

I - National Print Media

The United States is singular among large advanced nations in that it lacks a truly national daily newspaper or newspapers. Japan, with about half the population of the United States, sells about 50 percent more papers per capita but has only one tenth as many individual dailies.

The Soviet Union does even better. Moscow has less than five percent of the country's population but newspapers edited there account for almost 90 percent of national distribution. In the case of Tokyo, the figures are about 10 percent of the population and 70 percent of distribution. London, with about 14 percent of the population, accounts for 70 percent of the nation's dailies. The closest the United States has to national newspapers are the New York Times and the Washington Post. Yet New York City and Washington, D. C. account for about 6.6 percent of the nation's population and the Times and Post provide only 9.6 percent of dailies distributed in the nation.

The other "national" newspapers are the Wall Street Journal, with its emphasis on business and finance, and the Christian Science Monitor with its modest circulation.

The reasons for the lack of centralization are varied but technology is no longer one of them. It would be quite possible to emulate the Russians, despite some gaps in technology and some union considerations, if there were compelling reasons to do so.

Data reviewed in our report seem to downplay the significance of the national press. An unusual (though narrow) study of selected newspapers by the Rand