
THE OHIO NEWSPAPER POLL

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OHIO NEWSPAPER POLL TO TAKE PULSE OF OHIO VOTERS

Cincinnati, OH--Eight Ohio daily newspapers have joined with the University of Cincinnati's Institute for Policy Research to release **THE OHIO NEWSPAPER POLL**, a special initiative to provide unprecedented coverage of the most comprehensive, timely and in-depth Ohio election polling results.

The eight participating Ohio daily newspapers along with their embedded Web site links include: [*Akron Beacon Journal*](#), [*The Canton Repository*](#), [*The Cincinnati Enquirer*](#), [*The Columbus Dispatch*](#), [*Dayton Daily News*](#), [*The Plain Dealer \(Cleveland\)*](#), [*The Toledo Blade*](#) and [*Youngstown Vindicator*](#) (also included in publication of the poll results and stories are three additional Cox Ohio newspapers: [*The Springfield News-Sun*](#), [*The Middletown Journal*](#) and [*Journal News of Hamilton*](#)).

The University of Cincinnati's Institute for Policy Research (UC IPR) will conduct three surveys of likely voters focusing on the key issues that are on the minds of voters this November, including: the economy, healthcare, the environment, the wars in Iraq and Afghanistan, Homeland Security and the presidential candidates' stances on the issues. **THE OHIO NEWSPAPER POLL** will use the same likely voter methodology employed by **THE OHIO POLL**, which is also conducted by the UC IPR.

Results of the three surveys will appear in the Sunday editions of participating Ohio newspapers on the following dates:

September 21, 2008

October 12, 2008

October 26, 2008

"By bringing together the resources of the state's eight major dailies and publishing results in a total of 11 major dailies and Web sites, Ohio's publishers have the opportunity to provide what will be the most comprehensive news report of the survey's results to a combined Ohio readership of more than 4,500,000 readers and significant additional numbers of newspapers' Web site readers," said Kevin Riley, Cox Ohio Publishing's Editor-In-Chief, editor of the *Dayton Daily News*, and one of the organizers of the statewide effort by the eight major Ohio daily newspapers.

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