

Corporation showed that among 46 editors surveyed, 16 read the Times, 10 the Journal and only five the Post. Moreover, the editors who read the Times were likely to also read the others.

Our personal view is that the New York Times is more influential than available data would indicate. There is a maxim in business that "If it hasn't appeared in the Times, it hasn't happened."

The influence of the Times on the media and the nation is felt in many ways. First, it is the sole source of much reporting. The Times regards all other newspapers and the wire services as training grounds for its correspondents. Thus, it was most upset by the lead of the Washington Post on Watergate stories. To the extent the view the Times takes of its pre-eminence is true, all good reporters and editors have the Times in mind as they go about their work. They may never use the reports of the Times on what is happening behind the Kurdish lines in the Middle East or behind the closed eighth floor offices of the State Department, but they might like to be there someday.

Much of the unique coverage of the Times -- including news of Canada -- is influential in how other publications assign stories. This is notoriously true in the case of the weekly and monthly periodicals.

Moreover, the growth of the newspaper news syndicates ensures that many Times stories -- including less spectacular ones -- appear in regional newspapers and even the small dailies.

What is true of the Times is true to a lesser degree for the Washington Post, particularly when it comes to syndication. The Christian Science Monitor has a small but impressive following. The terms "Euromart" and "Eurodollar",