

Nixon Team Plans Its Own Ad Agency For '72 Campaign

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The Nixon political team is establishing its own "in-house" advertising agency to plan and produce a multi-million-dollar "selling of the President" media campaign in 1972.

According to some sources, the Nixon ad campaign is expected to cost \$15 million to \$18 million, which would make it by the far the most intensive and expensive political sales campaign in American

history. Other sources close to the President's budding reelection drive scoff at such a high estimate, saying the campaign will cost "much closer to \$10 million."

In 1968, the Nixon-Agnew ticket spent \$12.6 million on television and radio time and \$1.2 million on newspaper ads in the general election drive. Under the Senate-passed version of the campaign reform bill now pending on Capitol Hill, presidential candidates would be limited next year to \$8.4 million for television and radio ads and a somewhat smaller sum for newspaper and magazine advertising. All these figures are time and space charges, not including production costs of the ads.

The 1968 ad committee, like most others, reported to John N. Mitchell, the Nixon campaign manager (now Attorney General).

This time, Mitchell is again expected to be in overall charge but the rest of the organization will be different.

Instead of hiring an outside agency, the Nixon team has hired its own advertising director, a yet unnamed executive with a commercial agency. The new chief will recruit his own group of copywriters and other creative specialists and may do his own placement of ads and buying of time.

By establishing its little Madison Avenue unit on Pennsylvania Avenue, the Nixon team would not have to pay the 15 per cent advertising agency commission charged by outside firms. However, operatives in the President's camp point out that the "Nixon agency" would have to pay its

own salaries and other expenses, thus reducing the saving to an estimated 2 to 3 per cent of billings.

Some sources say the President's chief of staff, H. R. (Bob) Haldeman, will be in direct charge of the Nixon advertising effort in 1972. Haldeman was Los Angeles director for J. Walter Thompson, the nation's largest advertising agency, before joining the government.

But White House press secretary Ronald L. Ziegler last night denied the report about Haldeman. "He will not play a key part and will have nothing to do with those advertising aspects of the campaign organization," Ziegler said.