

II - Regional Print Media

The importance of regional public affairs officers can hardly be overestimated in a country like the United States where there are more than 1,700 daily newspapers with a total circulation of over 60 million.

It is estimated by the American Newspapers Publishers Association that 77 percent of all adults, 18 years of age and older, read a daily newspaper.

According to the same survey, "Newspapers in the United States devote roughly the same proportion of items to state and local news that they do to international news....As to the number of items on a given topic, the most striking difference between small and large newspapers is in the business and finance category."

A more comprehensive and detailed treatment of such specialized news by the larger papers applies also to international news. The largest amount of thoughtful, informed material on Canadian affairs appears generally in the New York Times. The larger metropolitan newspapers, which also tend to be those subscribing to at least one and probably several national news services, tend to follow the example of the New York Times. Thus, the public in those regions in the United States served by large dailies is more likely to read more news about Canada.

Social critics have long been given to decrying the growth of uniformity in the United States, but diversity is still a distinguishing feature of the American media, particularly the press. Nevertheless, the highly respected Twentieth Century Fund announced this year that two of its forthcoming studies would document statements that "The history of the daily press in the United States has been one of progressive monopolization for at least six decades...." and "...the overwhelming majority of newspapers and television stations do not seek out news for themselves