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Chinese dailies amount to ten in New York City, where the Chinese population is under 125,000, according to the 1980 census. The ratio of daily paper to population is 200 times higher than the three English-language dailies to more than seven million New Yorkers.

Most of the Chinese newspaper exist mainly to serve as mouthpieces for publishers who strive to be power brokers in Communist or Nationalist circles. Even if their papers are losing money the owners can derive a profit in the political arena, said most of the Chinese journalists who talked me.

The ^E/_Rlderly buys United Daily, which has the longest history in Chinatown. A young lady reads it because her father used to buy it every morning. Out of 12 immigrants from Hong Kong I interviewed, 10 buy the American edition of the paper they read in Hong Kong, out of nostalgia. Chinese dailies have become one of the major channels to maintain their sense of belonging to their homeland.

"I am so used to buy the same paper every day by habit that the news-stand keeper would simply hand me my copy," said one old man.

Good Paper
You make
some interesting
point that parallels U.S.
journalism.

NEWSPAPER HABIT/PRICING - HA/2

A news-stand keeper said, people buy newspaper out of loyalty to the paper regardless of its content, cover story. In fact, because the folding machines are designed for English papers, which are printed in the opposite way to Chinese one, when the Chinese newspaper are quarter folded for postal convenience, only the back of the paper is seen by buyers. People recognise their paper by the type of advertisement on their back.

very interesting

Many Chinese from upper state towns, comes to Chinatown to buy food stuff on weekends and take at least six to seven dailies, said a bookstore-keeper, who sells also newspapers.

The price of Chinese newspapers in New York raised to 25 cents from 15 cents two years ago.

"The sale doesn't change much because of the price, since they raised it at the same time," said a news-stand keeper.

Out of 20 people interviewed, 15 said money factor was not important.

"We have the market, a firm reader basis not easily moved, because we are not outsiders," said a reporter of United Daily, which has a 40-year history.

One of the major dailies remains at the old price of 15 cents, it helps the sale only little, said another reporter.

The Taiwan connected China Times, which started 26 months ago, reached the circulation of 20,000 within two years. It attracted the Taiwanese immigrants, because the China Times has a sister publication in Taiwan. Then it was the newspaper that started to hire high quality reporters and to install modern technical systems.

China Times was closed down last Sunday (Nov. 11) because of political pressure from Taiwan.

Sing Tao, one of the three sister-publication papers from Hong Kong, has a circulation of 200,000 to 250,000 for its 5 editions in NY, Philadelphia, Washington DC, Boston, Chicago. Almost 60 percent of the contents are directly from HK through Satellite, said its manager.

"Every year 40,000 Chinese immigrants come to the States: 20,000 from mainland China and 20,000 from Taiwan," said the manager. "About half of them will come to the east coast or New York. Most of those from mainland have living in Hong Kong for a while before coming over. That means every year we have a few thousand more new readers. While the other Taiwan connected papers have to share the Taiwanese quota."

NEWSPAPER HABIT/PRICING - HA/4

World Journal, a Taiwan connected paper, claims to be the largest Chinese paper in the States, with a circulation of 70,000 for its nine editions in the U.S. and Canada. Only a handful of the Chinese papers have a circulation of 10,000 or more, and some sell only a few hundred copies, reported Maria Shao of the Wall Street Journal.

"There should be only 3 to 4 dailies only," said the manager of Sing Tao Daily before the closing down of China Times. "I think within three to four years, many will close down. The price of the Canadian paper we use raises too soon. February last year it raised 18%; this March it raised 18%; next January, it will raise another 18%. It is a hard career."

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