Extent

125 folders, approximately 5,021 pages

Summary

This collection primarily consists of White House Communications Director Mark Gearan's correspondence on communication and press strategy. It also contains background materials including articles, correspondence, notes, position papers, press releases, and taking points relating to these communication plans.

Scope and Content Note

The materials in FOIA 2011-0584-F are a selective body of documents responsive to the topic of the FOIA. Researchers should consult the archivist about related material. This collection consists of Mark Gearan’s files that contain correspondence on communication strategy and press strategy. Mark Gearan was White House Director of Communications from June 1993 to August 1995. Responsive Subject Files contain Mark Gearan’s correspondence describing communication plans on a weekly, monthly, and annual basis and also on the basis of specific events or issues. These issues include agriculture, domestic terrorism, education, the economy, employment, the environment, foreign policy, gun control, housing, regional issues within the United States, religion, the role of the political climate on White House communications strategy, small business, trade, violence against women, and welfare reform. The Subject Files also contain correspondence from outside consultants on message delivery and communications strategy and a binder containing communications plans from both the Communications Office and other federal agencies. In Gearan’s Communications files, correspondence describes communication plans from the Communications Office in the White House, other White House offices, other federal agencies, and outside consultants. These communication plans also cover a myriad of topics on a routine basis. The communication plans also cover specific events or issues, including

accomplishments, AIDS, budget reconciliation, the economy, foreign policy, health care, nominations, press dinner ethics, reinventing government, specific television programs, the speechwriting process, trade, and welfare. These communication plans include strategy regarding interviews with television outlets and print media, newspaper endorsements, radio addresses and interviews, speeches, press conferences and conferences in general, presidential announcements and statements, legislation signings, public service announcements, the release of publications, and participation in meetings and social events. Gearan’s files also contain background material such as articles, correspondence, notes, position statements, press releases, scheduling materials, and talking points that relate to these communication plans.

Record Type

Textual

System of Arrangement

Records that are responsive to this FOIA request were found in these collection areas—Clinton Presidential Records: White House Office of Records Management (WHORM) Subject Files and 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. 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 20160584-F includes WHORM records from these subject codes: BE Business - Economics FG Federal Government - Organizations FG001 President of the United States FG001-07 Appointments Granted, Presidential FG006-01 White House Office FG018 Department of the

Interior FG065 Independent Agencies, Boards and Commissions FI004 Budget - Appropriations JL003 Criminal Matters LA002 Conditions – Employment - Unemployment LG Local Government MC Meetings - Conferences MC001 Governors' Conferences PL Political Affairs PR Public Relations PR015 Publicity PR015-01 Broadcasts - Telecasts PU Publications PU001-07 Clippings to the President RM Religious Matters SC Sciences SO002 Dinners, White House SP Speeches SP230-94 State of the Union, 1994 SP230-95 State of the Union, 1995 SP300 Press Conferences SP400 Radio Addresses SP826 Reinventing Government, Federal Communications Commission, 3/27/95 TA005 Trade Agreements TR Trips TR161 Little Rock, Arkansas, 12/9-10/95 UT001 Communications - Telecommunications WE011 Homeless

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 Archivist, 2016. Previously restricted materials are added as they are released.

Last Modified Date

2016-12-05

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 2011-0584-F:

Box 1
Clinton Presidential Records: WHORM: Subject File

Category	Case Number
BE	103355SS
FG	103352SS
FG	107297SS
FG001	022221
FG001	093028SS
FG001	108437SS
FG001	113581SS
FG001-07	045888SS
FG001-07	047576SS
FG001-07	112715SS
FG001-07	114769SS
FG006-01	055163SS
FG006-01	100427SS
FG006-01	103333SS
FG006-01	114555 [1]
FG006-01	114555 [2]

FG018	047231SS
FG018	054745SS
FG065	043920SS
FI004	115587SS
FI004	116556SS
JL003	099135SS
JL003	103142SS
LA002	051938SS
LG	103141SS
MC	051383SS
MC001	070497SS
PL	083613SS
PL	105506
PR	096184
PR015	054746SS
PR015	110816SS
PR015	111878SS
PR015	113020SS
PR015	132685
PR015-01	046983SS
PR015-01	051611SS
PR015-01	056003SS
PR015-01	078606SS

Box 2

PU	141943
PU	145614
PU001-07	056128SS
PU001-07	078614SS
RM	087026SS
SC	024883SS
SO002	077121SS
SP	099495SS
SP	102941SS
SP	103356SS
SP230-94	140783

SP230-95	095159SS
SP300	072639SS
SP300	073540SS
SP300	132643
SP400	099415SS
SP826	103354SS
TA005	044647SS
TR	103353SS
TR161	049308SS
UT001	061796SS
WE011	065212SS

Clinton Presidential Records: White House Staff and Office Files
Communications
Gearan, Mark
Administration [OA/ID 7548]
AIDS Czar [Folder 1] [OA/ID 7548]
Communications
Gearan, Mark
AIDS Czar [Folder 2] [OA/ID 7548]
Asia-Pacific Economic Cooperation [1] [OA/ID 7548]
Asia-Pacific Economic Cooperation [2] [OA/ID 7548]
Balanced Budget [OA/ID 7548]
[Communications Book February 23, 1994] [binder] [OA/ID 3518]
[Communications Plan] [OA/ID 4940]

Box 3
Community Development Bank [OA/ID 7548]
DNC Grassroots Strategy [1] [OA/ID 3539]
DNC Grassroots Strategy [2] [OA/ID 3539]
DNC Grassroots Strategy [3] [OA/ID 3539]
DPC [Democratic Policy Committee] [OA/ID 7548]
Dr. Elders [OA/ID 7548]
Drug Czar [OA/ID 7548]
Durenberger [OA/ID 7548]
Economics Communications Plan [OA/ID 3536]
Entitlements [OA/ID 7548]

Ethics [OA/ID 7548]
Ethics: Press Dinners [OA/ID 7548]
Fall [OA/ID 7549]
First 100 Days [OA/ID 7549]
Health Care [Folder 1] [1] [OA/ID 3536]

Box 4
Health Care [Folder 1] [2] [OA/ID 3536]
Health Care [Folder 1] [3] [OA/ID 3536]
Health Care [Folder 2] [1] [OA/ID 3536]
Health Care [Folder 2] [2] [OA/ID 3536]
Health Care [Folder 2] [3] [OA/ID 3536]
Health Care [Folder 3] [1] [OA/ID 3536]
Health Care [Folder 3] [2] [OA/ID 3536]

Box 5
Health Care [Folder 3] [3] [OA/ID 3536]
Health Care [Folder 3] [4] [OA/ID 3536]
Ireland [Folder 1] [OA/ID 7549]
JFK [OA/ID 7549]
Labor Department [OA/ID 7549]
[Larry King 01/20/1994] [1] [OA/ID 2644]
[Larry King 01/20/1994] [2] [OA/ID 2644]
[Larry King 01/20/1994] [3] [OA/ID 2644]
[Larry King 01/20/1994] [4] [OA/ID 2644]
Marketing and Message Coordination [OA/ID 2599]
Communications
Gearan, Mark
Meet the Press 11/7 [OA/ID 7550]
Memos [OA/ID 7550]

Box 6
NAFTA [1] [OA/ID 7550]
NAFTA [2] [OA/ID 7550]
NAFTA [3] [OA/ID 7550]
Personnel Actions Short-term Schedule; Dr. Foster Outreach; J. Frank Broyles; Crime;

Follow Thru Meeting; Amy Conroy – Women’s Campaign [OA/ID 2599]
Political [OA/ID 7550]
POTUS Save [OA/ID 7550]
Press Dinners [OA/ID 7550]
Press Relations [OA/ID 7550]
[Promotion of the Earned Income Tax Credit] [OA/ID 4940]
Public Affairs Strategy [OA/ID 3537]
Radiation [OA/ID 7551]
Reconciliation Strategy [OA/ID 3536]
RIGO [Reinventing Government] [1] [OA/ID 7550]
RIGO [Reinventing Government] [2] [OA/ID 7550]
RIGO [Reinventing Government] [3] [OA/ID 7550]

Box 7
Russia [OA/ID 7551]
Russia / NATO Planning [OA/ID 7551]
Sample ‘Contract with America’ Marketing Materials [OA/ID 4940]
Speeches [OA/ID 7551]
Urban Task Force [OA/ID 7551]
Week Ahead [OA/ID 7551]
Welfare [OA/ID 7551]

Content Available Online