

SFC
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The President's '74 Campaign

Washington

The White House is intensifying its campaign for public support of the President in his impending impeachment battle.

It is a well-orchestrated affair, combining personal missionary work by President Nixon, a heavy schedule of public and background sessions for news media and television appearances by top administration officials.

The effort is also characterized by words of gentle conciliation from the White House on the torrential press coverage of the edited presidential tape transcripts.

"When thoughtful journalists have had an opportunity

to discuss and digest the transcripts," said Ken W. Clawson, White House communications director, "we are sure they will come to the same conclusion we have.

"The gist of their reaction will be that, sure, the President thought about a lot of things and talked about a lot of things. But when it came down to the nut-cutting, he acted properly."

This past week Clawson has arranged audiences for syndicated columnists, White House regular correspondents and other groups with presidential attorneys Dean Burch and James St. Clair.

He has booked time tomorrow for St. Clair and White

House chief of staff Alexander M. Haig Jr. on network television panels—"Meet the Press" and "Issues and Answers". The issue of the transcripts will undoubtedly be Topic A. St. Clair has also had prime time exposure this week on the network evening news programs.

High level administration officials are also out on the stump speaking on the subject of the transcripts. "On any given day there may be ten to 15 such people speaking throughout the country," said Clawson. "But remember that during the campaign the number was probably 50 to 60 at any given time."

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