***Abstract***: In this paper we show that U.S. newspapers are less ``ideological'' than many researchers and observers assume, in the sense that their behavior cannot be easily predicted by a simple one-dimensional spatial model.  We study newspaper endorsements on statewide ballot measures, comparing them to interest group endorsements and voting outcomes on these same propositions.  A one-dimensional model predicts the endorsements of most interest groups relatively well, with an average proportional reduction in error (APRE) of about 73\%.  For newspapers, however, the one-dimensional model only yields an APRE of only about 38\%.  Analyzing the text of endorsements, it appears that newspapers take a pragmatic approach to the policy, invoking a diverse array of considerations and often weighing arguments both for and against the measures.