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Bud -

This is to complement your letter to
Oxenenko & to pull
Appel's chain.

WAB

The New York Times

229 West 43d Street New York 1
(212) 556-1721

*Syndicate
file*

April 7, 1976

Admiral Worth H. Bagley, USN (Ret)

Dear Admiral Bagley:

I have read the proposed columns by Admiral Zumwalt and I would like to offer a set of preliminary observations:

(A) There is little question in my mind that the basic material is here for a forceful and effective column of commentary, particularly as regards the international diplomatic and military scene. However, I had the distinct feeling that the columns dealing with the domestic scene were somewhat less forceful than those which took in the broader view.

(B) I can envision a weekly column which will cover with commentary urgent international problems from the point of view of a military strategist, and here I think particularly of the kind of material Major George Fielding Eliot used to write years ago during and after World War II. I felt he wrote pieces that were on the mark and within the understanding of the average reader.

(C) A number of the ten columns which I have are somewhat over-written. They need a general tightening, not particularly as regards to ideas but rather as regards to loose phrasing. I firmly believe that in a column of this nature the more one can avoid circumlocutions the more effective the piece becomes.

(D) I also feel that the use of lengthy paragraphs detracts from the impact of the material. For the sense of authority, it is especially important that the paragraphs be short and direct to the point.

(E) It has also occurred to me that rather than devoting a column to a single topic it might be more effective -- and perhaps more salable if a single column were devoted to two or perhaps three major topics so that client newspapers will have an area of options and if necessary can trim by section rather than by chopping out sentences that are important to ideas.

What emerges is the possibility of a column once-a-week that would focus on two or three situations or international developments and would be forceful, using short paragraphs and direct sentences, and would be unique in its own field.

I have retained the ten sample columns on my desk and I plan to apply some of the suggestions made above to the actual material submitted.

Sincerely,

David Appel
David Appel

DA:cf

21 May 1976

Mr. Dave Appel
New York Times Special Features
229 West 43rd Street
New York, N.Y. 10026

Dear Mr. Appel,

You will now have received two additional articles which Bud Zumwalt and I prepared and which he forwarded on 7 May.

Would you be kind enough to give me a brief reaction on whether our style is improved and tell us if anything is to be published.

I will be working in London for the next four months at the invitation of and with the International Institute of Strategic Studies. We see this as an opportunity for European datelines and European points of view in our articles. Do the Special Features agree and if we undertake the work involved will the pieces be published?

Again, many thanks for your thoughtful help.

With kind regards,

Sincerely,

W. H. BAGLEY