

not local per se... a native Houstonian is becoming a rarity.... Interested in international and national news equally.... Our station is number one in local coverage but international stories exceed local ones... always interested in Canadian-American business stories."

Milwaukee

Time Magazine summed up the Milwaukee Journal with the phrase, "a long tradition of fair-minded coverage." The Journal comes in number 5 in the Saturday Review rating and number 3 in that of Scholastic Magazine. It is our impression that few newspapers enjoy as much loyalty from their staff members as does the Milwaukee Journal.

It was founded by Lucius W. Neiman, donor of the Neiman Fellowship Awards at Harvard. The paper itself has received two Pulitzer Prizes. The editors and the readers are serious folks. This is one of the few newspapers that publishes an annual supplement on adult education.

Milwaukee is another Great Lakes city, well aware of its proximity to Canada. Our informant expressed the common view, "Yes, Canada is important to us, but our first concern is our readers." This brings up the interesting paradox that because Canada is regarded as being so similar to the United States, news about developments in Canada is treated as if it was local news and if the paper does not serve Canada there is little interest in covering it. When we would mention Canada as a foreign country, then the approach changes but to an extent the interest wanes.