

Marketing the Nixon Inaugural

[Story on Jeb Stuart Magruder]
No byline

..... Magruder is one of the chief packagers of the President and his inauguration. As 1973 Inaugural Committee, he refers to the inauguration as a "total marketing project." Before this job, he was into the marketing of the President's re-election as deputy campaign director of the Committee for the Re-election of the President.

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Magruder ... served as special assistant to the President from 1969 to 1971

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When Magruder talks about his work, it sometimes sounds like an ad agency memo. He says objections or suggestions are "put through a flow" so that the right people get a chance to put in the "input" before it gets to a "decision-making situation."

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