

The birth of *The News World of New York City* an alternative to the *NY Times* on the last day of 1976

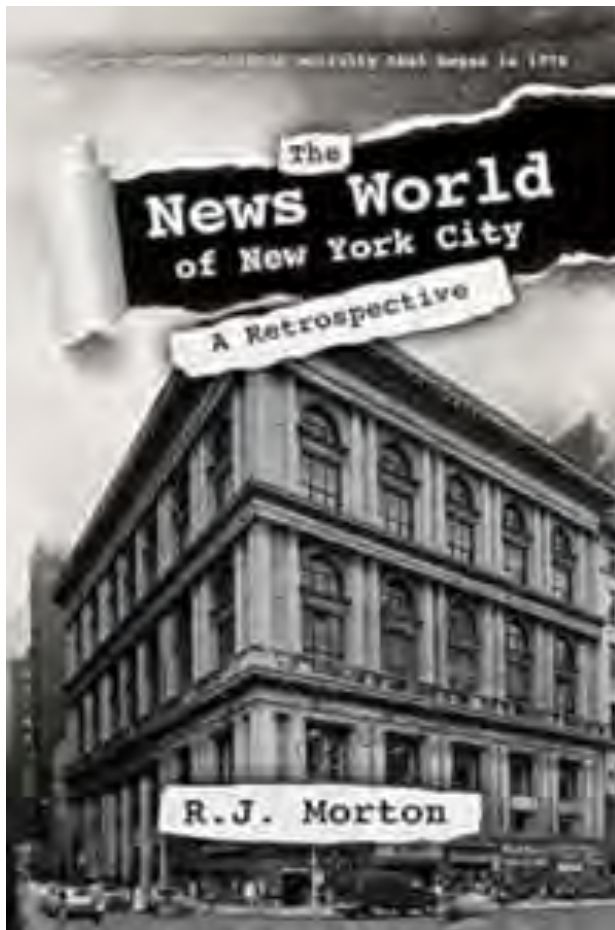
R.J. Morton

September 23, 2023

Hyung Jin Moon's World Peace And Unification Sanctuary

cosmic tribune

An introduction to the book, [*The News World of New York City: A Retrospective*](#), by R.J. Morton.



The News World of New York City published its first edition on the last day of 1976 as an alternative to the *New York Times* and as the first daily newspaper in a publishing company that would later include *The Washington Times*.

The last serious broadsheet newspaper competing with the *New York Times* had been the *New York Herald Tribune* which ceased publication on April 24, 1966. As a left leaning "Newspaper of Record," the *New York Times* had been unchallenged in the marketplace of ideas as the dominant influence on the national media including television and on U.S. politics and culture.

As a founding member of the editorial team at *The News World*, which was renamed the *New York City Tribune* in 1983, the author wrote this volume in 1977 as a thesis for his Master's Degree in Journalism from the University of Texas at Austin. His thesis committee recommended that he proceed from the unique vantage point of "Participant-Observer as Pediatric Historian". The Thesis was titled: "The Making of a New Metropolitan Daily in New York: *The News World*".

In addition to chronicling the newspaper's launch, the thesis examined media trends and factors

responsible for newspaper successes and failures in that era. It also compared *The News World* with the *New York Times* and the *Christian Science Monitor*. All three newspapers featured editorial idealism and character that traced to organized religion. The *Times* was established by a tightly-knit Jewish family, the *Christian Science Monitor* was inspired the Christian Science Church of Mary Baker Eddy, and *The News World* was founded by [Rev. Sun Myung Moon](#) who was considered by many of his followers to be the returning Messiah.