



George Bush Presidential Library

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Inventory for FOIA Request 2003-1478-F

Records on Media and White House Relations

Extent

84 folders

Access

Collection is open to all researchers. Access to Bush Presidential Records, Bush Vice Presidential Records, and Quayle Vice Presidential Records is governed by the Freedom of Information Act (FOIA)(5 USC §552 as amended) and the Presidential Records Act (PRA)(44 USC §22) and therefore records may be restricted in whole or in part in accordance with legal exemptions.

Copyright

Documents in this collection that were prepared by officials of the United States government as part of their official duties are in the public domain. Researchers are advised to consult the copyright law of the United States (Title 17, USC) which governs the making of photocopies or other reproductions of copyrighted material.

Provenance

Official records of George Bush's presidency, vice presidency, and Dan Quayle's vice presidency are housed at the George Bush Presidential Library and administered by the National Archives and Records Administration (NARA) under the provisions of the Presidential Records Act (PRA).

Processed By

Staff Archivists, September 2008. Previously restricted materials are added as they are released.

Scope and Content

The records in this FOIA 2003-1478-F are a selective, not necessarily all inclusive, body of documents responsive to the topic of the FOIA. Researchers should consult the archivist about related materials.

FOIA 2003-1478-F contains materials from the Bush Presidential Records regarding trends in public opinion on current issues, establishment of communications strategy working groups, lists of helpful reference material published by the government, media outreach efforts, journalist clearance procedures, Bush Administration initiatives, marketing and communication plans, lists of planned press conferences,

media plans, presidential events, policy themes, White House video network system, media contact information, role and responsibilities of the Office of Media Affairs, media distribution systems, personnel numbers per office, and compilations of White House network coverage.

The White House Office of Records Management (WHORM) Subject Files contain correspondence from David M. Carney to John Sununu, Chief of Staff to the President. The topics addressed include latest trends in public opinion and the most recent polls in key 1990 senate and gubernatorial races.

The White House Staff and Office Files contain records from the Offices of Cabinet Affairs, Chief of Staff, Communications, Intergovernmental Affairs, Management and Administration, Media Affairs, National Service, Personnel, Policy Development, Political Affairs, Press Office, Public Affairs, Public Events and Initiatives, Public Liaison, and Speechwriting. White House correspondence tracking sheets log who sent and received memos, papers and notes regarding various administration initiatives. Proposed and released news articles, executive summaries, fact sheets, news releases, editorials, calendars, schedules, committee meeting minutes, and appointment requests are also present. Topics covered include the National Drug Control strategy, President Bush's support of conservation efforts, his education goals, and interviews between President Bush and disabled journalists. Also discussed are working group status reports, economic media strategy and opportunities, senior citizens, business/economic media, economic growth package, minority issues, public service announcements, and Points of Light volunteer activities. Other issues addressed include poll results on presidential job performance in handling the economy, President Bush's accomplishments after one year in office, comparisons between prosperity and elections, the media's role in evaluating and setting the agenda for presidential addresses, and post-election transition plans.

System of Arrangement

Records that are responsive to this FOIA request were found in two collection areas— Bush Presidential Records: WHORM Subject Files; and Bush Presidential Records: Staff and Office Files. As policy, WHORM Subject Files are processed at the document level; whereas, Staff and Office Files are processed at the folder level, that is, individual documents are not selected and removed from a folder for processing. While this method maintains folder integrity, it frequently results in the incidental processing of documents that are not wholly responsive to the subject area.

The WHORM Subject File compiled by the White House Office of Records Management is comprised of a series of documents assigned a letter/number combination and filed in a subject category. A complete listing of the subject categories including a detailed description of each category is available in our research room and on our website at <http://bushlibrary.tamu.edu/research/find/whorm/whorm.html>.

The following is a list of documents and folders processed in response to FOIA 2003-1478-F.

Bush Presidential Records: WHORM Subject Files

Category	Case Number
PL	Scanned: Case Number 327215
	Unscanned: Case Number 184527

Bush Presidential Records: Staff and Office Files

Cabinet Affairs
Michael P. Jackson Files
ONDCP Communication Plan Strategy [OA/ID 02301]

Chief of Staff

Andrew Card Files
Communications (Demarest) [OA/ID 08373]

John Sununu Files – White House Office File
Communications (1989) [OA/ID 29177-001]
Communications (Demarest) (1990) [1]: Editorial Responses [OA/ID 29177]
Communications (Demarest) (1990) [2] [OA/ID 29177]
Communications (Demarest) (1990) [3] [OA/ID 29177]
Communications (Demarest) (1991) [1] [OA/ID 29177]
Communications (Demarest) (1991) [2] [OA/ID 29177]
Communications (Demarest) (1991) [3] [OA/ID 29177]

Communications

David Demarest Files
David Demarest: Media Relations [OA/ID 03108]
David Demarest: Media Relations [OA/ID 04499]

Intergovernmental Affairs

William Canary Files
Environmental Communications Plan [OA/ID 06247]

Management and Administration

Rose Zamaria Files
Staff Offices: Communications [OA/ID 08626]

Media Affairs

Katherine Holt Files
State of the Union Media Plan [1] [OA/ID 07363]
State of the Union Media Plan [2] [OA/ID 07363]
State of the Union Media Plan [3] [OA/ID 07363]
State of the Union Media Plan [4] [OA/ID 07363]

Mia Kelly Files

Communication Plan(s) [OA/ID 07354]
Economy/Communications Strategy [1] [OA/ID 07354]
Economy/Communications Strategy [2] [OA/ID 07354]

Margaret Offit Files

Media Affairs Memos [OA/ID 07202]
[Packet of Material from Dorrance Smith to Sam Skinner explaining the Office of Media Affairs [OA/ID 07203]

Miscellaneous Files

Office of Media Affairs – Media Affairs Projects Vol. 1 [Binder] [OA/ID 08864]

Project Files

Media Evals. [OA/ID 06810]

National Service

Bettina Brena-Moore Files
Media [OA/ID 07400]

Clark Kent Ervin Files
Media [OA/ID 02429]

Elizabeth Perry Liles Lucas Files
Committee D: Communications [1] [OA/ID 08221]
Committee D: Communications [2] [OA/ID 08221]
Committee D: Communications [3] [OA/ID 08221]
Committee D: Communications [4] [OA/ID 08221]
Committee D: Communications [5] [OA/ID 08221]

Gregg Petersmeyer Files
Strategic Plan, 9/12/90 Media Leadership Advisory Comm. [OAID 08491]

Miscellaneous Files
Customer Manager Strategy [Media] [1] [OA/ID 08355]
Customer Manager Strategy [Media] [2] [OA/ID 08355]
Customer Manager Strategy [Media] [3] [OA/ID 08355]
Customer Manager Strategy [Media] [4] [OA/ID 08355]
Drug/Crime Task Force Media Plan Spring 1990 [OA/ID 07630]
Media Memos [OA/ID 08809]
National Service: Role of Communications in National Service, 2/28/89
[OA/ID 07995]
ONS Media Strategy, 7/90 [1] [OA/ID 07992]
ONS Media Strategy, 7/90 [2] [OA/ID 07992]
POLF: Media Plan/Communications [OA/ID 07996]
YES: Marketing and Media [OA/ID 07998]

Personnel

Historical Files
Communications [1] [OA/ID 28917]
Communications [2] [OA/ID 28917]
Media Affairs [OA/ID 28917]

Policy Development

Johannes Kuttner Files
Health Care Reform – 92 Proposal – Communications Planning [OA/ID 06970]

Emily Mead Files
Media [OA/ID 05808]
Media [OA/ID 23353]
Media [OA/ID 23357]

Rae Nelson Files
Education Awards Communications Plans 1990 [1] [OA/ID 08233]
Education Awards Communications Plans 1990 [2] [OA/ID 08233]

James Pinkerton Files
Media [OA/ID 04944]
Media Heartbeat [OA/ID 04944]
Media Project [OA/ID 04944]

Roger Porter Files
Media [OA/ID 08852]

Media [OA/ID 08855]

Doreen Torgerson Files

Communications – Bush Talking Points [OA/ID 05169]

Communications – Communications Strategy [OA/ID 05169]

Political Affairs

Chris Dube Files

Communications [OA/ID 06469]

Communications: State of the Union Address 1/31/90 [OA/ID 06469]

Ron Kaufman Files

Ronald Kaufman Folder 5: Center for Media and Public Affairs [OA/ID 08647]

Press Office

Marlin Fitzwater Files - Subject File – Subseries: Alpha File

Communications [1] [OA/ID 12907]

Communications [2] [OA/ID 12907]

Sean Walsh Files – Subject File

White House Communications Agency [OA/ID 13370]

Administrative Files – Administrative File

[Media Activities December 16-17, 1991] [OA/ID 13206]

WHCA [White House Communications Agency] [OA/ID 13209]

Public Affairs

Barrie Tron Files

Accomplishments Comm. Plan [OA/ID 01907]

Crime Bill Communications Plan – Aborted [OA/ID 05457]

Drug Policy Communications Group [1] [OA/ID 05459]

Drug Policy Communications Group [2] [OA/ID 05459]

Drug Policy Communications Group [3] [OA/ID 05459]

Drug Policy Communications Plan [OA/ID 01907]

Education Communications Plan [OA/ID 05459]

Public Events and Initiatives

Sig Rogich Files

Communication Meetings [OA/ID 04732]

Public Liaison

Bobbie Kilberg Files

Budget Communications/Events Planning 9-14-90 [OA/ID 07452]

Communications Plan for China 5/29/90 [OA/ID 07454]

Communications Plans January 2, 1992 [OA/ID 07450]

Pre-SOTU [State of the Union] Communication Strategy: Health Care [OA/ID 07837]

Transition Communications Plan 11/28 – 12/3, 1988 [OA/ID 07453]

Updated Budget Speech Media Plan [OA/ID 07451]

Speechwriting

Speech File Draft Files – Chron File, 1989 – 1993

Overall Communications Strategy, 7/6/89 [OA/ID 13494]

Last modified: 09/30/2008