News, The                               | IL | 4,287  | 0%   | 0%  |
| Paxton Daily Record                                  | IL | 1,536  | 0%   | 0%  |
| Pekin Daily Times                                    | IL | 9,229  | 67%  | 33% |
| Peoria Journal Star                                  | IL | 71,199 | 40%  | 50% |
| Pontiac Daily Leader, The                            | IL | 4,101  | 50%  | 50% |
| Quincy Herald-Whig, The                              | IL | 22,562 | 57%  | 14% |
| Robinson Daily News                                  | IL | 5,085  | 50%  | 50% |
| Rock Island Argus, The                               | IL | 12,630 | 67%  | 17% |
| Rockford Register Star                               | IL | 63,708 | 71%  | 14% |
| Shelbyville Daily Union                              | IL | 2,969  | 0%   | 0%  |
| Springfield State Journal-Register, The              | IL | 55,558 | 50%  | 25% |
| Sterling/Rock Falls Daily Gazette/Sauk Valley Sunday | IL | 13,029 | 0%   | 0%  |
| Taylorville Breeze-Courier                           | IL | 5,227  | 83%  | 17% |
| Watseka Times Republic                               | IL | 1,898  | 0%   | 0%  |
| Waukegan/North Chicago News Sun, The                 | IL | 21,337 | 0%   | 0%  |
| West Frankfort Daily American, The                   | IL | 3,009  | 0%   | 50% |

\* Our study includes 66 of the 67 daily newspapers published in Illinois because *The Marion Daily Republican* 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.