

Admiral Worth H. Bagley, USN (Ret)

18 January 1977

Dear Bud,

I had a long and pleasant lunch with Tom Dorsey today. He wants us in the Times Syndicate and clearly is over whatever gave him pause before. Unless some unforeseen impediment materializes, we just have to produce some good ideas on paper and will have a contract probably by summer. The immediate requirement is sample columns in about ten days. The date is important because it leads a meeting of all his people in Los Angeles in early February where he would plan to discuss our association.

I will rework one or two of my roughs when received from you. Could you do one on strategic area? If our samples are of current interest, he may use them for early marketing. If agreeable to you, I will consolidate samples here by 26 January and get promptly to Tom Dorsey.

The details of what he said are attached. It is important, so please read all of it. Of special note is the opportunity to nibble at an arrangement with early articles that might lead to an earlier contract than the summer/fall goal which assumes publicity and selling would take time.

Hope all this meets with your o.k.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Worth', with a stylized, cursive script.

WORTH

Wants arrangement with 'Z' and 'B' for column. With selling campaign, should be in full operation by summer or early fall.

Provide samples in 10 days (maximum 1,000 words).

Plan on once a week column, 1,000 words maximum, less if possible.

Will welcome "week-end specials," 1,500 words max.

~~W~~ Wants series where appropriate and specifically cited forthcoming ~~one~~ trips as medium to analyze situation in Israel, South Africa, China, etc. Series (perhaps three articles) should be 1,000 to 1,500 words each.

Will accept "time-sensitive" articles for quick marketing start^{ing} now.

No bar on subject matter - strategic, national security, foreign policy, domestic affairs, economic, social, etc. There is advantage in creating "surprise" in material covered so column stays out of predictable rut.

All of preceding - samples of current interest, time-sensitive subjects, specials, and series - are adaptable to early marketing and he encourages it. If that worked, it could also lead to an earlier contract.

Editorial help will be given. If our copy can be internally edited, he will do that. If not, he will get outside (?) editorial assistance to work directly with us. Geographic problem will be taken into account.

Foreign affairs not popular now in newspapers. Relate much of what we say about strategy, international relations, etc. to domestic concerns. That will help sell. Same consideration applies to mixing up subject matters per above.

Send informal (civilian clothes) photograph.