

or even shape it. They receive the bulk of their news from two national wire services." We will have to wait for the studies.

In the time available to prepare this report, it was impossible to do a first-hand survey of the regional areas of the United States that are discrete in terms of media. Our fairly thorough review of the literature was of some help and we have drawn on our own experiences and written and telephone interviews with editors and other experts.

This overview is intended to help Canadian officials who have reason to deal with the media to make decisions about priorities and peculiarities in the regions to which they are assigned.

We discovered that in initial contact with influential editors there was a reluctance to agree that the Boston area, for example, was any different than Houston. This reluctance fell away quickly in further discussion.

One factor common in most regions is the large number of print and electronic media that are potential outlets for a Canadian official responsible for explaining a Canadian position on sensitive matters or stimulating coverage of modern Canada. Most major areas have a few key media, a regional newspaper, one or more local papers, wire services, and radio and TV stations either independent or with network affiliations.

Overall, there are only 10 newspapers in the nation with circulations in excess of half a million. There are 36 with circulations in excess of 250,000. We believe these are the priority concern of officials dealing with media.

The priority assigned to these newspapers is based on some well-known considerations and a number of revelations from recent, thorough studies. The first