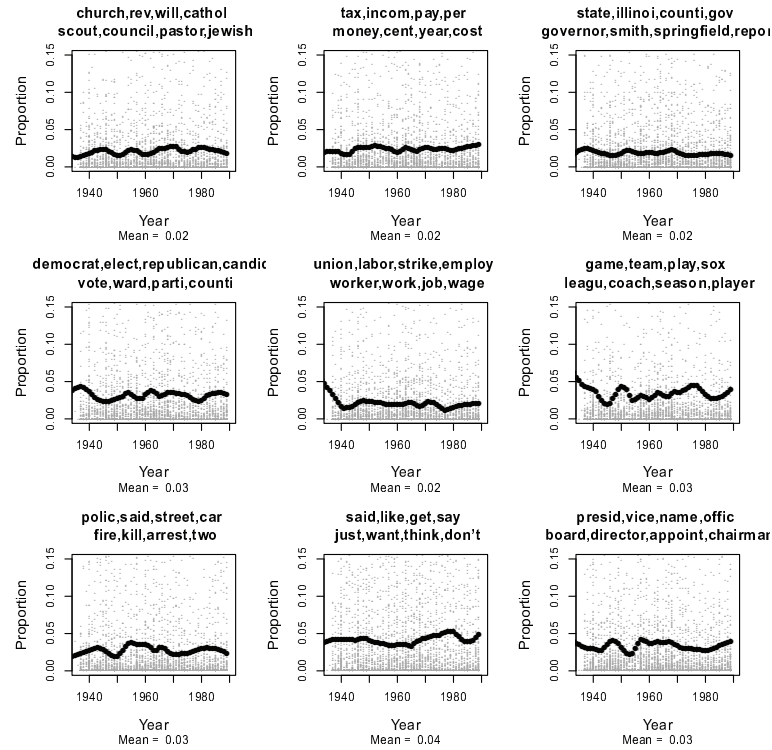# Appendix, Chapter 9

Figure 37: **LDA Results, Chicago Tribune**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Chicago Tribune* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.

Figure 38: **LDA Results, Chicago Tribune**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Chicago Tribune* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
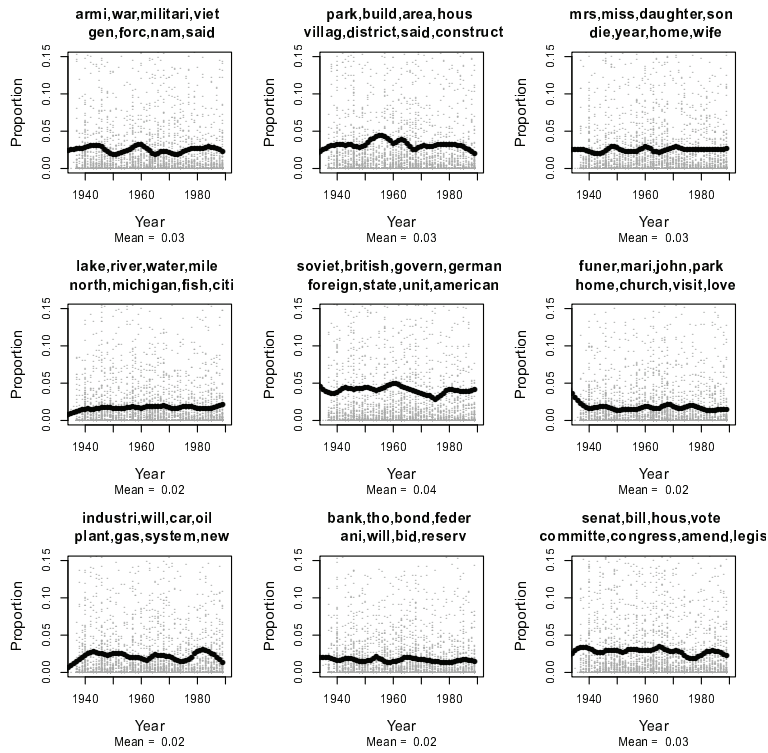
Figure 39: **LDA Results, Chicago Tribune**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Chicago Tribune* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
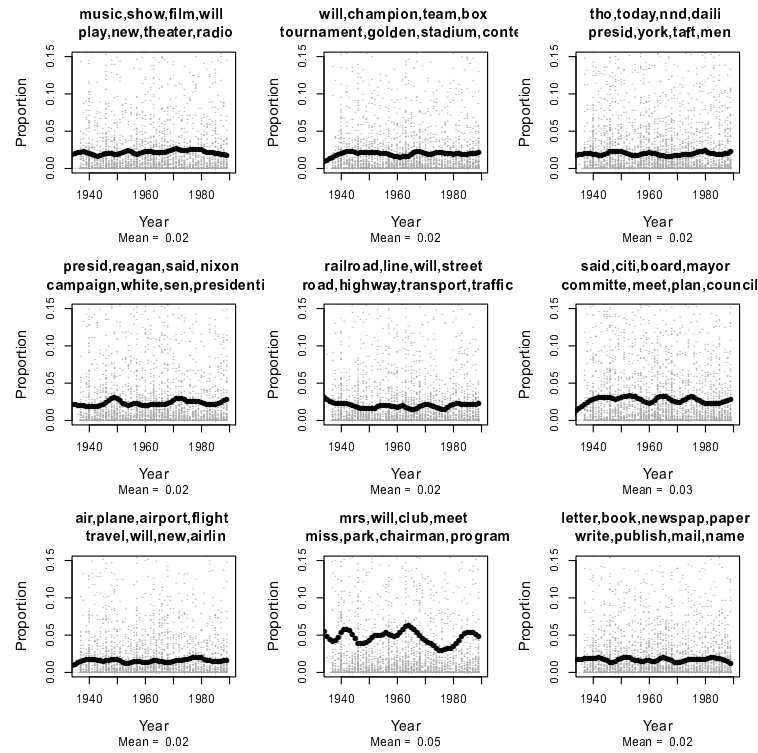
Figure 40: **LDA Results, Chicago Tribune**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Chicago Tribune* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.

Figure 41: **LDA Results, Chicago Tribune**. This figure presents the over-time distribution of 4 topics from a 40-topic LDA model fit to *Chicago Tribune* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
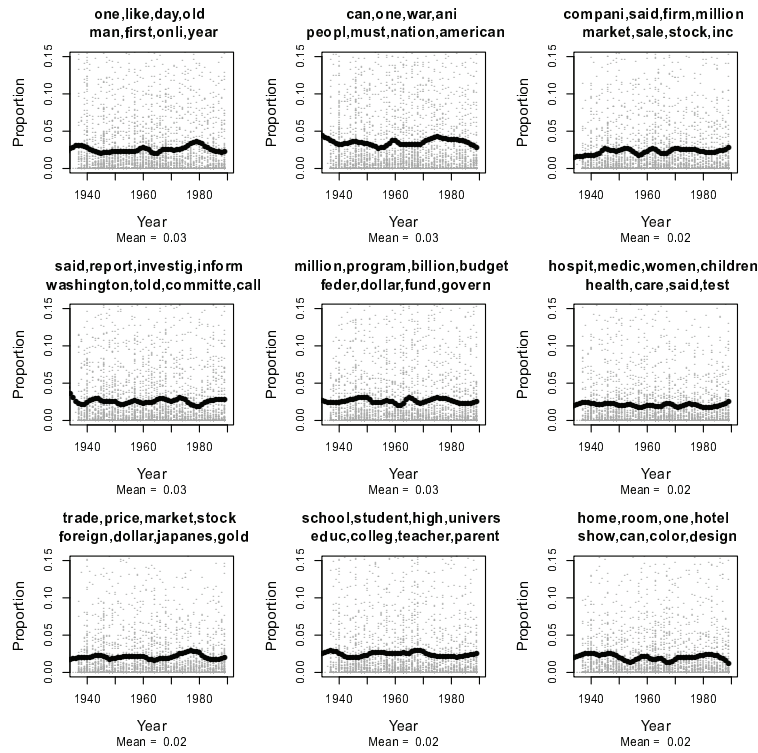
Figure 42: **LDA Results, Los Angeles Times**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Los Angeles Times* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
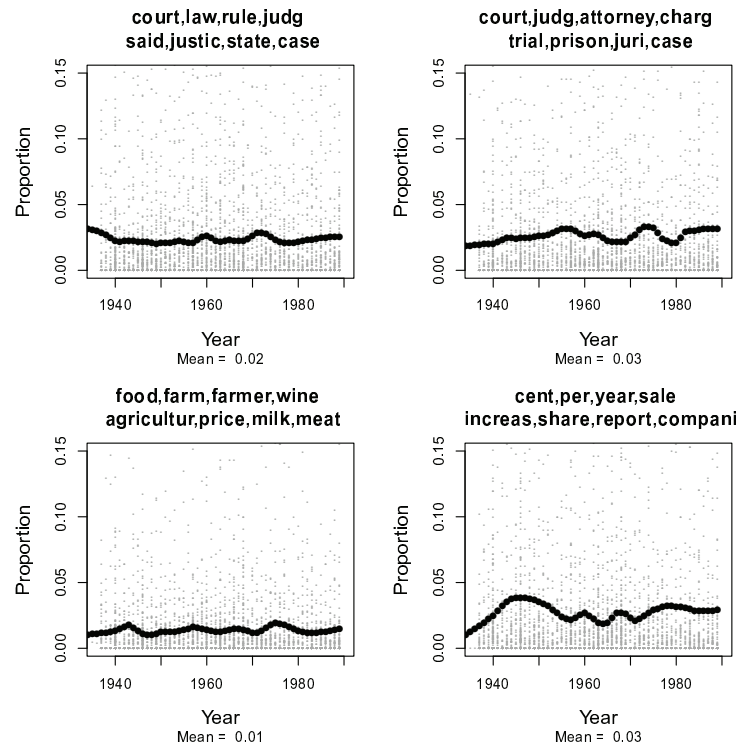
Figure 43: **LDA Results, Los Angeles Times**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Los Angeles Times* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
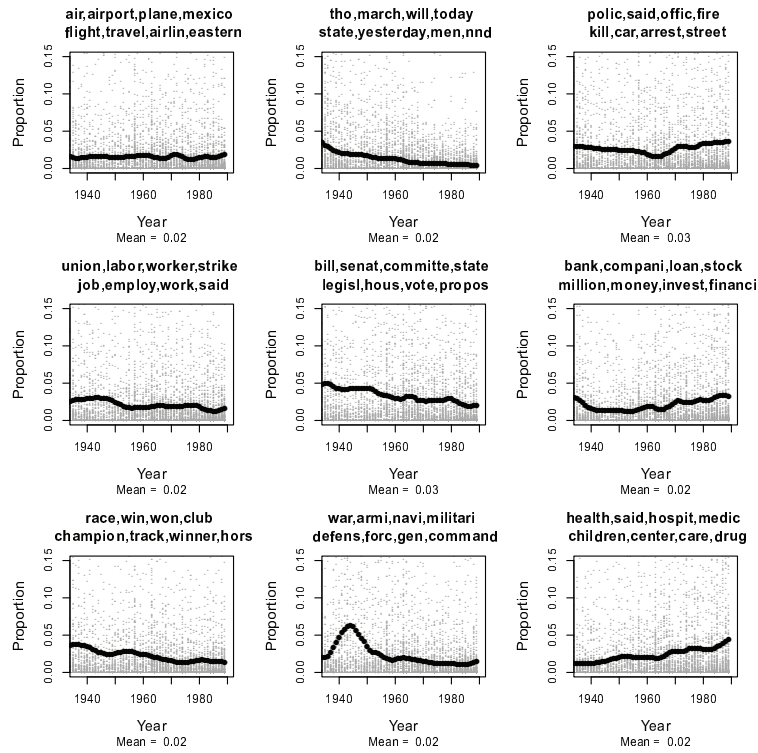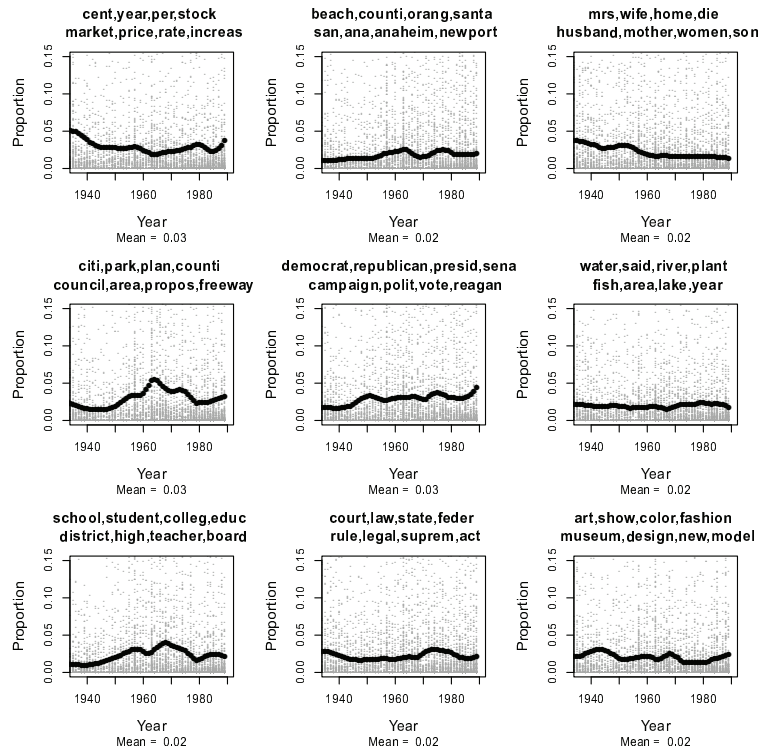
Figure 44: **LDA Results, Los Angeles Times**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Los Angeles Times* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
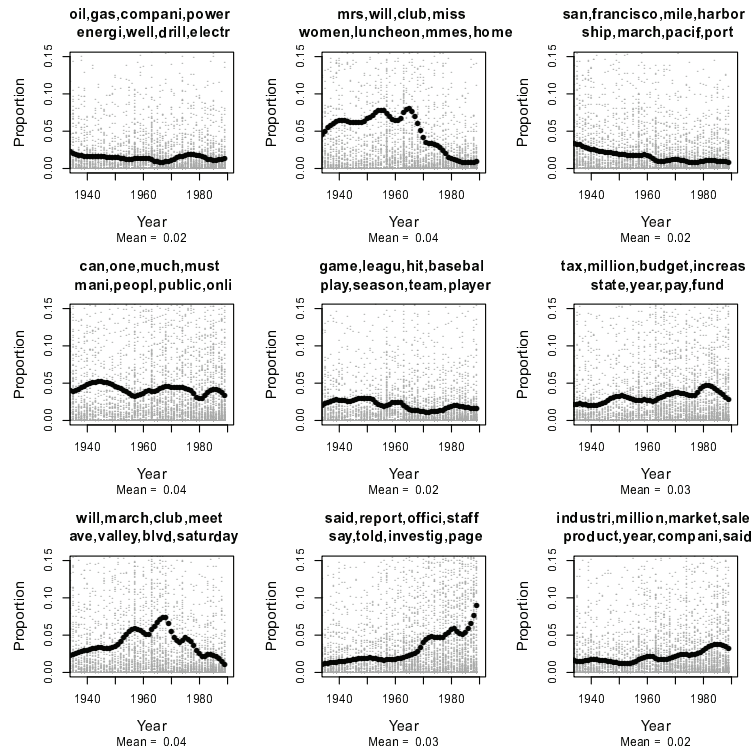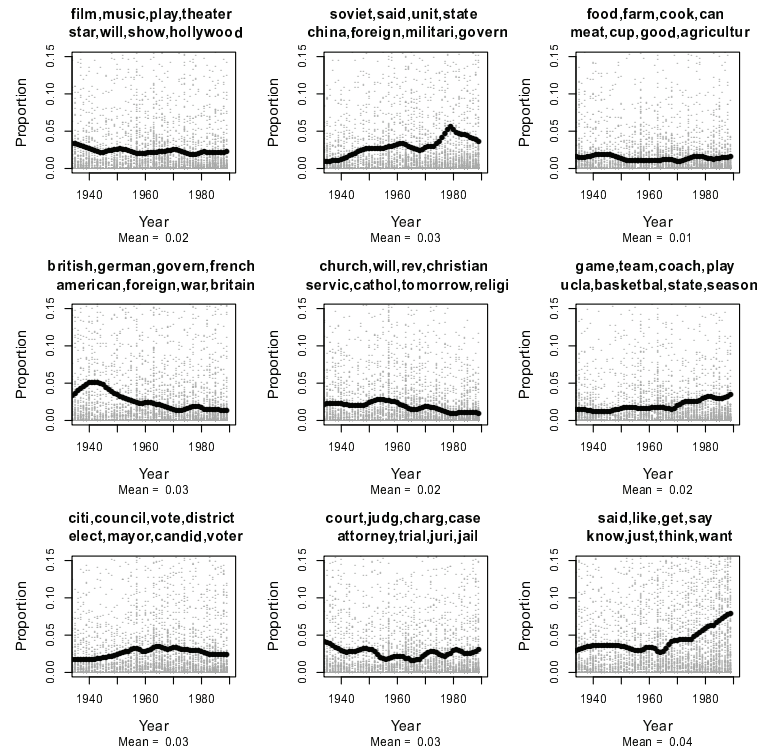
Figure 45: **LDA Results, Los Angeles Times**. This figure presents the over-time distribution of 9 topics from a 40-topic LDA model fit to *Los Angeles Times* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.
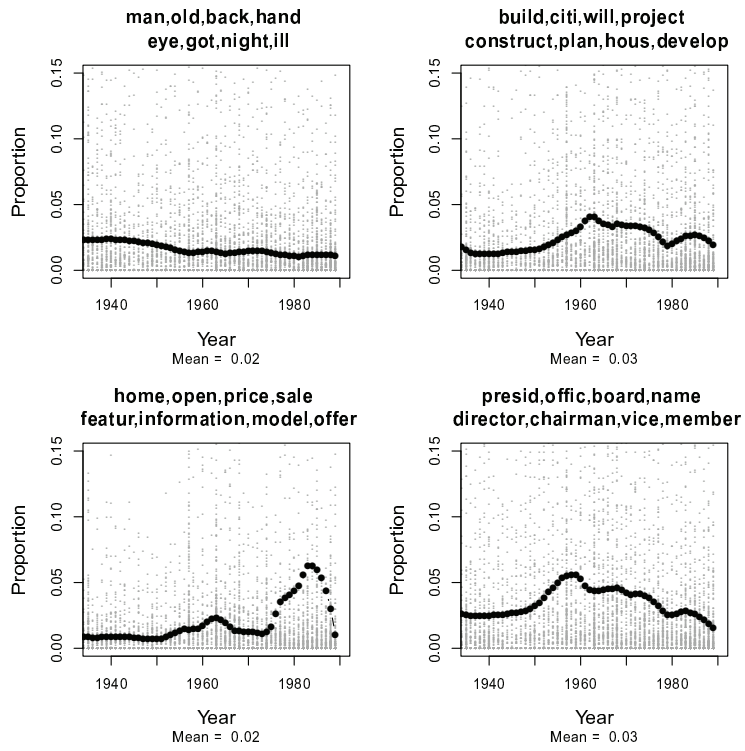
Figure 46: **LDA Results, Los Angeles Times**. This figure presents the over-time distribution of 4 topics from a 40-topic LDA model fit to *Los Angeles Times* articles between 1932 and 1989. Each gray dot depicts the share of a given article estimated to fall within the specified topic. The trend is presented via black smoothing lines.

Figure 47: **Ratios of Local, State, National Newspaper Coverage**. For available newspapers ranked 6th to 24th in circulation, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.

Figure 48: **Ratios of Local, State, National Newspaper Coverage**. For available newspapers ranked 26th to 44th in circulation, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
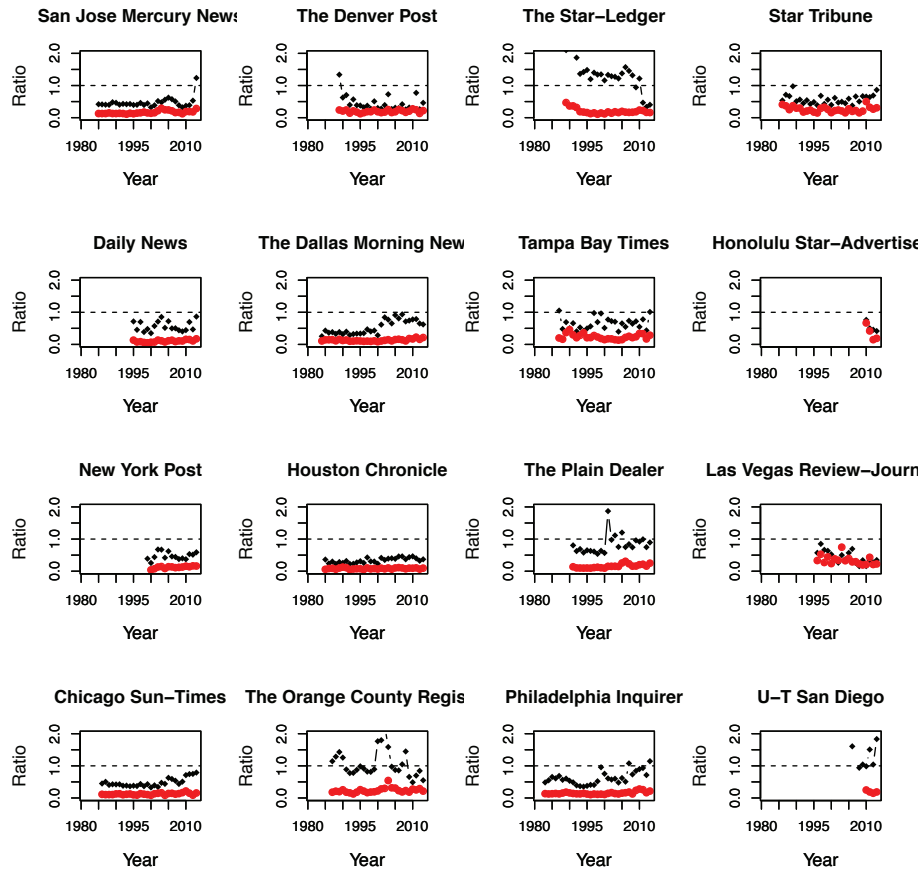
Figure 49: **Ratios of Local, State, National Newspaper Coverage**. For available newspapers ranked 46th to 64th in circulation, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
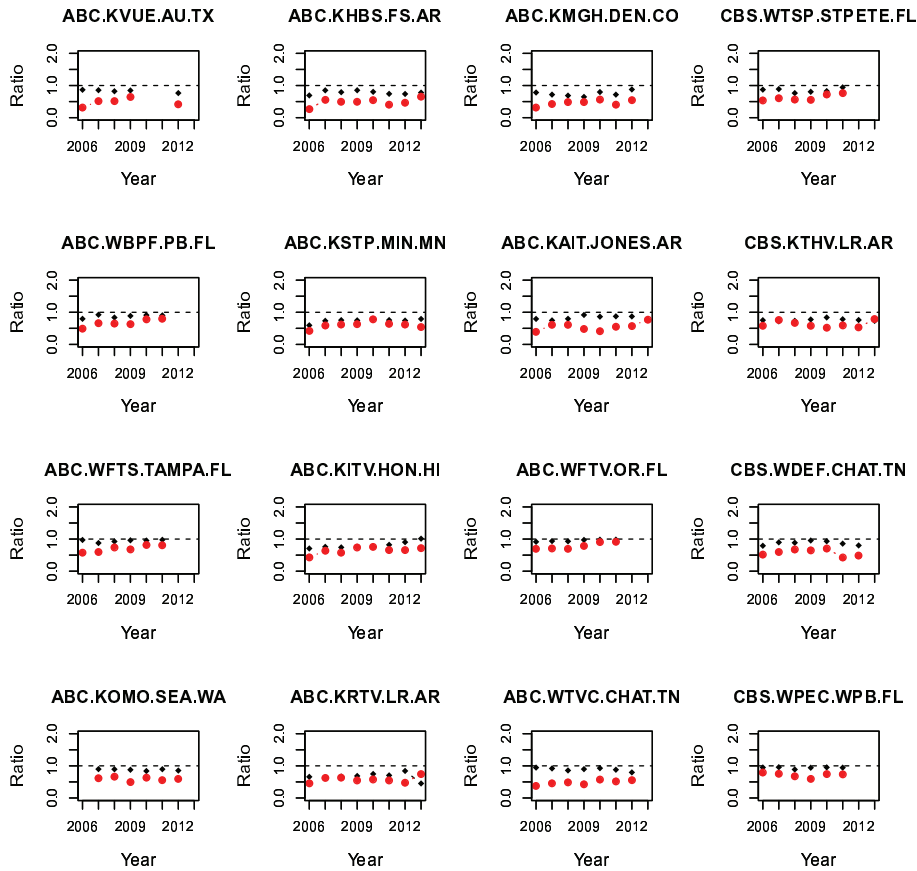
Figure 50: **Ratios of Local, State, National Television Coverage**. For select local television stations, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
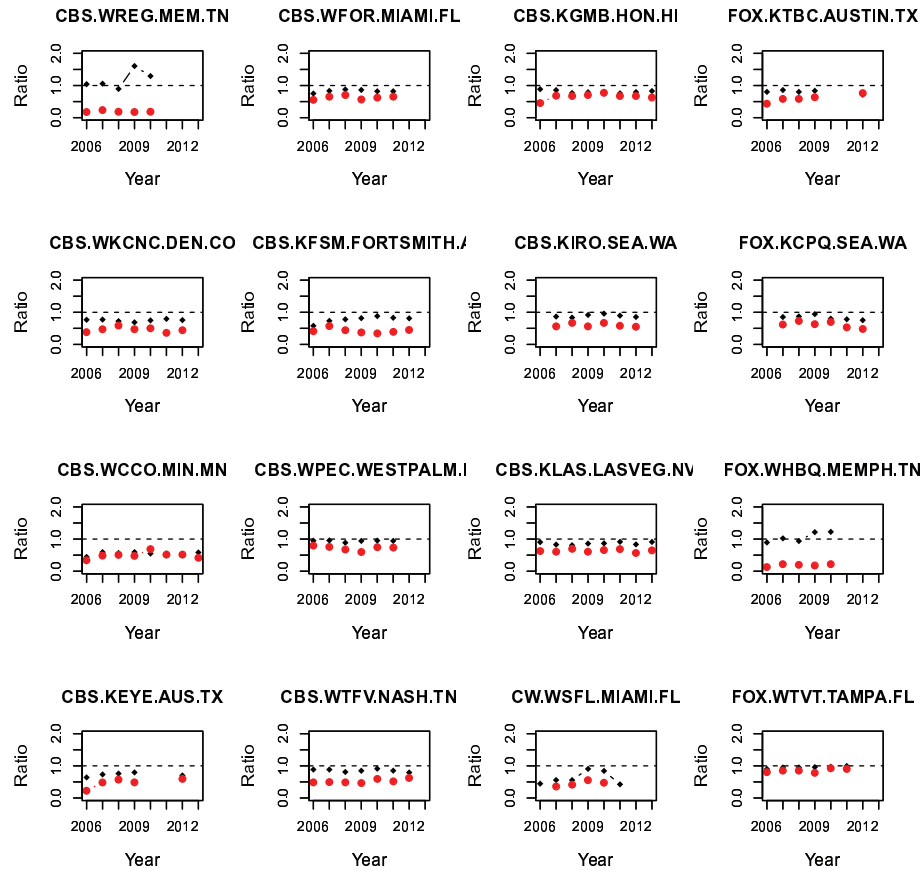
Figure 51: **Ratios of Local, State, National Television Coverage**. For select local television stations, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
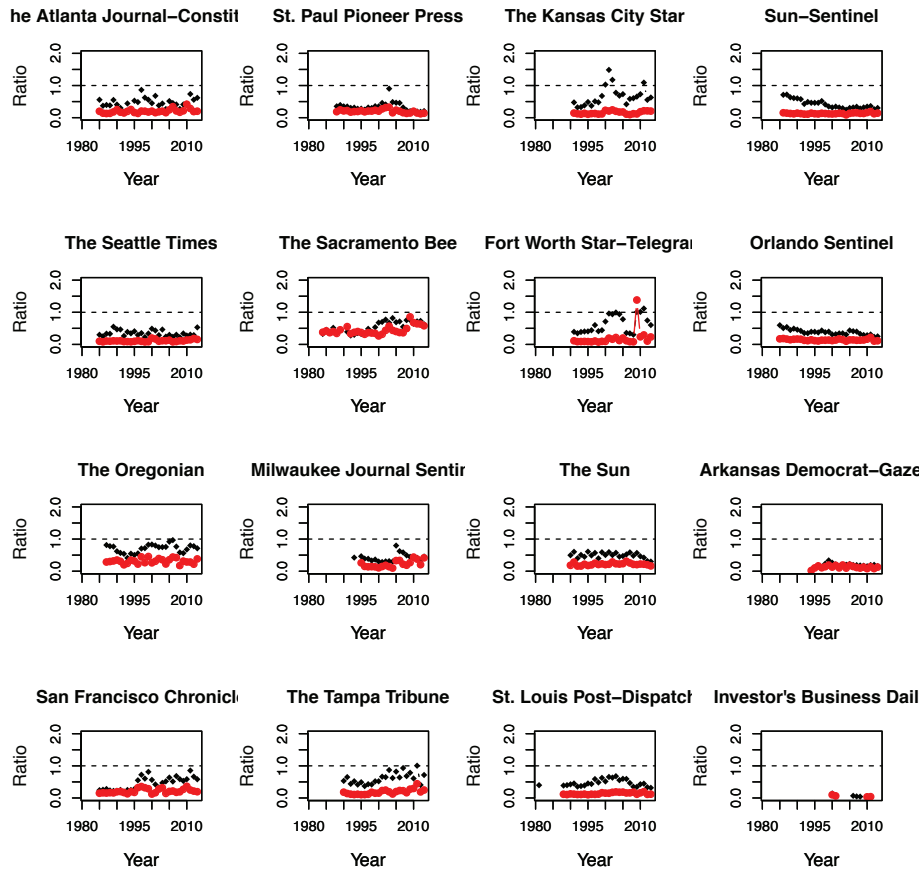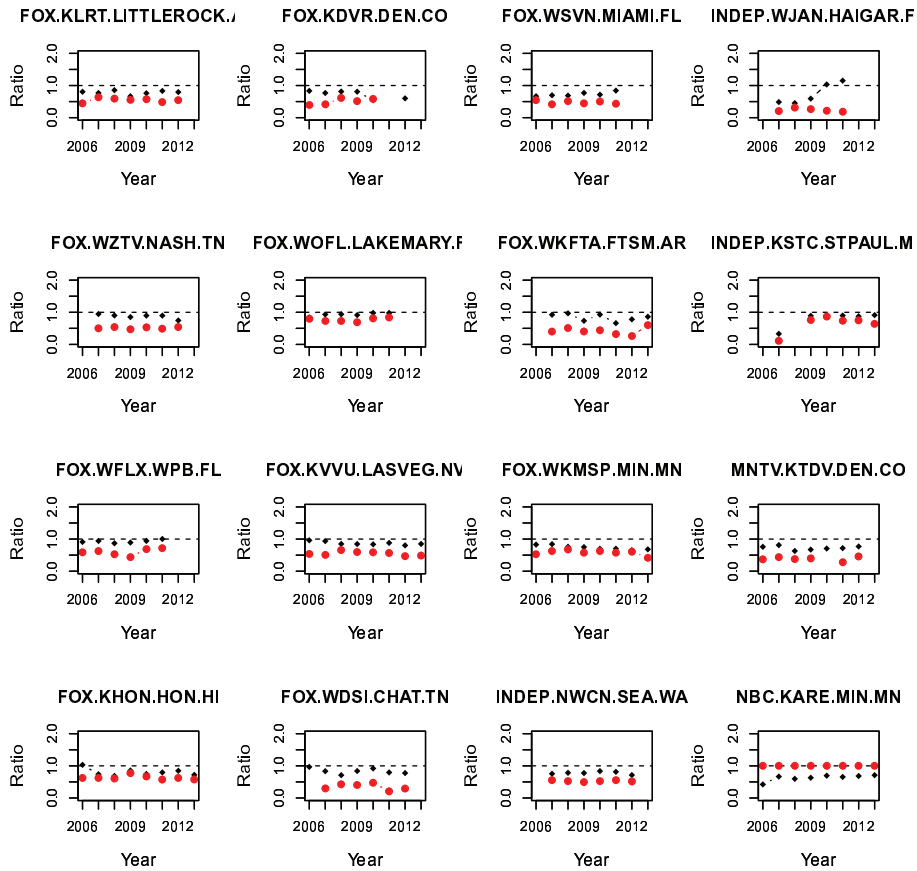
Figure 52: **Ratios of Local, State, National Television Coverage**. For select local television stations, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
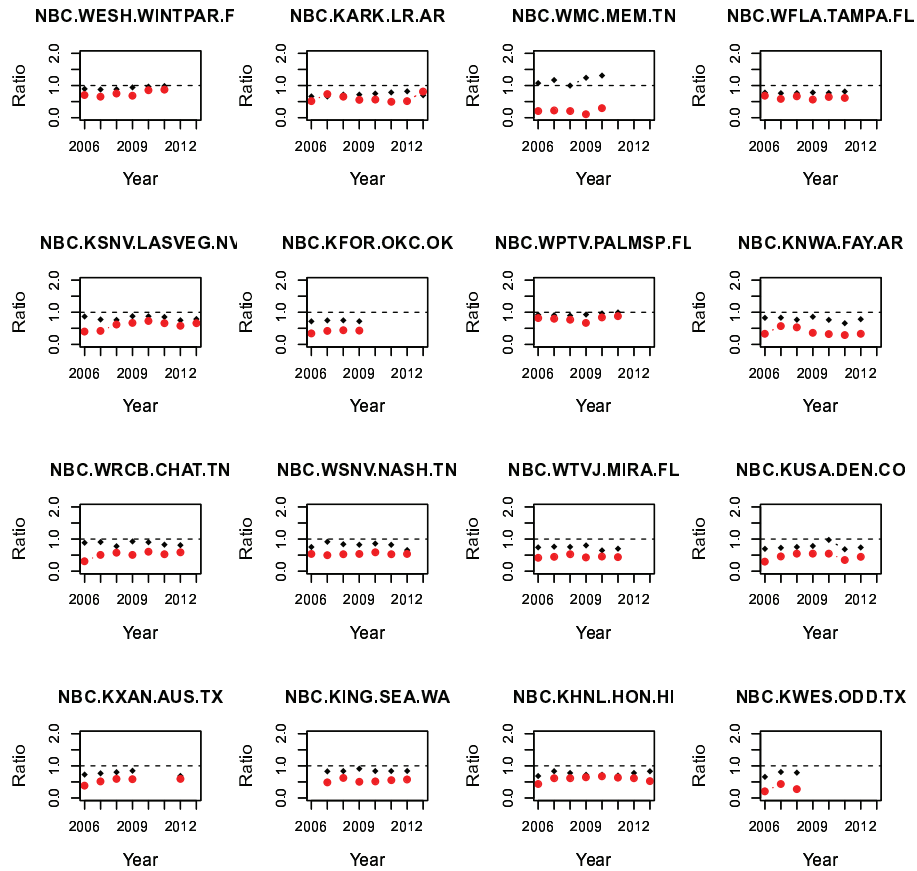
Figure 53: Ratios of Local, State, National Television Coverage. For select local television stations, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
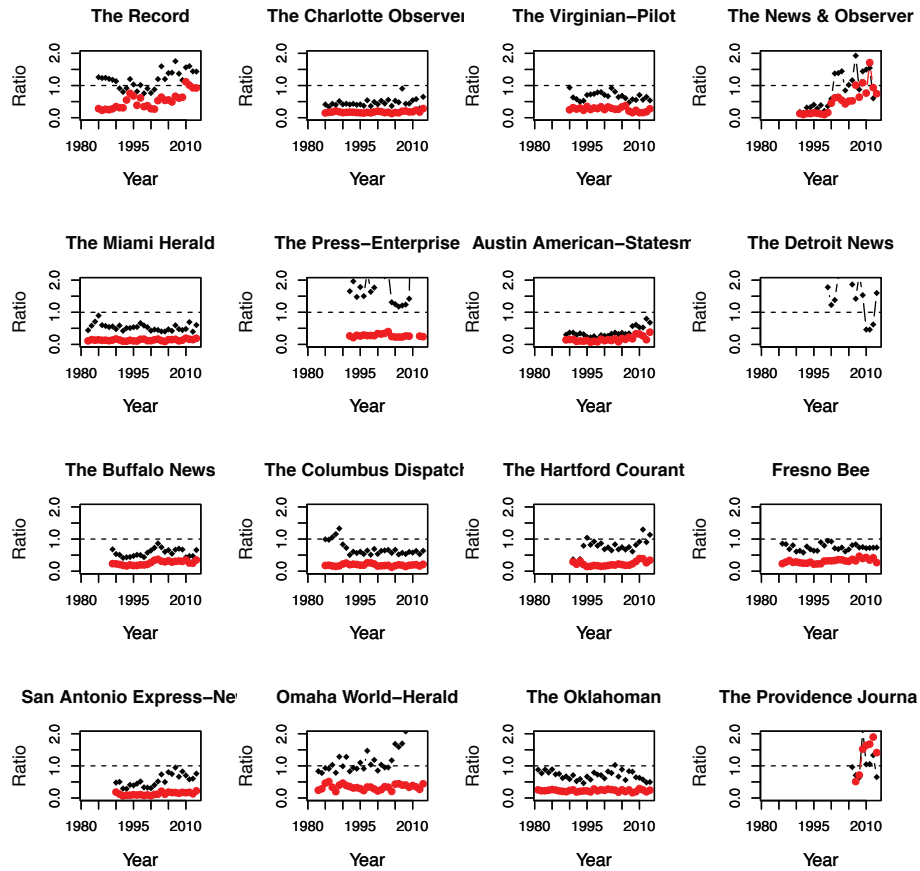
Figure 54: **Ratios of Local, State, National Television Coverage**. For select local television stations, this figure illustrates the ratio of local to national coverage by year using black diamonds and state to national coverage by year using red circles. The ratios were estimated using the *Newsbank* archive.
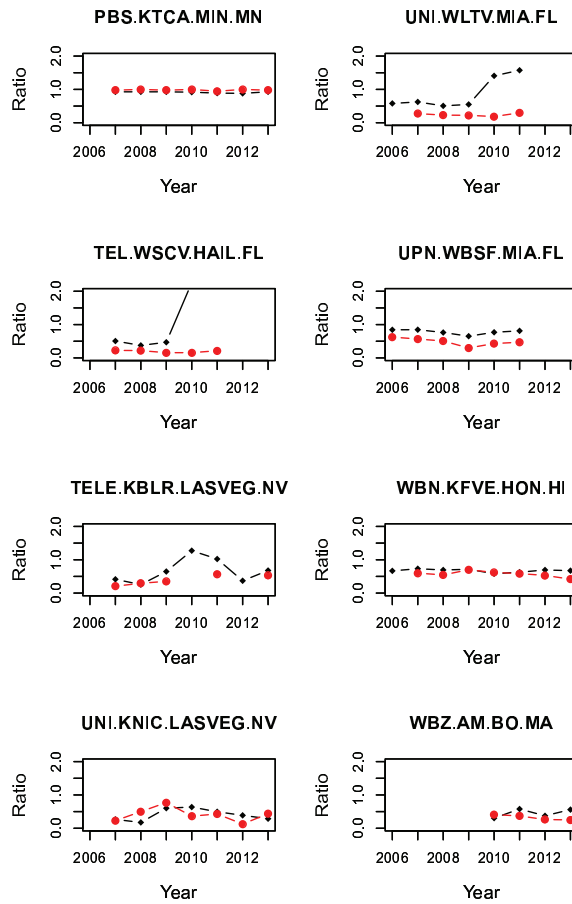
	Know Governor	Know Mayor
Intercept	−4.959*	−6.385
	(2.038)	(3.580)
DMA in State Capital	0.796*	−0.406
	(0.302)	(0.524)
Log Mkt. Size	0.226	0.240
	(0.149)	(0.251)
News from Nat' Network	0.590*	−0.323
	(0.250)	(0.436)
News from Cable TV	0.002	−0.005
	(0.259)	(0.487)
News from Local TV	0.684*	0.037
	(0.237)	(0.411)
News from Print Papers	0.270	−0.208
	(0.284)	(0.433)
News from Online Papers	0.150	0.732
	(0.321)	(0.459)
News from Radio	0.674*	0.887
	(0.303)	(0.490)
News from Magazines	−0.077	−0.825
	(0.577)	(1.564)
News from TV Talk Shows	−0.192	−0.734
	(0.345)	(0.545)
News from Internet	0.444	−0.096
	(0.308)	(0.512)
Desc. Governor	−0.243	
	(0.237)	
Education	0.085	0.113
	(0.054)	(0.097)
Income	0.003	0.004
	(0.003)	(0.004)
Age	1.624	1.529
	(0.840)	(1.432)
Male	0.184	0.585
	(0.231)	(0.377)
Black	−0.215	0.462
	(0.425)	(0.878)
Hispanic	0.304	0.616
	(0.435)	(0.693)
Party Identification	0.038	0.033
	(0.062)	(0.096)
Partisan Extremity	0.221	−0.033

	(0.137)	(0.221)
Has Children	−0.155	−0.597
	(0.278)	(0.433)
Married	0.315	0.283
	(0.258)	(0.440)
Homeowner	0.152	0.272
	(0.273)	(0.491)
Co. % Black	−1.416	1.345
	(1.105)	(1.881)
Co. % Hispanic	2.213*	0.006
	(1.121)	(1.615)
Co. % with BA	0.883	−5.545
	(1.828)	(3.622)
Co. Median Hsh. Income	−0.029	0.018
	(0.015)	(0.027)
Co. Pop. Density	−0.009	−0.011
	(0.019)	(0.044)
Co. Total Pop.	0.000	0.000
	(0.000)	(0.000)
Num. obs.	503	168

Table 2: **Regression, Knowledge of Governor/Mayor**. This table reports logistic regression models fit to the 2014 GfK survey.