

WORTH PURSUING? AN ANALYSIS INTO THE RELEVANCE OF THE NEWSPAPER ENDORSEMENT

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ABSTRACT

This professional analysis looks into the practice of the newspaper endorsement and its relevancy in today's news consuming environment. It consists of nine semi-structured interviews from individuals with a range of jobs from editorial editor, to lawmaker, to campaign consultant. This professional analysis does not look at if the newspaper endorsement is effective or statistically impactful during elections. Instead, it looks into whether or not campaigns believe the endorsement or working with the media in general is worth pursuing. The analysis also looks into how technology and social media has potentially impacted the relationship between newspapers and campaigns in candidates. In addition to the professional analysis, this project goes into the experiences I learned and the work I accomplished as the Missouri Statehouse reporter for KBIA for the 2018 session.