

	<i>Page</i>
2. Balance Sheet.....	39
The Message-Bearers.....	39
Newspaper Costs.....	40
The Natural Monopoly.....	42
Newspaper Profits.....	46
Economics of Broadcasting.....	56
Broadcasting Profits.....	60
3. Bucking the Trend.....	63
Concentration: Pro and Con.....	63
Press Ownership Review Board.....	71
For a Volkswagen Press.....	75
III IMPACT.....	81
1. Change and Response.....	83
The Constant Bump.....	83
The Newspapers.....	85
The Broadcasters.....	91
2. La Différence.....	95
Newspapers.....	96
Periodicals.....	99
3. Freedom.....	101
4. Press Council.....	111
5. Criteria.....	121
Training for the Job.....	124
Training on the Job.....	129
Keeping them on the Job.....	130
IV MEDIA.....	135
1. Newspapers: The Daily Miracle.....	137
2. Weeklies: The Community Press.....	143
3. Periodicals: The Troubled Magazines.....	153
4. Business Publications: The Invisible Press.....	169
5. Farm Press: Not for the Family.....	173
6. Church Press: A Job for Journalists.....	175
7. Ethnic Press: The Most Mixed Medium.....	179
8. Student Papers: The Hotbed Press.....	185
9. Underground Press: Down but not Out.....	189
10. Broadcasting.....	193
The Beast of Burden.....	193
The Public Service.....	195
The Private Industry.....	203
Airing the News.....	210
The Cable Conundrum.....	213
The Regulator.....	222
V SUPPORTS.....	227
1. (CP).....	229
2. Postal Rates.....	237
3. Advertising.....	243
4. Public Relations.....	249
VI EPILOGUE.....	253
1. And finally.....	255