Extent

15 folders, approximately 230 pages

Summary

This collection consists of records that relate to communications and/or press strategies for David Gergen, Special Advisor to President Clinton in 1993. This records include correspondence from CBS and United States Conference of Mayors and the Advertising Council, Inc., news articles, reports, and memoranda, notes, and talking points relating to preparation for press summits, weekly communications strategies, speech and media strategies, and meeting with various members of the domestic and international press.

Scope and Content Note

The materials in 2011-0583-F are a selective body of documents responsive to the topic of the FOIA. Researchers should consult the archivist about related materials. This FOIA consists of records from David Gergen’s files that relate to communications and/or press strategies. David Gergen began his political career in 1971 as a staff assistant in the speech-writing office for Richard Nixon. Within two years he became the Director of Speechwriting. In 1974 he left the White House and went to work for Treasury Secretary William E. Simon. In 1975 Gergen returned to the White House as Director of Communications for President Gerald Ford. Gergen then moved on to be an advisor for the George H.W. Bush presidential campaign. In 1981 he again returned to the White House as staff director under President Reagan and eventually became Director of Communications. Gergen was writing editorials for U.S. News and World Report when President Clinton asked him to join the White House in May 1993. Gergen served as a counselor to President Clinton and special advisor to Secretary of State Warren Christopher until December 1994. FOIA 2011-0583-F consists of correspondence, memoranda, notes, reports, talking points, and news articles. The correspondence is from CBS, United States Conference of Mayors

and the Advertising Council, Inc. and mostly covers the President’s Anti-Violence Project. The memos, notes and talking points deal with preparing for press summits, weekly communications strategies, and various topics to cover with the press, meeting with foreign journalists, prime time network coverage, strategies for speeches and the media, and the ethics concerning press dinners such as the Gridiron Dinner and the White House Correspondents’ Association Dinner.

Record Type

Textual

System of Arrangement

Records that were responsive to this FOIA request were found in these collection areas -- Clinton Presidential Records: White House Office of Records Management (WHORM) Subject Files; Clinton Presidential Records: WHORM (CL); Clinton Presidential Records: White House Staff and Office Files. The White House Office of Records Management (WHORM) contains a variety of series created to organize and track documents and correspondence. The WHORM Subject file was compiled by the White House Office of Records Management and is a series of categories designated by a letter/number combination. In addition, there are WHORM, WHORM Counsel, WHORM (CL), WHORM (OP), WHORM (Too Late); WHORM (Various Offices); and WHORM (Alpha Project) series. Staff and Office files were maintained at the folder level by staff members within their individual offices and document all levels of administration activity. WHORM 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. FOIA 2011-0583-F includes WHORM records from these subject codes: CO085 Countries-Geographic Areas-Japan FG001-07 Federal Government-Organizations-Appointments Granted-Presidential JL Judicial – Legal Matters PR015 Public Relations-Publicity PR015-01 Public Relations-Publicity-Broadcasts-Telecasts WE Welfare.

Access

Collection is open to all researchers. Access to Clinton Presidential Records is governed by the Presidential Records Act (PRA) (44 U.S.C. Chapter 22, as amended) and the Freedom of Information Act (FOIA) (5 U.S.C. 552, as amended) 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 (17 U.S.C. Chapter 1), which governs the making of photocopies or other reproductions of copyrighted material.

Provenance

Official records of William Jefferson Clinton’s presidency are housed at the Clinton Presidential Library and administered by the National Archives and Records Administration (NARA) under the provisions of the Presidential Records Act (PRA).

Processed by

Staff Archives Specialist, 2013. Previously restricted materials are added as they are released.

Last Modified Date

2015-09-11

Container List

View all digitized files in the National Archives Catalog (NAC)

The following is a list of documents and folders processed in response to FOIA 2011-0583-F:
Box 1
Clinton Presidential Records: WHORM: Subject File
Category Case Number
CO085 141903
FG001-07 047625SS
JL 054055
PR015 107798
PR015-01 040364SS
WE 140511
Clinton Presidential Records: WHORM (CL)
General Files
Memo to McLarty from David Gergen RE December Planning, Nov 29, 93 – Folder 3 – 209752
Clinton Presidential Records: WHORM (CL) (Continued)
[OA/ID 8790]
Clinton Presidential Records: White House Staff and Office Files
Chief of Staff
Gergen, David
Education Dept. [Department] of: Communications/Issues [OA/ID 2158]
G-7 Foreign Journalists [OA/ID 1511]
Press Conference Information [OA/ID 2659]
Press Dinners/Ethics [OA/ID 4281]
Speech Strategies [OA/ID 4281]
Violence/Media [OA/ID 2806]
Violence/Media: Violence: Anti-Violence Week [OA/ID 2806]
Violence/Media: Violence & Drugs – DG [David Gergen] Notes [OA/ID 2806]

Content Available Online