

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 Severeid 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 Thimmsch
Crosby Noyes
Ken Crawford
Holmes Alexander
Jerry terHorst
Stewart Alsop