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# Turning a Conservative Profit

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Conservatives who have been contributing to a pro-Nixon publicity campaign to counteract liberal bias in the radio-television industry have in fact been helping a venture seeking profits from the President's impeachment crisis.

An organization calling itself the Conservative Broadcasting Centre is soliciting funds to buy radio and television time so that big-name conservatives can defend Mr. Nixon on the air. In fact, the Centre has done nothing more than mail two pro-Nixon scripts to radio stations. The clear intent of the promoters is self-profit.

"The major news organizations are saying that the American people want President Nixon impeached," the fund-raising appeal begins. "One news organization is not—the Conservative Broadcasting Centre." The letter, signed by Chairman John L. Jones, claims its programs are "going out to thousands of stations and being heard by millions of people." To provide stations a "quality program," the letter asks for money.

In truth, the downtown Washington address listed for the Centre is a mail-drop for Potomac Arts, LTD, a direct mail firm in suburban McLean, Va., owned by Jones. At 31, Jones is a veteran conservative activist who long has criticized Mr. Nixon for betraying conservative principles. In contrast to the "quality" programming promised, Jones told us all the pro-Nixon material actually prepared consists of merely two written scripts mailed to

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radio stations. He is simply giving the scripts away, not buying air time.

The Centre "enables outstanding conservatives to air their points of view before the public," says the letter. As examples, it then prints the names and photos of conservative "patriots," including Sens. James Buckley and Barry Goldwater, Reps. John Ashbrook of Ohio and Philip Crane of Illinois, Govs. George Wallace and Ronald Reagan—not one of whom authorized use of his name. Jones informed us, moreover, that the Centre is not distributing a single program involving any of them—and certainly not a program discussing Buckley's demand for Mr. Nixon's resignation. The appeal has raised only \$4,700 so far, but that is based on a test mailing of 17,300. Jones intends to plow the money back to solicit some 3 million conservative names available to direct mailers. Although his letter calls the Centre a "non-profit organization," Jones does not deny his profit motive. "I believe in capitalism," he told us. A Footnote: Both Sen. Buckley and

Rep. Crane have asked Jones to stop using their names and photographs. "My press secretary was totally incapable of supplying me with the name of even one station broadcasting Centre programs," Buckley wrote.

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Just as the special prosecutor zeroes in on Nixon diplomatic appointments, the President is ready to nominate a 33-year-old survivor of the Committee for the Re-election of the President (CREEP) to a post of unusual political sensitivity: ambassador to Costa Rica. Pretty little Costa Rica happens to be the refuge of financier Robert Vesco, indicted in CREEP's campaign contribution scandals. Costa Rica's refusal to extradite Vesco is an international embarrassment requiring an experienced hand in the U.S. Embassy. Instead, Mr. Nixon leans toward Stanton D. Anderson, a Republican activist utterly lacking diplomatic experience. Although former colleagues at the White House and CREEP disagree about Anderson's talents, all are amazed at his prospective ambassa-

dor's post. Apparently making up for questionable credentials is the fact Anderson is a protégé of powerful Frederick Malek, former CREEP strongman and now deputy budget chief. Since leaving CREEP, Anderson has been Deputy Assistant Secretary of State for Congressional Relations.

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Vice President Ford now deifies CREEP as an "arrogant elite guard of political adolescents" responsible for Watergate, but he had no such misgivings in 1972 when he insisted that his attractive college-aged son be given a job there.

Middle-level CREEP staffers, worried that hiring the sons of H. R. Haldeman and other top Nixon officials already smacked of nepotism, opposed hiring young Jack Ford. But John Mitchell and Jeb Magruder passed this word: Pressure from the House Minority Leader Ford could not be ignored. Jack Ford now says he is "disillusioned" with Mr. Nixon, but he worked hard for him in CREEP's youth division at \$100 a week between May 15 and Nov. 15, 1972.

Limping with a cane after knee surgery, Jerry Ford himself managed to attend ribbon-cutting ceremonies at CREEP's Washington storefront offices on Aug. 11. Not then or any other time during the campaign did CREEP officials hear Ford complain that the Republican National Committee, not CREEP, should be running the campaign.