

One feature of this innovativeness has been an enlarged appetite for news of all kinds. It was in Southern California that television began competing for viewers by greatly enlarging the amount of time devoted to news. (In recent years, there has been some contraction as costs got out of hand.) Another area of innovation has been in the installation of modern management, electronic news handling and printing technology.

There is, of course, a substantial body of Canadians living in the Southern California area and, although our respondents say that these Canadians now think of themselves as Americans and are not a factor in the selection of news, this view could be challenged. It would certainly be worthwhile to find out more about the significance of the resident Canadians in all parts of the United States. God knows, every other ethnic group in America has confounded predictions of total absorption into the American societal mainstream. Home ties, at least of sentiment, are strong.

The suburban newspapers have built their strengths on local coverage but our exchanges with their senior editors and our scanning of contents suggest a growing desire to break out of a provincial role and celebrate maturity with more national and international news. They will send reporters a long way, even overseas, for a local angle. (After all, the outback of California produced such nationally celebrated writers as William Randolph Hearst, Jack London and Richard Nixon.) The Valley News of Van Nuys, California, with a circulation above a quarter million is as large as most of the major regional newspapers.

The San Francisco Chronicle would also qualify as a regional paper by its size and influence -- an influence that has gone up and down in recent years as