

FLORIDA PRESS
AND THE 1952 PRESIDENTIAL CAMPAIGN

By
CAPTAIN EUGENE M. DUTCHAK

A THESIS PRESENTED TO THE GRADUATE COUNCIL OF
THE UNIVERSITY OF FLORIDA
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS

UNIVERSITY OF FLORIDA

June, 1955

TABLE OF CONTENTS

| | Page |
|---|------|
| LIST OF TABLES | v |
| Chapter | |
| I. INTRODUCTION | 1 |
| II. THE PRESS, ITS INFLUENCE AND FUNCTIONS | 5 |
| Influence of the Press | |
| Functions of Newspapers | |
| The Weekly Press | |
| Florida Daily Press | |
| Florida Weekly Press | |
| III. BACKGROUND: FLORIDA POLITICS, PRESIDENTIAL CANDIDATES AND PLATFORMS | 22 |
| Florida Politics | |
| The Candidates | |
| Eisenhower | |
| Stevenson | |
| Platforms | |
| Republican Platform | |
| Democratic Platform | |
| IV. EDITORIAL ATTITUDE OF THE NEWSPAPERS | 35 |
| Stevenson Newspapers | |
| Eisenhower Newspapers | |
| Independent Newspapers | |
| Weekly Press | |
| V. NEWS COVERAGE DURING THE CAMPAIGN | 59 |
| Stevenson Newspapers | |
| Eisenhower Newspapers | |
| Independent Newspapers | |
| Weekly Press | |

| Chapter | Page |
|--|------|
| VI. ANALYSIS OF CARTOONS AND ADVERTISING | 69 |
| VII. PUBLIC REACTION TO THE CAMPAIGN | 76 |
| Letters to the Editor | |
| Candidates' Abilities and Personalities | |
| Party Issues | |
| Truman's Activities | |
| VIII. CONCLUSIONS | 86 |
| BIBLIOGRAPHY | 90 |
| BIOGRAPHY | 94 |

LIST OF TABLES

| Table | | Page |
|-------|--|------|
| 1. | Analysis of Pro-Stevenson Editorials | 38 |
| 2. | Analysis of Pro-Eisenhower Editorials | 46 |
| 3. | Analysis of Independent Editorials | 55 |
| 4. | Campaign News Coverage by Pro-Stevenson Papers | 62 |
| 5. | Campaign News Coverage by Pro-Eisenhower Papers | 64 |
| 6. | Campaign News Coverage by Independent Papers | 66 |
| 7. | Letters to the Editor | 77 |