

THE "STANDARDS FOR OWNERSHIP":  
NELSON POYNTER'S MANIFESTO

By

DONNA M. PELTIER



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TABLE OF CONTENTS

	<u>Page</u>
ACKNOWLEDGMENTS . . . . .	ii
ABSTRACT . . . . .	v
INTRODUCTION . . . . .	1
Notes . . . . .	4
CHAPTER	
I    "A SACRED TRUST AND A GREAT PRIVILEGE" . . . . .	5
The Family Business . . . . .	5
Early Career . . . . .	7
No "Outside Interests" . . . . .	8
Notes . . . . .	11
II    "SOUL OF THE CITY" . . . . .	12
Foiling the "Seagulls" . . . . .	15
Reluctant Monopolist . . . . .	18
Crossing the Media Border . . . . .	22
Notes . . . . .	26
III   "UNUSUAL OBLIGATIONS" . . . . .	28
"For a Better Florida" . . . . .	31
Wading into the "Storm Centers of Controversy . . . . .	36
Citrus and Symphonies . . . . .	40
Good Neighbor Policy . . . . .	43
Uncommon Involvement . . . . .	46
"Zeal and Enthusiasm" . . . . .	47
Partnership with the People . . . . .	51
Safeguarding the Integrity of News and Views . . . . .	56
Mudslinging . . . . .	60
The Growth Issue . . . . .	63
Notes . . . . .	73

	<u>Page</u>
CHAPTER	
IV "SERVICES RENDERED" . . . . .	77
"Florida's Best Newspaper" . . . . .	78
Newsman's Instinct . . . . .	80
"The Best Looking Paper" . . . . .	82
"Local-est and Liveliest" . . . . .	84
Prolific Partnership . . . . .	87
Congressional Quarterly. . . . .	90
Chairman of the Board. . . . .	96
"Tough as a Railroad Spike" . . . . .	99
Notes . . . . .	104
V "A WELL-ROUNDED APPRECIATION" . . . . .	107
The Board of Directors . . . . .	109
Fiscal Conservative. . . . .	110
"Adequate and Modern Equipment" . . . . .	116
The Poynter Fund . . . . .	119
"Earned Dividends" . . . . .	122
Power Play . . . . .	123
Notes. . . . .	130
BIBLIOGRAPHY. . . . .	133
BIOGRAPHICAL SKETCH . . . . .	137

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Chairman: Harry H. Griggs  
Major Department: Journalism and Communications

In 1947, Nelson Poynter wrote the "Standards for Ownership of a Newspaper or Radio Enterprise"--a manifesto embodying his philosophy of journalism as well as practical policies for his newspaper, the St. Petersburg Times, and radio station WTSP. This study examines and evaluates Poynter's recent claim that all 15 Points of the "Standards" have been carried out. Data for the study were derived from two main kinds of sources: personal interviews with Poynter and a number of his colleagues, both past and present; and material from the Times Publishing Company's library and from personal files. While Poynter is not yet entitled to boast of complete success, the evidence indicates that most of the "Standards have been implemented.

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Chairman