

**Online Appendix
Reports from the Field**

Table A1. Descriptive statistics for 2004 and 2008: Means of words in campaign stories per newspaper and campaign stories per newspaper in Newsbank sample. Standard error of the mean in parentheses.

	Campaign presence in county	Words, total	Stories, total	Campaign words, total	Campaign stories, total	% Campaign words	% Campaign stories
2004	No (n=367)	19,574.43 (1,053.97)	43.154 (2.267)	1,976.35 (146.43)	3.202 (0.218)	8.40% (0.005)	6.49% (0.004)
	Yes (n=101)	34,255.63 (2,760.92)	74.282 (6.263)	5,051.20 (500.04)	8.034 (0.811)	12.77% (0.007)	9.81% (0.005)
	Total (n=468)	22,736 (1,054.56)	49.858 (2.306)	2,638.52 (167.67)	4.243 (0.261)	9.34% (0.005)	7.21% (0.003)
2008	No (n=480)	13,070.29 (611.04)	29.730 (1.315)	760.42 (56.52)	1.289 (0.092)	5.03% (0.004)	3.71% (0.003)
	Yes (n=311)	19,915.85 (1,029.62)	45.393 (2.288)	1,606.05 (152.69)	2.797 (0.196)	7.09% (0.005)	5.96% (0.005)
	Total (n=791)	15,761.78 (561.33)	35.888 (1.232)	1,092.89 (70.63)	1.882 (0.099)	5.84% (0.003)	4.59% (0.002)
2012	No (n=579)	12,234.07 (489.80)	28.664 (1.090)	793.58 (68.58)	1.248 (0.085)	5.35% (0.004)	3.76% (0.003)
	Yes (n=225)	19,505.17 (1,022.99)	43.288 (2.166)	1,404.10 (116.12)	2.530 (0.201)	6.93% (0.005)	5.86% (0.004)
	Total (n=804)	14,268.89 (468.32)	32.757 (1.017)	964.43 (59.87)	1.607 (0.085)	5.79% (0.003)	4.35% (0.002)

Table A2. Increased probability of the publication of campaign-relevant stories in areas with a local campaign presence, national and battleground state samples.

	(1)	(2)	(3)	(4)	(5)	(6)
	National			Battleground states		
	2004	2008	2012	2004	2008	2012
Campaign presence (in county)	1.184 (0.180)	1.250+ (0.151)	1.115 (0.115)	1.034 (0.202)	1.783** (0.312)	1.740* (0.403)
Democratic vote share, 2000	0.655 (0.332)	1.154 (0.634)	0.955 (0.442)	0.182+ (0.177)	0.322 (0.238)	0.295 (0.278)
Population	1.032 (0.035)	0.967 (0.040)	1.029 (0.021)	1.053 (0.140)	1.094 (0.169)	0.842 (0.151)
Median income	0.906 (0.059)	0.934 (0.048)	0.936 (0.052)	0.752* (0.086)	0.873+ (0.069)	0.991 (0.152)
% African- American	1.001 (0.005)	1.000 (0.005)	1.005 (0.005)	1.008 (0.009)	1.014* (0.007)	1.005 (0.010)
% with college degree, 2000	8.803** (5.265)	2.034 (1.494)	1.672 (1.094)	11.393+ (14.873)	3.804 (4.277)	4.206 (6.805)
Total stories per newspaper-day	1.016** (0.001)	1.021** (0.001)	1.025** (0.002)	1.013** (0.002)	1.017** (0.002)	1.027** (0.003)
State-level fixed effects?	Yes	Yes	Yes	Yes	Yes	Yes
Constant	0.642	0.594	0.523	9.714	1.623	0.477
Joint hypothesis test:						
Average IRR:		1.183*			1.519*	
Std. error, avg. IRR:		(0.078)			(0.124)	
Z-stat:		2.144			3.144	
P-value:		0.032			0.002	
Observations	608	1196	1135	102	381	177

Robust standard errors (in parentheses) are clustered by county.

Significance thresholds: ** p<0.001, * p<0.05, + p<0.1

Table A3. Effects of campaign presence on the share of campaign-related content in national and battleground state newspapers. OLS regression analysis.

	(1)	(2)	(3)	(4)	(5)	(6)
	National			Battleground states		
	2004	2008	2012	2004	2008	2012
Campaign presence (in county)	0.020 (0.014)	0.011+ (0.006)	0.009 (0.006)	0.010 (0.029)	0.025* (0.009)	0.032* (0.013)
Democratic vote share, 2000	0.014 (0.040)	0.015 (0.027)	-0.023 (0.022)	-0.154 (0.120)	-0.078 (0.053)	-0.108 (0.072)
Population	0.000 (0.002)	-0.002 (0.002)	0.003** (0.001)	0.034+ (0.019)	0.023+ (0.013)	0.006 (0.013)
Median income	-0.004 (0.006)	-0.001 (0.003)	-0.001 (0.002)	-0.020 (0.015)	0.002 (0.006)	0.002 (0.009)
% African-American	-0.000 (0.000)	0.000+ (0.000)	0.001* (0.000)	-0.000 (0.001)	0.001* (0.001)	0.000 (0.001)
% with college degree, 2000	0.070 (0.052)	0.039 (0.038)	0.007 (0.029)	0.097 (0.162)	-0.017 (0.068)	0.004 (0.090)
State-level fixed effects?	Yes	Yes	Yes	Yes	Yes	Yes
Constant	0.022	0.024	0.060	0.240	0.084	0.114
Joint hypothesis test:						
Average coefficient:		0.013*			0.022+	
Std. error, avg. coeff.:		(0.006)			(0.011)	
Z-stat:		2.344			1.917	
P-value:		0.019			0.055	
Observations	608	1196	1135	102	381	177
R-squared	0.202	0.138	0.076	0.055	0.142	0.077

Robust standard errors (in parentheses) are clustered by county.
Significance thresholds: ** p<0.001, * p<0.05, + p<0.1

Table A4. Increased probability of the publication of campaign-relevant stories in areas with a local campaign presence, sample of non-battleground states.

	(1)	(2)	(3)
	2004	2008	2012
Campaign presence (in county)	1.634*	0.986	1.015
	(0.331)	(0.171)	(0.117)
Democratic vote share, 2000	1.027	3.103	1.483
	(0.594)	(2.385)	(0.781)
Population	0.997	0.975	1.036+
	(0.034)	(0.046)	(0.020)
Median income	0.951	0.939	0.932
	(0.065)	(0.063)	(0.056)
% African- American	0.996	0.992	1.004
	(0.005)	(0.006)	(0.005)
% with college degree, 2000	6.503*	1.976	1.308
	(4.163)	(1.877)	(0.939)
Total stories per newspaper-day	1.017**	1.023**	1.024**
	(0.001)	(0.002)	(0.002)
State-level fixed effects?	Yes	Yes	Yes
Constant	0.455	0.442	0.486
Joint hypothesis test:			
Average coefficient:		1.212	
Std. error, avg. coeff.:		0.102	
Z-stat:		1.600	
P-value:		0.110	
Observations	506	815	958

Robust standard errors (in parentheses) are clustered by county.

Significance thresholds: ** $p < 0.001$, * $p < 0.05$, + $p < 0.1$

Table A5. Placebo tests of the effects of campaign presence in future elections on newspapers' campaign story publications in past elections.

	(1)	(2)	(3)
	Stories		
	2004	2008	2012
Campaign presence in county, 2004	1.161 (0.178)	1.160 (0.183)	1.080 (0.140)
Campaign presence in county, 2008	1.620** (0.195)	1.268+ (0.163)	1.369* (0.158)
Campaign presence in county, 2012	0.757* (0.082)	0.913 (0.115)	0.989 (0.107)
Democratic vote share, 2000	0.584 (0.305)	1.134 (0.639)	0.795 (0.378)
Population	1.018 (0.034)	0.964 (0.038)	1.007 (0.025)
Median income	0.916 (0.058)	0.938 (0.048)	0.943 (0.052)
% African-American	1.003 (0.005)	1.001 (0.005)	1.005 (0.005)
% with college degree, 2000	7.830** (4.785)	2.071 (1.516)	1.327 (0.873)
Total content per newspaper-day	1.016** (0.001)	1.021** (0.001)	1.024** (0.002)
State-level fixed effects?	Yes	Yes	Yes
Constant	0.629	0.580	0.558
Observations	608	1196	1135

Robust standard errors (in parentheses) are clustered by county.

Significance thresholds: ** $p < 0.001$, * $p < 0.05$, + $p < 0.1$

Table A6. Increased probability of the publication of campaign-relevant stories in areas with a local campaign presence, with sample restriction to only those counties without a 2004 field presence.

	(1)	(2)
	Areas without 2004 Democratic field presence	
	2008	2012
Campaign presence in county, 2008	1.391* (0.193)	-
Campaign presence in county, 2012	-	1.187 (0.133)
Democratic vote share, 2000	1.635 (1.158)	0.879 (0.485)
Population	0.846* (0.048)	0.984 (0.058)
Median income	0.975 (0.055)	0.910* (0.051)
% African-American	1.000 (0.006)	1.007 (0.005)
% with college degree, 2000	1.153 (0.962)	1.409 (1.007)
Total content per newspaper-day	1.023** (0.002)	1.026** (0.002)
State-level fixed effects?	Yes	Yes
Joint hypothesis test:		
Average IRR:		1.289*
Std. error, avg. IRR:		0.063
Z-stat:		2.653
P-value:		0.008
Constant	0.497	0.593
Observations	981	924

Robust standard errors (in parentheses) are clustered by county.

Significance thresholds: ** p<0.001, * p<0.05, + p<0.1