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Letter to Ralph Otwell

Roger J. Traynor

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February 4, 1974

Mr. Ralph Otwell
Managing Editor
Chicago Sun-Times
401 North Wabash Avenue
Chicago, Illinois 60611

Dear Ralph:

I've learned that there's always an Otwell phrase to light up even such gray statistics as you sent on to Benno in your note of 30 January.

I like to believe that lawyers and journalists are going to learn much more from one another than they ever knew before as they open up new lines of communication between their respective workshops.

Sincerely yours,

Roger J. Traynor

CHICAGO
SUN-TIMES

401 NORTH WABASH AVENUE - CHICAGO, ILLINOIS 60611

RALPH OTWELL
MANAGING EDITOR

January 30, 1974

Professor Benno Schmidt
Columbia Law School
435 West 16th Street
New York, New York 10027

Dear Benno:

Here are some sample readership surveys which might be helpful in giving you a fix on the general popularity of letters columns throughout the country:

<u>Newspaper</u>	<u>Percentage who read letters to the editor</u>		<u>Carl J. Nelson All-study averages*</u>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
Nashville Tennessean	25%	28%	29%	28%
Bangor Daily News	33	42	28	27
Washington Post	27	23	29	27
Milwaukee Journal	37	43	29	27
Boston Globe	22	28	29	27

(* The all-study averages vary slightly, as new data are added from individual newspaper surveys.)

The above figures have to be related to other features and parts of the newspaper to be interpreted properly, of course. That is why I'm enclosing the complete surveys. For instance, in the Tennessean, the letters are read by nearly three times as many persons as Tom Wicker; in the Bangor Daily News, letter readership is two to three times as high as readership of any news story on Pages 2 and 3; in the Washington Post, as many people read the

Professor Benno Schmidt

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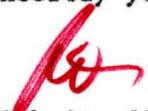
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letters as read Jack Anderson; in the Milwaukee Journal, more people read letters than read any weather news, including that on Page 1; in the Boston Globe, more people read letters than read Evans-Novak.

When you undertook the access study, you didn't realize that you were going to learn far more about newspapers than you ever wanted to know, did you?

With best regards,

Sincerely yours,



Ralph Otwell

RO:jp
Enclosures

cc: Judge Traynor
William B. Arthur
Loren Ghiglione