

The Media Environment in a Regional Innovation System

A study on the media environment in the Bay Area and in Mälardalen, with a comparison between the daily newspapers San Francisco Chronicle and Dagens Nyheter.

Jan Sandred



The Chronicle Building, 1926 – today

901 Mission Street

San Francisco Chronicle started in 1865 in a small rented shop at 417 Clay Street. In 1890, the newspaper erected a 10-story building at Market, Geary and Kearny Streets. It was the first steel-ribbed skyscraper in San Francisco, and might have withstood the earthquake of 1906, except that several tons of zinc engravings stored near the roof crashed through to the basement, taking with them 20 tangled linotypes. The fire finished the destruction. San Francisco Chronicle rebuilt on its former site, this time with a 16-story addition.

In 1924, San Francisco Chronicle moved again, this time into its current home, a block-long multi-million-dollar plant at Fifth and Mission Streets, noted for its impressive clock tower. The paper's art critic, the late Alfred Frankenstein, described the building: "The Chronicle building... is a Gothic structure, a monument to the noble and ancient crafts of printer and scribe. It is adorned... with reliefs in the Burgundian style depicting the print shop of Gutenberg, who did not invent the neon light." The printing presses no longer roll in these premises, but in three plants around the Bay Area.

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“We propose to publish a bold, bright, fearless and truly independent newspaper, independent in all things, neutral in nothing.”

Charles and Michael deYoung, January 16, 1865

”Vi skola således, under sträfvandet för allmän rättvisa och människovärdets fulla erkännande, för trons och tankens frihet, arbeta på bevästandet af det konstitutionella styrelsesystem som nu råder; på upplysninnges befrämjande, på ståndsförfattningens utbytande mot en bättre representationsform; på statskyrkotvångets lossande; på möjligaste utveckling af folkets sjelfstyrelse i staten och kommunen; på undanrödjande af alla obehöriga hinder för den individuella verksamheten; på ett klokt användande af statens medel, företrädesvis till produktiva ändamål; på en kraftig utveckling af våra intellektuella och materiella tillgångar under sorgfälligt bevarande af fred och sämja med alla grannar; med ett ord, vi skola i allmänhet arbeta i den anda, som varit herrskande inom borgar- och bondestånden vid riksdagarne från 1840 till 1863.”

Rudolf Wall, Stockholm den 23 Dec. 1864.

1.1 Abstract

This study was made to investigate the media environment in two similar regional innovation systems: Mälardalen in Sweden and San Francisco Bay Area in California, U.S. The study especially focuses on the similarities and differences between the newspapers San Francisco Chronicle and Dagens Nyheter.

Both regions have the same geographical and infrastructural characteristics: They are knowledge regions and the preferred location for advanced service companies and high-tech industry.

It is shown that the media markets in the Bay Area and Mälardalen have some important similarities. The majority of both U.S. and Swedish newspapers are local, with very few exceptions. The readers of both DN and SF Chronicle are sophisticated and well educated.

The newspapers show differences in penetration, readership constitution, editorial content and relation to in-house produced material vs. syndicated and wire material.

The Swedish newspaper market is characterized by being local, have a very high penetration and level of readership, almost 100 percent subscription, and newspapers being read among all social groups. Sweden lies at the top in terms of newspaper penetration in Europe. On an average day 88 per cent of the adult population in Sweden read one or more daily news-papers. The distribution between male and female readers of Swedish newspapers is almost equal.

In the U.S. mainly the white upper middle class reads newspapers, and males are slightly dominant. Dagens Nyheter has a higher penetration in the target region with 33 percent, compared to 23 percent for San Francisco Chronicle.

Dagens Nyheter have half the editorial staff of San Francisco Chronicle, but contains roughly twice as much material in-house than San Francisco Chronicle. The amount of foreign news is much higher in Dagens Nyheter.

San Francisco Chronicle focuses on technology, whereas Dagens Nyheter focuses on economy. San Francisco Chronicle has a separate section on technology with four reporters integrated with the business section.

It is also worth noting that there is only one Swedish wire service: Tidningarnas Telegrambyrå, TT. In San Francisco only there are a dozen independent wire services. In Sweden some newspapers are subsidized, which is not the case in the U.S.

The author made the study working as a Business Reporter at the San Francisco Chronicle, January 10 to July 10, 2004.

Thanks

I would like to thank my Editor Ken Howe at San Francisco Chronicle, for his great hospitality and generosity. I would also like to acknowledge the editorial staff of San Francisco Chronicle Business and Technology sections and express my appreciation for the dynamism and professionalism they bring to their field. And I would like to thank Dan Kreiss, for his depth and breadth in U.S. journalism that opened my eyes.

2 Media as the Technology Transfer Enabler

All economic innovation models emphasize the importance of technology transfer between academia and industry. Many acknowledge that “the idea-flow must be efficient” or something similar, is prerequisite for a successful innovation system. But few have studied the importance and impact of media as the information distributor and “enabler” or “catalyst” for ideas.

It has been shown that personal meetings are by far the most efficient way to transfer information, influence people and create knowledge. Without any face-to-face contact, intense collaboration and efficient learning – “a technology transfer” – can be a cumbersome process.^{1, 2} Recent studies have suggested that media also plays a crucial role in enabling different issues to become acknowledged within an innovation system.³

The largest cost for the information departments within corporations is to collect and distribute information from different sources to inform the right persons within a company about important issues happening within different areas that affect the innovation process. It could for example be new policy issues that concerns the product developers or new technologies that concerns the marketing department.⁴

It’s not enough to just distribute information to the right person. You cannot force people to learn or understand information. You cannot create knowledge with information. The transfer of knowledge is just as effective as the information is “digestible”. Uninteresting and information difficult to understand tend to be meaningless and ordinary people usually pay no attention to meaningless matters.

Media make information interesting and exciting. Therefore people pay much more attention to local newspapers than to government reports, county council brochures or corporate internal memos. Thus it is a reasonable thesis that media plays a more important role as an influencer, than other information channels (except for personal meetings).

2.1 Comparing apples with apples

In Sweden it is common to compare the local innovative systems with Silicon Valley, and try to imitate and learn from its success. It is natural as Silicon Valley is one of the world’s most innovative regions and knowledge competitive economy.

Quite a lot of studies have been made comparing Silicon Valley to other regions. The trouble is, when it comes to reproducing the Silicon Valley, that it is not only a region, but... well, something else like “a process;” “a system,” “a network,” “a way of life,” “a climate”. Silicon Valley is certainly more than a geographic region, and many of the universities and companies are not situated in the 50-mile area between San José and Palo Alto, but around the whole Bay Area.

¹ For example: <http://fcis.oise.utoronto.ca/~rwaterston/ctl1924/maykb.html>. There are an vast number of research going on in the field of technology learning and technology transfer.

² The Role of Journalism in Innovation Systems, Nordfors, David, Innovation Journalism Vol.1 No.7, November 8 2004.

³ Biotech Sweden – A Business Model Case Study in Innovation Journalism, Sandred, Jan, Innovation Journalism Vol.2 No.1, January 2005.

⁴ Biotech Sweden – A Business Model Case Study in Innovation Journalism, Sandred, Jan, Innovation Journalism Vol.2 No.1, January 2005.

2.2 A comparison between Bay Area and Mälardalen

The Swedish equivalent to Bay Area is the Mälardalen region. Many of the Swedish high tech companies are situated around the Mälardalen region. Interestingly, the San Francisco Bay Area and Mälardalen are almost the same size and have the same geographical and infrastructural characteristics: they are located around water; they are both important nodes in various transport networks; they are rapidly transforming from industrial to knowledge regions and they are the preferred location for advanced service companies and high-tech industry.

The Bay Area region compared to Mälardalsregionen⁵

	Mälardalen	Bay Area
Area km ²	25,843	21,216
Research universities and laboratories	5 ⁶	13 ⁷
Inhabitants	2.6 M	6.7 M
Newspapers	71	77
Radio stations	15	69
Television stations	10	28
Wire service	1	12

2.3 Silicon Valley in Sweden?

It is more common to compare Swedish innovative regions with “Silicon Valley”, but “Silicon Valley” has become very much a marketing concept.

Mälardalen and Bay Area is a better comparison. The regions have roughly the same size, and have the same geographical characteristics; located around water. They are both important nodes in various transport networks, they are rapidly transforming from industrial to knowledge regions, and are the preferred location for advanced service companies and high-tech industry.

⁵ <http://www.nationmaster.com/encyclopedia/San-Francisco-Bay-Area>, <http://www.malardalsradet.se/>

⁶ Uppsala, Sveriges Lantbruksuniversitet, Stockholms universitet, KTH, Karolinska Institutet; “A Case Study of the Stockholm-Mälardalen Region”, Fredrik Legeby, Carl-Johan Engström, Facing ESPON 2002, Nordregio Report 2002:1, (Christer Bengs, ed). <http://www.nordregio.se/Files/r0201ch7.pdf>

⁷ **Research universities:** Stanford, UC Berkeley, UC Davis, UC San Francisco, and UC San José.

National research laboratories: E. O. Lawrence Berkeley National Laboratory, Lawrence Livermore, National Laboratory, NASA Ames Research Center, Sandia National Laboratories, and Stanford Linear Accelerator Center.

International independent research centers: Buck Institute for Age Research, Electric Power Research Institute (EPRI), and SRI International.

2.4 Bay Area

The San Francisco Bay Area is the US's and the world's pre-eminent knowledge-based economy.⁸ Almost two-thirds of its workforce is engaged in knowledge-related positions, and more of its immigrants are engaged in knowledge-based professions than in any other region.⁹

Despite the economic downturn 2000 to 2003, the Bay Area retains a large labor productivity lead over the U.S. average. Output per capita is nearly double the U.S. average, and is substantially higher than comparable regions. The Bay Area's labor productivity is growing at a compound annual rate (CAGR) of 0.5 percent, also twice the U.S. average.¹⁰

San Francisco remains the world's most knowledge competitive economy, according to the World Knowledge Competitiveness Index (WKCI) 2004 published by Robert Huggins Associates, a UK-based economics consultancy and think-tank and founders of the European Competitiveness Index and the UK Competitiveness Index.

For the second year running the WKCI is headed by San Francisco (including Silicon Valley), with the region continuing to combine sustainable economic development with high productivity through investment in both technology and human capital. Boston moves into second place, from third in 2003. The top fourteen positions on the WKCI are taken by US regions and they continue to dominate its overall composition. Only ten non-US regions make it into the top fifty.

The San Francisco Bay Area has the US's largest concentration of basic and applied research facilities: five leading research universities, five national research laboratories, and three international independent research centers. These institutions are a magnet for research funding, human capital and commercial licensing, and vitally contribute to the region's continuing capacity to innovate.

The region is also one of the most competitive media markets in the United States. It is the US's fifth largest media market, after New York, Los Angeles, Chicago, and Philadelphia. Counting 6.7 million people in the surrounding nine counties, the San Francisco Bay Area is the birthplace to some of the most well known media outlets worldwide and well endowed in media access. It has in total 77 newspapers of which 18 are major daily newspapers and 15 major Sunday newspapers.¹¹ The Bay Area also has a dozen satellite and wire service bureaus to newspapers from around the world, Associated Press (AP), United Press International (UPI), Reuters and Bloomberg News being the largest; the major national affiliates CBS, NBC, ABC, UPN, WB and PBS are located in San Francisco. It is home to 28 local independent and network television stations¹², and 5 public and 64 private radio stations.¹³

2.4.1 San Francisco Bay Area

Fifth largest market in the United States in terms of population

⁸ Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma.

⁹ The Bay Area Economic Forum, <http://www.bayeconfor.org/>

¹⁰ "Downturn and Recovery: Restoring Prosperity, Bay Area Economic Profile", January 2004, Bay Area Council, Bay Area Economic Forum, Association of Bay Area Governments.

¹¹ See Appendix 1

¹² See Appendix 2

¹³ See Appendix 3

Average household income among the highest in the Nation

Highly educated and diverse marketplace

Also highly competitive media market

More advertising dollars spent per household than any other market in the nation

2.5 Mälardalen

Mälardalen, with Stockholm as the main city, is a EU region located in the south-central part of Sweden. It is Sweden's central hub and a highly developed region where research and development, education and advanced services have a big influence on work and society. Over the last decade, the Region has become acknowledged internationally as one of Europe's most dynamic and progressive capital regions.

It is the leading business hub in Northern Europe, and the financial and infrastructural nexus of the Baltic Region – a dynamic new marketplace with a population of over 100 million, around the Baltic Sea shores. Since the fall of communism it has been able to renew contacts with its eastern neighbors.

It is an important node in the various transport networks that dissect the area, it is a “market place” and it is the center of Swedish political power. In these times of transition, when industrial society is rapidly transforming into the knowledge society this region is the preferred location for advanced service companies and high-tech industry.

The area consist of four administrative units – the Stockholm County, Uppsala County, Västmanland County, Sörmland County, and with regard to some aspects also Örebro County. The City of Stockholm constitutes the economic heart and functional center of the region.

Mälardalen is neither a homogenous region, nor an administrative entity. However, the partnership and close co-operation between the four counties is natural.

Many of the towns surrounding Stockholm such as Uppsala, Södertälje, Västerås and Eskilstuna have a productive and growing industrial base with international connections across the globe. In many respects as it is located at the center of the evolving Baltic region, Stockholm fulfils these functions also on both a Nordic and a Baltic scale.

Its size of 25,840 square km (34,359 with Örebro län) is fairly large compared to that of other European regions considering its sparse population.¹⁴ With 2,605,206 inhabitants (2,879,028 with Örebro län) the area is by far the largest population center in Scandinavia.¹⁵

The economy is based on knowledge and contact-intensive activities. The region accounts for more than 35 percent of Sweden's total GDP.

In the last two decades it has become leading in areas such as information technology, medical industry, biotechnology, banking and finance. Furthermore, it has strong economic clusters in other sectors such as health care, art and culture, management, logistic and engineering.

The Region continues to be one of Europe's most popular regions for foreign direct investment. In 2003 the City of Stockholm was placed fifth in the international accounting firm Ernst & Young's annual

¹⁴ Lantmäteriet, <http://www.sna.se>

¹⁵ <http://www.stockholmregion.org>

European Investment Monitor.¹⁶ The main sectors for investments are software, telecoms, electronics, pharmaceuticals and financial services.

According to Robert Huggins Associates, a British think-tank, in World Knowledge Competitiveness Index 2003/04 Stockholm is the most competitive knowledge region in Europe.¹⁷

Stockholm also received the European Commission's Award of Excellence for Innovative Regions in 2000. The award has been designed to represent the outstanding performance of those 15 European regions that have been selected by the European Commission for their excellent contribution to the creation and development of innovative start-ups.¹⁸

Universities and other types of academic educational establishments, as well as advanced research facilities, are generally concentrated in the Stockholm-Uppsala area. These locations have by tradition a strong position in the Swedish higher education system.

In Stockholm there is KTH (Royal Academy of Technology), Stockholm University and the medical university Karolinska Institutet, with around 65 000 students in total.

¹⁶ The UK was the top investment location in 2002. At a regional level, London almost doubled its projects to 20 percent in 2002, followed by Ile-de-France and Stockholm. The European Investment Monitor shows that a total of 1895 investments were made in Europe in 2002. This was four per cent down on 2001. Sweden came in overall ninth place as a recipient of foreign investment. The best sector was software where Sweden was fourth after the UK, France and Germany. According to this research, the following locations were the top performing ones in 2002:

1. Greater London
2. Ile-de-France (Paris)
3. Catalonia
4. Rhone-Alpes
- 5-6. Stockholm / Moscow
7. Provence Alpes – Cote d'Azur
8. Madrid
9. Budapest
- 10-11. North Holland (Amsterdam) / Severocesky (Czech Republic)

http://www.ey.nl/download/publicatie/European_Investment_Monitor_Report_2003.pdf

¹⁷ The World Knowledge Competitiveness Index (WKCI) 2004 is published by Robert Huggins Associates, a UK-based economics consultancy and think-tank. It is the founder of the European Competitiveness Index and the UK Competitiveness Index. The 2004 report represents the third annual publication of the WKCI, the first composite and relative measure of the knowledge economies of the world's leading regions. The study covers 125 regional economies in the world, 43 of them in Europe, which are compared in terms of knowledge capacity, capability and utilization through the analysis of 17 key measures of economic performance. Stockholm is in first place among the European regions and 18th in the world as a whole. The Swedish capital has advanced four places since last year, despite the decline in the IT sector. http://www.hugginsassociates.com/pdf/press_releases/WKCI2004_press_release.PDF

¹⁸ "A Case Study of the Stockholm-Mälars Region", Fredrik Legeby, Carl-Johan Engström, Facing ESPON 2002, Nordregio Report 2002:1, (Christer Bengs, ed). <http://www.nordregio.se/Files/r0201ch7.pdf>

In Uppsala there are two universities, Uppsala University and the University of Agricultural Sciences of Sweden, with some 36 000 students.¹⁹

3 Differences and similarities in the regional media markets

By comparing the media market around the San Francisco Bay Area instead of Silicon Valley, with Mälardalen, more consistent conclusions can be drawn.

3.1 Similarities

The media markets in the U.S. and Sweden show some important similarities. The majority of the U.S. and Swedish newspapers are local papers, with very few exceptions. Even the national newspapers contain mostly local news from a few urban areas like New York or Stockholm. Internally produced news is mostly covered – not surprisingly – from where the editorial offices are located. The readers are sophisticated and well educated.

The situation in Sweden is similar to that in the U.S., and many countries, where the media scene is undergoing significant change and competition is extremely strong.

3.2 Differences

The media markets also show some important differences. Swedes (8.996 million inhabitants²⁰) are one of the most passionate newspaper buyers in the world. Together with Norway and Finland, Sweden lies at the top in terms of newspaper penetration in Europe.²¹

The Bay Area is a highly fragmented marketplace for print and other media.

San Francisco Chronicle, as all US newspapers, is a local newspaper and has little content of foreign news.

In the U.S. mainly the white upper middle class reads newspapers, and males are slightly dominant, 54,2 % vs 45,8 %.²²

3.3 Market place

For a large newspaper the only one thing that counts is circulation, circulation and circulation. Swedish is a small speech-area and the editorial costs are disproportionately large in relation to postage and print.

¹⁹ “A Case Study of the Stockholm-Mälär Region”, Fredrik Legeby, Carl-Johan Engström, Facing ESPON 2002, Nordregio Report 2002:1, (Christer Bengs, ed). <http://www.nordregio.se/Files/r0201ch7.pdf>

²⁰ January 2005

²¹ “European Newspaper Readership: Structure and Development”, Karl Erik Gustafsson, Lennart Weibull, The European Journal of Communication Research, 1997

²² Scarborough Research, September 2003 Fas-Fax (from Louie Dickson, Director of Strategic Planning, San Francisco Chronicle)

The editorial cost of a Swedish newspaper or magazine is usually over 50 percent, compare to 10 to 20 percent at a large US newspaper. On a circulation of 20 000 copies 0.1 percent corresponds to the cost of a freelance article. Thus, savings on a small newspaper can only be done on the editorial cost.

On a circulation of one million copies a rise of 0.1 percent on the printing cost has more impact than a couple of more permanent journalists. For example, when Fortune sold their waste paper on their surplus circulation, they got more revenues than the whole editorial cost for one year.

But penetration of newspapers in the US is much lower than in Sweden. A circulation on one million copies corresponds to 0.35 percent of the population. To get the same penetration in Sweden you need to have slightly more than 30 000 copies. The penetration of the largest Swedish newspaper have a circulation of 400 000 copies, would in the US correspond to 13 million copies. The only US magazine with the same penetration is Readers Digest with a circulation of 12 million copies. San Francisco Chronicle has an area of distribution as large as Mälardalen. This has roughly twice as many inhabitants as Mälardalen.

For magazines, especially general business and technical, the competition is much fiercer in the US. It is not enough to be “good enough”, as in Sweden. Fortune, Business Week, Forbes, Newsweek, Time, Money, Economist, Wall Street Journal, FT, Baron or someone else more focussed.

Newspapers in the top 50 US markets are reaching nearly eight out of 10 adults (78.6 percent) over the course of a week (five weekdays plus a Sunday), according to the spring 2004 Competitive Media Index from the Newspaper Association of America. NAA also reports that more than half of all adults in the top 50 markets are reading a newspaper every weekday; 53.4 percent reported by the spring 2004 CMI, compared to 54.1 percent in the fall 2003. Each Sunday, 62.0 percent of adults in those markets read a newspaper, down slightly from 62.5 percent reported in the fall 2003 CMI.²³

Sweden lies at the top in terms of newspaper penetration in Europe, and fourth place in the world daily and per person. 88 percent of the population between 15 and 79 years of age are reading at least one newspaper on average per day.²⁴ Between 15 and 24 years of age 77 per cent reads a morning newspaper daily. The distribution between male and female readers of Swedish newspapers are almost equal, with a slight female predominance; 53 % vs 47 %.^{25, 26}

Almost all Swedish newspapers are local or regional. About 50 percent is published outside the three main cities in Sweden: Stockholm, Göteborg and Malmö. But even the morning papers in the large metropolitan areas consist primarily of regional coverage, even though elite groups all over Sweden read them.

Only the two tabloid evening newspapers published in Stockholm, Aftonbladet and Expressen, can be regarded as truly national papers, distributed and read throughout the whole of Sweden.

The typical Swedish newspaper reader chooses a local morning paper. National tabloids, which by tradition have been afternoon or evening papers even though they can be obtained before noon, are mostly read in addition to morning papers one or more days a week. Very few – less than ten percent of the readers – rely solely on tabloid papers. However, in the Stockholm area, where the tabloids have local editions, there is a substantial group that reports reading only tabloids.

²³ Scarborough Research

²⁴ Tidningsstatistik 2004

²⁵ Orvesto Näringsliv 2004, <http://www.opinion.sifo.se/html/rackviddsrapporter/on04rv.pdf>

²⁶ Läsvanestudien, <http://www.jmg.gu.se/projekt/dagspress/Lasvanestudien2002>

Newspapers in Sweden are read among all social groups. The newspaper is regarded as a very egalitarian medium; even among blue-collar workers more than 75 percent read a daily paper. The only genuine exception to this rule is found in the metropolitan area of Stockholm, where a large segment of workers are not regular readers.

Swedish newspaper circulation is generally very high. Together with Norway and Finland, Sweden lies at the top in terms of newspaper penetration in Europe with about 45 percent.²⁷

Most Swedish people prefer a morning paper. On average 93 per cent of the editions are subscribed and offer early morning home delivery. Readership research clearly shows that home delivery is highly evaluated by readers. Research has also shown that morning home delivery seems to be remarkably effective.²⁸

Mälardalen has in total 71 newspapers of which 25 are larger newspapers. Five are leading: Dagens Nyheter, Eskilstuna-Kuriren, Nerikes Allehanda, Upsala Nya Tidning, and Vestmanlands Läns Tidning.²⁹ Through the joint marketing campaign package “Mälardalen” by which 570 400 subscribers can be reached.

There are also 10 television stations in Mälardalen, and there are 15 radio stations.^{30, 31}

3.3.1 Swedish national news wire monopoly

Swedish newspapers with few exceptions get all their foreign news from one wire service: Tidningarnas Telegrambyrå, TT. It is the only general wire service (news agency) in Sweden. There are several independent wire services in the Bay Area. This is obviously a language issue, but still an important difference that influences the manifoldness and variation in the news reporting, and in the long run the nuances of the news for the readers.

All Swedish newspapers and broadcast media, radio and television, subscribe to TT's news service. TT provides subscribers in Sweden with domestic and foreign news, sports, stock exchange reports, economic news and features. Most of the newspapers depend solely on TT for their foreign news. One metropolitan daily, Metro, have almost no own editorial staff and until recently depended totally on wire telegrams from TT.

3.3.2 US news wire services

In San Francisco only there are a dozen independent wire services. United Press International (UPI), Associated Press (AP) and Reuters are the most prominent newspaper wire services. Each organization has established a presence on the internet, but with a lot of competition.

²⁷ “European Newspaper Readership: Structure and Development.” Gustafsson, Karl Erik and Lennart Weibull (1997), The European Journal of Communication Research, 3/97, Berlin: Quintessenz Verlag

²⁸ The Swedish media landscape, <http://www.ejc.nl/jr/emland/sweden.html>

²⁹ Dagens Nyheter, Eskilstuna-Kuriren, Nerikes Allehanda, Upsala Nya Tidning, and Vestmanlands Läns Tidning. The Swedish Newspaper Publishers' Association is the trade and employers' association for Sweden's daily newspapers and other media companies. In all it has around 200 members, of which the daily newspapers make up around 170. <http://www.dagspress.se/Article.jsp?version=8852>

³⁰ See Appendix 3

³¹ See Appendix 4

UPI (upi.com) today is a source only for news photos. The Associated Press (ap.org) does not provide its content to the public over the internet, but refers to newspaper sites that include AP content, such the San Jose Mercury-News. A smidgen of current news is available, but the site is intended more for commerce than for news distribution.

The Reuters site (reuters.com) still has a European focus (founded in London, 1849, by a German, to report business news from Paris), and provides current news for free.

New York Times website (nyt.com) offers a wide variety of services. They distribute their own news, as well as coverage from 12 partners including Cox News Service and Hearst News Service, to 650 clients in more than 50 countries. The New York Times Syndicate repackages and distributes content from the Harvard Business Review, the Economist and other sources outside the New York Times. San Francisco Chronicle is owned by Heast and is more likely to include articles from this service.

Knight-Ridder/Tribune News Service is a wire service organization that provides articles publicly. These are written by staff writers of Knight-Ridder newspapers. The San Jose Mercury News and the Contra Costa Times are both owned by Knight-Ridder, and are more likely to include articles from this service. Knight-Ridder/Tribune News, and Knight-Ridder/Tribune Business News are also available online through General Reference Center.

Some U.S. websites serve as portals to dozens, hundreds or even thousands of individual newspaper sites. For example, the site for the Oakland Tribune serve as a portal to all the other ANG newspapers. The sites for the San Jose Mercury-News (mercurynews.com) and the Contra Costa Times (contracostatimes.com) will take you to NewsLibrary.com. Several hundred newspapers nationwide (at least 30 of which are owned by Knight-Ridder) make their archives available through NewsLibrary.com.

3.4 Metro present in both areas

The Metro morning newspaper is available for free in both Stockholm and San Francisco. Metro was launched in 1995 with the goal of distributing it entirely through the public transportation system. It was originally conceived as reaching the 35 percent of the Swedish public that did not read newspapers on a regular basis, but became the second largest circulation daily in Sweden.

Metro and other freesheets like Stockholm City are considered threat more in Stockholm than in San Francisco. Free morning papers have always been present in the U.S. like the San Francisco Examiner.

The majority of Metro's content stems from the main Swedish news agency (TT), in addition to a reliance on numerous freelance journalists. For example, compared to approximately 400 journalists' work for Dagens Nyheter and 300 work for Göteborgs-Posten, about 20 journalists are employed at Metro in each city in which it operates.

In the long run Metro could lead to a reduced subscription tendency, but so far no significant traces of this pattern have been seen.³² Readers are more likely to read the whole paper and because there are fewer pages to see, and the adverts are colorful and more dominant.³³ With its short articles, hard news focus, and serious tone, Metro is a departure from the larger dailies, which have drifted towards the more sensationalistic.

³² “Le premier Metro (Metro on the Swedish Newspaper Market)”, Ingela Wadbring, Lennart Weibull, Department of Journalism and Mass Communication Research, Göteborg University. Création de l'Ecole de Journalisme de Louvain, Mediatique l'Observatoire du récit médiatique, Sommaire N°20, Université Catholique de Louvain 2000. <http://www.comu.ucl.ac.be/>

³³ <http://www.mediaweek.co.uk/articles/folder2005/01/18/thefreesheetformat>

But it is also problematic from a journalist's standpoint. As Metro only employs few journalists in each city they operate in, with the vast majority of content being drawn from wire services (in New York there is 18 editorial staff.)

It is generally profitable – when it was launched in Stockholm it turned a profit in its first year – in part given the low personnel costs and free distribution model. Advertising makes up 100 percent of its revenues.

The introduction of Metro has been positive in that it has broadened the newspaper market as a whole. Morning papers continue to be one of the most important sources of information. Those who read morning papers also tend, to a larger degree, to consume news in other media. That a larger number of people have access to a morning paper, even if it is brief news, must be seen as something positive. The new habit of reading can also lead to more reading as such, not only short news articles.

While Metro is a cut above the New York Daily News and The New York Post, if you are familiar with wire stories you know that they provide no depth or insight in their news coverage. With the small editorial staff at Metro, it is hard to provide in-depth city reporting in the way larger dailies can.

However, in Metro's national and international coverage, they are no different than papers like The San Francisco Chronicle or The San Jose Mercury News, which rely on AP stories or Knight Ridder pool reporters to provide news coverage.

The danger is that the rush to “news-lite”, already so predominant in an era of declining resources for news coverage and the reliance on wire reports with little analysis, will only be exacerbated with dailies now forced to compete against free papers like the Metro.

On the other hand, the Metro boasts that their readership consists of many people who never read newspapers before and young adults, and that the expanded reading public is a good thing.

3.4.1 Swedish newspapers dependent on permanent subsidies

The Swedish newspaper market gets subsidies, which U.S. newspapers don't.

A large part of the Swedish newspapers are dependent on permanent subsidies. Since the 1950's the number of Swedish morning newspapers publishing at least one issue per week has dropped from well over 200 to about 160 today. The decline is seen as a threat to the media's very important function in Swedish democratic system. The publishing houses are concentrated to a few powerful owners.

The Swedish press has by tradition been affiliated with political parties, at least formally; and almost all newspapers still officially declare a partisan orientation. It is important, however, to note that this official declaration concerns their editorial pages and not the news itself.

Newspapers are highly evaluated within Swedish political culture. Thus, there are strong positive norms associated with newspapers, and newspaper reading is regarded as something of a duty of citizenship. Therefore Swedish authorities have closely watched the structural developments and financial conditions in the Swedish daily press since the beginning of the 1960s. To maintain the political variety despite the decline, seven state commissions have recommended press subsidies to “low-coverage newspapers” – those with not more than 50 percent household coverage in their place of issue – and “newspapers participating in joint distribution schemes” in a region, to neutralize further concentration of ownership and to facilitate the establishment of additional newspapers.

However these subsidies have been marginally important for the smaller newspapers in big metropolitan areas. The subsidies are 3 to 4 percent of the net circulation and advertising revenues of all Swedish

newspapers. The big papers are still dominant, and the low-coverage newspapers are still small. Most papers that depend on the subsidies get an average revenue increment of about 15 percent.

Several attempts were made during the 1980s to launch new daily papers. All but two of them ended in failure. A business daily, Dagens Industri, founded in 1982, and Metro, a newspaper distributed five days a week and free of charge on the Stockholm underground (subway) system founded in 1995, have achieved lasting success.

3.5 Taxes

3.5.1 California

California has the eleventh highest Corporate Income Tax Rate in the US. The state has 8.84 percent flat rate. In 2002, corporate tax collections in California totaled \$152 per capita, the sixth highest per capita level in the US.

Every business is responsible for paying a variety of local, state, and federal taxes, depending in part on how the business is organized, the services the business provides, and the products it sells. In general, businesses are liable for federal and state income taxes, state sales tax, Social Security and Medicare tax, federal unemployment tax, and state unemployment tax.

Businesses involved in the sale of alcohol, tobacco, or fuel, and those that generate hazardous waste, are liable for additional taxes.

Firms that do business both inside and outside of California are assessed state income tax based on a weighted formula that takes into account the percentage of property, payroll, and total sales attributable to the business' California operations. Businesses that have employees are responsible for withholding taxes from the pay of employees.

3.5.2 Sweden

The corporate tax rate in Sweden is 28 %. The present nominal corporate income tax rate in Sweden is low on an international comparison. Corresponding figure for EU (weighted average) are 37 % and for USA 35 %. The effective Swedish tax rate is at the same level as the average in EU. The Swedish effective tax rate is 27,5 % and the average in EU is 26.9 %.

4 San Francisco Chronicle

Every morning more than a million people in one of the world's most innovative region share the same information source: They read the San Francisco Chronicle. It is the dominant newspaper in the US's most vital economic and cultural regions.

San Francisco Chronicle has been published since January 16, 1865, and has never missed a day. In 1906, when the big earthquake nearly destroyed the city, all the newspapers in the city helped each other to print. In 1968 during the labor dispute, for 52 days its senior executives produced the paper on a copying machine. And in 1989, when the latest major earthquake struck the Bay Area, the staff worked under hand-held flashlights, jury-rigged an electronic system and put out an eight-page extra. That kept its record intact.

On July 27, 2000, The Hearst Corporation purchased the newspaper from The Chronicle Publishing Company, and merged it with its own paper San Francisco Examiner. San Francisco became a “one-newspaper town”.

The Hearst Corporation is one of the US’s largest media companies, with major interests in newspapers and business publishing, magazines, cable networks, television and radio broadcasting, Internet, television production and distribution, newspaper features distribution and real estate.

Today San Francisco Chronicle is with it’s fully one million readers the US’s eleventh largest newspaper, and the second largest on the West Coast only beaten by the Los Angeles Times. It is the recipient of five Pulitzer Prizes and a huge number of other awards.

It is one of California’s oldest institutions and employs around 3,000 people, including an editorial staff of fully 400 reporters.³⁴ The majority of Chronicle employees work at 901 Mission Street in San Francisco.

The newspaper also has satellite plants in San Francisco, Richmond and Union City, which operate primarily as production and distribution sites with large pressrooms, production mailrooms and transportation operations.

In addition, the San Francisco Chronicle has sales, circulation and editorial offices throughout the Bay Area. In order to provide service to advertisers and subscribers, the San Francisco Chronicle operates branch offices in Emeryville, Corte Madera, Walnut Creek, Rohnert Park, San Mateo, Oakland and Mountain View.

4.1 Sections

Sports

Entertainment

Food&Dining

News & Features

Business

Opinion

Politics

Technology

Crime

Science

Weird News

Polls

Photo Gallery

Columnists

³⁴ <http://www.sfchron.com/about/index.php>

Travel

Lottery

Obituaries

Jobs

Regional

Traffic

Weather

Bay Area Traveler

Wine Country

Reno & Tahoe

Ski & Snow

Outdoors

Earthquakes

Schools

Entertainment

Food & Dining

Wine

Movies

Music & Nightlife

Events

Performance

Art

Books

Comics

Living

Health

Home & Garden

Gay & Lesbian

Horoscope

5 Dagens Nyheter

The largest newspaper in Mälardalen is Dagens Nyheter. It was founded in 1864 by liberal entrepreneur Rudolf Wall. The establishment coincided with the opening of the railroad line between Sweden's two cities, Stockholm and Göteborg as well as with the institution of the bicameral Parliament, which replaced the former Diet of Estates. Wall had ideas about a new kind of newspaper and a new kind of journalism.

Rudolf Wall was a publisher in the British tradition; he judged his product with both an entrepreneur's and a newsman's eyes. This is not to say that he was uninterested in influencing public opinion.

At that time, Sweden was about to take the decisive step out of the agricultural society and into the modern industrial society. The political structure was growing more democratic and the economy was being liberalized. Plants were established, railways were constructed and cities expanded. New and broader sections of society could be expected to take an interest in news and opinion.

Rudolf Wall wanted to produce a newspaper for these groups. It would be more amusing, quicker to read, cheaper and in all ways more accessible than its competitors.

He realized the opportunities for increased tempo in the news process offered by the new main line railway between Stockholm and Gothenburg. He also understood that low-price projects could be profitable thanks to a growing market, and consequently lowered advertising and subscription prices. He understood the pivotal role of the distribution system in the successful establishment of a newspaper and introduced household newspaper deliveries.

Dagens Nyheter has 350 employees at the editorial offices, of which 19 is employed at dn.se

5.1 Sections

News

Sweden

Stockholm

World

Politics/EU

Science

Weather

Economy

Stock Market

Funds

Interest rates, currency and raw material

Opinion

Editorials, columns

Sport

Art and culture

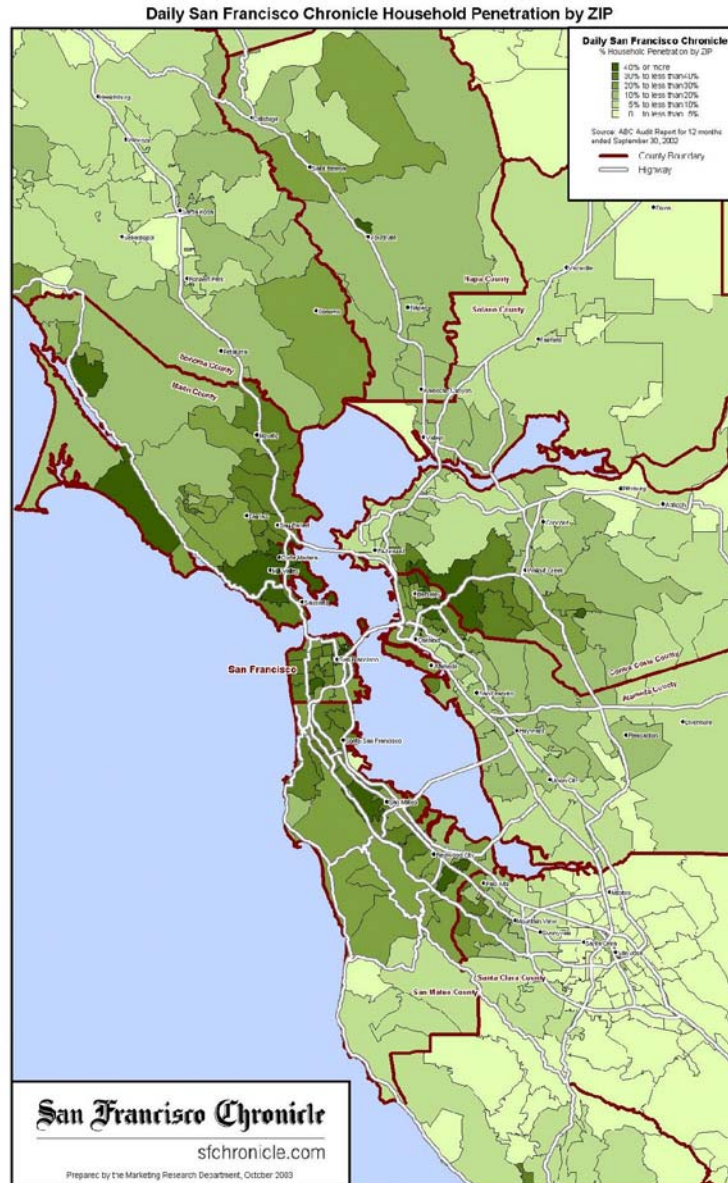
What is on in the town

Consumer

Tests

Food and Drink

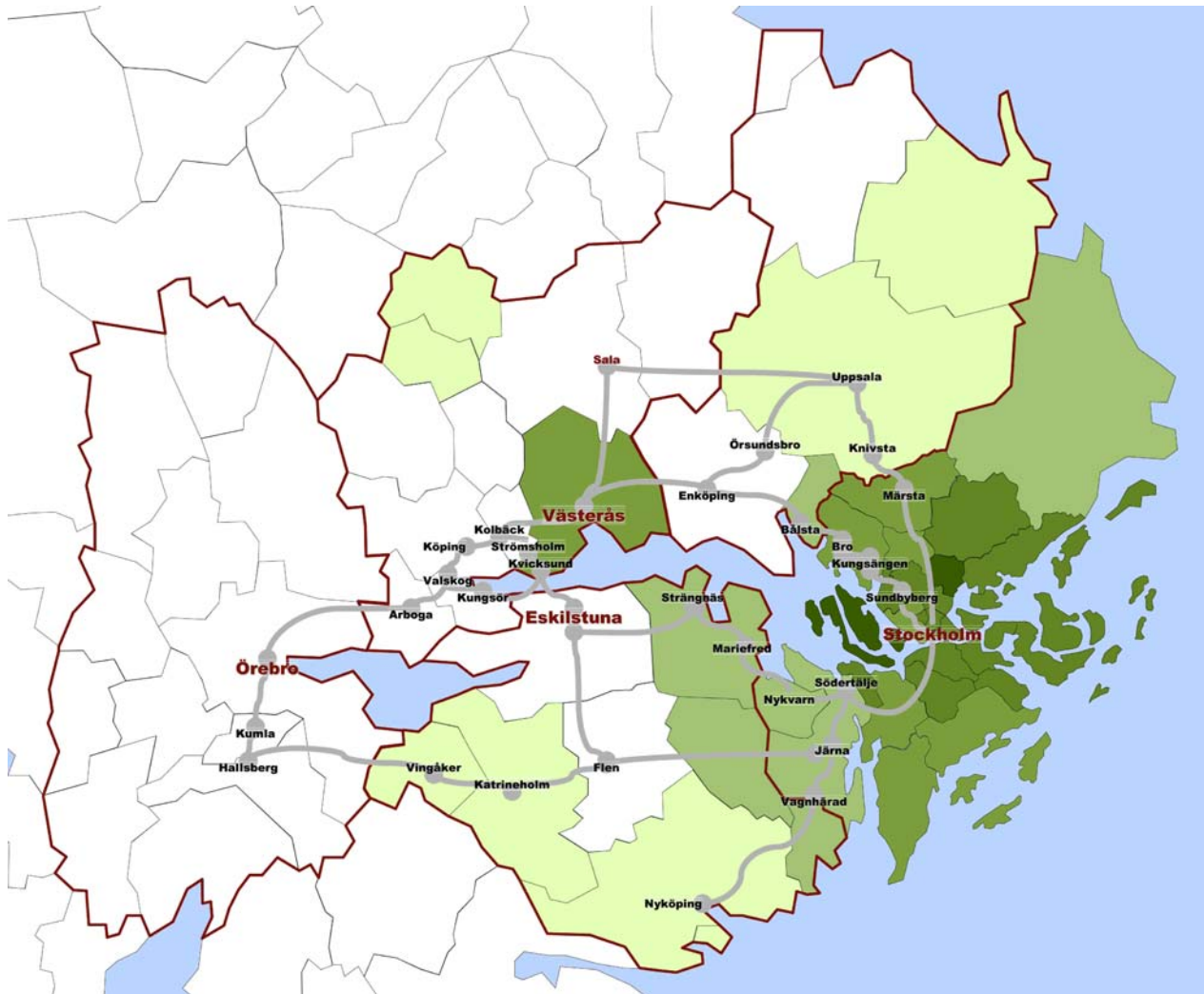
Travels



5.1.1 Daily San Francisco Chronicle

Household Penetration by County

- 40% or more
- 30% to less than 40%
- 20% to less than 20%
- 10% to less than 20%
- 5% to less than 10%
- 0 to less than 5%



Daily Dagens Nyheter Household Penetration by County (län)

5.1.2 Daily Dagens Nyheter

Household Penetration by County (län)

■	40%	or more	
■	30%	to less than	40%
■	20%	to less than	20%
■	10%	to less than	20%
■	5%	to less than	10%
□	0	to less than	5% (or no data)

Data: Svensk Dagspress (www.dagspress.se)

Figure: Jan Sandred

The San Francisco Chronicle's readership is a sophisticated, well-educated segment of the market. Of its daily readers, 41 percent are college graduates or higher, as compared to 30 percent in the entire Bay Area.

The San Francisco Chronicle is ...

Average daily circulation of about 512,640

Eleventh largest daily newspaper in the United States (after Houston Chronicle and ahead of the Dallas Morning News)

Average daily readership of 1.2 million³⁵

About 70% of daily Chronicle is home delivered³⁶

Chronicle Daily Profile³⁷

Men	54.2%
Female	45.8%
Average Age	49.1
Median household income	\$78,900
College graduates	42.1%
White	70.4%
African American	5.8%
Asian Americans	11.1%
Hispanic	9.1%

Main print competitors of the Chronicle³⁸

Alameda Newspaper Group³⁹

³⁵ Scarborough Research

³⁶ September 2003 Fas-Fax

³⁷ www.uscensusbureau.gov

www.bayareacensus.ca.gov

www.dof.ca.gov/html/fs_data/stat-abs/toc.htm

<http://yawyl.claritas.com>

"California in the New Millennium" by Mark Baldassare

³⁸ September 2003 Fas-Fax

Daily circulation of 279,673

Sunday circulation of 243,101

San Jose Mercury News

Daily circulation of 276,787

Sunday circulation of 306,576

Dominant in Santa Clara county and part of San Mateo county

Contra Costa Newspapers

Daily circulation of 182,541

Sunday circulation of 195,217

Santa Rosa Press Democrat

6 A comparison

The main difference is the penetration. Dagens Nyheter has a much higher penetration in the target region with 33 percent, compared to 23 percent for San Francisco Chronicle. The daily press in Mälardalen has a daily reach of 88 percent.⁴⁰ Newspapers in the Bay Area are reaching 78.6 percent.⁴¹

Newspapers	Dagens Nyheter	San Francisco Chronicle
Subscribers	297,495 ⁴²	512,640

³⁹ Oakland Tribune, Hayward Daily Review, Fremont Argus, Tri-Valley Herald, Marin Independent Journal, San Mateo Times, and Vallejo Times Herald

⁴⁰ Läsarbarometern 2004

⁴¹ Spring 2004 Competitive Media Index from the Newspaper Association of America

⁴² The combined circulation in Mälardalen consists of 12 “A-regioner”:

Stockholm/Södertälje 01	275,009
Norrtälje 02	3,788
Uppsala 04	8,149
Enköping 03	2,365
Sala 51	no data
Västerås 48	2,083

Household penetration	33.0 % ⁴³	23.2 % ⁴⁴
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Of San Francisco daily readers, 41 percent are college graduates or higher. The Swedish daily press readers are likewise highly educated.⁴⁵

The cost per issue for San Francisco Chronicle is €50 on weekdays and \$1.50 on weekends. 226.20 USD (billing rate is 12 weeks, 52.20 USD).

Dagens Nyheter costs 15 SEK per day. A 12 month subscription is 2,772 SEK (A-regioner)

Advertising leaflets (like Wall-Mart in US or ICA in Sweden) is distributed inserted in the San Francisco Chronicle Sunday edition. In Sweden ad fliers are distributed separately.

Dagens Nyheter have roughly half the editorial staff compared to San Francisco Chronicle, but contains roughly twice as much material in-house. A weekday issue of San Francisco Chronicle consists of approximately 50,000 words produced in-house.⁴⁶ A weekday issue of Dagens Nyheter consists of approximately 90,000 words.

San Francisco Chronicle strength is their acknowledge sports section. The main competitor San José Mercury, half the size, focuses on technology coverage. Dagens Nyheter contains more financial news than the San Francisco Chronicle.

On the other hand San Francisco Chronicle has a separate section on technology with 4 reporters that is integrated with the business section. The business section is written with the aim to be “read by all” and not specifically business people.⁴⁷

Eskilstuna 07	2,670
Arboga 49	no data
Lindesberg 47	no data
Örebro 45	no data
Katrineholm 06	1,383
Nyköping 05	2,048

⁴³ City region. The advertisement package “Mälardalen” including Dagens Nyheter, Eskilstuna-Kuriren, Nerikes Allehanda, Upsala Nya Tidning and Vestmanlands Läns Tidning, have a combined penetration of 21,94 % and a circulation of 570,400.

⁴⁴ http://powerreporting.com/knight/ca_san_francisco_chronicle.html

⁴⁵ It is worth noting that both Mälardalen and the Bay Area have noted a steady decrease in reading morning papers since around 1990. In both areas the decrease in the reading habit statistics can mainly be traced to the group of young readers, between 15 to 24 years old. The decline is notable in all of the social classes, but the decrease in the working class is more striking. The upper middle class scores a much higher rating than the working class when it comes to newspaper reading in general. The impact of this is beyond the scope of this study. This paper is only studying the impact of newspapers in academia and knowledge-intensive industry.

⁴⁶ Thursday, July 8, 2004

⁴⁷ Interview Ken Howe, Business Editor.

6.1 Appendix 1

6.1.1 News papers in the San Francisco Bay Area – Daily and periodicals

- [1] Northern Bay Area.
- [2] Campbell Reporter, The - Campbell - weekly newspaper covering local topics including politics, education, business, and sports.
- [3] Channel, The - Richmond - the electronic version of The West Richmond Channel, a bimonthly newspaper.
- [4] Coastal Post Online - Bolinas - alternative published monthly.
- [5] Contra Costa Times - East Bay - daily newspaper founded in 1947 and serving the San Francisco East Bay Area.
- [6] Daily Republic - Fairfield - newspaper and classifieds from the Bay Area to Northern California.
- [7] Alameda Times-Star - Alameda
- [8] Almaden Times Weekly - San Jose - local neighborhood newspaper, serving San Jose's Almaden Valley since 1986.
- [9] Almanac, The - Menlo Park - provides local news for Menlo Park, Atherton, Portola Valley, and Woodside.
- [10] Argus, The - Fremont
- [11] Bay Area Reporter (B.A.R.) - San Francisco - gay and lesbian newsweekly.
- [12] Berkeley Daily Planet - Berkeley - local news, free community daily newspaper.
- [13] Beyond Chron - San Francisco - San Francisco's alternative online daily.
- [14] Business Journal of San Jose - San Jose
- [15] Business Journal, The - Sonoma - offering local business intelligence for the Daily Review - Hayward - daily news, classifieds, arts, community, and sports coverage.
- [16] Deep End News - Navarro - tree-free online newspaper.
- [17] East Bay Express - Berkeley - alternative weekly newspaper serving Berkeley, Oakland, and the San Francisco East Bay area.
- [18] El Observador - San Jose - promotes topics of interest to the Hispanic population in the San Francisco Bay Area.
- [19] Fort Bragg Advocate-News, The - Fort Bragg - weekly paper published every Thursday morning.
- [20] Half Moon Bay Review - Half Moon Bay
- [21] Independent Coast Observer - Gualala - weekly paper serving the Mendocino and Sonoma county coastal region.
- [22] Independent Voice - Dixon

- [23] India West - San Leandro - weekly Indian newspaper on the West Coast.
- [24] Irish Herald, The - San Francisco - distributed monthly all across the West Coast.
- [25] Los Gatos Weekly Times - Los Gatos
- [26] Marin Independent Journal - Novato
- [27] Mendocino Beacon, The - Mendocino - weekly paper published every Thursday morning.
- [28] MetroActive - San Jose - weekly alternative newspaper covering Silicon Valley movies, music, arts, and events.
- [29] Milpitas Post - Milpitas - covering local news, sports, dining reviews, calendar, opinion, and more.
- [30] Mountain View Voice - Mountain View - includes online current edition, classifieds, and local information.
- [31] Napa Valley Register - Napa - daily feeds of the news, with an emphasis on local stories and links to regional visitor information.
- [32] New Eagle, The - Mendocino County - independent publication serving Mendocino County.
- [33] Nichi Bei Times - San Francisco - Japanese American bilingual daily newspaper serving the Northern California community.
- [34] NikkeiWest - San Jose - Japanese-American bi-weekly publication for the Nisei, Sansei, and Yonsei of Northern California.
- [35] Noe Valley Voice, The - San Francisco - independent community newspaper published monthly except in January.
- [36] North Gate News - Berkeley - San Francisco/Bay Area coverage by the UC Berkeley Graduate School of Journalism.
- [37] Novato Advance.com - Novato - hometown newspaper online.
- [38] Oakland Tribune - Oakland
- [39] OaklandNews - Oakland - newsletter of political and community issues.
- [40] Pacific Sun - Mill Valley - free newsweekly that is published in Marin and distributed throughout Marin and Sonoma counties.
- [41] Pacifica Tribune - Pacifica
- [42] Palo Alto Daily News - Palo Alto
- [43] Petaluma Argus-Courier - Petaluma - includes local health, sports, and entertainment news.
- [44] Point Reyes Light - Point Reyes Station
- [45] Reporter, The - Vacaville - online edition of the Vacaville daily.
- [46] Rummaging Through Northern California - Sonoma - news source to secondhand, surplus, salvage, antiques, collectibles, flea markets, auctions, consignment and thrift shops around the Bay Area.
- [47] San Bruno Beacon - San Bruno - grass-roots electronic newspaper.

- [48] San Francisco Bay Guardian@ - San Francisco
- [49] San Francisco Business Times - San Francisco
- [50] San Francisco Call - San Francisco - connecting neighborhoods.
- [51] San Francisco Chronicle - SF Gate - San Francisco - local and international news, classifieds, guide to the area's entertainment and attractions, and more.
- [52] San Francisco Examiner - San Francisco
- [53] San Francisco Frontlines - San Francisco - monthly newspaper dedicated to politics, arts and entertainment and humor.
- [54] San Francisco Herald, The - San Francisco - with music reviews, society page, comics, and more.
- [55] San Francisco Sentinel - San Francisco - focusing on local political and social issues.
- [56] San Francisco Times - San Francisco - links to Bay Area news, sports, media, columns and newsletters.
- [57] San Jose Mercury News - San Jose - local, national, world, business, and technology news.
- [58] San Mateo County Times - San Mateo - news for San Mateo and the Mid-Peninsula.
- [59] San Mateo Daily Journal - San Mateo - includes sports, opinions, classifieds, and more.
- [60] Santa Rosa Press Democrat - Santa Rosa
- [61] Saratoga News - Saratoga
- [62] SF Weekly@ - San Francisco
- [63] Silicon Valley Daily - news focused on high-tech firms in Silicon Valley.
- [64] SiliconValley.com - Silicon Valley - high-tech and computer related news, business and finance articles, columns, career opportunities and more.
- [65] Singtao Daily - Western Edition - San Francisco - in Chinese.
- [66] Sonoma County Independent - Sonoma County
- [67] Sonoma Index-Tribune - Sonoma
- [68] Sonoma West Times and News - Sebastopol
- [69] St. Helena Star - Saint Helena - weekly newspaper.
- [70] Street Sheet - San Francisco - publication of San Francisco's Coalition on Homelessness.
- [71] Sun, The - Sunnyvale - weekly newspaper.
- [72] Tri-Valley Herald - Pleasanton
- [73] Ukiah Daily Journal - Ukiah - serving Ukiah and Mendocino County.
- [74] Vallejo Times-Herald - Vallejo - daily newspaper serving Solano and Napa Counties.
- [75] Vietnam Daily News - San Jose - serving the Vietnamese community.

[76] Wave, The - bi-weekly publication covering entertainment and other local events in the San Francisco Bay Area.

[77] Willow Glen Resident - San Jose

6.2 Appendix 2

6.2.1 Television Stations in The San Francisco Bay Area

- [1] Cable TV Channel 30 - Pleasanton - nonprofit channel serving the Tri-Valley area with news, sports, public affairs, cultural and community information.
- [2] Contra Costa Television (CCTV) - Martinez - with program schedules, station information, and a description of services.
- [3] CTV - Pleasanton - providing programming for the Tri-Valley area on cable channel 30.
- [4] CTV - Livermore - providing programming for the Tri-Valley area on cable channel 30.
- [5] CTV - Dublin - providing programming for the Tri-Valley area on cable channel 30.
- [6] CTV - San Ramon - providing programming for the Tri-Valley area on cable channel 30.
- [7] KBHK 44 - UPN affiliate.
- [8] KBWB 20 - San Francisco - WB affiliate.
- [9] KCSM TV - San Mateo - the community college channel, a full service public television station.
- [10] KFTY 50 - independent channel.
- [11] KGO 7 (1)
- [12] KGO 7 - San Francisco - ABC affiliate.
- [13] KICU 36@ - San Jose
- [14] KMVT15 Mountain View Community Television - Mountain View - community access TV station that covers local news, events, and sports. Offers TV classes for Mountain view and the surrounding communities.
- [15] KPIX 5 - San Francisco - CBS affiliate.
- [16] KQED-TV 9@ - San Francisco
- [17] KRCB - Rohnert Park
- [18] KRON 4 - San Francisco - Bay Area news station.
- [19] KSAR@ - Saratoga
- [20] KSBT@ - Oakland
- [21] KTEH 54 - San Jose - public television.
- [22] KTSF 26 - provides Asian and European language programming.

- [23] KTSF 26 CMC California Music Channel - San Francisco - northern California's channel for music videos, offering pop, rock, country, and more.
- [24] KTVU 2 - San Francisco - FOX affiliate.
- [25] Mid-Peninsula Access Corporation (MPAC) - Palo Alto
- [26] NBC 11 - San Jose - KNTV, also known as NBC 3.
- [27] NBC 11 - San Francisco - NBC affiliate.
- [28] San Francisco Community Television Corporation (CTC) - San Francisco - established by the city and county to promote and encourage the use of access television.

Appendix 3

6.2.2 Public Radio Stations in San Francisco Bay Area

- [1] KALW 91.7 - San Francisco - broadcasts NPR, PRI, CBC, and BBC news, information, public affairs, and music programming.
- [2] KPFZ LP 104.5 - Lucerne - listener supported, all volunteer radio station broadcasting at low power on weekdays from 9am-11pm, Saturday 8am to Midnight, and Sunday 9am-11pm.
- [3] KQED 88.5 - San Francisco
- [4] KSFH 87.9 - Mountain View - non-commercial, educational radio station run by Saint Francis High School.
- [5] KZYZ 90.7 - Philo - member sponsored station serving Yorkville, Boonville, Philo, and Navarro.

6.2.3 Private Radio Stations in San Francisco Bay Area

- [1] CNET Radio - San Francisco - technology news, talk and information, in San Francisco on 910 AM, in Boston on 890 AM, and on XM Satellite Radio Channel 130.
- [2] Family Stations, Inc. - Oakland - nonprofit, non-commercial, radio network, which broadcasts the music and message of New Life in Jesus Christ.
- [3] KABL 960 - San Francisco - plays favorites of yesterday and today.
- [4] KALX 90.7 - University of California, Berkeley - Berkeley - broadcasting in a free form fashion from UCB, supported by listeners and run by volunteers.
- [5] KBAY 94.5 - San Jose - soft rock.
- [6] KBLX 102.9 - San Francisco - playing soft and smooth R&B from the 70s, 80s, and today.
- [7] KCBS 740 - San Francisco - check out the House of News.
- [8] KCEA - 89.1 - high school radio station that plays big band/swing. Located at the Menlo-Atherton High School campus. Also broadcasts Menlo Park City Council meetings.
- [9] KCNL 104.9 - San Jose - alternative rock.
- [10] KCRH 89.9 - Chabot College - Hayward - local music, hits, sports and more.

- [11] KCSM - 91.1 College of San Mateo - all-jazz radio station. Eight decades of jazz, 24 hours a day.
- [12] KDFC 102.1 - San Francisco - classical music.
- [13] KDON 102.5 - top 40 pop.
- [14] KEST 1450 - San Francisco - offers personal growth programming.
- [15] KEZR 106.5 - San Jose - music mix.
- [16] KFAX - 1100 - San Francisco - Christian talk radio station.
- [17] KFJC 89.7 - Foothill Community College@ - Los Altos Hills
- [18] KFOG 104.5 and 97.7 - San Francisco - world class rock music station. Includes upcoming events, a schedule of programs, and concert information.
- [19] KFOX 98.5 - San Jose - classic rock.
- [20] KFRC 99.7 and 610 - San Francisco - hits from the 60s and 70s.
- [21] KGO 810 - news and talk.
- [22] KIOI 101.3 - San Francisco - Star 101.3 plays 80's and more.
- [23] KISS 98.1 - San Francisco - R&B and classic soul.
- [24] KITS 105.3@ - San Francisco
- [25] KKDV 95.7 - San Francisco - The Drive.
- [26] KKIQ 101.7 - Pleasanton - hits of the 70s, 80s, and 90s.
- [27] KKSF 103.7 - San Francisco - smooth jazz.
- [28] KKUP - 91.5@ - Cupertino
- [29] KLLC 97.3 - San Francisco - Alice.
- [30] KMEL 106.1@ - San Francisco
- [31] KMGG 97.7 - Santa Rosa - oldie hits.
- [32] KNBR 680/1050 - San Francisco - sports coverage for the San Francisco Bay Area.
- [33] KNDL - 89.9 - Angwin - The Candle serves Northern California in Christian broadcasting.
- [34] KOHL 89.3 - Ohlone Community College - Fremont - broadcasting the best in new music.
- [35] KOZT 95.3 and 95.9 - Fort Bragg - classic rock from Mendocino County, California.
- [36] KPFA 94.1 - Berkeley - independent station.
- [37] KQED 88.5 - San Francisco - NPR affiliate.
- [38] KRPQ 104.9@ - Rohnert Park
- [39] KRQR 106.7 - San Francisco - rock music.

- [40] KRRS 1460 - Santa Rosa - music, news and traffic. Broadcasts in Spanish.
- [41] KRTY 95.3 - San Jose - hot country.
- [42] KSAN 107.7 - San Francisco - The Bone: classic rock that rocks.
- [43] KSCU 103.3 - Santa Clara University - Santa Clara - broadcasting independent music and actively supporting new local bands.
- [44] KSFB 100.7/1200 AM - Fremont - the Bridge. Plays alternative Christian rock.
- [45] KSFO 560 - San Francisco - talk radio.
- [46] KSFO 560 (2)
- [47] KSJO 92.3 - San Jose - solid rock.
- [48] KSJS 90.5 - San Jose State University - San Jose - programming includes a wide range of eclectic info and music.
- [49] KSOL 98.9/99.1 - San Francisco - Estereo Sol provides Spanish-language music, news and traffic to the Hispanic residents in the San Francisco and San Jose Bay Area.
- [50] KSRO 1350 - Santa Rosa - news and talk radio.
- [51] KSUN 91.5 - Sonoma State University - Rohnert Park - non-commercial, student-operated cable radio station.
- [52] KUIC 95.3 - Vacaville
- [53] KUSF 90.3 - University of San Francisco - San Francisco - broadcasting a wide variety of music.
- [54] KVCH - 104.1 - San Jose - the South Bay's radio alternative.
- [55] KVHS - 90.5 - Concord - "the Edge."
- [56] K-Wine - Ukiah - adult comtemporany format, serving Ukiah , Mendocino and Lake Counties, in California.
- [57] KXFX 101.7 - Santa Rosa - if our signal made it out of our parking lot, we'd be really dangerous.
- [58] KYLD 94.9@ - San Francisco
- [59] KZQZ 95.7 - San Francisco - playing the music that came between doo-wop and hip-hop, on The Drive.
- [60] KZSU 90.1 - Stanford University@ - Palo Alto
- [61] KZYX & Z - 88.3, 90.7, and 91.5 - Mendocino - listener supported community radio for Mendocino County and beyond.
- [62] Radio 887 - Santa Rosa - pirate radio.
- [63] San Francisco Liberation Radio 93.7 - San Francisco
- [64] SPURT 102.5 - Berkeley - weekly solar powered broadcasts.

6.3 Appendix 4

6.3.1 Radio Stations in Mälardalen

- [1] Energy
- [2] Mix Megapol ”Den Bästa Blandningen av Gamla och Nya Låtar”
- [3] Radio Ett, Uppsala
- [4] Radio Guld 106,6 ”Favoriter Från Förr, den bästa musiken från 50-, 60- och 70-talet”
- [5] Radio RIX “Radionetwork, with 26 stations around the country”
- [6] Swedish Radio - Sveriges Radio SR 1, 2, 3, 4 (Stockholm, Uppsala, Södertälje, Västerås and Eskilstuna)
- [7] Vinyl 107 “60’s music in Stockholm”
- [8] WOW 105 5 “Stockholms Moderna Hits”

6.4 Appendix 5

6.4.1 Television Stations in Mälardalen

- [1] SVT Sveriges Television
- [2] TV3
- [3] TV4
- [4] Kanal 5
- [5] ZTV
- [6] K-World - e-learningföretag med egen tv-kanal. Chat, tävlingar och kvällens program.
- [7] MTV Nordic - musiklistor, sändningar och info om VJ:s. Även onlineradiosändningar. (eng.)
- [8] TV1000
- [9] TV8
- [10] Öppna kanalen - The Open Channel Network: Community & Public Access Television, (Norrköping, Skövde, Stockholm, Västerås, Järfälla Lokal-TV.)

6.4.2 Newspapers in Mälardalen

- [1] Aftonbladet
- [2] Arbetarbladet
- [3] Arboga Tidning

- [4] Avesta Tidning
- [5] Bergslagsposten
- [6] Bäragsbladet
- [7] Bäragsbladet
- [8] Dagens Industri
- [9] Dagens Nyheter
- [10] Dalarnas Tidning
- [11] Enköpings-Posten
- [12] Eskilstuna-Kuriren
- [13] Expressen/GT/Kvp
- [14] Fagerstaposten
- [15] Filipstads Tidning
- [16] Folkbladet
- [17] Folket
- [18] Gefle Dagblad
- [19] Hemmets Vän
- [20] Karlskoga tidning
- [21] Karlskogakuriren
- [22] Katrineholms-Kuriren
- [23] Lidingö Tidning
- [24] Läns-Posten
- [25] Länstidningen Södertälje
- [26] Länstidningen Östergötland
- [27] Motala Tidning
- [28] Nerikes Allehanda
- [29] Norrköpings Tidningar
- [30] Norrtelje Tidning
- [31] Nya Kristinehamnsposten
- [32] Nya Ludvika Tidning
- [33] Nynäshamns-posten

- [34] Ruotsin Suomalainen
- [35] Sala Allehanda
- [36] Strengnäs Tidning
- [37] Svenska Dagbladet
- [38] Södermanlands Nyheter
- [39] Sörmlandsbygden
- [40] Upplands Nyheter
- [41] Upsala Nya Tidning
- [42] Vestmanlands Läns Tidning
- [43] Västmanlands Nyheter
- [44] Örebro-Kuriren

6.4.3 Minor local newspapers in Mälardalen

- [1] 8 SIDOR
- [2] Estniska Dagbladet
- [3] Kristdemokraten
- [4] Lokaltidningen Mitt i
- [5] Lokaltidningen Mitt i Botkyrka Salem
- [6] Lokaltidningen Mitt i Bromma
- [7] Lokaltidningen Mitt i Danderyd
- [8] Lokaltidningen Mitt i Hammarby/Enskede
- [9] Lokaltidningen Mitt i Haninge
- [10] Lokaltidningen Mitt i Huddinge
- [11] Lokaltidningen Mitt i Högdalen/Farsta
- [12] Lokaltidningen Mitt i Järfälla
- [13] Lokaltidningen Mitt i Kista
- [14] Lokaltidningen Mitt i Kungsholmen
- [15] Lokaltidningen Mitt i Liljeholmen/Älvsjö
- [16] Lokaltidningen Mitt i Nacka
- [17] Lokaltidningen Mitt i Rinkeby

[18] Lokaltidningen Mitt i Skärholmen/Hägersten

[19] Lokaltidningen Mitt i Sollentuna

[20] Lokaltidningen Mitt i Solna

[21] Lokaltidningen Mitt i Spånga Tensta

[22] Lokaltidningen Mitt i Sundbyberg

[23] Lokaltidningen Mitt i Södermalm

[24] Lokaltidningen Mitt i Södertälje

[25] Lokaltidningen Mitt i Södra Roslagen

[26] Lokaltidningen Mitt i Tyresö

[27] Lokaltidningen Mitt i Täby

[28] Lokaltidningen Mitt i Upplands-Bro

[29] Lokaltidningen Mitt i Upplands-Väsby

[30] Lokaltidningen Mitt i Vallentuna

[31] Lokaltidningen Mitt i Vasastan

[32] Lokaltidningen Mitt i Värmdö

[33] Lokaltidningen Mitt i Västerort

[34] Lokaltidningen Mitt i Östermalm

[35] Nacka Värmdö Posten

[36] Nya Dagen

[37] Nynäshamns-Posten

[38] Näringsliv

[39] Ruotsin Suomalainen

[40] Sigtunabygden

[41] Stockholm City

[42] Södermalmsnytt

[43] Vi i Vasastan

[44] Vårt Kungsholmen

[45] Östermalmsnytt

[46] Näringsliv Svealand



The Dagens Nyheter and Expressen skyscraper behind Svenska Dagbladet in Stockholm. (Photo: Anders Callertun)

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