

John Scali of A.B.C. Is Appointed to Post At the White House

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WASHINGTON, April 13 — The White House, in what was described as a move to broaden public understanding of President Nixon's policies formally announced today the appointment of John A. Scali as a special consultant to the President.

Mr. Scali, who has been chief diplomatic correspondent for the American Broadcasting Company, thus becomes the first working newsman to be named to a prominent position on the White House staff.

As described by Ronald L. Ziegler, the White House press secretary, Mr. Scali's basic task will be to help the White House "do an even more effective job of communicating our policies to the American public."

Mr. Ziegler would not say that communications policy had been ineffective, but he conceded that the Administration had made "mistakes."

Mr. Scali's appointment was seen here as part of an accelerated effort on the President's part to display his policies in a better light—an effort that began with a flurry of Presidential appearances on television and in newspaper interviews earlier this year.

In a brief telephone interview, Mr. Scali said that he regarded himself as a "consultant" and not an administrator. He said he would work closely with Henry A. Kissinger, the President's national security adviser, on basic policy judgments, and with Mr. Ziegler and Herbert G. Klein, Director of Communications for the Executive Branch, on translating that policy to the public.

In another move, Mr. Ziegler announced the addition to his staff of Neil Ball, 35, former public relations executive for the American Hospital Supply Corporation. Mr. Ball will serve as a second deputy press secretary. The other is Gerald L. Warren.