

EDITORIAL PERSONALITY:
FACTORS THAT MAKE EDITORIAL WRITERS SUCCESSFUL

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ABSTRACT

Hank Waters has written thousands of editorials for the *Columbia Daily Tribune*. His editorial voice and personality are synonymous with the Columbia, Mo newspaper, producing deep connections with the readers. By conducting interviews with 13 *Tribune* readers and integrating the Uses and Gratifications Theory and Aristotelian Persuasion, the researcher established that Waters' authorial persona is a positive trait. It works to counteract any negative feelings a reader might have about his arguments or stances on issues. Analyzed by the Persuasion Knowledge Model, his editorials produced relatively few strong persuasion opportunities. On the other hand, reader respect for his knowledge about Columbia, local focus and his fair and personable writing style aides in his ability to attract readers of varying political beliefs and perspectives. All these factors demonstrate that personality driven editorials promote a high degree of respect and appreciation for an editor's work in community newspapers and promote a strong willingness to read his or her editorials with regularity.