

homes on more than 120 million TV sets. Three out of four Americans watch a national newscast. Of time spent with media during an average day, Americans spend almost 90 percent with radio and television.

When a Canadian officer approaches the commercial broadcast outlets of any region in this country he or she is faced with the inherent difference of broadcast journalism vs. print. When a broadcast newsman asks, "Is it news?" he means "Will it interest my audience?"

Only 11 percent of the television audience is college educated, and only one-third of all viewers has completed high school; but 11 percent of the total is still millions of educated, aware American citizens in search of substantive information. Thus, local and network news departments are committed to the production of some first-rate serious material.

Radio News

There are more than 4,000 commercial radio stations in the country and the average market area provides a choice of more than 25 stations, each with a format designed to attract a segment of listeners and appropriate sponsors. A majority are affiliates of one of the four major radio networks: ABC, CBS, NBC in New York and Mutual in Washington. Each network provides hourly newscasts, taped features and constant "line feeds" for incorporation into local programming. ABC offers its subscribers four different news networks. They differ in both news content and style of delivery. Mutual also operates a Black Radio Network.

There are over 100 radio networks currently in operation -- national, regional and local, occasionally simply because of multiple station ownership. In spite of the numbers and competition, a few stations always seem to dominate a listening area.