



HERB KLEIN
'Run out of newsprint'

White House Strategy on The Press

Washington

"The way to get at the press is to get out so many things they run out of newsprint," quipped former White House communications director Herb Klein yesterday as the White House released a torrent of words about Watergate.

Klein said he was speaking facetiously, but his comment was at least a partial description of the carefully conceived White House campaign to convince the American people, and through them the Congress, that Mr. Nixon has not committed an impeachable offense.

This campaign began Monday night when Mr. Nixon spoke to the nation from a carefully written text in which he declared that the edited transcripts would "once and for all" prove his innocence. No texts of the speech were provided, in a maneuver that one aide said was aimed at discouraging "instant analysis" of the speech on the television networks.

Yesterday morning the White House put an early call to photographers so that they could take pictures of the voluminous transcripts being loaded into a station wagon to take to Capitol Hill.

The White House did not, however, issue the transcripts to reporters at this time. Instead, they gave them only the 50-page favorable summary.

This summary was intended to provide the story for afternoon newspapers. To insure that it did, the White House canceled its usual morning briefing.

Late yesterday afternoon the transcripts were finally made available, about two hours before the deadlines for the evening newscasts.

One White House aide said that "frankly the President wanted to get his case out to the American people before the critics started in on the President. We thought this was the best way to do it."

Klein, a longtime friend and associate of Mr. Nixon and now a vice president for Metromedia Inc., said he had come in "to review the material and to help in the followup" after the transcripts had been prepared by the White House staff.

"The reaction is quite good," Klein said. "The people I talked to think that the president has been quite fair and that he's put the ball in the judiciary committee's court."

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