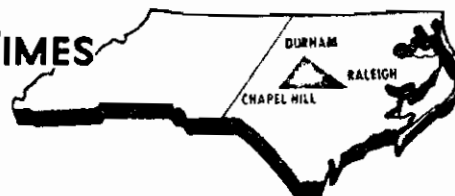


The News and Observer THE RALEIGH TIMES

MORNING AND SUNDAY
SERVING EASTERN NORTH CAROLINA AND THE RESEARCH TRIANGLE

AFTERNOON
COVERING THE CAPITAL AREA

215 SOUTH McDOWELL STREET • RALEIGH, NORTH CAROLINA 27602



December 22, 1976

Admiral Worth H. Bagley, USN (Ret)

Dear Worth:

Claude and I discussed your proposition and I'm enclosing his memo of reaction.

The first choice from your point of view would probably be the San Diego Union which is owned by Copley Newspapers. They have their own syndicate for distribution. Your second choice would be the Los Angeles Times, owned by the Times Mirror Corporation. They also own a syndicate operation plus have the Los Angeles Times-Washington Post News Service.

I question whether we have an editor that could do justice to what you need. You need an editor to make sure that what you're doing is topical from a readership view, as well as the things that Claude points out.

In all fairness I should also tell you that one of our cousins, Rita Daniels from Richmond, Virginia married Jeff McNelly about five or six years ago. Her father asked me to talk to Jeff about his future since he was graduating from UNC-Chapel Hill in a couple of months. Jeff came over and we visited, he said he wanted to be a cartoonist. I told him he should work as a reporter for a year or two before going into the cartoon business. He wisely rejected my advice and three years later won a Pulitzer Prize for his cartoons in the Richmond New Leader and now makes in the low six figures. In other words my advice isn't always good.

Have a Happy Holiday!

Sincerely,



Frank Daniels, Jr.
President and Publisher

FDjr:kw
Enclosure

12/20/76

Frank:

If the Bagley-Zumwalt column is to succeed, they are going to need a bigger stage than The News and Observer can provide. Three elements are essential to success in an undertaking of this kind:

#A skilled editor who can work closely with the authors in turning their expertise into analysis that is not only sound but also topical, incisive, cogent and interesting. This kind of work requires a face-to-face relationship, at least in the column's formative stage. It can't be handled well at long distance.

#Distribution in volume to at least three or four dozen client newspapers. No one newspaper, with the exception of the major metropolitan papers, can afford to pay enough for a column to make it worth their effort. Further, a column whose display is limited to a newspaper in the middle range is not going to get the notice it must have to take off and go places.

#A strong promotion and sales effort. Only the syndicates can provide this. They have the know-how to showcase a column and they have the sales force ~~XXXXX~~ that is necessary for proper follow up.

The only alternative that comes readily to mind is your idea of a magazine connection. Magazines don't work under the time pressures that afflict newspapers and the necessary back and forth between authors and editors perhaps could be handled by mail.

Clude