

fact is that newspapers have space -- not much space; somewhere between 80 and 90 percent of copy received from normal sources such as wires and press syndicates goes into the wastebaskets. But they have far more room for news than the commercial electronic media. They also have staff, normally more cosmopolitan in outlook than those few on the electronic media. Another interesting reason is the indication that TV viewing drops at a certain point near the top of the education-income level. All surveys show a clear correlation of TV-viewing and newspaper buying with improved life-style. Ben Bagdikian writes: "The statistical evidence is that as people get more education, move into white collar jobs, earn more money, reach the 25 to 55 age bracket and settle in urban areas, they develop a greater appetite for news. And these characteristics have been the historic trend in the American population."

There is a catch, however, near the top of the scale: both TV-watching and newspaper buying slacken, but much more so in the case of television. The reasons are debatable but it is obvious that busy, successful people have less time to stare at a tube than a day-laborer. They also like what they see less. There is also a saturation factor. Surveys show that two hours a day spent on news and news-like information is very high and would mean a maximum absorption of 120,000 words of print a day. Major newspapers already present readers with that much every day. Thus, the most influential members of a community are more likely to be reached with a news item in the press than through any other mass media.