

Nixon's Pinch-hit Speakers

Washington

The White House has set up a special "surrogates program" to defend President Nixon and counter what it views as unbalanced media coverage and an organized effort to promote impeachment.

As in the 1972 re-election campaign, Mr. Nixon's personal appearances are being supplemented by members of his personal and official families through speeches, interviews and appearances on television talk shows.

Directing the effort is Kenneth W. Clawson, the administration's deputy director of communications, whose rise in the White House hierarchy was signaled by the recent assignment of an official limousine for his daily use.

As part of the program, key cabinet-level officials were sent a private White House memo, dated November 5, that presumably reflects the thinking of the President and his close associates. After calling attention to attached clippings from newspapers and from Mr. Nixon's daily news digest, the memo stated:

- "There is an organized effort to manufacture public sentiment for impeachment.
- "There are numerous examples of unbalanced media coverage available.
- "Statements of support by high-level officials is news (the latter two words were underlined) and is essential at this time to help the public get a reasonably balanced presentation."

Associated Press