Online Appendix to the Paper: Media Competition and News Diets

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September 2, 2021

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A Details on the Rollout of Television

The FCC was created by the Communications Act of 1934. This Act empowered the FCC to issue broadcasting licenses *"as public convenience, interest, and necessity requires."*[1] Starting in 1945, the FCC relied on comparative hearings when there were multiple applicants for a broadcast license (in practice, early applicants were often granted licenses without hearings). To determine which applicant was best qualified to hold the license, the FCC relied at the time (a number of changes were then introduced in 1965) on five criteria: (i) the local residency of the owners; (ii) the integration of ownership and management; (iii) the active participation by applicants in civic affairs; (iv) the broad diversification of background and interests; and (v) the past broadcast experience. The FCC also considered the diversification of control.

The development of television followed the growing use of radios in the 1930's; with television technology evolving directly from radio technology. As reported in Starr (1982), television experienced a failed start during the 1920s, when inventors in both Europe and America developed prototypes based on the 1884 work of Paul Nipkow. Television stalled during the late 1930s because of monopolies (Starr, 1982).

The FCC assigned television channels to specific markets. As detailed in Boddy (1993), *"in order to avoid interference, the commission in 1945 mandated geographical separations of eighty-five miles for stations on adjacent television channels and two hundred miles for stations on the same channel"*. Geographical separation were subsequently reduced to seventy-five miles and 150 miles in 1948.

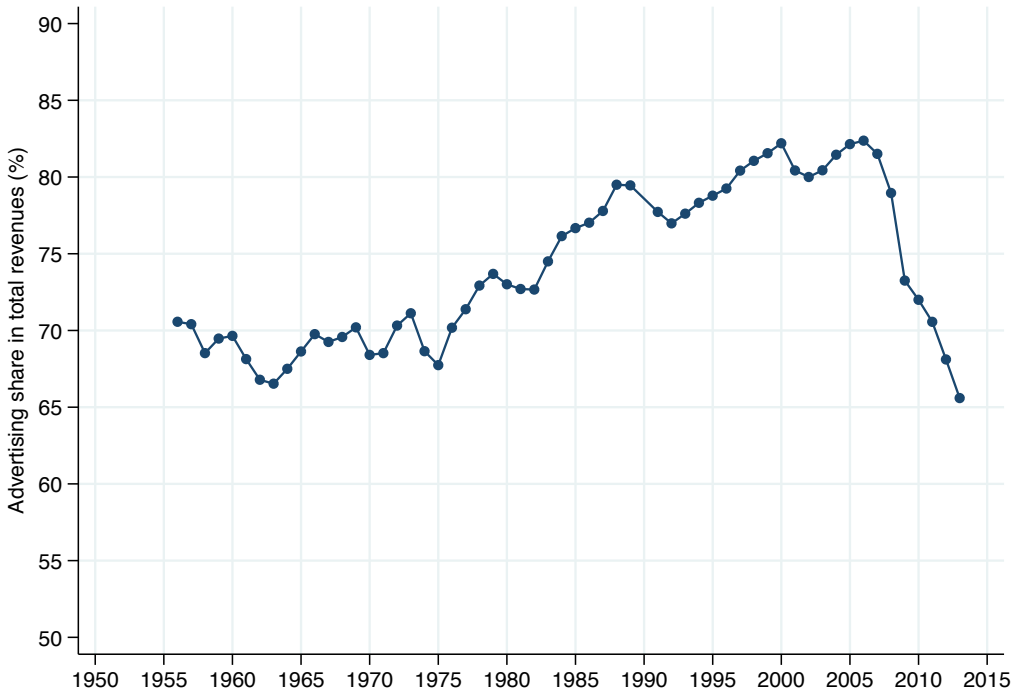
The critical issue of the television hearings was the role of UHF (ultra high frequency). As described in details in Boddy (1993), *"in its original allocations rulings for commercial television in the VHF band in 1941, the commission urged the industry to experiment with high definition and color television on the much large UHF band set aside for television experimentation."* The battle over UHF television reached center stage in the allocation hearings of 1943-44. On the one hand, CBS pressed a high-definition black and white system on the UHF band, offering the possibility of higher-definition monochrome and color broadcasting. On the other hand, RCA and others with significant interests in manufacturing and broadcasting, supported the immediate commercial expansion of VHF (very high frequency) service and opposed the proposed shift to the UHF band. In May 1945, the FCC approved a thirteen-channel VHF television system. At the same time, however, it encouraged continued experimentation in the UHF band with an eye toward the possibility of an eventual shift of the entire television service to the higher band. As highlighted by Boddy (1993), *"by approving VHF licenses in the short run while threatening an eventual move to UHF, the FCC's 1945 allocation decision led many prospective VHF broadcasters to hold off while awaiting the fate*

[1]The description of the broadcast license application process made in this paragraph relies on the "History of the Broadcast License Application Process" prepared for the FCC in 2000.

of color and UHF television". De facto, according to the 1946 FCC's *Annual Report*, 80 of the 1958 postwar applications for television stations were subsequently withdrawn by the end of that year. The FCC notes in the report that *"the reasons given [for the withdrawal] were either a desire to wait for color television or that television required a greater capital outlay than the applicants had anticipated."* In other words, because of this battle regarding the shift, the postwar development of television was slower than expected. More importantly, in a 1947 ruling, the FCC rejected the CBS UHF color proposal which led to an increasing number of applications.

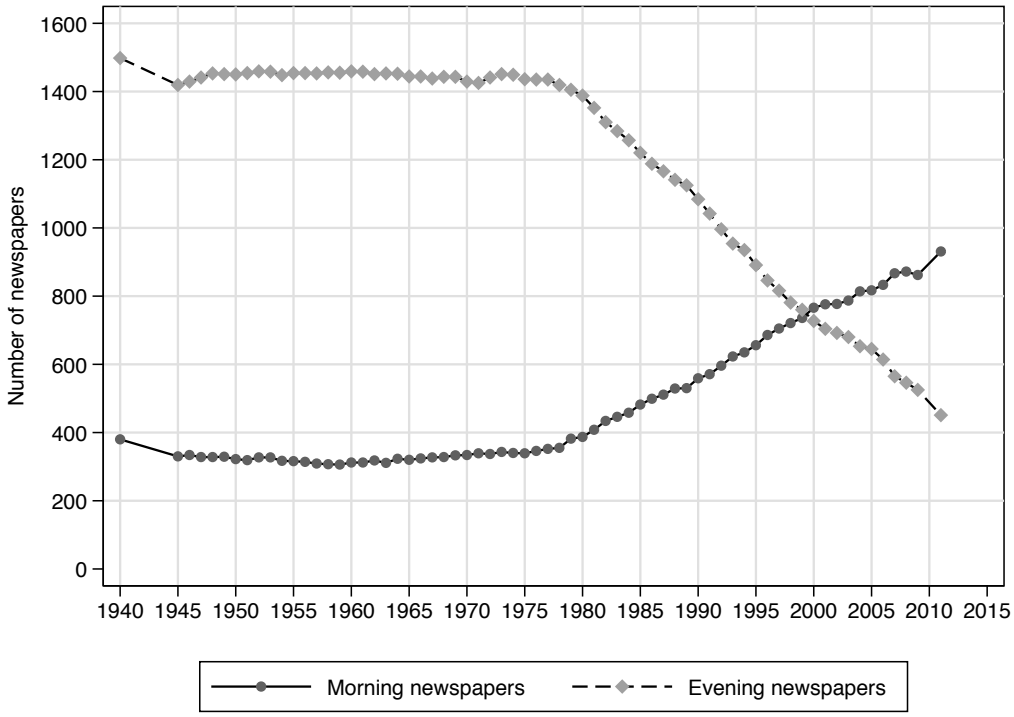
Content As noted in Noll et al. (1973), *"the fact remains that almost all of the programming broadcast over the local stations has a national focus."* Television stations produced little original journalism at the time *"since most local stations had been slow to get into the news business, providing little more than short summaries of wire-service headlines throughout the 1950s"* (de Leon, 2015). As highlighted in a FCC report reviewing FCC's historical decisions, "localism" did not produce the desired "local programming" during its first decades (Ismail, 2010).

B Additional figures



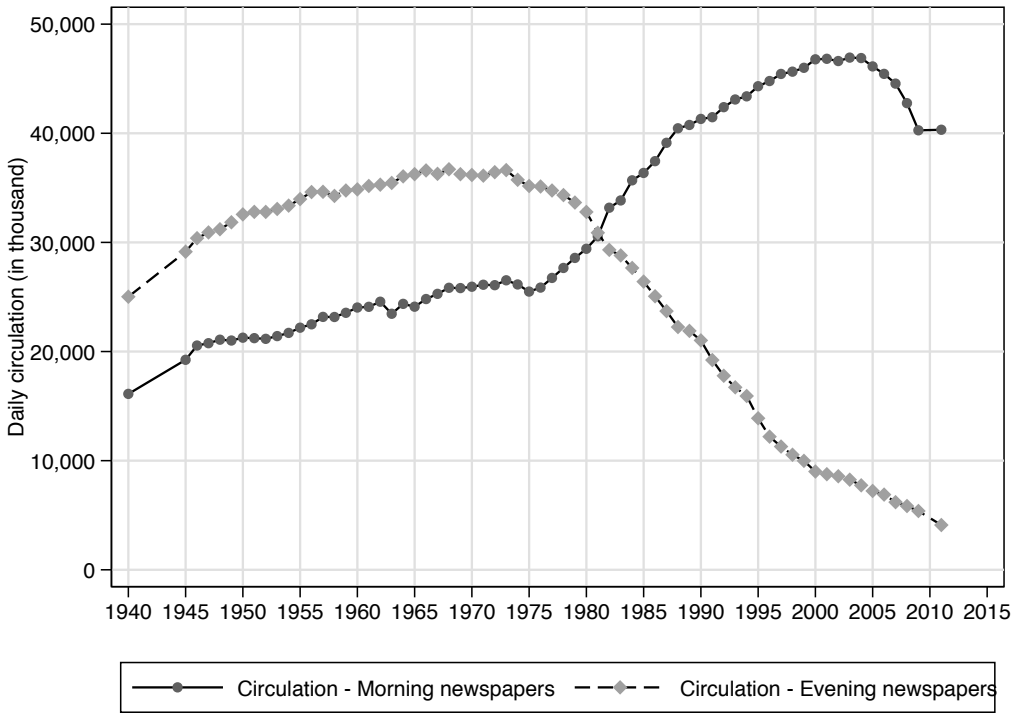
Notes: The Figure plots the evolution of the advertising share in newspaper total revenues in the United States between 1956 and 2013. Data on newspaper revenues are from the Newspaper Association of America (NAA).

Figure B.1: Advertising share in newspaper total revenues, United States, 1956-2013



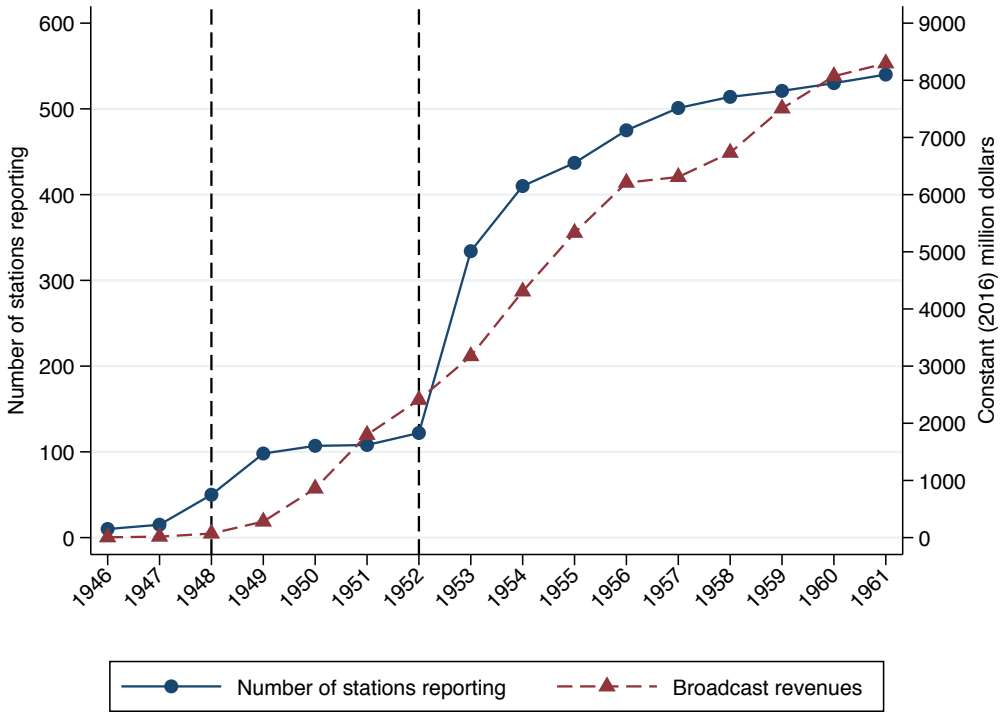
Notes: The Figure plots the evolution of the total number of morning newspapers and of evening newspapers in the United States between 1940 and 2011. Data on the number of newspapers are from the Newspaper Association of America (NAA).

Figure B.2



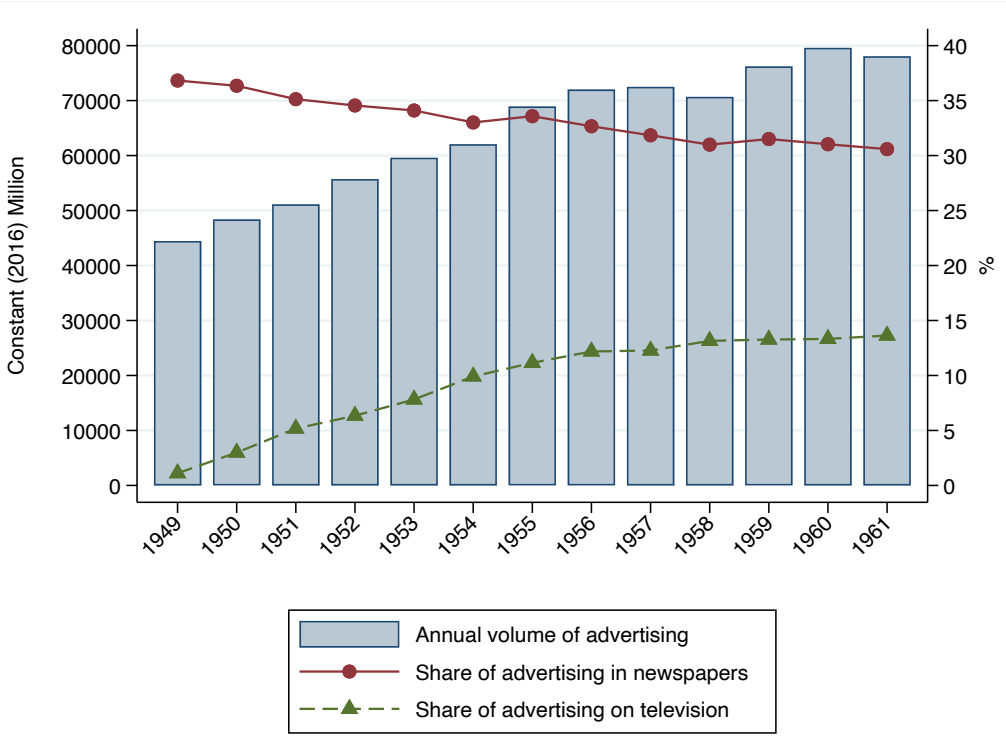
Notes: The Figure plots the evolution of the total circulation (aggregated over all newspapers) of morning newspapers and of evening newspapers in the United States between 1940 and 2011. Data on newspapers' circulation are from the Newspaper Association of America (NAA).

Figure B.3



Notes: The Figure plots the evolution of the number of stations reporting (blue line with dots, left y-axis), and of the total broadcast revenues (dashed red line with triangles, right y-axis), from 1946 to 1961. The data come from the Television Factbooks.

Figure B.4: Expansion of the television industry in the United States: Number of broadcasting stations and Broadcast revenues, 1946-1961



Notes: The Figure plots the evolution of the annual volume of advertising in the United Sates between 1949 and 1961. The blue bars (left y-axis) report the values of the total volume in constant (2016) millions dollars. Total advertising includes advertising on radio and television, advertising in newspapers and magazines, farm publications, direct mail, business papers, outdoor advertising, as well as some miscellaneous advertising. The red line with dots and the dashed green line with triangle represent respectively the share of newspapers and the share of television in total advertising (in percentage, right y-axis). The data come from the Television Factbooks.

Figure B.5: Annual volume of advertising in the United States, 1949-1961



BIBLE THOUGHT

He that getteth wisdom loveth his own soul; he that keepth understanding shall find good. Proverbs 19-8.

Courier Express

DUBOIS

THE WEATHER

Dubois Area: Fair with increasing cloudiness and cool today. Considerable cloudiness and continued cool with chance of scattered showers tonight and Tuesday.

VOL. 74 — NO. 216 COURIER Est. 1879 DUBOIS, PA., MONDAY, SEPTEMBER 14, 1953 EXPRESS Est. 1882 PRICE FIVE CENTS

SEVEN KILLED ON COUNTY ROADS SUNDAY

U S Rejects Chinese Round-Table Proposal

Sticking To UN-Approved Conference

By BRUCE W. MUNN
United Press Staff Correspondent

UNITED NATIONS, N.Y. (UP)—The United States firmly rejected today a Communist Chinese demand that round-table talks, including Russia, India and three other "non-belligerents," be substituted for the two-sided Korean political conference plan approved by the United Nations last month.

The Chinese Reds Sunday turned down the assembly's approved setup for an across-the-table conference. They demanded that all Korean belligerents, plus Russia, India, Indonesia, Pakistan and Burma, be invited to participate in a round-table parley and that the entire issue be reopened at the General Assembly session about to begin.

The United States promptly announced it saw no reason to reopen the debate, and indicated it would stand on the plan for the conference it engineered in conjunction with 14 other member countries whose troops fought in the Korean war.

A major issue on whether the assembly should reconsider the conclusion it reached in a two-week special Korean session last month was expected later this week when the powerful Steering Committee meets.

The 15-member committee makes recommendations on the adoption of the agenda and its findings usually are confirmed by the full assembly.

The Chinese Communists submitted an eight-point rejection of the U.N. plan, declaring:

1. The projected parley is not only a Korean peace conference but must decide other Far Eastern questions of larger scope.

2. The assembly was dominated by American "plans to wreck the conference" in approving a two-sided parley.

3. An invitation to Russia is welcome to the Communists, for the Soviet Union must not be tainted with the "belligerent" brand — which would label her an aggressor, in effect.

4. The makeup of the conference "can only be settled" through joint negotiations, and Communist China and North Korea must be invited to the assembly for this purpose.

5. The conference should comprise all the belligerents in the Korean war, plus five neutrals—Russia, India, Indonesia, Pakistan and Burma.

6. Decisions of the conference must have "the unanimous agreement of both belligerent sides in the Korea war."

7. Only after the composition of the conference has been decided at the U.N. — with participation of Red China and North Korea—should the two belligerent sides decide the time and place of the parley.

8. Secretary - General Dag Hammarskjold should circulate Red China's cablegram to all U.N. members, except Nationalist China, and include it as an agenda item for the new assembly.

Area Persons Get Fines In Plea Court

One man was sentenced to Western Penitentiary, two were committed to the Allegheny-County Workhouse and nine others were fined in a 3 pleas court session before Judge F. Cortez Bell at Clearfield Friday.

Receiving a 1-5 year term in the state penitentiary, together with an order to pay a $1 line and costs, was Walter Knapp, 50, of Curwensville who pleaded guilty to the morals charge of sodomy committed against a three-year-old girl.

Two Hastings men, Gordon J. McIlwain, 37, and Ray Quist, 22, were each fined and sentenced to the Workhouse for 30 months after pleading guilty to robbing Jesse Byers, 77, of Chest Township and of burglarizing his home last month.

Mr. Byers testified the defendants offered to take him home from a hotel between Westover and Hastings but before arriving there they stopped the car ordered him to get out and then removed between $150 and $160

(Turn To Page 16, Number 6)

Large Gas Line Heads Toward Benezette Field

The Manufacturers Light and Heat Company has announced plans to lay a 19-mile, $940,000 pipeline to help pipe gas to Western Pennsylvania from the new Benezette Gas Field in Elk County.

The company will also lay two smaller gathering lines and drill two new gas wells to push the total investment over the $1,900,000 mark.

President John C. Peterson said the new lines and wells will give his company gas needed this winter to meet cold weather demands of present heating customers.

Manufacturers has a freeze on new gas hearing installations and will have to continue it until sometime next year, Mr. Peterson said.

Construction of a new 900-mile pipeline from Louisiana will enable the company to take on more heating customers at that time, he added.

Meanwhile, the Benezette gas will help fill a gap left in Manufacturers' supplies when the Leidy Field in Clinton County played out.

Top Democrats expressed confidence they could avoid a showdown North - South battle at their party big meeting, a two-day rally here beginning today, since they lost the 1952 election.

The theme as the conference of party officials throughout the country opened was: Forget sectional fights and get together in an all-out assault against the Republicans in 1954.

The main business of the day was a closed session to discuss, and then bury, a proposal for a national convention next summer to draft a "national platform" for the congressional elections.

Members of Congress, who prefer to run on their own, saw no reason to saddle themselves with a national platform which might cut across sectional affairs.

Most of today's important sessions were executive. A $100-a-plate fund raising dinner tonight will provide a belted climax for oratory.

Southerners who had threatened to open a fight on the loyalty oath adopted over their protests at the 1952 national convention began to pull back.

Gov. John S. Battle of Virginia brushed the issue aside with the comment that "I'm not mad at anyone."

Gov. Hugh White of Mississippi said he was coming to Chicago willing to avoid an open fight on the question.

Party leaders like National Chairman Stephen A. Mitchell and House Democratic Leader Sam Rayburn of Texas today indicated that it was a "dead issue" before the meeting began.

"I don't think anything will

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Democrats Loyalty Oath Fizzling

By JOHN L. CUTTER
United Press Staff Correspondent

CHICAGO (UP) — The loyalty oath fight among Democrats began to fizzle today in the interest of party harmony to capture Congress next year.

Top Democrats expressed confidence they could avoid a showdown North - South battle at their big meeting, a two-day rally here beginning today, since they lost the 1952 election.

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PERSONS LINE-UP to sign-up for membership in the Community Concert Association, whose membership drive gets underway today. From left are Mrs Robert Bitner, secretary of the association; Mrs. E. E. Houck Jr., general chairman; Mrs. Paul Morrow, of the Brockway division signing up for her membership as Mrs. Robert Warren, Jr., of Brockway, while Dick Owen, of DuBois, awaits his turn to join.

(Photo by Waylonis)

Famous Symphony To Present Concert Here

The Louisiana Symphonette, directed by Mabel Fiastro, will be one of the concerts presented here this season by the reorganized DuBois Area Community Concert Association.

The Symphonette, recipient of New York "Top Award", is the well-known radio symphony, which is heard on CBS Radio and WCED.

Scheduling of this famous musical organization has spurred membership in the DuBois Concert association which today officially starts its week-long membership drive.

Final details of the campaign will be presented to the association workers at a dinner meeting at 6:30 p.m. at the Hotel Logan. Representatives from DuBois, Brockway, Brockville, Reynoldsville, Rockville, Falls Creek, Sumamerville and other nearby communities, all of which are joining in to make the current season a success, will be present tonight.

Plans for the concert series are well advanced with nationally known artists in the offing. Extensive work has been undertaken by the group to make a big crowd-in for this area and offer residents an opportunity to hear the best outstanding musical talent.

The announcement today that the Longine Symphonette, conducted by Mabel Fiastro, is indicative of the high-calibre entertainment that will be offered this

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Mahaffey Family Of 4 Wiped Out When Train Smacks Auto, Kills 6

MAHAFFEY, Pa. (UP) — State police and Coroner R. L. Williams today prepared to close their investigation into one of Clearfield County's "worst highway accidents," which claimed six lives.

A westbound Pennsylvania Railroad diesel freight train crashed into an automobile at a railroad crossing five miles from here Sunday, killing four members of one family and two relatives. State police said the train carried the wreckage 350 yards from the point of impact.

The victims were Calvin Small and his wife, Betty, both 28, of Mahaffey RD 1; their children, Minnie Regina, 6, and John Calvin, 1 1-2, and Phillip Stump, 18, and Lynn Stump, 15, both of RD Westover. The Stumps were Mrs. Small's brothers.

State police said Phillip Stump was the driver of the car which was struck broadside by the train. All victims were dead when rescue workers arrived.

W. G. Runion, of Cresson, Pa., a train crewman, told officers he saw the car approach the crossing.

"I saw they weren't going to make it," he said. "I believed to the engineer to put on his brakes."

Engineer H. B. Weaver, also of Cresson, said he didn't have enough time to apply full brake pressure.

The party had just left from a visit with Mrs. Small's mother and when the accident happened.

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Lucy, Arnaz Report Fans Showing Faith

HOLLYWOOD (UP)—Television actress Lucille Ball and her co-star husband, Desi Arnaz, today leaded through "thousands" of telegrams from fans and said happily "we never knew how many great friends we had."

The red-haired TV queen said earlier she had "faith" that her fans would stand by her despite her acknowledgement she voted the Communist Party ticket in the 1936 California primary election.

Today, she felt her faith was being confirmed.

"I have faith in the American people," she said. "If you give the people the truth, they're with you."

Arnaz added, "everybody has been wonderful."

Both said they had not received one message that failed to stand by them.

The disclosure that the star of the "I Love Lucy" show had registered to vote as a Communist in 1936 and then voted the Communist ticket in the primary with Reed was made when Rep. Donald L. Jackson (R-Calif.) released the transcript of her testimony to a special investigator for the House Un-American Activities Committee Sept. 4.

The transcript contained Miss

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Durkins Does Not Know Ike Policy On T-H

CHICAGO (UP)—AFL union chieftain Martin P. Durkin, who resigned as secretary of labor last week, said today he still does not know what the Eisenhower administration will do about amending the Taft-Hartley Act.

Disagreement over the labor law was the reason Durkin gave for quitting his post in the Republican cabinet.

The president of the AFL Plumbers Union arrived here Sunday to attend an annual meeting of Chicago Local 103 as honored guest.

He entered the union hall under big banners lettered with the words "Welcome Home, Marty," and broke down in tears before the meeting was finished.

In a short speech, he hinted that he would not say that he had been deceived or repudiated by the administration on Taft - Hartley labor

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Federal Sales Tax Gets Study From Eisenhower Staff

WASHINGTON (UP)—The Eisenhower administration went ahead with studies of a national sales tax today despite a warning that Congress will not approve any such levy.

The warning was issued by Chairman Daniel A. Reed of the tax-framing House Ways and Means Committee, the veteran New York Republican who fought a stubborn but losing battle at the last session against President Eisenhower's request for a six-months extension of the excess profits tax.

Reed served notice in a weekend statement that he is prepared to battle the administration again if proposals for a national sales tax to offset the 10 per cent cut in personal income taxes due to take effect Jan. 1. He confidently predicted that such a tax "will not be approved."

Administration officials, who don't want to quarrel with Reed until they have to, firmly refuse to comment on the statement. But a Treasury spokesman said that a national sales tax is "still under active consideration."

He emphasized that the sales tax is only one of many "revenue" raising proposals which the administration is studying, and that no decisions have been made yet on what will be proposed to Congress next year.

The Treasury has estimated it will lose $5,000,000,000 in revenue next year from the cut in personal income taxes and the expiration of the excess profits tax. It stands to lose an additional $3,000,000,000 unless Congress approves Mr. Eisenhower's previous requests to postpone cuts in regular corporation and excise taxes due to take place next April 1.

Mr. Eisenhower has already told Congress he will ask for other taxes to make up the loss if he finds he can't balance the budget without them. A national sales tax is believed to loom large in administration calculations for the simple reason that it is one of the few heavy revenue sources which the federal government has not yet tapped.

Lewis Stone Dies

HOLLYWOOD (UP)—Funeral services will be held Wednesday for veteran film star Lewis Stone, who died of a heart attack while chasing three boys who threw lawn furniture into his swimming pool.

New Contract Signed By St. Marys Company

ST. MARYS—A new contract providing an across the board hourly wage increase of 10 cents was signed between Local 104 of the International Union of Electrical Workers, CIO, and the Zenith Stone Carbon Co., the firm and union announced.

Six cents of the new wage increase will be retroactive to the first of the year, with a bonus at the end of September.

The remaining 4 cents will be boosted an additional four cents.

Mr. and Mrs. J. B. Mikelonis Mark Golden Wedding

(Photo by Waylonis)

MR. AND MRS. J. B. MIKELONIS

More than 200 persons attended the banquet last week which was held in honor of Mr. and Mrs. J. B. Mikelonis, of 326 Rumbarger avenue, a well-known local couple who marked their fiftieth year of wedded life recently.

Friends, neighbors and relatives joined in the banquet-party held at the Lithuanian Hall. The celebrants were the recipients of many fine gifts.

The couple was married in DuBois on September 7, 1903, and have spent their entire wedded life

(Turn To Page 10, Number 1)

24 Local Stores Now Closing Wednesday P. M.

A movement initiated recently on the part of several merchants to enjoy a Wednesday afternoon holiday, or closing until further notice, will be observed by a large number of retailers.

A survey of the retailers who will be closed Wednesday afternoons until further notice shows the following:

Nelson Furs, Central Jewelry & Furniture Store, DuBois Furniture Co., Delaney's Hardware, Brandt's Jewelry Store, Sam's Market, Citizens Market, Pearson's Market, Ruth Maytag Appliance Store, Walter Fish Dry Goods Store, Newsom-er's Jewelry Store, Scott's Hardware & Appliance Store, Community Loan Co.

Callahan's Dept. Store, McDade's Shoe Shop, Pittsburgh Plate Glass Co., Gus Korb's Men's Store, Sherwin-Williams Paint Store, Eisenman's Dry Cleaning, Treasure Chest, Reiser's Paint Store, Kistler's Radio & Appliance Store, DuBois Floor Co., and Bub's Firestone Store.

U. M. W. Medical Held

WASHINGTON — The United Mine Workers Welfare and Retirement Fund today announced the appointment of Major General Paul R. Hawley as the Acra Medical Administrator at its Johnstown office. He will assume his duties early in October.

Parent Bus Project

A meeting of the parents of the Maple Avenue Section concerning the Parent Bus Project will be held in the Junior High Building, Room 9, Tuesday night, September 15, at 8 p. m.

GIRL FOR TYRONE

HOLLYWOOD (UP)—Actor Tyrone Power was presented with a second daughter by his actress wife, Linda Christian.

Fire Department

A meeting of the DuBois Fire Department will be held tonight at 7:30 in the Fourth Ward Hose Co. building.

Get Out Autumn Wear Temperature Drops To 37

There was a real indication this morning that autumn is in the air.

The first general frost of the season covered the section this morning.

By UNITED PRESS

This looked like a good day to dig out the autumn wear.

Pennsylvanians were inclined to all but forget about the recent heat wave as temperatures tumbled to from eight to 12 degrees below normal throughout the state during the night.

And it didn't appear the weather

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School News Page Appears Tuesday

"Schools-in-the-Newsreel" — a full page feature devoted entirely to news of local and area schools—makes its initial appearance Tuesday.

Presented through cooperation of business firms, organizations and the Courier-Express, the page will appear weekly. Schools are forming newspaper — clubs and eventually students will be writing 30 percent of the stories. Watch for the first page tomorrow.

Fourth Explosion Occurs In Punxsy School

PUNXSUTAWNEY—Gas that reportedly accumulated in the combination chamber of the furnace in the Mary A. Wilson school ignited with explosive force Friday morning, injuring Clarence Cochran, the building custodian, and causing considerable damage to the building.

There were no students in the building at the time of the explosion.

Since the installation of the furnace six years ago, there have been four explosions, two of which took within a two-week period last winter. Yesterday's, however, was the most destructive of the four.

The force of the blast blew out the back of the brick wall surrounding the boiler and a number of windows in the boiler room, and cracked the chimney.

Mr. Cochran was treated in the Adrian Hospital for abrasions of the right hand. He was also slightly injured in one of the previous explosions.

Beaver Band Club Elects New Officers

The first regular meeting of the Beaver Band Club, during the 1953-54 season, was held in the Junior High Building last Thursday. Officers elected for the new term are: President, Mr. Robert Prody; vice president, Mrs. D. W. Ranson; Treasurer, Dr. Fred Mostock, and Secretary, Mrs. Louis Prodhero.

Beaver Band Club whose membership is made up of parents of students currently enrolled in instrumental music of the several school band organizations. They are just-

(Turn To Page 10, Number 9)

Local Cases Listed Today In Civil Court

Seven cases are listed for trial before jurors in this week's session of the August term of Clearfield County civil court.

In two cases, formal verdicts will be asked of juries to set the amount of damages where negligence has been admitted.

Only one week of civil court will be held. If that time is insufficient, cases not tried will be continued over to the November term.

The original list of potential cases for trial totalled 42 cases. This number has been substantially reduced by continuances and settlements.

The cases still scheduled for trial include:

Four individual suits have been filed resulting from a single collision in which Mrs. Rebecca Effler Park, of Hudson Township, was fatally injured Jan. 5, 1952, on route 255, near Penfield.

Defendant in all four suits is John Vlesinski, Jr., alias John Wlesinski, Jr., alias John Vlesnki, Jr., of Sandy Township.

Mrs. Park was a passenger in a car operated by her son, Robert. She was injured when a pick-up truck which collided with the Park vehicle.

The first suit, in which Marmer Duke Park, of Hudson Township, has sued as administrator of the estate of the deceased woman, includes claims for loss of wages, funeral and medical expenses and pain and suffering.

The three other suits relating to the accident are to be tried as one case. Plaintiffs are Mr. and Mrs. Robert Park, both of whom were injured in the wreck; Gerald Park, of Hudson Township, by his father, James Park, of Indiana, Pa. (Gerald has been injured in the collision); and Betty Cohle, a minor, with action brought through her parents, Mr. and Mrs. Robert Park. Betty Cohle having suffered injuries also.

Gust A. Bloomer, of DuBois, vs. The Logan Hotel, Inc., of DuBois. A claim of negligence against the latter resulting from a fall and injuries plaintiff sustained while walking on a patch of ice on the sidewalk in front of the hotel Nov. 18, 1950.

Reese Automobile Insurance Co., of Harrisburg, vs. Robert Bailey, of Morrisdale, trading as Bailey Coal Co. The insurance company has sued in an effort to collect for damage to a pick-up truck owned by Eugene E. Detar, of Philipsburg, which plaintiff claims was damag-

(Turn To Page 10, Number 7)

Parking Lot Planned At St. Catherine's

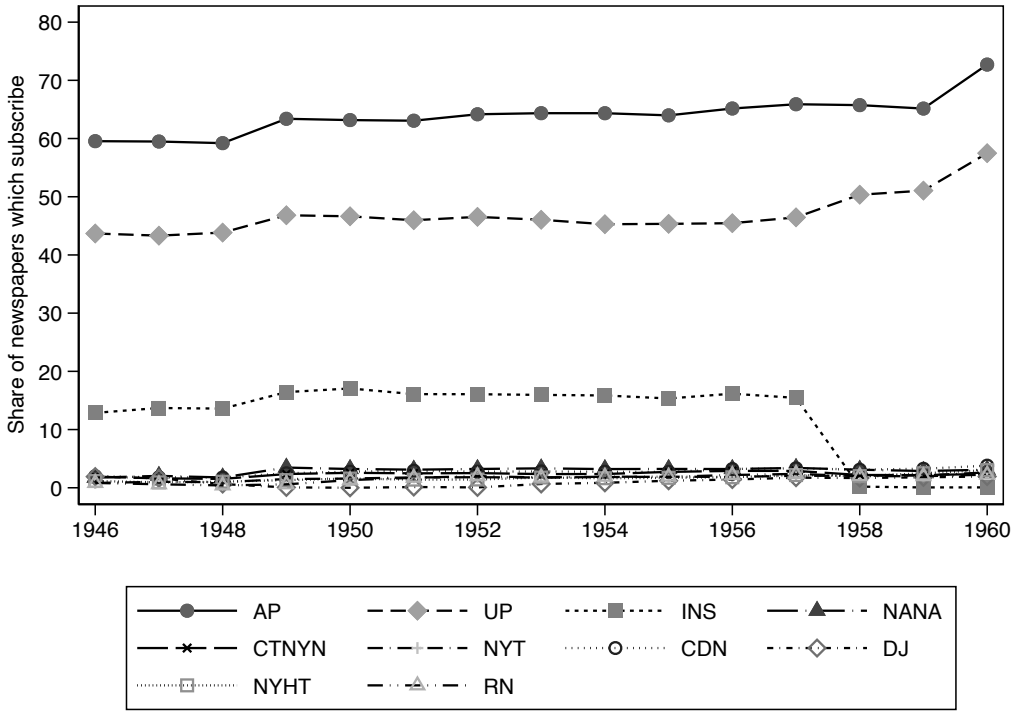
Plans for the construction of a parking lot adjacent St. Catherine's church was formulated at a meeting of the church's Holy Name Society last night.

The lot near the intersection of Weber avenue and State street will be excavated and hard-topped. The lot will be capable of accommodating about 50 autos. Lights will be erected for night use of the lot.

The project is under the direction of Fr. Gilbert Bohnchak and is expected to get underway immediately. The lot, when finished, is expected to lessen the traffic congestion in the area during church services.

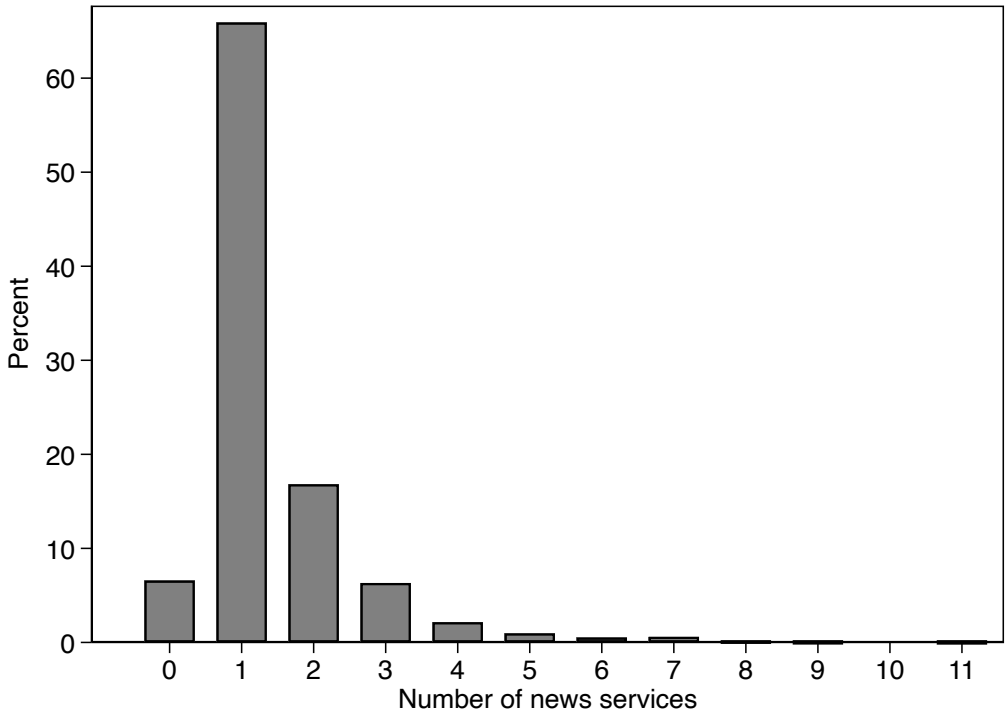
Notes: The Figure shows an example of our manual content analysis. The example here is the front cover of *The Courier-Express* (Dubois, Pennsylvania), September 14 1953. On the frontpage of this issue, we count 26 stories, of which 2 weather stories, 7 wire national stories, 15 non-wire local, 2 wire local stories. Moreover, there are two photos.

Figure B.6: Illustration of Content Analysis: Front cover of *The Courier-Express* (Dubois, Pennsylvania), September 14 1953



Notes: The Figure plots for each year the share of the newspapers which subscribe to the main news services (i.e. AP, UP, INS, etc.). The data come from *Editor & Publisher International Yearbook*. The collapse of the INS comes from the fact that it was absorbed by UP in 1958.

Figure B.7: Share of newspapers subscribing to the main news services



Notes: The Figure plots the distribution of the number of news services (i.e. AP, UP, INS, etc.) to which the newspapers subscribe. An observation is a newspaper-year. The data come from *Editor & Publisher International Yearbook*.

Figure B.8: Distribution of the number of news services to which the newspapers subscribe

Rapidly better
Road improvement gives SFU a shot to dance B1



In the cards
Pirates, St. Louis could play game in Williamsport B1

IOP JOBS
36 Listings Inside
Starting on page A8

Altoona Mirror

Facebook: /AltoonaMirror Twitter: @AltoonaMirrorPA Subscribe: 946-7480 Web: www.altoonamirror.com

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$1.00 TUESDAY March 7, 2017

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Diocese, attorney reveal abuse plan

Independent board will advise officials on child abuse prevention, enforcement

By Ryan Brown
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The Catholic Diocese of Altoona-Johnstown and the U.S. Attorney's Office revealed a series of broad reforms Monday, aimed at preventing child sex abuse and responding swiftly to future allegations.

The new policies and advisory bodies, revealed at a joint press conference by acting Western District of Pennsylvania U.S. Attorney Soo C. Song and Bishop Mark Bartchak, come roughly a year after the state attorney general issued a forceful report detailing decades of child abuse cases and cover-ups.

Under the agreement, the diocese will establish a five-member Independent Oversight Board for Youth Protection, slated to advise officials on child abuse prevention and enforcement. The diocese is also set to establish new rules for contacting law enforcement and publishing accused clergymen's names, to reform its allegation review board and to hire a consultant and a new official to handle abuse, according to the document.

"One year ago I made a public pledge to victim-survivors. ... Today I reaffirm that pledge," Bartchak said.

Song stressed that the memorandum doesn't constitute a court order; Bartchak was a "willing partner" in the process, she said.

See Plan/Page A3



Mirror photo by Gary M. Baranec

Acting Western District of Pennsylvania U.S. Attorney Soo C. Song and Bishop Mark Bartchak outlined new guidelines for reporting and preventing child abuse cases involving the Catholic Diocese of Altoona-Johnstown on Monday at the U.S. Attorney's Offices in Johnstown.

POLICE JAIL CITY MAN ON SEX CHARGES



Mirror photo by Greg Bock

Altoona police Detective Cpl. Troy Wright escorts child abuse suspect William L. Reed Jr. from his arraignment before Magisterial District Judge Todd Kelly on charges he sexually assaulted three young girls over a period of several years.

Abuse allegedly lasted years

By Greg Bock
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A city man is in jail on charges he molested three girls over the span of several years.

William Lawrence Reed Jr., 45, of Altoona, was arrested Monday morning by Altoona police detectives after an investigation allegedly revealed that Reed had sexually abused three girls starting when they were about 6, 7 and 8 years of age.

In all, between the three victims, police said the abuse went on for six years, between 2010 and 2016.

According to charges filed Monday before Magisterial District Judge Todd Kelly, the girls, now ages 12, 15 and 15, told police that Reed would masturbate in front of the girls and have them masturbate him, took pictures of them in compromising positions while in various states of nudity while they were bathing and sent nude photographs to at least one of the children. Police said Reed asked the girls to send nude pictures of themselves to his phone and had bought alcohol for the girls to drink in several locations, including "Wopsy Mountain" where he would have them play card games where they had to take off pieces of clothing.

Reed also is accused of using an electric razor that vibrated to stimulate the girls' genitals, as well as his own, and that he would play a game he called "Monster" with the girls.

See Abuse/Page A4

Borough accepts manager's resignation

Tyrone council stays mum on what led to Garhart leaving

By Sean Sauro
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TYRONE — Tyrone Borough Council members agreed Monday to accept the resignation of former borough manager Phyllis Garhart, but they still did not provide details about what lead to her departure.

Late last week, borough officials confirmed that Garhart had submitted a resignation letter, but, even then, they were secretive with details.

On Monday, council held a special meeting to vote on whether or not to accept the resignation. Council Vice President William Latchford said the vote was being made "with regret."

Council members Latchford, Courtney Rhoades, Robert Dollar, Charles Mills and Nathan Verilla voted unanimously to accept the resignation. Councilwoman Michelle Miller was absent from the meeting.

To ensure that Garhart's former duties are not neglected, council next had to appoint an interim replacement.

"We need someone in this position to help us out with the day-to-day operations," Latchford said.

Council members voted unanimously to appoint borough administrative assistant Kimberly Gurekovich to the interim manager position.

Rhoades suggested that Gurekovich meet with council members in the coming days to further discuss the details of the interim position.

After the meeting, Latchford said the search for a permanent borough manager replacement will begin "swiftly."

Garhart was first hired to the manager position in May 2013. Prior to that, she served as the township's finance director.

During her time as manager, Garhart remained in the finance director role, as well.

See Mum/Page A4

Hollidaysburg delays decision on trash hauler

By Sean Sauro
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At least one more month will pass before Hollidaysburg Borough Council members take further action on a possible change to trash collection, and it is a delay that has left some frustrated.

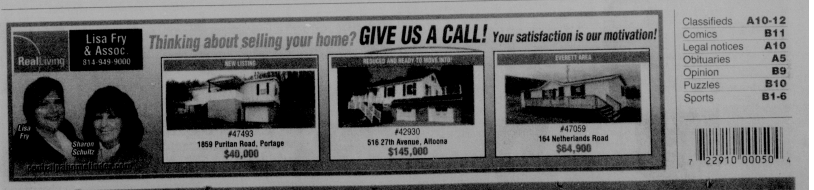
For about a year, council members have considered a switch from the current multi-hauler system, which allows residents to contract their own trash collection services.

The change — requested by the Intermunicipal Relations Committee — would see the borough switch to a single-hauler model, meaning one trash collector would be contracted to haul garbage from all borough homes. The IRC oversees recycling in Hollidaysburg and other Blair County communities where recycling is mandated by state law.

The switch, which has been discussed for at least a year, has received support and opposition from residents.

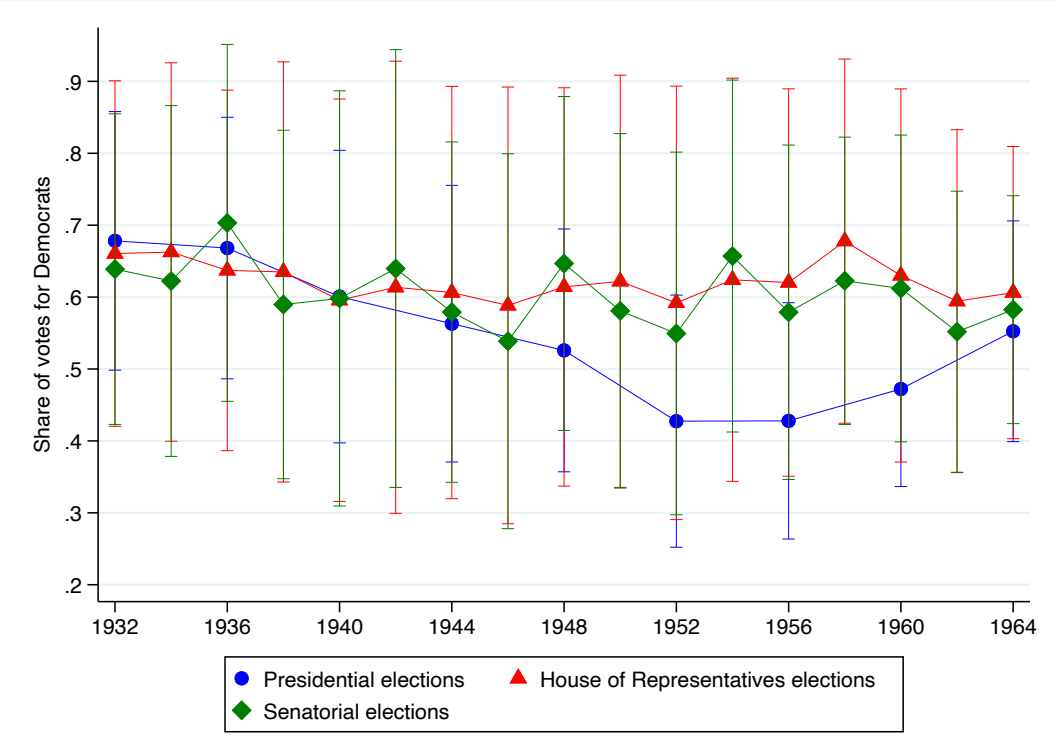
And last month, a majority of council members voted to put a single-hauler contract out to bid. But before the contract is advertised, officials have to determine the specific provisions in the contract.

See Delays/Page A4



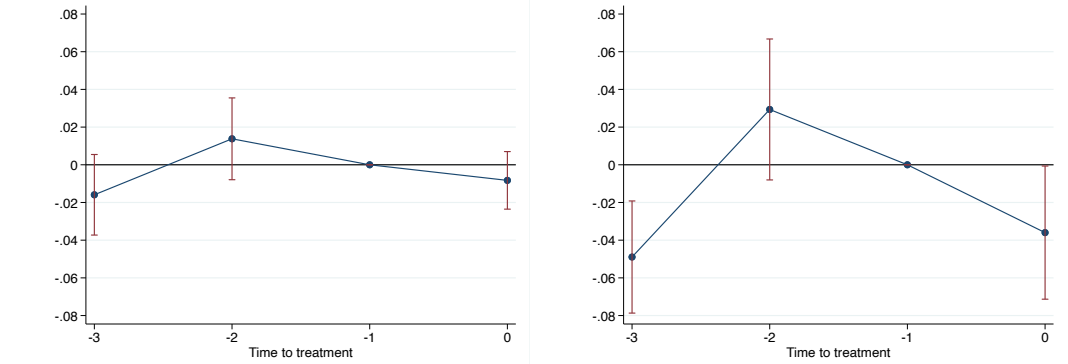
Classifieds A10-12
Comics B11
Legal notices A10
Obituaries A5
Opinion B9
Puzzles B10
Sports B1-6

Figure B.9: Front page of the *Altoona Mirror* from March 7, 2017



Notes: The Figure plots the average share of votes received by the Democrats at elections for all the Presidential, House of Representatives, and Senatorial elections that took place between 1932 and 1964.

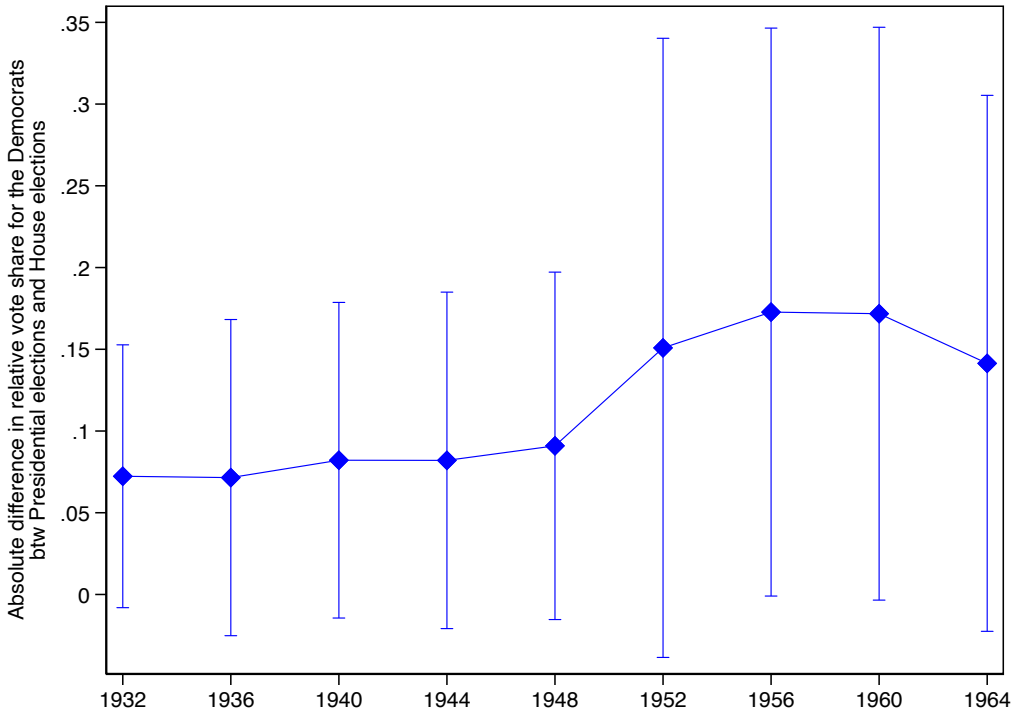
Figure B.10: Share of votes for the Democrats



(a) Congruence House (b) Congruence Senate

Notes: The figures plot the estimates and 95% confidence intervals, using the de Chaisemartin and D'Haultfœuille (2020) method, based on the Stata command did_multipleGT, available from the SSC repository. Standard errors are clustered at the television station level. We use the inverse hyperbolic sine transformation of the dependent variables, the 60% threshold to define county-level penetration, and the Grade B signal. All specifications include year and county fixed effects.

Figure B.11: Assessing the plausibility of the common trends assumption: Long-difference placebos



Notes: The Figure plots the absolute difference in the relative vote share for the Democrats between the Presidential elections and the House elections that took place between 1932 and 1964.

Figure B.12: Absolute difference in the relative vote share for the Democrats between the Presidential elections and the House elections

C Additional tables

Table C.1: Summary statistics: Newspapers' Characteristics, only Newspapers included in the content analysis

	Mean	St.Dev	P25	Median	P75	Obs
Subscription price	0.43	0.10	0.36	0.42	0.47	2,057
Daily Circulation	15,802	21,875	5,123	8,816	20,083	2,057
Advertising Rate	0.8	0.6	0.4	0.6	0.9	1,984
National Lineage	0.7	0.8	0.3	0.5	0.8	1,420
Local Lineage	4.6	3.2	2.4	3.7	6.1	1,419
Classified Lineage	1.0	1.1	0.3	0.6	1.3	1,411

Notes: The Table provides summary statistics. An observation is a newspaper/year. The time period is 1944-1964. Only the 102 newspapers that are used in the content analysis are included. Subscription price and advertising rate are in constant (2016) dollars.

Table C.2: Broadcast Launches Around the 1948 Licensing Freeze

Licensed Prior to Freeze		Licensed After Freeze	
Market	First Commercial Broadcast	Market	First Commercial Broadcast
Nashville, TN	Sept 30, 1950	Portland, OR	Sep 20,1952
Lansing, MI	May 1, 1950	Denver, Co	Oct 12, 1952
Norfolk, VA	Apr 2, 1950	Lubbock, TX	Nov 13, 1952
Des Moines, IA	Feb 21, 1950	Austin, TX	Nov 27, 1952
San Antonio, TX	Dec 11, 1949	Honolulu, HI	Dec 1, 1952
Phoenix, AZ	Dec 4, 1949	Colorado Springs, CO	Dec 7, 1952
Utica, NY	Dec 1, 1949	Roanoke, VA	Dec 11, 1952
Binghamton, NY	Dec 1, 1949	El Paso, TX	Dec 14, 1952
Davenport, IA	Oct 31, 1949	Spokane, WA	Dec 20, 1952
Tulsa, OK	Oct 22, 1949	South Bend, IN	Dec 21, 1952
Kansas City, MO	Oct 16, 1949	Wilkes-Barre, PA	Jan 1, 1953
Charleston, WV	Oct 22, 1949	Youngstown, OH	Jan 11, 1953
Greensboro, NC	Sep 22, 1949	Tucson, AZ	Jan 13, 1953
Johnstown, PA	Sep 15, 1949	Mobile, AL	Jan 14, 1953
Jacksonville, FL	Sep 15, 1949	Rocherster, MN	Jan 16, 1953
Omaha, NE	Aug 29, 1949	Bangor, ME	Jan 25, 1953
Grand Rapids, MI	Aug 15, 1949	Peoria, IL	Feb 05, 1953
Charlotte, NC	Jul 15, 1949	Lincoln, NE	Feb 18, 1953
Providence, RI	Jul 10, 1949	Seattle, WA	Mar 1, 1953

Notes: Source data are from *Advanced TV Factbook*. Non-commercial broadcasts are excluded. The left set are ordered by descending date, the right by ascending.

Table C.3: Summary Statistics: Newspapers' Characteristics, only Freeze Cities, using a 20-month window around the "freeze"

	Mean	St.Dev	P25	Median	P75	Obs
Subscription price	0.43	0.11	0.36	0.40	0.47	19,202
Daily Circulation	34,882	72,649	4,843	9,028	26,240	19,202
Advertising Rate	1.1	1.2	0.4	0.6	1.1	18,410
National Lineage	0.7	0.8	0.3	0.4	0.7	10,532
Local Lineage	4.4	3.6	2.2	3.4	5.5	10,534
Classified Lineage	1.0	1.3	0.3	0.6	1.3	10,455

Notes: The Table presents summary statistics. An observation is a newspaper/year. The time period is 1944-1964. Only newspapers located in "freeze cities" are included. We use a 20-month window to define the freeze sample. Subscription price and advertising rate are in constant (2016) dollars.

D Robustness checks

Table D.1: Newspaper content: OLS Estimation

	(1) Total text	(2) National wire	(3) Local original	(4) Photos	(5) Editorials
TV	-0.044**	-0.062	-0.082***	-0.025	-0.030
	(0.020)	(0.037)	(0.024)	(0.057)	(0.047)
Year & Newspaper FEs	✓	✓	✓	✓	✓
R-sq	0.81	0.56	0.75	0.56	0.66
Observations	3173.00	3173.00	3173.00	3173.00	3173.00
Clusters (TVStation)	61	61	61	61	61
Nb of newspapers	102	102	102	102	102

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1946-1955. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and date and newspaper fixed effects.

Table D.2: Newspaper content: Negative Binomial Estimation

	(1) Total text	(2) National wire	(3) Local original	(4) Local wire	(5) Photos	(6) Editorials
main						
TV	-0.046**	-0.053	-0.082***	-0.015	-0.037	-0.037
	(0.020)	(0.037)	(0.026)	(0.060)	(0.056)	(0.051)
Date & Newspaper FEs	✓	✓	✓	✓	✓	✓
Observations	3,196	3,196	3,196	3,196	3,196	3,196
Clusters (TVStation)	61	61	61	61	61	61
Nb of newspapers	102	102	102	102	102	102
Marginal Effect	-5.52	-1.49	-5.01	-0.15	-0.46	-0.28

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1946-1955. Models are estimated using a negative binomial estimation. An observation is a newspaper-date. Standard errors are clustered at the television station level. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and date and newspaper fixed effects.

Table D.3: Readership Market Regressions: Including all newspapers

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.051***	-0.049***	-0.051***	-0.023**	0.014	-0.028**
	(0.014)	(0.017)	(0.014)	(0.010)	(0.016)	(0.011)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.55	0.61	0.54	0.99	0.99	0.98
R-sq (within)	0.17	0.19	0.16	0.45	0.40	0.47
Observations	27,543	5,386	22,147	27,543	5,386	22,147
Clusters (TVStation)	327	178	299	327	178	299
Nb of newspapers	1,933	475	1,507	1,933	475	1,507

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS estimations. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.4: Advertising Market Regressions: Including all newspapers

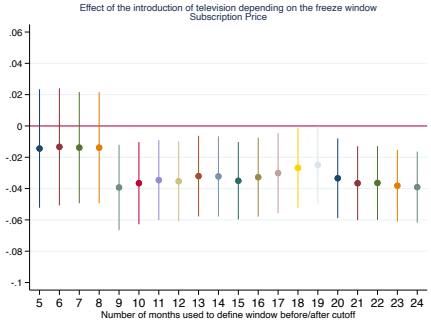
	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.011	0.017	-0.016**	0.024*	0.061*	0.018	-0.022	0.055	-0.039**	-0.002	0.047	-0.007
	(0.008)	(0.017)	(0.008)	(0.013)	(0.032)	(0.014)	(0.017)	(0.045)	(0.017)	(0.019)	(0.041)	(0.020)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.97	0.96	0.96	0.77	0.83	0.73	0.85	0.87	0.79	0.84	0.86	0.82
R-sq (within)	0.34	0.23	0.38	0.21	0.27	0.20	0.32	0.28	0.33	0.21	0.24	0.21
Observations	25,959	5,015	20,934	14,747	1,985	12,752	14,729	1,979	12,740	14,656	1,975	12,671
Clusters (TVStation)	326	178	298	308	127	281	308	126	281	308	126	281
Nb of newspapers	1,911	459	1,500	1,493	279	1,237	1,487	275	1,235	1,486	277	1,232

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS estimations. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

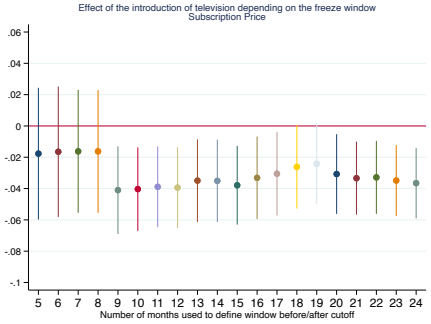
Table D.5: Newspaper content: Poisson Regression: Including all newspapers

	(1) Total text	(2) National wire	(3) Local original	(4) Local wire	(5) Photos	(6) Editorials	(7) Nb pages	(8) Matlab total	(9) Matlab mean
main									
TV	-0.044**	-0.023	-0.071***	-0.005	-0.090**	-0.060	-0.014	-0.043	-0.038
	(0.020)	(0.034)	(0.027)	(0.045)	(0.043)	(0.039)	(0.023)	(0.047)	(0.038)
Date FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Observations	4,495	4,495	4,495	4,495	4,495	4,495	10,073	10,073	10,073
Clusters (TVStation)	89	89	89	89	89	89	72	72	72
Nb of newspapers	141	141	141	141	141	141	104	104	104
Marginal Effect	-5.62	-0.72	-4.46	-0.05	-1.22	-0.49	-0.26	-5.58	-0.30

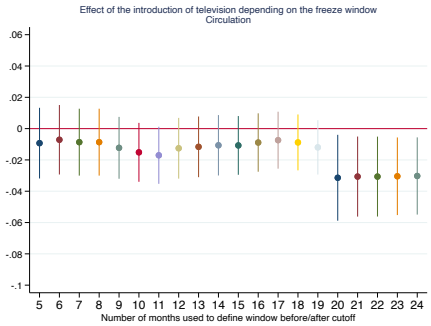
Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1946-1955. Models are estimated using a Poisson regression. An observation is a newspaper-date. Standard errors are clustered at the television station level. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and date and newspaper fixed effects.



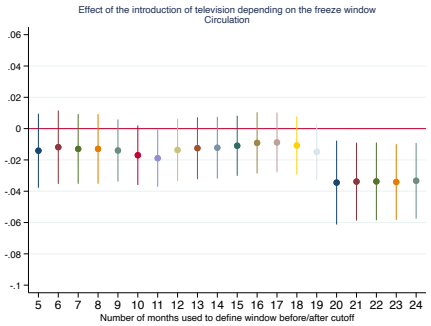
(a) Subscription price – All newspapers



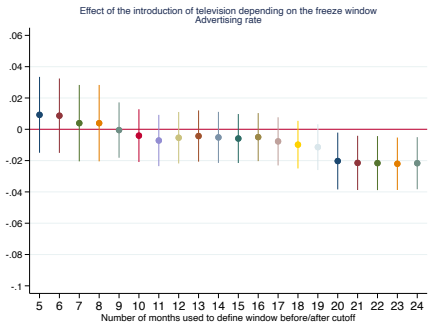
(b) Subscription price – Evening newspapers



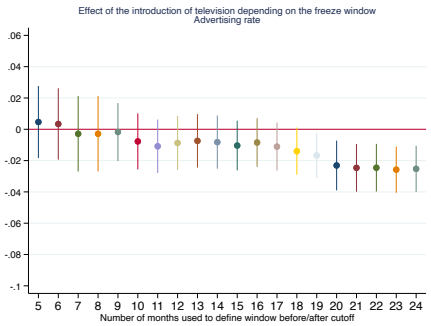
(c) Circulation – All



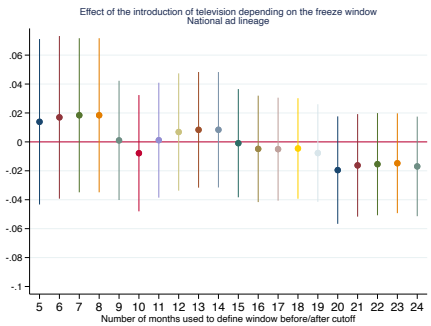
(d) Circulation – Evening newspapers



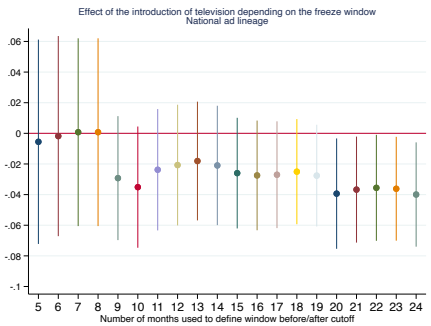
(e) Advertising rate – All



(f) Advertising rate – Evening newspapers



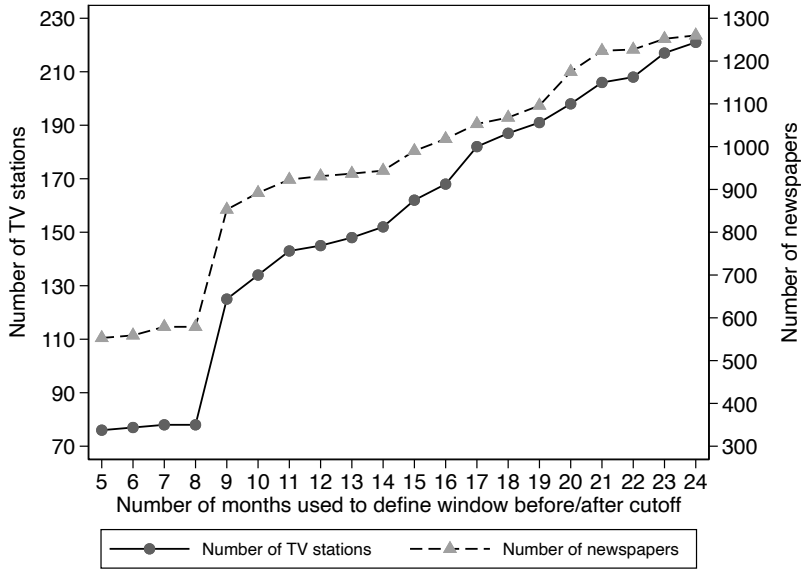
(g) National advertising – All



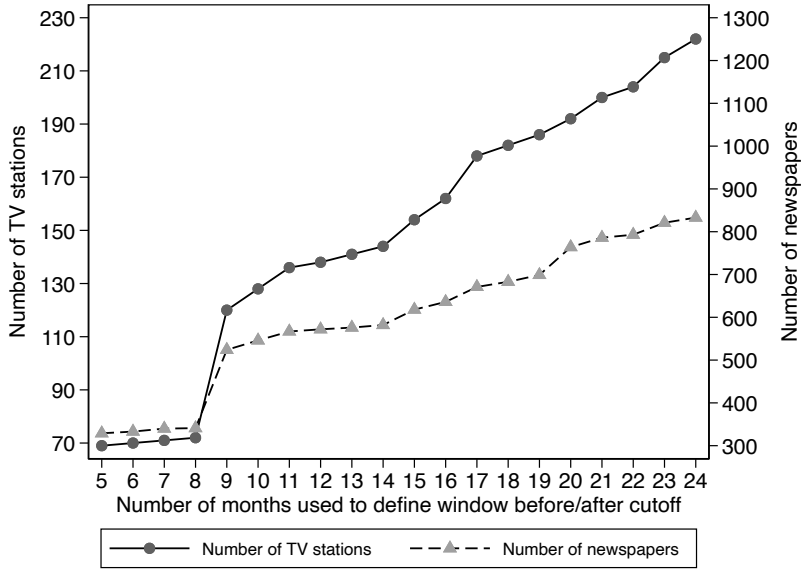
(h) National advertising – Evening newspapers

Notes: The figures plot the coefficient associated to TV in equation (6) depending on the size of the window (in number of months) used to define the "freeze".

Figure D.1: Effect of the introduction of television, using different windows around the "freeze"



(a) Grade B



(b) Grade A

Notes: The Figure plots the number of television markets and newspapers included in the empirical analysis depending on the number of months used to define the window around the "freeze". Upper Figure D.2a reports this number when we use the Grade B signal contours, and bottom Figure D.2b when we use Grade A signal. The spike observed in the number of observations when moving from a 8-month to a 9-month window around the "freeze" is due to the fact that a very large number of television stations started operating in March 1953.

Figure D.2: Sample size depending on the number of months used to define the window around the "freeze"

Table D.6: Robustness check: Consider "all day" newspapers as evening newspapers

	Subscription price	Circulation	Ad Prices	Local Advertising	National Advertising	Classified Advertising
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.036**	-0.034**	-0.022**	0.003	-0.024	0.002
	(0.015)	(0.016)	(0.010)	(0.019)	(0.022)	(0.027)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	Evening (incl. all day)	Evening (incl. all day)	Evening	Evening (incl. all day)	Evening (incl. all day)	Evening (incl. all day)
R-sq	0.52	0.99	0.97	0.76	0.85	0.84
R-sq (within)	0.17	0.46	0.35	0.19	0.32	0.20
Observations	17,752	17,752	17,086	10,069	10,069	9,998
Clusters (TVStation)	196	196	195	182	182	182
Nb of newspapers	1,043	1,043	1,037	835	833	832

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS estimations. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and year and newspaper fixed effects.

Table D.7: Robustness check: Readership, Using a different set of controls

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.035**	-0.045**	-0.031**	-0.030*	0.007	-0.034**
	(0.015)	(0.019)	(0.015)	(0.016)	(0.017)	(0.016)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.53	0.56	0.53	0.99	0.99	0.98
R-sq (within)	0.16	0.16	0.16	0.43	0.38	0.45
Observations	19,159	3,884	15,267	19,159	3,884	15,267
Clusters (TVStation)	197	130	181	197	130	181
Nb of newspapers	1,156	282	910	1,156	282	910

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.8: Robustness check: Advertising, Using a different set of controls

	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.020*	0.005	-0.023**	0.004	0.072	-0.003	-0.019	0.088	-0.039*	0.005	0.050	0.005
	(0.011)	(0.021)	(0.009)	(0.018)	(0.044)	(0.019)	(0.021)	(0.061)	(0.021)	(0.026)	(0.060)	(0.027)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.97	0.96	0.96	0.76	0.82	0.72	0.85	0.86	0.79	0.84	0.85	0.82
R-sq (within)	0.34	0.22	0.38	0.19	0.25	0.19	0.32	0.28	0.32	0.20	0.20	0.20
Observations	18,360	3,714	14,638	10,457	1,351	9,098	10,456	1,349	9,099	10,381	1,340	9,033
Clusters (TVStation)	196	129	180	183	84	169	183	84	169	183	83	169
Nb of newspapers	1,151	279	907	895	164	745	893	163	744	889	161	742

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.9: Readership: Monopoly markets

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.045***	-0.076***	-0.037**	-0.031**	0.004	-0.034**
	(0.017)	(0.026)	(0.016)	(0.014)	(0.020)	(0.013)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.52	0.55	0.52	0.99	0.99	0.98
R-sq (within)	0.17	0.21	0.17	0.48	0.52	0.47
Observations	15,564	2,705	12,852	15,564	2,705	12,852
Clusters (TVStation)	190	106	168	190	106	168
Nb of newspapers	901	185	739	901	185	739

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. Only markets with a single newspaper are included. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.10: Advertising: Monopoly markets

	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.031***	-0.009	-0.033***	0.004	0.088*	-0.005	-0.021	0.107	-0.045**	0.003	0.042	-0.000
	(0.011)	(0.029)	(0.010)	(0.020)	(0.048)	(0.021)	(0.022)	(0.067)	(0.021)	(0.027)	(0.071)	(0.028)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.96	0.94	0.94	0.76	0.82	0.71	0.85	0.85	0.78	0.84	0.85	0.81
R-sq (within)	0.34	0.19	0.39	0.19	0.29	0.18	0.32	0.29	0.33	0.19	0.21	0.19
Observations	15,010	2,650	12,353	9,488	1,199	8,283	9,498	1,198	8,294	9,417	1,191	8,220
Clusters (TVStation)	190	105	167	178	75	160	178	75	160	178	74	160
Nb of newspapers	901	185	739	768	130	647	768	130	647	765	129	645

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. Only markets with a single newspaper are included. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.11: Newspaper content: Poisson Regression – Monopoly markets

	(1) Total text	(2) National wire	(3) Local original	(4) Local wire	(5) Photos	(6) Editorials	(7) Nb pages	(8) Matlab total	(9) Matlab mean
main									
TV	-0.066**	-0.061	-0.101***	-0.043	-0.047	-0.058	-0.025	-0.150**	-0.084*
	(0.029)	(0.048)	(0.029)	(0.067)	(0.058)	(0.053)	(0.029)	(0.062)	(0.043)
Date FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Observations	3,232	3,232	3,232	3,232	3,232	3,232	6,829	6,829	6,829
Clusters (TVStation)	61	61	61	61	61	61	48	48	48
Nb of newspapers	102	102	102	102	102	102	71	71	71
Marginal Effect	-7.91	-1.72	-6.17	-0.44	-0.59	-0.44	-0.40	-17.16	-0.64

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1946-1955. Models are estimated using a Poisson regression. An observation is a newspaper-date. Standard errors are clustered at the television station level. All specifications include city population as a control, an indicator for city population missing, and date and newspaper fixed effects. Only markets with a single newspaper are included.

Table D.12: Readership: At most "one newspaper per frequency" (morning or evening) markets

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.039**	-0.045**	-0.035**	-0.029**	0.002	-0.031**
	(0.016)	(0.021)	(0.016)	(0.013)	(0.018)	(0.013)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.52	0.55	0.52	0.99	0.99	0.98
R-sq (within)	0.17	0.20	0.17	0.45	0.43	0.46
Observations	17,164	3,524	13,633	17,164	3,524	13,633
Clusters (TVStation)	196	128	180	196	128	180
Nb of newspapers	1,029	261	801	1,029	261	801

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. Only markets with at most "one newspaper per frequency" (morning or evening) are included. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.13: Advertising: At most "one newspaper per frequency" (morning or evening) markets

	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.023**	0.005	-0.027***	0.001	0.075*	-0.007	-0.021	0.091	-0.043**	0.002	0.051	-0.001
	(0.011)	(0.025)	(0.010)	(0.019)	(0.044)	(0.020)	(0.021)	(0.061)	(0.020)	(0.027)	(0.061)	(0.028)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.97	0.95	0.95	0.76	0.82	0.71	0.85	0.86	0.79	0.84	0.85	0.81
R-sq (within)	0.34	0.22	0.39	0.18	0.25	0.18	0.32	0.29	0.33	0.19	0.19	0.19
Observations	16,472	3,395	13,070	9,794	1,330	8,457	9,798	1,327	8,464	9,722	1,321	8,394
Clusters (TVStation)	194	126	177	179	83	164	179	83	164	179	82	164
Nb of newspapers	1,024	257	799	819	160	671	817	159	670	815	158	669

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, and year and newspaper fixed effects. Only markets with at most "one newspaper per frequency" (morning or evening) are included. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.14: Robustness check: Readership: Controlling for State-year FEs

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	0.003	-0.000	0.005	-0.021**	0.023	-0.031***
	(0.008)	(0.017)	(0.009)	(0.010)	(0.018)	(0.010)
Newspaper FEs	✓	✓	✓	✓	✓	✓
State-Year FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.68	0.75	0.68	0.99	1.00	0.99
R-sq (within)	0.00	0.00	0.00	0.00	0.00	0.00
Observations	19,088	3,728	15,191	19,088	3,728	15,191
Clusters (TVStation)	197	125	180	197	125	180
Nb of newspapers	1,110	248	882	1,110	248	882

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and state-year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.15: Robustness check: Advertising: Controlling for State-year FEs

	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.015**	0.025	-0.022***	-0.021	0.061	-0.030	-0.030*	-0.029	-0.050***	-0.002	0.100	-0.008
	(0.007)	(0.020)	(0.008)	(0.027)	(0.057)	(0.025)	(0.018)	(0.064)	(0.016)	(0.029)	(0.063)	(0.028)
Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
State-Year FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.97	0.97	0.96	0.78	0.87	0.75	0.86	0.91	0.82	0.86	0.88	0.84
R-sq (within)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Observations	18,294	3,560	14,561	10,337	1,077	8,975	10,337	1,073	8,977	10,255	1,064	8,912
Clusters (TVStation)	196	124	179	183	64	167	183	64	167	183	64	167
Nb of newspapers	1,098	242	875	812	107	687	811	107	686	808	106	686

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and state-year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.16: Robustness check: Readership, Using Grade A signal contours

	Subscription price			Circulation		
	(1)	(2)	(3)	(4)	(5)	(6)
TV	-0.032**	-0.047**	-0.024*	-0.048***	-0.003	-0.056***
	(0.015)	(0.022)	(0.014)	(0.018)	(0.019)	(0.018)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening
R-sq	0.54	0.57	0.53	0.99	0.99	0.98
R-sq (within)	0.16	0.18	0.16	0.45	0.42	0.48
Observations	12,225	3,128	9,088	12,225	3,128	9,088
Clusters (TVStation)	190	123	169	190	123	169
Nb of newspapers	749	220	556	749	220	556

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

Table D.17: Robustness check: Advertising, Using Grade A signal contours

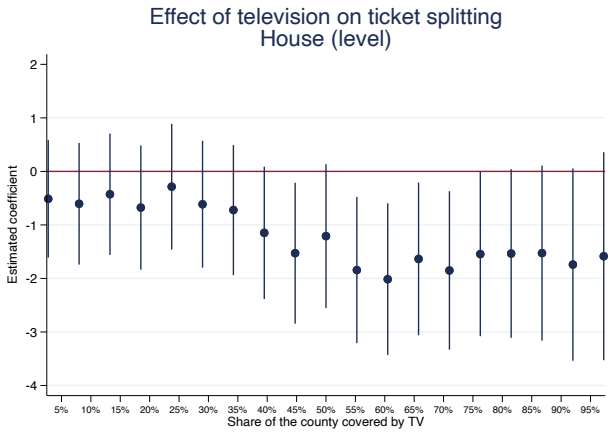
	Ad Prices			Local Advertising			National Advertising			Classified Advertising		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
TV	-0.023*	-0.012	-0.020*	0.010	0.045	0.006	-0.028	0.055	-0.054*	-0.032	-0.090	-0.018
	(0.013)	(0.024)	(0.011)	(0.024)	(0.087)	(0.025)	(0.029)	(0.091)	(0.028)	(0.032)	(0.099)	(0.033)
Year & Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening	All	Morning	Evening
R-sq	0.97	0.95	0.96	0.79	0.80	0.75	0.86	0.85	0.80	0.86	0.82	0.85
R-sq (within)	0.34	0.23	0.40	0.23	0.23	0.23	0.31	0.27	0.32	0.22	0.17	0.23
Observations	11,601	2,989	8,603	6,116	986	5,123	6,111	984	5,120	6,085	977	5,101
Clusters (TVStation)	189	121	168	172	72	150	173	72	151	173	72	151
Nb of newspapers	742	216	552	546	119	435	544	118	434	543	117	434

Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1944-1964. Models are estimated using OLS. Standard errors are clustered at the television station level. Dependent variables are in natural logs. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and year and newspaper fixed effects. The total number of newspapers is slightly lower than the sum of morning and evening newspapers because of frequency changes (i.e., morning newspapers becoming evening newspapers, or the opposite).

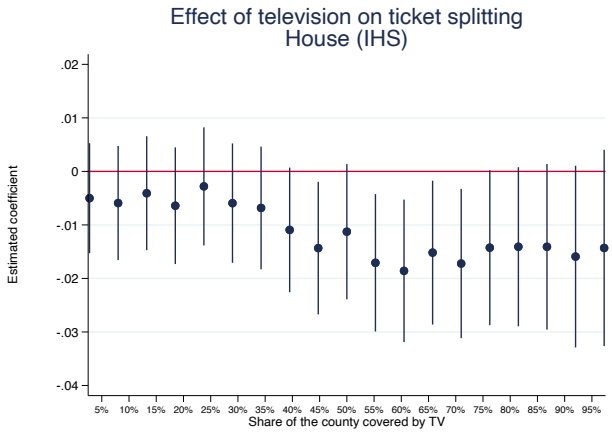
Table D.18: Robustness check: Newspaper content: Poisson Regression, Using Grade A signal contours

	(1) Total text	(2) National wire	(3) Local original	(4) Local wire	(5) Photos	(6) Editorials	(7) Nb pages	(8) Matlab total	(9) Matlab mean
main									
TV	-0.096**	-0.093	-0.104*	-0.202***	-0.067	-0.022	0.007	-0.143**	-0.085
	(0.044)	(0.063)	(0.054)	(0.076)	(0.079)	(0.087)	(0.030)	(0.072)	(0.059)
Date FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newspaper FEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Observations	1,615	1,615	1,615	1,615	1,615	1,615	3,436	3,436	3,436
Clusters (TVStation)	38	38	38	38	38	38	30	30	30
Nb of newspapers	49	49	49	49	49	49	36	36	36
Marginal Effect	-13.04	-2.85	-7.23	-2.32	-1.02	-0.20	0.14	-21.32	-0.63

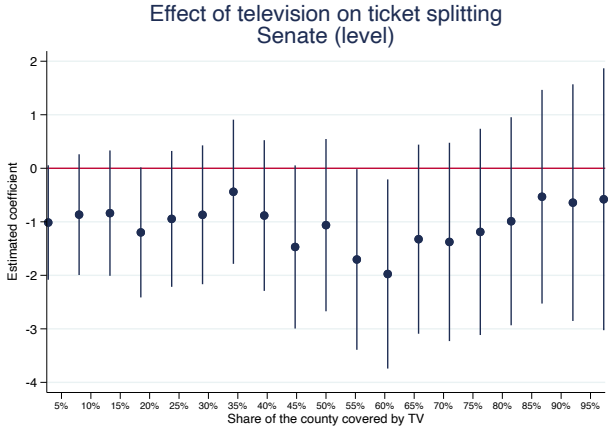
Notes: * p<0.10, ** p<0.05, *** p<0.01. The time period is 1946-1955. Models are estimated using a Poisson regression. An observation is a newspaper-date. Standard errors are clustered at the television station level. All specifications include city population as a control, an indicator for city population missing, categorical variables for the number of newspapers in the market, and date and newspaper fixed effects.



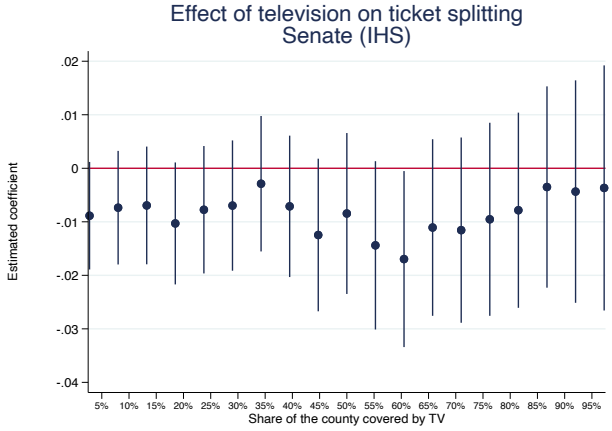
(a) House – level



(b) House – IHS



(c) Senate – level



(d) Senate – IHS

Notes: The figures plot the coefficient associated to TV when estimating the impact of television penetration on ticket splitting, depending on the share of the county covered by television.

Figure D.3: Absolute difference in the vote share for the Democrats between "Local" and Presidential Elections, Depending on the share of the county covered by television

E Additional Theory Proofs

E.1 Lemma E.1 and Proof

Lemma E.1 *In the perfect positive correlation case, bundling is only weakly optimal and does not modify the incumbent's incentives to produce content.*

Proof Suppose I sells each product k separately, for $k = L, N$. It sets $\left(p_{I,k}^R, p_{I,k}^A\right)$ to maximize:

$$\pi_k = p_{I,k}^R 2\left(q_{I,k} + \frac{1}{2} - p_{I,k}^R\right) + p_{I,k}^A 2\left(\frac{1}{2}\beta d_{I,k}^R + \frac{1}{2} - p_{I,k}^A\right) - F\left(q_{I,k}\right). \tag{1}$$

Setting $p_{I,k}^R = \frac{1}{2}\frac{2-\beta(1+\beta)+2\left(2-\beta^2\right)q_{I,k}}{4-\beta^2}$ and $p_{I,k}^A = \frac{1}{2}\frac{2+\beta+2\beta q_{I,k}}{4-\beta^2}$ is optimal and I's per-product profits are equal to $\frac{1}{2}\frac{(2+\beta)\left(1+2q_{I,k}\right)+4q_{I,k}^2}{4-\beta^2}$. In turn, I finds it optimal to set $q_{I,k} = \overline{q}$ if and only if $F \leq \frac{(2+\beta)\triangle q+2\left(\overline{q}^2-\underline{q}^2\right)}{4-\beta^2}$. Comparing these expressions to those stated in Lemma 4 yields Lemma E.1's results. ■

E.2 Lemma E.2 and Proof

Lemma E.2 *In the perfect negative correlation case, bundling is strictly optimal and raises the incumbent's incentives to produce content.*

Proof Suppose first that I sells local and national news separately, by setting $q_{I,L} = q_{I,N} = q \in \left\{\underline{q}, \overline{q}\right\}$. I's corresponding profits are equal to $\frac{(2+\beta)(1+2q)+4q^2}{4-\beta^2}$. Suppose now that I sells local and national news as a bundle, also by setting $q_{I,L} = q_{I,N} = q$. I's profits are then equal to $2q+1+\beta$. We show that $2q+1+\beta > \frac{(2+\beta)(1+2q)+4q^2}{4-\beta^2}$, thereby establishing the strict optimality of bundling. The latter inequality can be rewritten as:

$$\frac{(2+\beta)(1+2q)}{4-\beta^2} < 2q\left(1 - \frac{2q}{4-\beta^2}\right) + 1 + \beta. \tag{2}$$

Using condition $\overline{q} < \frac{1}{4}(2+\beta)(1-\beta)$, one derives that a sufficient condition for inequality (2) to obtain is given by:

$$\frac{(2+\beta)(1+2q)}{4-\beta^2} < \frac{6-\beta^2+\beta}{4-\beta^2}q + 1 + \beta. \tag{3}$$

Inequality (3) always holds because (i) $1+\beta > \frac{2+\beta}{4-\beta^2}$ and (ii) $\frac{6-\beta^2+\beta}{4-\beta^2}q > \frac{2(2+\beta)}{4-\beta^2}q$ when $\beta < 1$. It follows that bundling is strictly optimal.

We now show that bundling always increases I's incentives to produce content. Under bundling, I sets $q_{I,L} = q_{I,N} = \overline{q}$ if and only if $F \leq \overline{q} - \underline{q}$. Similarly, under separate sales, I sets $q_{I,L} = q_{I,N} = \overline{q}$ if and only if $F \leq \frac{(2+\beta)\triangle q+2\left(\overline{q}^2-\underline{q}^2\right)}{4-\beta^2}$. It follows that I's incentives to produce

content are greater under bundling than separate sales if and only if $\overline{q}-\underline{q} \geq \frac{(2+\beta)\triangle q+2\left(\overline{q}^2-\underline{q}^2\right)}{4-\beta^2}$. If $\underline{q} < \overline{q}$, the latter inequality holds as long as $\underline{q}+\overline{q} \leq \frac{1}{2}\left(2-\beta^2-\beta\right)$, which itself always holds because $\overline{q} \leq \frac{1}{4}(2+\beta)(1-\beta)$ necessarily. ■

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