

III - Local Newspapers

The non-regional press, as an entity, almost defies generalization. While for the purpose of this discussion, most newspapers may be said to have circulations of over 25,000, there are large suburban newspapers in areas in Southern California, for instance, which have much greater circulations: the Torrance, California Daily Breeze sells 100,000 copies. (David Shaw, L.A. Times media critic, noted in a recent magazine article that he had to fight his paper's promotion people to save a story in which, "I had quoted one source as saying that a particularly successful suburban paper, the Valley News, 'does its job so well it's damn near chased the [L. A.] Times out of the Valley.'")

Like some of the large suburban papers, the non-regional newspaper is a product of the locality, and the interests of the people in the area -- particularly their economic interests.

While using the wire services and syndicated columnists to a greater or lesser degree, each prides itself on its own particular flavor, its own individualistic style. Politics may be set on the editorial page but often the news columns provide a forum for a different interpretation of events by the reporter.

A paper's aggressiveness and individuality will usually depend on locality, and the economy of the area. Growing cities like Atlanta provide a field for innovation; cosmopolitan areas like New York are open to a greater variety of news, even in dailies like the Long Island Press which cover a limited region.

While a number have Washington bureaus, and some overseas representation, few papers have their own correspondents or stringers in Ottawa, Toronto or Montreal.