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<td>List</td>
<td>Important National TV Commentators</td>
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**FILE GROUP TITLE**

**FOLDER TITLE**

**RESTRICTION CODES**

A. Release would violate a Federal statute or Agency Policy.
B. National security classified information, pending or approved claim that release would violate an individual's privacy.
C. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.
D. Release would disclose trade secrets or confidential commercial or financial information.
E. Release would disclose investigative information compiled for law enforcement purposes.
F. Released and returned non-historical material.
G. Withdrawn and returned private and personal material.
**Presidential Materials Review Board**

**Review on Contested Documents**

Collection: H. R. Haldeman  
Box Number: 272  
Folder: Filing [2 of 2]

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Important National T.V. Commentators: Friendly or Neutral

William Buckley -- New York Syndicated T.V. Show
Walter Cronkite -- New York CBS (Neutral, except on Indochina)
Harry Reasoner -- New York ABC
Howard K. Smith -- Washington

Neutral to Friendly but not nationally important:
Herb Kaplow -- Washington NBC

Large National following, but doesn't assert views:
Barbara Walters -- New York NBC TODAY Show

Seen often but not a national influence:
Bill Monroe -- Washington, D. C. (Washington correspondent for the NBC TODAY Show)

A number of major commentators like Rather, Peter Hackes, Marvin Kalb, and others could conceivably be included in the list, but they don't really have the national impact and are often slanted against us. Kaplow and Walters are included even though they are not national powers, because they are seen frequently and are fair. There are several lesser lights like James Kilpatrick and Tom Jarriel who appear frequently and who range from neutral to friendly. Once again however, they can not be regarded as having national impact. Obviously Mudd, Brinkley, Chancellor* and Severid are clearly against us and unfortunately they belong on the list of the most powerful. Of the six most influential national commentators only two belong on the list of being really only neutral or with us.

*Chancellor has been showing signs of becoming neutral or friendly.

Ten Most Powerful Columnists: Who aren't against us.

James Kilpatrick
William White
Richard Wilson
William Buckley
David Lawrence
Joseph Alsop
C.L. Sulzberger
Kevin Phillips
Roscoe Drummond
David Broeder
Other Columnists who are generally less powerful, but can be worked with:

Nick Thimmisch
Crosby Noyes
Ken Crawford
Holmes Alexander
Jerry terHorst
Stewart Alsop
October 9, 1971

TO: H. R. HALEMAN

FROM: FRANK LEONARD

RE: STRATEGIC PRESIDENTIAL REPORTS

Bob,

As a priority project, I suggest an immediate REPORT ON THE PRESIDENCY -- ON YOUTH.

We need this to counter-effect the results of this year's campus voter registrations now, and for long distance proselytizing against 1972.

The printed piece would set the thrust for TV documentaries and news specials, magazine cover stories and an intense youth/campus publicity effort.

It is, and will be, a major news story and we should get there first.

The piece will also set the format for subsequent specials on Seniors, Blacks, Women, etc.

I know that we have a number of little bureaucracies charged with these projects in one form or another. What's needed is direct action.

FML