
Collection Summary

Creator: Office of the Assistant to the President for Communication

Title: Records of the Office of the Assistant to the President for Communication

Dates: 1978-1979

Quantity: 34 linear feet, 86 containers

Identification:
Accession Number: 80-1
National Archives Identifier: 1098

Scope and Content:
This collection consists of correspondence, memoranda, reports, notes, speech drafts, schedules, newspapers clippings, and other printed material relating to the function of the Office of the Assistant to the President for Communication and the various responsibilities of Assistant Deputy Greg Schneider.

The material relates to Rafshoon’s "long-range" attempts to clarify and reinforce the "themes of the Presidency" in the public mind; and the coordination of "communications plans" to promote administration initiatives in such areas as energy, civil service reform, and strategic arms limitation.

The collection also contains material from Greg Schneider’s Special Projects Office concerning natural disaster assistance, civil defense, energy, civil service reform, strategic arms limitations, press/media events related to the President’s Youth Energy Program, and the Constitutional Convention movement.

Creator Information: Office of the Assistant to the President for Communication
Gerald Rafshoon was Assistant to the President for Communications from July 1, 1978 to August 1979. His role in this capacity included responsibilities in three areas: speechwriting, press advance work, and radio and television liaison. These areas were formerly handled by the Press Secretary’s Office. While Rafshoon had a staff of only six, he dealt with two important areas: "long-range" attempts to clarify and reinforce the "themes of the Presidency" in the public mind; and the coordination of "communications plans" to promote administration initiatives in such areas as energy, civil service reform, and strategic arms limitation.
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Greg Schneider served on the White House staff from January 1977 to August 1979. From January 1977 to June 1978, Schneider served as Director of White House Projects. In his role as Director of Special Projects, Schneider’s duties were wide-ranging and included drafting reorganization plans for disaster assistance and civil defense; coordinating both the federal disaster aid program and the President’s youth program; organizing the White House correspondence project; and dealing with issues such as energy, inflation, and the passage of the Strategic Arms Limitation Talks (SALT). He was re-assigned to the Communication’s Office in 1978 and served as Assistant Deputy to Gerald Rafshoon. Schneider retained many of his Project Office files that were interfiled with the material he created while working in the Communications Office. As Assistant Deputy, Schneider continued to work on disaster assistance, civil defense, and youth programs as well as promoting major programs of the administration through the media. He was also involved in political issues such as President Carter’s energy program and the Constitutional Convention movement.

Biographical information on key office personnel is located at the end of the finding aid.

Restrictions:
Restrictions on Access: These papers contain documents restricted in accordance with applicable executive order(s), which governs National Security policies, applicable statutes/agency restrictions, and material which has been closed in accordance with the donor’s deed of gift.

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Related Material:
Related materials in this repository: Records of the White House Press Office; Gerald Rafshoon’s Papers

Index Terms:
Persons: Gerald Rafshoon, Greg Schneiders

Organizations: Democratic National Committee (DNC), Federal Disaster Assistance Administration, President’s Youth Energy Program

Subjects: Natural disasters, civil defense, energy, civil service reform, strategic arms limitations, disaster assistance, constitutional convention, press/media events, advertising, polls, inflation, youth program, presidential trips, Panama Canal
Types of Material: Correspondence, memoranda, reports, interviews, notes, speech drafts, schedules, newspapers clippings, and other printed material

Administrative Information:
Preferred citation: [Type of Document], [Names of Sender and Recipient or Title of Document], [Date], [Collection Title], [Series Title], [Folder Title], [Box Number], Jimmy Carter Presidential Library.

Acquisition information: These historical materials were received under provisions of the instrument of gift that Jimmy Carter signed January 31, 1981.

Processing information: The first series of the collection was opened in October 1982. The open dates are indicated in the series descriptions.

System of Arrangement:
The records of the Office of the Assistant to the President from Communication are divided into nine series:

<table>
<thead>
<tr>
<th>Series Title</th>
<th>National Archives Identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerald Rafshoon’s Subject Files</td>
<td>147500</td>
</tr>
<tr>
<td>Gerald Rafshoon’s Press Events Files</td>
<td>147618</td>
</tr>
<tr>
<td>Gerald Rafshoon’s Personal Files</td>
<td>147796</td>
</tr>
<tr>
<td>Greg Schneider’s Current Office Files</td>
<td>147805</td>
</tr>
<tr>
<td>Greg Schneider’s Retired Office Files</td>
<td>148017</td>
</tr>
<tr>
<td>Greg Schneider’s Federal Emergency Preparedness and Response Reorganization Project Files</td>
<td>148519</td>
</tr>
<tr>
<td>Greg Schneider’s President’s Youth Energy Program Files</td>
<td>148622</td>
</tr>
<tr>
<td>Greg Schneider’s White House Projects Emergency Situations Files</td>
<td>148698</td>
</tr>
<tr>
<td>Greg Schneider’s White House Projects Disaster Assistance Files</td>
<td>148787</td>
</tr>
<tr>
<td>Carol Coleman’s Subject Files</td>
<td>71969471</td>
</tr>
<tr>
<td>Greg Schneider’s Oversized Attachment Files</td>
<td>140152611</td>
</tr>
</tbody>
</table>

Detailed Description of the Collection

Gerald Rafshoon’s Subject Files
Scope and Content: Containers 1–7. This series was opened in October 1982. This series includes correspondence, reports, briefing papers, notes, speeches, press material, news clippings, and other printed material. This material relates to policies that Gerald Rafshoon promoted for the Carter Administration. Main topics include energy, civil service reform, national health insurance, SALT II, and the Panama Canal treaty. Arranged alphabetically by subject.

Gerald Rafshoon’s Press Events Files
Scope and Content: Containers 8-19. This series was opened in October 1982. This series includes speeches, schedules, interviews, briefing papers, and guest lists. The material relates to press events that emphasized the Carter Administration’s accomplishments. Some of the press event topics included energy, the federal budget, SALT II, environment, foreign affairs, campaign trips, and popular culture. Arranged chronologically by date of event.

**Gerald Rafshoon’s Personal Files**
Scope and Content: Containers 20-21. This series was opened in October 1982. This series includes correspondence pertaining to invitations that were accepted or rejected. This series consists of presidential and personal invitations and some information on presidential interviews. Arranged alphabetically by subject.

**Greg Schneider’s Current Office Files**
Scope and Content: Containers 22-35. This series was opened in October 1982. This series includes correspondence, memorandums, reports, briefing papers, notes, speeches, press materials, clippings, and schedules from Schneider’s office “work” files. Topics include the State of Union Address, the Panama Canal treaty, Rafshoon memos relating to “presidential styles,” administration’s accomplishments, the President’s trip to Mexico, and material related to appointments and invitations. Arranged alphabetically by subject.

**Greg Schneider’s Retired Office Files**
Scope and Content: Containers 36-67. This series was opened in October 1982. This series includes correspondence, reports, briefing papers, notes, speeches, press material, clippings, and schedules related to his position as Special Projects Director. Some of the topics include energy conservation and the youth program, inflation, energy, Medal of Freedom ceremonies, SALT II, the White House Correspondence project, and use of Federal Information Centers. Arranged alphabetically by subject.

**Greg Schneider’s Federal Emergency Preparedness and Response Reorganization Project Files**
Scope and Content: Containers 68-74. This series was opened in October 1982. This series includes correspondence, notes, reports, and clippings. Topics include civil defense, reorganization plans for disaster assistance, and other materials related to Schneiders’ role as Director of White House Projects. Arranged alphabetically by subject.

**Greg Schneider’s President’s Youth Energy Program Files**
Scope and Content: Containers 75-80. This series was opened in October 1982. This series includes correspondence, memorandum, clippings, and notes. Topics include energy, conservation, youth leadership, and the environment. The material relates to Schneider’s role as Director of White House Projects. Arranged alphabetically by subject.

**Greg Schneider’s White House Projects Emergency Situations Files**
Scope and Content: Containers 81-84. This series was opened in October 1982. This series includes reports, recommendations, notes, and correspondence concerning disasters within the United States. One of the predominant disasters covered is the Johnstown Flood in Pennsylvania. Arranged chronologically by date of disaster.
Greg Schneider’s White House Projects Disaster Assistance Files
Scope and Content: Containers 85-86. This series was opened in October 1982. This series includes correspondence, memoranda, clippings, notes, and reports concerning federal disaster assistance. Arranged alphabetically by folder title.

Carol Coleman’s Subject Files
Scope and Content: Containers 87-88. This series was opened in July 2017. The series consists of correspondence, memoranda, newsletters, speeches, and job descriptions. The materials relate to Carol Coleman’s lead responsibility as communication coordinator for the Office of Communications. Topics include welfare reform, civil service reform, regulatory reform, energy, airline deregulation. Arranged alphabetically by subject.

Greg Schneider’s Oversized Attachment Files
Scope and Content: Containers 89-97. This series was opened in June 2019. The series consists of correspondence, memoranda, schedules, newspaper clippings, and printed material. Topics include civil defense, civil service reform, and reorganization. The material relates to Schneider’s role as Director of White House Projects. Arranged alphabetically by subject.

Return to series list
Container List

Gerald Rafshoon’s Subject Files

Container 1
ACDA - Advisory Committee
Agriculture, Department of
Ambassadorial Appointments
Baruch, Jordan
Bryant, Dr. Milton
Budget
Budget Briefings, 1979
Bowles, John
Business/Public Affairs Advisory Group
Cabinet Summaries [1]
Cabinet Summaries [2]
Campaign Schedules, 1978
Circumnavigator's Club
Civil Service Reform
Commission on Physical Fitness Communications Legislation Community Services
Administration Comprehensive Test Ban - Constitutional Convention

Container 2
Corporation for Public Broadcasting
Constanza, Midge
Defense Authorization Veto [1]
Defense Authorization Veto [2]
Democratic National Committee [1]
Democratic National Committee [2]
Democratic National Committee [3]
Drug Abuse
Equal Employment Opportunity Commission (EEOC)
Editor's Briefing
Education, Department of
Election Reform
Elections, 1978
Energy Task Force
Energy Strategy
Export Policy
Export Policy (Weil)

Container 3
FCC Appointments
Federal Home Loan Bank Board (FHLBB) - Little Rock, Arkansas
Fitzgerald, Ernest
Foreign Intelligence Act
Foreign Press Requests
Frankford Arsenal
Franklin, Dejongh
Government Filming - R. Nolan
Gorman, Kevin
Gravel, Lynn Denise
Gun Control
Harris, Charlie
Harris Polls
Hostages
Humanities Endowment Counsel
Humphrey-Hawkins Statement
International Communications Agency (ICA)
ICA Advisory Committee
Inaugural Committee
Interior, Department of
Jagoda, Barry
Judicial Appointments/8th Circuit
Justice, Department of
Kirbo, Charles
Knowles, Bob
Labor, Department of
Layfield, Ernest
Leadership Georgia
Lobbying Restrictions
Mac Leish, Archibald

**Container 4**
McHugh, Vickie
Medal of Freedom
Media Liaison, Office of
Middle East [1]
[Middle East - Moore, Hope]
Muskogee - Creek Indians
National Health Insurance [1]
National Health Insurance [2]
National Health Insurance [3]
National Press Club
National Security Matters
Natural Gas Compromise
New York Times Info Service
News Summary
Omnibus Judge Bill

**Container 5**
Panama Canal [1]
Panama Canal [2]
Panama Canal - Mail
Panama Canal - Photos
Panama Canal - Trip/Speech
Portrait of President
Postal Labor Negotiations
Presidential Photographs
Proposition 13
Public Works Appropriations

**Container 6**
Rail Strike
Red Cross Appointments
Regional Commissions
Reorganization [1]
Reorganization [2]
Roberts, Adrienne
SALT [1]
SALT [2]
SALT [3]
SALT [4]
SALT [5]
SALT / Warnke
Small Business Administration (SBA)
South Carolina - Ravenel
Soviet Postcards

**Container 7**
Sugar Policy [1]
Sugar Policy [2]
Swann, Richard
Tax Strategy
Teamsters
Telecommunications (Hollings/Goldwater)
Trade Deficit
Transportation, Department of
Treasury, Department of
Vice President - HJ
Vietnam Veterans PRM
Vosicky, Panel
Wexler's Group
White House Administration - Operation
White House Fellowships
Women in Business, Task Force on
Wurfel Group

[Return to series list]
Gerald Rafshoon’s Press Events Files

Container 8
Annapolis Speech, 6/7/78 [1]
Annapolis Speech, 6/7/78 [2]
President’s Statement, 6/8/78
Budget Backgrounders, 6/13/78
Statements for Press Conference, 6/14/78 [1]
Statements for Press Conference, 6/14/78 [2]
Houston - Speech, 6/23/78 [1]
Houston - Speech, 6/23/78 [2]
Houston Trip - Speech, 6/23-24/78
News Conference, 6/26/78
Press Conference, 6/26/78
Bob Ajenian Interview, 6/27-30/78
Talking Points/Briefing Papers Fallows, 6/78
Fourth of July/Fireside [1978]

Container 9
Foreign TV Interview, 7/11/78
Germany Speeches - Statements [7/13-17/78] [1]
Germany Speeches - Statements [7/13-17/78] [2]
Summit in Germany, 7/13-18/78 [1]
Summit in Germany, 7/13-18/78 [2]
President’s Supper with Time and Star, 7/19/78
President’s News Conference, 7/20/78
Good Morning America – Midge Costanza, 7/25/78
President’s Supper with NBC and Germond and Whitcover, 7/26/78
Talking Point - Briefing Papers [7/78]
NBC News Interview, 8/1/78
Media Dinner - Post and Newsweek, 8/2/78
President's Business Week Interview, 8/4/78
Virginia - North Carolina Trip, 8/5/78
Media Dinner - New York Times and ABC, 8/7/78
President’s New York City Trip, 8/8/78
Media Dinner - CBS and Rowan, 8/9/78
USN and WR Interview, 8/9/78 [1]
USN and WR Interview, 8/9/78 [2]

Container 10
Columbia, Missouri, 8/14/78
Media Dinner - PBS, Rosenthal, USN, and WR, 8/15/78
Newsweek Interview, 8/15/78
Vice President’s Press Party, 8/16/78
President’s News Conference, 8/17/78
Talking Points - Briefing Points [8/78]

Records of the Office of the Assistant to the President for Communication
Spanish Broadcast, 9/4/78
Spanish Broadcast (Purks) [9/4/78]
Camp David Summit, 9/5-17/78
NASCAR Dinner, 9/13/78
Address to Joint Session on Middle East, 9/18/78
All in the Family, 9/19/78
Media Dinner/Los Angeles Times and Bill Moyers, 9/19/78
Steelworker’s Speech, 9/19/78
Sperling Breakfast, 9/20/78
North Carolina and South Carolina, 9/22/78
Pennsylvania and Ohio, 9/23/78
Malnutrition - Public Service Announcement, 9/25/78

Container 11
United Way Public Service Announcement, 9/25/78
Media Dinner (Kraft, Kasner, and Johnson), 9/26/78
Democratic National Committee (DNC) Dinner, 9/27/78
Press Conference, 9/28/78
Black Caucus Speech, 9/30/78
Talking Points/Statements, 9/78
President’s Florida Trip, 10/1/78
Public Works Veto, 10/3/78
Media Dinner, 10/5/78
Elkins, West Virginia, 10/7/78
Sunday Concerts, 10/8/78
Get Out the Vote (GOTV) and Veterans Administration Public Service Announcement, 10/9/78
Baltimore/Hughes Fundraiser, 10/10/78
Get Out the Vote, 10/10/78
President’s News Conference, 10/10/78
Association of American Editorial Cartoonists, 10/11/78
Remarks Opening Peace Conference, 10/12/78
Scotty Reston Interview, 10/12/78
Taping for Congressional Candidates, 10/14/78

Container 12
Kansas - Minnesota, 10/21/78
[Anti-Inflation Fireside, 10/24/78] [1]
[Anti-Inflation Fireside, 10/24/78] [2]
[Anti-Inflation Fireside, 10/24/78] [3]
Tennessee and Florida, 10/26/78
New York, Massachusetts, Connecticut, and Maine, 10/28/78
News Conference, 10/31/78
Bill Signings - Statements [10/78]

Container 13
Anti-Inflation Phone Call, 11/1/78

Records of the Office of the Assistant to the President for Communication
GOTV Trip - New York, Illinois, Oregon, and California, 11/3-4/78
Joe Louis Day, 11/9/78
President’s News Conference [Kansas City] 11/9/78
Moyer’s Interview, 11/13/78
Moroccan State Dinner, 11/14/78
Breakfast with White House Press, 11/16/78
Mickey Mouse Reception, 11/17/78
Sports Illustrated Interview, 11/22/78
National League of Cities, 11/26-27/78
St. Louis and Salt Lake City, 11/27/78
News Conference, 11/30/78
GOTV Statement, [11/78]
St. Louis Post Dispatch Article, 11/78
Statements and Bill Signing [11/78]
Kennedy Center White House Reception, 12/3/78
People Interview, 12/4/78
New York City - Beame Fundraiser, 12/5/78

Container 14
Human Rights Speech, 12/6/78
Breakfast with White House Press Corps, 12/7/78
President News Conference, 12/12/78
Business Council Remarks, 12/13/78
Waste and Fraud, 12/13/78
Barbara Walters Interview, 12/14/78
Remarks on China, 12/15/78
Brzezinski MacNeil-Lehrer, 12/18/78
Walter Cronkite Interview, 12/19/78
President in Plains for Christmas, 12/22-26/78
Miscellaneous Talking Points, 12/78
Parade Interview, 1/3/79
President’s Guadeloupe Trip, 1/4-9/79
Joe Kraft Interview, 1/10/79
Scott Reston Interview, 1/11/79
John Chancellor Interview, 1/13/79
National Prayer Breakfast, 1/16/79
President's News Conference, 1/17/79
Medal of Freedom (Mead) 1/20/79
State of the Union Address, 1/20/79 [1]
State of the Union Address, 1/20/79 [2]
Media File

Container 15
State of the Union Address, 1/20/79 [3]
Chinese TV Interview, 1/25/79
President's News Conference, 1/26/79
Kansas City Gala for Teng, 1/29/79
China State Dinner, 1/29/79
China/U.S. Signing Ceremony, 1/31/79
Public Service Announcement and Statements, 1/79
Mexican TV Interview, 2/8/79
President's News Conference, 2/12/79
President's Trip to Mexico, 2/14/79 [1]
President's Trip to Mexico, 2/14/79 [2]
President's Trip to Mexico, 2/14/79 [3]

Container 16
Portraits and Georgia Tech, 2/20/79
Foreign Policy Conference, 2/22/79
Media Dinner, 2/22/79
Baryshnikov Program, 2/25/79
News Conference, 2/27/79
Taping for Los Angeles Dinner, 2/28/79
California Trip, 3/2/79
Mid-East Trip Departure, 3/7/79
Segovia Concert, 3/11/79
President's Arrival from Mideast, 3/13/79
Inflation - Energy CD Meeting, 3/19/79
Rosalynn Smith Carter - Gridiron Dinner, 3/24/79
Dallas and Elk City, 3/25-26/79
Mid-East Peace Treaty Signing, 3/26/79
White House Fellows, 3/28/79
Time Interview, 3/30/79
President's Trip to Wisconsin, 3/31/79
[Miscellaneous Talking Points March, 1979]

Container 17
Volkmer Taping, 4/5/79
Energy Speech, 4/5/79
Virginia J-J Dinner, 4/7/79
News Conference, 4/10/79
President's Vacations, 4/12-22/79
Rashoon - University of Texas Award, 4/20/79
New Hampshire - New York, 4/25/79
White House Correspondents Dinner, 4/28/79
President's News Conference, 4/30/79
[Miscellaneous Events, 4/79]

Container 18
Georgetown University Group, 5/1/79
Japanese State Dinner, 5/2/79
GM Cancer Research Winners, 5/2/79
Iowa and Los Angeles, 5/4-5/79
Democratic Campaign Committee Dinner, 5/10/79
Brown vs. Board of Education, 5/17/79
Cheney State College, 5/20/79
National Cable and Telecommunications Association (NCTA) - Las Vegas, 5/20-23/79
Meeting with Federal Employees, 5/21/79
Credit Union taping, 5/22/79
DNC Spring Meeting, 5/25/79
National Conference of Christians and Jews, 5/29/79
News Conference, 5/29/79
Vietnam Vets Reception, 5/30/79
NBC Energy Speech, 6/1/79
Indiana Speech, 6/2/79
RSC Dinner and Georgia Speeches, 6/2-3/79
Black Music Event, 6/7/79
Meat Cutter’s Speech, 6/7/79
National Health Insurance, 6/12/79
SALT II Summit, 6/14-18/79

Container 19
SALT II Speech to Congress, 6/18/79
Japan Summit, 6/23-27/79 [1]
Japan Summit, 6/23-27/79 - Korea
Japan Summit, 6/23-27/79 - Hawaii
Organization of the Petroleum Exporting Countries (OPEC) Statement, 6/29/79
Media Dinner, 7/17/79 (cancelled)
Apollo and Conference on Family, 7/20/79
Photo Op with George Stevens, 7/25/79
Media Dinner, 7/30/79
Environmental Message, 8/2/79

Return to series list

Gerald Rafshoon’s Personal Files

Container 20
President’s Appearances/Interviews - Completed, 1978
President’s Appearances - Interviews - Regretted, [1978]
Jerry Rafshoon’s Invitations Accepted/Completed, 1978
Records of the Office of the Assistant to the President for Communication

Jerry Rafshoon’s Invitations Regretted/Completed, 1978 [1]
Jimmy Carter Invitations Regretted, 1979
Jimmy Carter Pending Invitations, 1979

Container 21
Jerry Rafshoon’s Invitations Accepted - Completed, 1979
Jerry Rafshoon’s Invitations Regretted, 1979 [1]
Jerry Rafshoon’s Invitations Regretted, 1979 [2]
Jerry Rafshoon’s Invitations Regretted, 1979 [3]

Greg Schneider’s Current Office Files

Container 22
[Accomplishments, 1/77-7/77]
Accomplishments, 1/77- 1/78
Accomplishments, 1978
Administrative Matters, 1978
Administrative Matters, 1979
Administrative Matters - Speech Writing Office, 1978
Administrative Matters - Speech Writing Office, 1979 [1]
Administrative Matters - Speech Writing Office, 1979 [2]
Administratively Confidential Information
Alphabet File 1978 - A-F
Alphabet File 1978 - G-L
Alphabet File 1977-1978 - M-R
Alphabet File 1977-1978 - S-Z

Container 23
Appointments, 1-4/77
Appointments, 5/77
Appointments, 6/77
Appointments, 7/77
Appointments, 8/77
Appointments, 9/77
Appointments, 10/77
Appointments, 11/77
Appointments, 12/77
Appointments, 1979
Appointments and Invitations, 1/78
Appointments and Invitations, 2/78
Appointments and Invitations, 3/78
Appointments and Invitations, 4/78
Appointments and Invitations, 5/78

Return to series list
Appointments and Invitations, 6/78
Appointments and Invitations, 7/78
Appointments and Invitations, 8/78
Appointments and Invitations, 9/78
Appointments and Invitations, 10/78
Appointments and Invitations, 11/78
Appointments and Invitations, 12/78
Appointments and Invitations, 1/79
Appointments and Invitations, 2/79
Appointments and Invitations, 3/79
Appointments and Invitations, 4/79
Appointments and Invitations, 5/79
Appointments and Invitations, 6/79
Appointments and Invitations, 7/79
Appointments and Invitations, 8/79

**Container 24**
"Beloved Community", 1/5/78
[Pat Caddell - Energy Material [1]
[Pat Caddell - Energy Material [3]
Cambridge Report - 3rd Quarter, 1978
Camp David Follow-up
Camp David Summit
Campaign Promises
Campaign Themes Memorandum, 1979
Clinton Town Meeting, 3/16/77
Coleman, Carol

**Container 25**
Correspondence - A-B, 1/77-10/77
Correspondence - C-D, 1/77-10/77
Correspondence - E-G, 1/77-10/77
Correspondence - H-J, 1/77-10/77
Correspondence - K-L, 1/77-10/77
Correspondence - M-N, 1/77-10/77
Correspondence - O-R, 1/77-10/77
Correspondence - S, 1/77-10/77
Correspondence - T-Z, 1/77-10/77

**Container 26**
[Correspondence] - A-F, 1979
[Correspondence] - G-L, 1979
[Correspondence] - M-R, 1979
[Correspondence] - S-Z, 1979
Correspondence - Henry Hall Wilson
Correspondence, Miscellaneous - A-F
Correspondence, Miscellaneous - G-K
Correspondence, Miscellaneous - L-Q
Correspondence, Miscellaneous - R-Z
Crisis Control
Democratic National Committee [1]
Democratic National Committee [2]
Democratic Partnership - Brochure
Edwards, Anne, 1978
Edwards, Anne, 1979

**Container 27**
Financial Affairs - President Carter
Fitzgerald, Ernest [1]
Fitzgerald, Ernest [2]
Humphrey, Hubert
Interns
Interview with President Carter, 12/28/79
Interviews with President Carter on the Issues
Inventory - Material to Central Files
Invitations - Yes, 1977
Leadership Memorandum, 2/79
Leibach, Dale
Mail Room Employees and Salaries
Media Contacts, 1/77-6/9/78
Media Contacts through, 11/14/78
Media Dinners

**Container 28**
Memoranda from Jerry Rafshoon, 7/78
Memoranda from Jerry Rafshoon, 8/78
Memoranda from Jerry Rafshoon, 9/78
Memoranda from Jerry Rafshoon, 10/78
Memoranda from Jerry Rafshoon, 11/78
Memoranda from Jerry Rafshoon, 12/78
Memoranda from Jerry Rafshoon, 1/79-2/79
Memoranda from Jerry Rafshoon, 3/79-5/79
Memoranda from Jerry Rafshoon, 6/79-8/79
Memoranda from Greg Schneiders, 9/78
Memoranda from Greg Schneiders, 10/78
Memoranda from Greg Schneiders, 11/78
Memoranda from Greg Schneiders, 12/78
Memoranda from Greg Schneiders, 1/79-2/79
Memoranda from Greg Schneiders, 3-5/79
Memoranda from Greg Schneiders to Jerry Rafshoon, 5/78
Memoranda from Greg Schneiders to Jerry Rafshoon, 6/78
Memoranda from Greg Schneiders to Jerry Rafshoon, 7/78
Memoranda from Greg Schneiders to Jerry Rafshoon, 8/78
Memoranda from Greg Schneider to Jerry Rafshoon
Memoranda from Greg Schneider to White House Staff
Memoranda to Frank Moore
Memoranda to Jody Powell
Memoranda to Rafshoon Staff

Container 29
Memoranda - Miscellaneous (Sent to OC for Information)
Memoranda - Political
Messages to Greg
National Governor's Conference, 7/7/78-10/79
News Clippings, Memoranda and Communications, 6/16/78
Ninety Day Memorandum, 1/1/79-3/31/79
Ninety Day Plan - Draft, 10/1-12/31/78
Notes, Miscellaneous
Notre Dame Speech
Office of Public Liaison
Office Procedures - Memos [1]
Office Procedures - Memos [2]
Operation Response
Panama Canal Treaties [1]
Panama Canal Treaties [2]
Panama Canal Treaties [3]
Panama Canal Treaties - Fireside Chat, 2/1/78
Personnel - Office of Science and Technology

Container 30
Poll Information
Powell, Jody - Briefings [1]
Powell, Jody - Briefings [2]
Powell, Jody - Briefings [3]
President Carter's Message to Congress, 1979
Presidential Themes - Media Interviews
President's Remarks to the Nation, 7/15/79
President's Schedule, 9/77-12/77
President's Schedule, 1/78-6/78
President's Schedule, 7/78-12/78
President's Schedule, 1/79-4/79

Container 31
Press Advance Office
Press Advance Seminar Schedule
Press Briefings
Press Conferences [1]
Press Conferences [2]
Press Conferences [3]
Press Issues
Priorities - President Carter, 5/23/78
Quotes from President Carter
Radio Call-In, 3/77-5/77
Jerry Rafshoon’s Schedule, 7/78-12/78
Jerry Rafshoon’s Schedule, 1/79-6/79
Random Interview Briefings
Raymond, Alan
Smith, Howard K., 8/2/78
Special Projects Budget
Speech, Stump
Squier, Bob, 1979
Staff - Detailees
Staff Meetings, 8/4/78
State of the Union Message, 1979
[State of the Union Message, 1979] - Comments from Staff and Cabinet
[State of the Union Message, 1979] Draft 1

**Container 32**
[State of the Union Message, 1979] Draft 2
[State of the Union Message, 1979] Draft 3
[State of the Union Message, 1979] Draft 4
[State of the Union Message, 1979] Draft 5
[State of the Union Message, 1979] Draft 6
[State of the Union Message, 1979] Draft 7
[State of the Union Message, 1979] Final Draft
[State of the Union Message, 1979] Memoranda
[State of the Union Message, 1979] Miscellaneous
[State of the Union Message, 1979] Notes - Bernie Aronson
[State of the Union Message, 1979] Notes - Zbignew Brzezinski
[State of the Union Message, 1979] Notes - Secretary Blumenthal
[State of the Union Message, 1979] Notes - Patrick Caddell
[State of the Union Message, 1979] Notes - Stu Eizenstat
[State of the Union Message, 1979] Notes - Bill Haddad

**Container 33**
[State of the Union Message, 1979] Notes - Rick Hertzberg
[State of the Union Message, 1979] Notes - Chris Matthews
[State of the Union Message, 1979] Notes - Achosah Nesmith
[State of the Union Message, 1979] Notes - Bob Racklef
[State of the Union Message, 1979] Notes - Alan Raymond
[State of the Union Message, 1979] Notes - Greg Schneiders
[State of the Union Message, 1979] Notes - Charlie Schultze
Records of the Office of the Assistant to the President for Communication

[State of the Union Message, 1979] Notes - Ted Sorenson
[State of the Union Message, 1979] Outlines
[State of the Union Message, 1979] - Pre-drafts
[State of the Union Message, 1979] - Random Pages
[State of the Union Message, 1979] - Talking Points
Telephone Calls - Greg Schneider, 1978
Telephone Logs, 1/77-5/78
Telephone Logs, 7-12/78
Trip - Cairo and Jerusalem, 3/5-14/79
[Trip] Memphis and Jacksonville, 11/14-15/78

Container 34
Trip - Mexico City - Assignments
Trip - Mexico City - Correspondence
Trip - Mexico City - Diagrams
Trip - Mexico City - Manifests
Trip - Mexico City - Memoranda
Trip - Mexico City - Miscellaneous
Trip - Mexico City - Polls
Trip - Mexico City - Pool List
Trip - Mexico City - Portillo's News Conference, 2/16/78 [empty]
Trip - Mexico City - Pre-Advance
Trip - Mexico City - Remarks
Trip - Mexico City - Schedules
Trip - New England, 2/17-18/78
Trip - Out of Town Trips
Trip - President’s Foreign Trip, 12/29/78 -1/6/78
University of Pennsylvania Class, 11/1378
Whistle Blowing [1]
Whistle Blowing [2]
Whistle Blowing [3]
Whistle Blowing - Correspondence

Container 35
White House Public Affairs/Public Relations Group
Wilmington Fundraiser
Wurfel, Walt
Yazoo City, Mississippi - Town Meeting, 7/21/77

Return to series list

Greg Schneider’s Retired Office Files

Container 36
ACTION [OA 402]
Ad Hoc Committee on Defense of Life [O/A 14]
Advertising Council, Incorporation [O/A 7851] [1]
Advertising Council, Incorporation [O/A 7851] [2]
Advertising Council, Incorporation - Board of Directors Meeting [OA 7851]
Agency Correspondence [O/A 402]
Airline Deregulation [O/A 187]
American Committee on East-West Accord [O/A 186]
Anti-Hijacking Agreement [O/A 187]
Anti-Lobbying Laws [O/A 187]
Aviation - U.S. Israel Agreement [O/A 187]
Black Caucus Dinner, 9/29/78 [O/A 105]
Border Management Reorganization [O/A 91]
Boy Scout Jamboree, 8/77 [O/A 13]
Brown, Harold, in Israel, 2/79 [O/A 6681]
Budget, FY 1980 [O/A 6681]
Budget, FY 1981 [O/A 186]

**Container 37**
Cabinet - Miscellaneous [O/A 402]
Cabinet Requests [O/A 402]
Cabinet Statements [O/A 402]
California Democratic Party Fundraiser, 3/2/79 [O/A 6681]
California Institute of Science and Industry Project, 1977 [O/A 13] [1]
California Institute of Science and Industry Project, 1977 [O/A 13] [2]
California Rural Legal Assistance [O/A 13]
Cambridge Survey Research, “Political Participation and the Creation of Res Publica” [O/A 69]
Cambridge Survey Research Report - “Plus a Change” [O/A 69]
Cambridge Survey Research - Findings [O/A 69]
Cambridge Survey Research - Gallup Poll and the Kettering Foundation - Spring, 1976 [O/A 69]

**Container 38**
Cambridge Survey Research - Issues - 18-25 year old [O/A 69]
Cambridge Survey Research - Massialas, Byron G., “Political Youth, Traditional Schools” [O/A 69]
Cambridge Survey Research - The Mood of American Youth 1974 [O/A 69]
Cambridge Survey Research - Miscellaneous Survey Results [O/A 69]
Cambridge Survey Research - Voting and School Enrollment [O/A 69]
Carter, Chip - Address to the National College Democrats Convention [O/A 72]
Cash Management [O/A 187]
Census USA - Community Services Program [O/A 13]
Center for Governmental Responsibility [O/A 13]
John Chancellor Interview [O/A 6681]
Chelsea Waterfront Project [O/A 91]
Children's Letters to President Carter [O/A 13]
China [O/A 6681]
Chinese Television Interview, 1/25/79 [O/A 6681]
Citizen Involvement Training Project [O/A 14]
Citizens Response - Mass Participation Feedback [O/A 13]
Civil Rights - Federal Enforcement Effort, 1974 [O/A 13]

**Container 39**
Civil Rights Reorganization Plan [O/A 402]
Close Up - Perspectives [O/A 13]
Coleman, Carol, 1979 [O/A 7851]
Community Relations Service - U.S. Department of Justice [O/A 73] [1]
Community Relations Service - U.S. Department of Justice [O/A 73] [2]
Community Service - National Award Program [O/A 26]
Community Services Administration [O/A 6681]
Community Services Administration [O/A 13]
Computer Correspondence System [O/A 91]
Congress on World Hunger - Message [O/A 105]
Congressional Clearinghouse on the Future [O/A 13]
Congressional Guide to Computers [O/A 14]
Congressional Liaison Requests [O/A 402]
Constitutional Convention - Balanced Budget Amendment [O/A 186]
Consumer Advisory Council [O/A 13]

**Container 40**
[Consumer Complaints] - Tarp Study [O/A 14] [1]
[Consumer Complaints] - Tarp Study [O/A 14] [2]
[Consumer Complaints] - Tarp Study [O/A 14] [3]
Consumer Information Center [O/A 13] [1]
Consumer Information Center [O/A 13] [2]
Conventions and Meetings - Washington Area [O/A 402]
Correspondence Project [O/A 16]
Correspondence Project Autopen [O/A 17]
Correspondence Project - Card Samples - Anne Higgins [O/A 17]
Correspondence Project - Card Samples - Greg Schneider [O/A 17]

**Container 41**
Correspondence Project - Correspondence Lists [O/A 17]
Correspondence Project - Feedback re Presidential Greeting Decision [O/A 16]
Correspondence Project - Final Report, 2/11/77 [O/A 16]
Correspondence Project - Flow Chart - Mail [O/A 16]
Correspondence Project - Form Resignation Letter [O/A 17]
Correspondence Project - General Information [O/A 16]
Correspondence Project - Information from Ron Lynch [O/A 16]
Correspondence Project - Mail Status Reports [O/A 16]
Correspondence Project - Memoranda [O/A 16]
Correspondence Project - Miscellaneous [O/A 16]
Correspondence Project - Notes on Presentation to the President, 1/25/77 [O/A 16]
Correspondence Project - On-Line Systems [O/A 17]
Correspondence Project - Photographs [O/A 16]
Correspondence Project - Post Office [O/A 16]
Correspondence Project - Sample Cards Used by President and Mrs. Ford [O/A 17]
Correspondence Project - Greg Schneiders’ Presentation to Staff Meeting, 1/25/77 [O/A 16]
Correspondence Project - Text - Inaugural Thank You [O/A 17]
Correspondence Project - Text of Robo Letters - President Carter [O/A 17]
Correspondence Project - Staff Members [O/A 17] [1]
Correspondence Project - Staff Members [O/A 17] [2]

Container 42
Correspondence with Lee Scott [O/A 26] [1]
Correspondence with Lee Scott [O/A 26] [2]
Correspondence with Lee Scott [O/A 26] [3]
Council for Citizens Concerns (Joe Roach) [O/A 26]
Council on Environmental Quality [O/A 6681]
Death of Pope John Paul I - Statement by the President [O/A 105]
Defense Budget [FY79] [O/A 6681]
Democratic National Committee - Autumn Gala, 9/27/78 [O/A 105]
Democratic National Committee - Political Report [O/A 13]
Deng Xioping - Visit of Chinese Vice Premier, 1/28-2/1/79 [O/A 6681]
Disaster Notebook [7/77-1/78] [O/A 404]
Disaster Notebook [2/77] [O/A 404]

Container 43
Distinguished Civilian Service Award [O/A 13]
DNA - Recombinant Research Proliferation [O/A 13]
Domestic Hijacking, 10/20/77 [O/A 26]
The Door - A Center for Alternatives [O/A 13]
Economic Policy Group [O/A 6681]
Economic Report of the President, 1/79 - Draft [O/A 6681]
Education, Department of [O/A 402]
Eizenstat Briefing, 11/11/78 [O/A 402]
Eizenstat Remarks - Women's National Democratic Club, 1/4/78 [O/A 402]
Eizenstat Speech, 8/78 [O/A 402]
Election Briefing, 11/8/78 [O/A 187]
Election Night, 1978 [O/A 187]
Election Results - Contacts [O/A 13]
Emergency Preparedness Reorganization [O/A 6681]
Energy - Boyer, Ernest - U.S. Office of Education [O/A 69]
[Energy] - Breeder Reactor [O/A 186]
[Energy] - Correspondence [O/A 105]
Energy - Data Bulletins [O/A 69]
[Energy] - Department of Energy - Remarks of the President, 9/13/77 [O/A 402]
Energy - Federal Energy News [O/A 69]
Energy - Gorman, Kevin - Information from [O/A 105]

**Container 44**
[Energy] - Hudson Institute [O/A 14] [1]
[Energy] - Hudson Institute [O/A 14] [3]
Energy - Information [O/A 69]
[Energy] - Information and Materials from Gordon Hill [O/A 105]
[Energy] - MacNeil/Lehrer Transcript with Secretary Schlesinger, 8/31/78 [O/A 105]
[Energy] - Miscellaneous [O/A 105]

**Container 45**
[Energy] - Memorandum for the President from Jerry [Rafshoon], 6/7/78 - An Energy Strategy
Energy - National Energy Plan [O/A 69] [1]
Energy - Natural Gas Briefing by [James] Schlesinger, 1/26/77 [O/A 69]
Energy - Natural Gas Compromise [O/A 187]
[Energy] - News Clippings [O/A 105] [1]
[Energy] - News Clippings [O/A 105] [2]
[Energy] - News Clippings [O/A 105] [3]
Energy - “Piece of the Action” [O/A 72]
Energy - Press Release on Energy Conservation, 7/19/77 [O/A 69]
[Energy] - Schlesinger, James - Briefing, 9/13/77 [O/A 402]

**Container 46**
Energy - Speech [O/A 69]
Energy - Speech - Information [O/A 402]
Energy - [Speech] - President Carter's Addresses [O/A 69]
[Energy] - Staff Members Comments on Energy Work Plans [O/A 69]
Energy - Talking Points [O/A 402]
Energy - Talking Points from Department of Energy [O/A 105]
[Energy] - Theme Paper [O/A 105]
Energy - White House Energy Use Monitor [O/A 69]
Energy - Winter Energy Status Reports [O/A 69]
[Energy] - Work Plan [CFO/A 105]
[Energy] - Youth Energy Program Meeting with Donald Beathe, Logan Sallada, and Greg Schneider [O/A 91]
Federal Information Centers - California Trip, 2/27-3/2/77 [O/A 17]
Federal Information Centers - Call for Action [O/A 17]
Federal Information Centers - Congress [O/A 17]
Federal Information Centers - Congressional Quarterly's Washington Information Directory [O/A 17]
Federal Information Centers - Correspondence [O/A 17] [1]
Federal Information Centers - Correspondence [O/A 17] [2]

Container 47
Federal Information Centers - General Information [O/A 17]
Federal Information Centers - Information/Refer - Chauncey Bell and Associates [O/A 17]
Federal Information Centers - James Ragan Associates - Public Participation [O/A 17]
Federal Information Centers - Los Angeles [O/A 17]
Federal Information Centers - Meeting with Jerry Priscolli, 3/3/77 [O/A 17]
Federal Information Centers - Memoranda - GSA (General Services Administration)
Federal Information Centers - Memoranda - Greg Schneiders [O/A 17] [1]
Federal Information Centers - Memoranda - Greg Schneiders [O/A 17] [2]
Federal Information Centers - Memoranda - Greg Schneiders [O/A 17] [3]
Federal Information Centers - Miscellaneous Information [O/A 17]
Federal Information Centers - News Clippings and Additional Information from Jay Solomon [O/A 17]
Federal Information Centers - Notebook [O/A 17]
Federal Information Centers - Tarp Study - Office of Consumer Affairs [O/A 17]
Federal Information Centers - Office of Management and Budget (OMB) [O/A 17]
Federal Information Centers - Pamphlets [O/A 91]
Federal Information Centers - Price Waterhouse and Company Reports [O/A 17]
Federal Information Centers - San Diego Government Information Center [O/A 17]

Container 48
Food Protein Council [O/A 13]
Fort Devons [CFO/A 187]
Fortune Corporation Communication Seminar, 3/29-30/79 [O/A 6681]
Georgia Young Farmers Association [O/A 13]
Get Out the Vote Effort [O/A 187]
Good Ideas [O/A 402]
Harris, Patricia Roberts - Bob Sheer's Interview [O/A 91]
Health Insurance [O/A 187]
Hospital Cost Containment [O/A 186]
Hospital Cost Containment [O/A 187]
Hudson River Film Company [O/A 186]
Hughes, Thomas - Carter and the Management of Contradictions [O/A 91]
Human Rights Day, 12/6/78 [O/A 187]
IBM - Executive Interview Program [O/A 13]

**Container 49**
Industrial Writing Institute [O/A 13]
[Inflation] - Advertising Council Brochure [O/A 403]
[Inflation] - Amway Advertisement [O/A 403]
[Inflation] - Anti-Inflation Brochure [O/A 403]
[Inflation] - Briefings and Interviews - Anti-Inflation Program [O/A 403]
Inflation - Correspondence [O/A 403]
[Inflation] - Federal, State, and Local Anti-Inflation Program [O/A 403]
Inflation - Information [O/A 403]
Inflation - Memoranda [O/A 403]
[Inflation] - Miscellaneous [1]
[Inflation] - Miscellaneous [2]
[Inflation - Peterson, Esther] [O/A 403]
Inflation - Peterson, Esther - Responses, 6/12/78 [O/A 403]
Inflation - Presidential Phone Calls [O/A 403]
Inflation - [President's Anti-Inflation Program] - Clippings [O/A 403]
[Inflation] - President’s Anti-Inflation Program - Fireside Chat, 10/24/78 [O/A 403]
[Inflation] - President's Anti-Inflation Program - Press Release, 10/24/78 [O/A 403]
[Inflation] - President's Anti-Inflation Program - Speech Drafts - 1st and 3rd [O/A 403]

**Container 50**
[Inflation] - President's Anti-Inflation Program - Speech Drafts - 4th, 6th, and 7th [O/A 403] [1]
[Inflation] - President's Anti-Inflation Program - Speech Drafts - 4th, 6th, and 7th [O/A 403] [2]
[Inflation] - President's Anti-Inflation Program - Speech Outlines [O/A 403]
[Inflation] - President's Anti-Inflation Program - Text of Address, 10/24/78 [O/A 403]
[Inflation] - Press Plan - Anti-Inflation Program [O/A 403]
[Inflation] - Raymond, Alan [O/A 403]
[Inflation] - Selig, Steve, and Reiman, Richard [O/A 403]
Inflation - Senior Staff Discussion Paper [O/A 403]

Records of the Office of the Assistant to the President for Communication
Records of the Office of the Assistant to the President for Communication
Records of the Office of the Assistant to the President for Communication

Medal of Freedom - Past Recipients [O/A 16]
Medal of Freedom - Past Recipients [O/A 5031]
Medal of Freedom - Recipients, 1977 [O/A 16]
Medal of Freedom - Recommendations [O/A 16] [1]
Medal of Freedom - Recommendations [O/A 16] [2]

Container 53
Medal of Freedom - Staff Response to Memorandum [O/A 16] [1]
Medal of Freedom - Staff Response to Memorandum [O/A 16] [2]
Medal of Freedom - White House Staff Recommendations [O/A 16]
Medal of Freedom, 1978 - Nominations [O/A 5081] [1]
Medal of Freedom, 1978 - Nominations [O/A 5081] [2]
Medal of Freedom Ceremony, 7/26/78 [O/A 5031]
Medal of Freedom Presentation, 1978 - Memoranda [O/A 5031]
Medical Assistance Program [O/A 13]
Memoranda [Incoming] - Bourne, Peter [O/A 15]
Memoranda [Incoming] - Brzezinski, Zbigniew [O/A 15]
Memoranda [Incoming] - Carter, Chip [O/A 15]
Memoranda [Incoming] - Carter, Hugh [O/A 15]
Memoranda [Incoming] - Clough, Susan [O/A 15]
Memoranda [Incoming] - Costanza, Midge [O/A 15]
Memoranda [Incoming] - Eizenstat, Stu [O/A 15]
Memoranda [Incoming] - Harden, Richard [O/A 15]
Memoranda [Incoming] - Hoyt, Mary [O/A 15]
Memoranda [Incoming] - Hutcheson, Rick [O/A 15]

Container 54
Memoranda [Incoming] - Jagoda, Barry [O/A 15]
Memoranda [Incoming] - Jordan, Hamilton [O/A 15]
Memoranda [Incoming] - Kraft, Tim [O/A 15]
Memoranda [Incoming] - Lipshutz, Bob [O/A 15]
Memoranda [Incoming] - Miscellaneous [O/A 15]
Memoranda [Incoming] - Powell, Jody [O/A 15]
Memoranda [Incoming] - Rafshoon, Jerry [O/A 15]
Memoranda [Incoming] - Watson, Jack [O/A 15]
Memoranda [Outgoing] - Clough, Susan [O/A 15]
Memoranda [Outgoing] - Jagoda, Barry [O/A 15]
Memoranda [Outgoing] - Kraft, Jim [O/A 15]
Memoranda [Outgoing] - Miscellaneous [O/A 15]
Memoranda [Outgoing] - Senior White House Staff [O/A 15]
Messner, Howard - Reorganization - Senior Executive Service [O/A 72] [1]
Messner, Howard - Reorganization - Senior Executive Service [O/A 72] [2]

Records of the Office of the Assistant to the President for Communication
Messner, Howard - Reorganization - Senior Executive Service [O/A 72] [3]
Messner, Howard - Summer Youth Program [O/A 72]

**Container 55**

- Mid-Term Conference [O/A 187]
- Mid-Term Convention - Film [O/A 187]
- Bill Moyers Interview with the President, 11/13/78 [O/A 6681]
- [Murphy, Austin J.] - Article for Philadelphia Enquirer [O/A 5914]
- [Murphy, Austin J.] - Congressional Record Insertions [O/A 5914]
- [Murphy, Austin J.] - Correspondence [O/A 5914]
- [Murphy, Austin J.] - Mass Mailing [O/A 5914]
- [Murphy, Austin J.] - Press Releases [O/A 5914]
- [Murphy, Austin J.] - Testimony [O/A 5914]
- [Murphy, Austin J.] - Speeches and Broadcasts [O/A 5914]
- Nader, Ralph - Information from [O/A 13]
- National Assessment of Quality of Life [O/A 13]
- National Association of Advertising Publishers Briefing, 12/13/78 [O/A 187]
- National Data Corporation [O/A 13]
- National Health Plan [O/A 186]
- National Medal of Science Nominations [O/A 13]
- National Non-Profit Resource Centers [O/A 13]
- National Science Foundation Reports - Appropriate Technology [O/A 13]
- National Suggestion Box [O/A 26] [1]
- National Suggestion Box [O/A 26] [2]
- National Suggestion Box [O/A 26] [3]

**Container 56**

- New Foundation [O/A 186]
- New Jersey Speech Notes [O/A 105]
- New York City, 8/8/78 - New York City Loan Guarantee Act [O/A 187]
- News Clippings [O/A 6681] [1]
- News Clippings [O/A 6681] [2]
- News Clippings [O/A 6681] [3]
- News Clippings - Image [O/A 402]
- News Clippings - Sample News Stories for the President [O/A 402]
- News Clippings or Articles [O/A 402]
- Newsletter [O/A 7851]
- Notes for Economic Television Show [O/A 187]
- O'Brien, Hugh - Youth Foundation [O/A 72]
- Office of Management and Budget [O/A 402]
- Panorama Show, 3/6/78 [O/A 91]
- Parkman Center for Urban Affairs - Young Professionals and City Neighborhoods [O/A 13]
- People Program - Computer Systems [O/A 13]
- People Program - Miscellaneous [O/A 20]
- People Program - Questions and Answers for the Boston Globe [O/A 20]
Container 57
People Program Transition Book [O/A 73] [1]
People Program Transition Book [O/A 73] [2]
People Program Transition Book [O/A 73] [3]
People Project - Memoranda [O/A 20] [1]
People Project - Memoranda [O/A 20] [2]
People Project - Memoranda to the Files [O/A 20]
[People Project] - Notes and Memos on 6 Month People Program Projection [O/A 20]
People Project - News Articles [O/A 20]
[Personnel] - Correspondence Routed to Hugh Carter and Jim King [O/A 20]
Peterson, Esther [O/A 402]
Peanut Brigade - Part II [O/A 13]
President Carter Speaks On the Record, 8/31/78 [O/A 6681]
Presidential Citizens Medal [O/A 26]
Presidential Libraries - Material re [O/A 7851] [1]

Container 58
Presidential Libraries Material [O/A 7851] [2]
Presidential Lunch Program [O/A 13]
Presidential Scholars [O/A 7851]
President's Environmental Youth Awards [O/A 72]
Press, Frank - Technology and Innovation - Theme for Carter Presidency [O/A 187]
[Privacy] - President's Third Annual Privacy Report [O/A 187]
Proposition 13 [O/A 187]
Public Telecommunications Financing Act S.2883 [O/A 182] [1]
Public Telecommunications Financing Act S.2883 [O/A 182] [2]
[Publications] [O/A 72]
Quotes [O/A 402]
Rail Strike [O/A 187]
Raymond, Alan, 1979 [O/A 7851]
Regulatory Reform [O/A 187]
Reorganization [O/A 6681]

Container 59
Robinson, Michael - TV's Newest Program - The Presidential Nominations Game [O/A 91]
Rogers, Vicki - Miscellaneous Request [O/A 91]
Rural America [O/A 26]
St. Patrick's Cathedral - 100th Anniversary - Remarks by the President [O/A 403]
SALT [O/A 402]
SALT Background Book [O/A 404] [1]
SALT Background Book [O/A 404] [2]
SALT Background Book [O/A 404] [3]
SALT News Clippings [O/A 186]
SALT Pamphlets [O/A 186]
SALT Speakers - Briefing Book [O/A 404] [1]
SALT Speakers - Briefing Book [O/A 404] [2]

**Container 60**
SALT Speech [O/A 186]
SALT Trip [O/A 186]
SALT II - Briefing Packet [O/A 186]
SALT II - Information [O/A 186] [1]
SALT II - Information [O/A 186] [2]
SALT II - Memoranda [O/A 186]
[SALT II] - State Department Briefing Packet [O/A 186]
SALT II - Themes [O/A 402]
Savings Bond Drive [O/A 14]
Scheduling Requests [O/A 402]
Schram, Martin - News Articles [O/A 6681]
Seminar - Understanding Congress (Washington Monitor), 4/19/78 [O/A 91]
Seth, May, 9/20/77 [O/A 26]
Signing Ceremony - Egyptian-Israeli Peace Treaty [O/A 6681]
Signing Ceremonies, 1978 [O/A 187]
Solar Initiatives [O/A 6681]

**Container 61**
Solzhenitsyn's Speech at Howard University [O/A 187]
Speaker's Bureau [O/A 402]
Speeches - Annapolis - Drafts [O/A 187]
Speeches - Buffalo; Hartford; Lynn, Massachusetts; and Portland, Maine [O/A 105]
Speech - Florida, 10/1/78 [O/A 105]
Speech - Fourth of July - Drafts [O/A 6681] [1]
Speech - Fourth of July - Drafts [O/A 6681] [2]
Speech - Fourth of July - Greg Schneiders’ Notes [O/A 6681]
Speech - Fourth of July - Peter Szanton’s Notes [O/A 6681]
Speech - Ideas [O/A 7851]
Speeches - Kansas and Missouri Trip, 10/22/78 [O/A 105]
Speeches - Kansas City, Missouri, 11/9/78 [O/A 105]
[Speeches] - Memoranda - Jim Fallows to Jerry Rafshoon, 6/8/78 [O/A 6681]
Speeches - Memphis Speech File [O/A 187] [1]

**Container 62**
Speeches - Memphis Speech File [O/A 187] [2]
[Speeches] - Missouri, 8/14/78 [O/A 105]
Speeches - Nashville, Miami, 10/26/78 [O/A 105]
Speeches - National Alliance of Businessmen [O/A 105]
Speeches - New York, Flint, Chicago, Portland, Sacramento, and Duluth, 11/2-3/78 [O/A 105]
Speeches - Richmond, Virginia, 4/7/79 [O/A 6681]
[Speeches] - Richmond, Virginia - Jefferson-Jackson Day Dinner [O/A 402]
[Speeches] - TV speeches from Jerry Doolittle [O/A 187]
Speeches - Texas Trip [O/A 105]
Speeches - United Steelworkers of America Convention, 9/19/78 [O/A 105]
Speeches - University of Pennsylvania, 4/17/78 [O/A 91]
Speed Reading Course [O/A 17]
Godfrey Sperling’s Breakfast - News Clippings, 9/12/77 [O/A 26]
Steiger Amendment [O/A 187]
Sugar [O/A 6681]
Tax Message to Congress, 1/20/78 [O/A 402]
Taxes - HR 1000 - A Bill to Amend the Internal Revenue Code of 1954 [O/A 6681]
Telecommunications Minority Assistance Programs [O/A 73]
Thanksgiving Proclamation (Peter Stewart) [O/A 14]

**Container 63**

[Trip] - Education Week, 8/8-13/77 - Chautauqua, New York [O/A 26]
[Trip] - Fundraisers - Oklahoma City and Tulsa, 9/15/77 [O/A 26]
[Trip] - Western Conference of the Council of State Governments, 9/22/77 [O/A 26]
[Trip] - Boy Scouts of America “Energy Dinner” - St. Louis, 10/12/77 [O/A 26]
[Trip] - Broward County [Florida] Democratic Dinner, 10/15/77 [O/A 26]
[Trip] - Palm Beach Forum Club, 12/16/77 [O/A 26]
[Trip] - Kansas City, 3/16/78 [O/A 91]
[Trip] - President's Texas Trip, 6/23-24/78 [O/A 187]
[Trip] - President's Trip to Germany, 7/13-17/78 [O/A 187]
Urban Policy [O/A 187]
Video Feed System [O/A 402]
Vietnam Veteran PRM [O/A 187]
Vocational Foundation, Inc. [Teenage, Unemployment, Education, and Crime] [O/A 14]
Volunteerism - Action [O/A 72]
Volunteerism - Aspen Institute for Humanistic Studies [O/A 72]

**Container 64**

Volunteerism - Correspondence [O/A 72]
Volunteerism - Donee Group Report and Recommendations [O/A 72]
Volunteerism - Filer Commission [O/A 72]
Volunteerism - Miscellaneous [O/A 72]
Volunteerism - National Voluntary Organizations [O/A 72]
Volunteerism - News Clippings [O/A 72]
Volunteerism - Samuels, Howard [O/A 72]
Wage and Price Standards [O/A 402]
Waste - Memorandum from Dick Mae, 6/30/78 [O/A 186]
Wexler, Anne - Announcement of Appointment, 4/19/78 [O/A 402]
White House Conference on Balanced National Growth [O/A 91]
White House Conference on Balanced National Growth and Economic Development [O/A 187]
White House Conference on Small Business [O/A 187]
White House Correspondent's Dinner, 4/28/79 [O/A 402]
White House Information Center - Ford [O/A 402]
White House Information Center - Nixon [O/A 402]

Container 65
White House Information Center - Johnson [O/A 402]
White House Information Center - JFK [O/A 402]
White House Information Center - Eisenhower [O/A 402]
White House Ombudsman Program [O/A 13]
Wilmington Ten [O/A 187]
Women [O/A 402]
World Exposition 1981 [O/A 26]
World Hunger [O/A 402]
World Hunger and Harry Chapin [O/A 26]
[Youth] [O/A 69]
[Youth] - Yankelovich Monitor [O/A 69]
Youth and Energy - ACTION Information - President's Youth Energy Program [O/A 68]
Youth and Energy - ACTION Information - Youth Conservation Program [O/A 68] [1]
Youth and Energy - ACTION Information - Youth Conservation Program [O/A 68] [2]

Container 66
Youth and Energy - ACTION - Information - Youth Conservation Program [O/A 68] [3]
Youth and Energy - Action for Children's Television [O/A 68]
Youth and Energy - Alliance to Save Energy [O/A 68]
Youth and Energy - American Association of School Administrators [O/A 68]
Youth and Energy - Bolton Institute [O/A 68]
Youth and Energy - Center for Energy Policy and Research [O/A 68]
Youth and Energy - Design Alternatives, Inc. [O/A 68]
Youth and Energy - Electric Letter [O/A 68]
Youth and Energy - Energy Activity Guide - Park Project on Energy Interpretation [O/A 68]
Youth and Energy - Family Circle - Energy Conservation Contest [O/A 68]
Youth and Energy - Girl Scout Leader - The Energy Crisis and You [O/A 68]
Youth and Energy - Help Young America Campaign [O/A 68]
Youth and Energy - Home Energy Audits [O/A 68]
Youth and Energy - Innovative Products Services Programs, Inc. [O/A 68]
Youth and Energy - Institute for Political/Legal Education [O/A 68]
Youth and Energy - Juvenile Justice and Delinquency Act - National Youth Alternatives Project [O/A 68]
Youth and Energy - Milstein, Jeffrey - How Consumers Feel About Energy [O/A 68]
Youth and Energy - National Assessment of Educational Progress [O/A 68]
Youth and Energy - National Collaboration for Youth [O/A 68]

Container 67
Youth and Energy - National Directory of Runaway Programs, 2/78 [O/A 68]
Youth and Energy - National Energy Foundation [O/A 68]
Youth and Energy - National Energy Resources Organization [O/A 68]
Youth and Energy - National Institute of Education [O/A 68]
Youth and Energy - National School Boards Association [O/A 68]
Youth and Energy - National Science Teachers Association- Materials on Energy [O/A 68] [1]
Youth and Energy - Proposal from Chicago Radio Syndicate [O/A 68]
Youth and Energy - Scholastic Magazine - Proposal for National Energy Week [O/A 68]
Youth and Energy - “Stalking the Large Green Giant” - A Fundraising Manual [O/A 68]
Youth and Energy - Teachers' Guide to Energy and Energy Conservation - Ohio Department of Education [O/A 68]
Youth and Energy - Teachers' Guide to Television [O/A 68]
Youth and Energy - Youth Contacts [O/A 68]
Youth and Energy - Youth Organizations [O/A 68]
Youth and Establishment Collaboration - Daniel Yankelovich [O/A 69]
Youth Initiatives Brochure [O/A 187]
Youth Involvement - J.R. Weber, Carson Custer [O/A 69]
Youth Look at National Problems - J.R. Backman, and Van Dainen [O/A 69]
Youth Poll America, 1976-77 [O/A 69]

Return to series list

Greg Schneiders’ Federal Emergency Preparedness and Response Reorganization Project
Files

Container 68
Administrative Information, 1977 [O/A 394]
Advisory Committee, 1977 [O/A 395]
Advisory Group, 1977 [O/A 394]
Agency Comments, 2/78 [O/A 395]
Airlie House, 11/8-9/77 [O/A 30]
Announcement of Reorganization Plan, 6/19/78 [O/A 395]
Cabinet Department's Responses to Director's Memorandum, 5/8/78 - FEPR Recommendation [O/A 395]
Cabinet Meeting, 11/14/77 [O/A 30]
Caddell Poll, 9/77 [O/A 30]
Candidate U.S. Civil Defense Programs, 3/78 [O/A 395]
Civil Defense - Are Federal, State, and Local Governments Prepared for Nuclear Attack, 8/8/77 [O/A 394]
Civil Defense and the Public, 12/76 [O/A 394]
Civil Emergency Management Administration Charts [O/A 394]
Committee Prints [O/A 30]
Congressional Contacts [O/A 394]
Congressional Relations [O/A 395]
Correspondence - Commendations, [7/78] [O/A 394]
Correspondence - Congressional, [1978] [O/A 394]
Correspondence - General [O/A 394] [1]
Correspondence - General [O/A 394] [2]

Container 69
Correspondence - Koster, Francis - Way People Respond to Emergencies [O/A 394]
Correspondence - Tirana, Bardyl [O/A 394] [1]
Correspondence - Tirana, Bardyl [O/A 394] [2]
Correspondence - Tirana, Bardyl [O/A 394] [3]
Correspondence - Tirana, Bardyl - Personal Impact of Management and Reorganization Activities [O/A 30]
Correspondence Lists, Sample [O/A 394]
Consultant Group [O/A 394]
Current News - Air Force Association Aerospace Almanac [O/A 394]

Container 70
DOD Dual Use [O/A 395] [1]
DOD Dual Use [O/A 395] [2]
DOD Dual Use [O/A 395] [3]
Department Responses to Request for Material [O/A 6289] [1]
Department Responses to Request for Material [O/A 6289] [2]
Department Responses to Request for Material [O/A 6289] [3]
Department Responses to Request for Material [O/A 6289] [4]
Department Responses to Request for Material [O/A 6289] [5]
Department Responses to Request for Material [O/A 6289] [6]

Container 71
Department Responses to Request for Material [O/A 6289] [7]
Department Responses to Request for Material [O/A 6289] [8]
Disaster Reorganization, 2/78 -3/78 [O/A 395]
Federal Disaster Assistance Administration (FDAA) - Evaluating Major Disaster Declaration Requests [O/A 30]
Federal Emergency Preparedness and Response (FERR) Report - Principal Features [O/A 395]
Federal Preparedness Agency's Special Facility [O/A 30]
Final Report - Comments from Harold Brown [O/A 395]
Final Report - Comments from Zbigniew Brzezinski [O/A 395]
Final Report - Comments from Bill Horsch [O/A 395]
Final Report - Comments from Randy Jayne and FEPR's Response [O/A 395]
Final Report - Comments from Bill Jones [O/A 395]
Final Report - Comments from Hawk Lindjord [O/A 395]
Final Report - Comments from Vince Puritano [O/A 395]
Final Report - Draft from Emergency Preparedness Staff [O/A 395]
Final Report - Draft memos from James McIntyre to the President [O/A 395] [1]
Container 72
Final Report - Draft memos from James McIntyre to the President [O/A 395] [2]
Final Report - Meeting with Charlie Duncan, 2/24 - Responses to Secretary Brown's Comments [O/A 395]
Final Report - Memoranda - McIntyre, Jim [O/A 395]
Final Report - Summary of Actions Necessary from Agency Responses [O/A 395]
Information [Miscellaneous] [O/A394]
Implementation of Recommendations [O/A 395]
Invitations [O/A 394]
Law Enforcement Assistance Administration - Facing Tomorrow's Terrorist Incidents Today [O/A 30]
Letter to Governors - Regional Meetings, 12/16/77 [O/A 394]
Log Sheets [O/A 394]
McLain, Cliff - Objectives for Preparedness and their Implications for Civil Defense Design Options [O/A 395]
Magazine Articles [O/A 394]
Mailing Labels [O/A 394]
Mailing List [O/A 394]
Memoranda, 9/77-5/78 [O/A 394]
Memoranda [Outgoing] [O/A 394]

Container 73
Memoranda - NSC [O/A 395]
Memoranda - Stevens, Nye [O/A 395]
Memorandum - McIntyre, Jim - Reorganization of Hazard Mitigation Functions [O/A 395]
Memorandum from the President, 8/25/77 - Study of Federal Preparedness [O/A 395]
Memorandum - Tipton, Howard [O/A 395]
Message to Congress - Draft [O/A 395]
National Fire Prevention and Control Program [O/A 395]
National Governor's Association Winter Meeting, 2/26-28/78 [O/A 91]
National Journal Articles [O/A 395]
NATO Senior Civil Emergency Planning Committee [O/A 30]
News Clippings [O/A 30] [1]
News Clippings [O/A 30] [2]
News Clippings [O/A 30] [3]
News Clippings [O/A 395]
Office of Management and Budget (OMB) - Miscellaneous Information [O/A 395]
OMB - Miscellaneous Memos [O/A 30] [1]

Container 74
OMB - Miscellaneous Memos [O/A 30] [2]
OMB - Miscellaneous Memos [O/A 30] [3]
OMB - Position Chart [O/A 395]
Option “A” [O/A 395]

Records of the Office of the Assistant to the President for Communication
Party at Greg Schneiders’ House [O/A 395]
President’s Remarks - Announcement of Emergency Preparedness Reorganization [O/A 395]
President’s Remarks on Reorganization [O/A 395]
Press Releases [O/A 395]
Progress Reports [O/A 395]
Regional Meetings - Chicago and San Francisco, 1/12-13/78 [O/A 91]
Regional Meetings - Philadelphia and Atlanta, 1/19-20/78 [O/A 91]
Reorganization Alternatives - Response to NSIA [O/A 395]
Request for Report after Submission to President [O/A 395]
Resumes [O/A 395]
Senate and House Bills [O/A 394]
Small Business Administration (SBA) Disaster Loan Program [O/A 395]
Soviet Civil Defense - “Dual Use” [O/A 395]
Speech Notes [O/A 395]
Staff Meetings [O/A 395]
Stein, John - Article [O/A 30]
Szanton, Peter - Disaster Recommendations Comments [O/A 395]
Task Force - Information to and from Members [O/A 394]
U.S. - Canadian Preparedness for Civil Emergencies - Memoranda from Joe Mitchell [O/A 30]
Wellford, Harrison - Response to FEPR’s Final Report [O/A 395]
Work Plan [O/A 395]
Work Plan - Random Notes [O/A 30]

Return to series list

**Greg Schneiders’ Presidents Youth Energy Program Files (PYEP)**

**Container 75**
Adult Leaders’ Field Guide for a Community Energy Survey - Final Draft, 9/7/77 [O/A 72]
Checklists [O/A 72]
Community Support (Sy Williams) [O/A 71]
Correspondence - A-F [O/A 20]
Correspondence - G-M [O/A 20]
Correspondence - N-Z [O/A 20]
Correspondence - Miscellaneous - Energy [O/A 70]
Correspondence - Negative [O/A 20]
Correspondence - Requiring a Response [O/A 20]
Correspondence - Sent to Teachers Involved in PYEP, 9/15/77 [O/A 70]

**Container 76**
Correspondence - Programs Similar to PYEP [O/A 70] [1]
Correspondence - Programs Similar to PYEP [O/A 70] [2]
Correspondence - Programs Similar to PYEP [O/A 70] [3]
Correspondence - Programs Similar to PYEP [O/A 70] [4]
Correspondence - Programs Similar to PYEP [O/A 70] [5]
Correspondence - Programs Similar to PYEP [O/A 70] [6]

**Container 77**
Correspondence - Programs Similar to PYEP [O/A 70] [7]
Correspondence - Programs Similar to PYEP [O/A 70] [8]
Correspondence - Programs Similar to PYEP [O/A 70] [9]
Correspondence - Programs Similar to PYEP [O/A 70] [10]
Correspondence - Programs Similar to PYEP [O/A 70] [11]
Correspondence - Youth Programs [O/A 70]
Correspondence - Without addresses [O/A 20]
Correspondence - Telegrams Against [O/A 20]
Drawings by Laura Gould [O/A 72]
Energy Seminar for Consumers, 5/25/77 [O/A 71]

**Container 78**
ERDA, FEA, HEW Meeting, 6/31/77 [O/A 71]
Federal Interagency Committee on Education [O/A 71]
Hershey, Jack [O/A 71]
Home Energy Survey - Team Member [O/A 72]
Information re projects similar to PYEP [O/A 70] [1]
Information re projects similar to PYEP [O/A 70] [2]
Lowe, George [O/A 71]
Manual [O/A 72]
Manual - Correspondence [O/A 72]
Manual - 1st Draft [O/A 72]
Manual - 3rd Draft [O/A 72] [1]
Manual - 3rd Draft [O/A CF 72] [2]

**Container 79**
Media Participation - Memoranda from Tom Robbins [O/A 71]
Meeting - Memoranda from Beth Abramowitz, 7/29/77 [O/A 71]
Meeting - Broadcasters and Radio Companies, 8/8/79 [O/A 71]
Meeting - Executive Director and Chairmen of the Board Types, 8/26/77 [O/A 71]
Meeting - Peter Hart, 8/4/77 [O/A 71]
Meeting - Labrie and Weinstein, 7/12/77 [O/A 71]
Meeting - Daniel Yankelovich, 7/21/77 [O/A 71]
Meeting - YMCA Director, 6/27 [O/A 71]
Memoranda from Pete Keay, 8/3/77 [O/A 71]
Memoranda to Jim Bishop - Pauline Labrie and Youth Energy Program [O/A 71]
Memoranda to the President, 9/19/77 [O/A 71]
Memoranda to James Schlesinger, 7/25/77 [O/A 71]
Memoranda to James Schlesinger, 9/6/77 [O/A 71]
Memoranda to Youth Task Force and U.S. Conference of Mayors, 8/29/77 [O/A 71]
Miscellaneous [O/A 71]
News Clippings [O/A 71]

Records of the Office of the Assistant to the President for Communication
News Clippings - Washington Post Editorial, 9/2/77 [O/A 71]
Participants' Field Guide for a Community Energy Survey - Final Draft, 9/7/77 [O/A 72]
Participants' Field Guide for a Community Energy Survey - Draft #1 [O/A 72]
Promotional Ideas prepared by Pete Keay [O/A 71]
Proposed Public Affairs Plan - Draft by Pauline Labrie [O/A 71]
Quotes [O/A 71]
Rollins, Hazel - Youth Energy Conservation Programs [O/A 71]
Sallada, Logan - Draft - President's Youth Energy Conservation Program [O/A 71]
Sallada, Logan - Energy and Education [O/A 71]

**Container 80**
Sallada, Logan - Meeting, 6/12/77 [O/A 71]
Sallada, Logan - Memorandum - Towards a Comprehensive Energy Savings Program for Educational Buildings [O/A 71]
Sallada, Logan - Office of Education - Information [O/A 71]
Sallada, Logan - Sun Day Proposal [O/A 71]
Sallada, Logan - Toward a National Community with Global Perspective [O/A 71]
Sample Energy Surveys [O/A 72]
Student Policy Planning Program [O/A 71]
Subcommittee on Youth Energy Conservation and Education Meeting, 8/18/77 [O/A 71]
Team Sponsor's Kit [O/A 72]
Task Force - Correspondence with [O/A 70]
Task Force - Meeting, 7/8/77 [O/A 71]
Task Force - Meeting, 7/11/77 [O/A 71]
Task Force - Meeting, 7/25/77 [O/A 71]
Task Force - Meeting, 7/29/77 [O/A 71]
Task Force - Members [O/A 71]
Weinstein, Shelly [O/A 71]
Weinstein, Shelly - Plan for National Youth Energy Conservation Program [O/A 71]
Work Schedules [O/A 71]
Youth (15-25) and the Carter Administration [O/A 71]
Youth and Energy Project [O/A 71]
Youth Participation Day and Youth TV Program [O/A 71]
Youth Participation Program

[Return to series list]

**Greg Schneiders’ White House Projects Emergency Situations Files**

**Container 81**
Tennessee, 4/8/77 [O/A 15]
Virginia, 7/1277 [O/A 15]
Wisconsin, 7/15/77 [O/A 15]
New York, 7/15/77 [O/A 15]
Johnstown Flood, Pennsylvania, 7/20/77 - Bethlehem Steel and Environmental Protection Agency (EPA) [O/A 74] [1]
Johnstown Flood, Pennsylvania, 7/20/77 - Bethlehem Steel and EPA [O/A 74] [2]
Johnstown Flood, Pennsylvania, 7/20/77 - Bethlehem Steel - Press Release, 8/1/77 [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Conrail - Meeting, 9/1/77 [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Conrail - Jack Sullivan's Report [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Correspondence [O/A 91] [1]
Johnstown Flood, Pennsylvania, 7/20/77 - Correspondence [O/A 91] [2]
Johnstown Flood, Pennsylvania, 7/20/77 - Disaster Priority - Pennsylvania [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Federal Disaster Assistance Administration [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Flood Forms [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - IRS Questions and Answers [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77- Memoranda [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Miscellaneous Information [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - News Clippings [O/A 91]
Johnstown Flood, Pennsylvania, 7/20/77 - Greg Schneiders' Notes [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Greg Schneiders' Telephone Conversations [O/A 74]
Johnstown Flood, Pennsylvania, 7/20/77 - Trip to Johnstown, 7/27/77 [O/A 74]

North Carolina, 7/25/77 [O/A 15]
Ohio, 7/25/77 [O/A 15]
South Carolina, 7/27/77 [CF 15]
Montana, 7/27/77 [O/A 15]
New York City, 7/29/77 [O/A 91]
California, 8/2/77 [O/A 15]
Wisconsin, 8/4/77 [O/A 15]
Vermont, 8/9/77 [O/A 15]
West Virginia, 8/10/77 [O/A 15]

**Container 82**

Western States Trip, 8/15-17/77 - Boise Interagency Fire Center [O/A 74]
Western States Trip, 8/15-17/77 - Correspondence - California [O/A 74]
Western States Trip, 8/15-17/77 - Fire Suppression Assistance Program [O/A 74]
Western States Trip, 8/15-17/77 - General Information [O/A 74]
Western States Trip, 8/15-17/77 - Itinerary and Briefing [O/A 74]
Western States Trip, 8/15-17/77 - Memoranda to the President, 8/12/77 - Western Forest Fires [O/A 74]
Western States Trip, 8/15-17/77 - Memoranda to the President 8/18/77 - Western Forest Fires [O/A 74]
Western States Trip, 8/15-17/77 - Miscellaneous [O/A 74]
Western States Trip, 8/15-17/77 - News Clippings [O/A 74]
North Carolina, 8/16/77 [O/A 15]
Wisconsin, 8/19/77 [O/A 15]
West Virginia, 8/21/77 [O/A 15]
California, 9/2/77 [O/A 15]
Louisiana, 9/7/77 [O/A 15]
Washington, 9/7/77 [O/A 15]
California, 9/14/77 [O/A 15]
Missouri, 9/14/77 [O/A 74]

Records of the Office of the Assistant to the President for Communication
Trip - Kansas City, Missouri, 9/16/77 - Correspondence [O/A 74]
Trip - Kansas City, Missouri, 9/16/77 - Disaster Priority [O/A 74]
Trip - Kansas City, Missouri, 9/16/77 - Memorandum to the President, 9/19/77 [O/A 74]
Trip - Kansas City, Missouri, 9/16/77 - Miscellaneous [O/A 74]
Trip - Kansas City, Missouri, 9/16/77 - News Clippings [O/A 74]
Kansas, 9/16/77 [O/A 74]
Marble Cove Fire, [9/77] [O/A 74]
Missouri, 10/3/77 [O/A 15]
Tennessee, 10/7/77 [O/A 15]
Minnesota, 10/11/77 [O/A 15]

Container 83
Virgin Islands, 10/12/77 [O/A 15]
Arizona, 10/25/77 [O/A 15]
Georgia, 11/7/77 [O/A 74]
Georgia, Toccoa [11/7/77] - News Clippings [O/A 74]
Staten Island, 11/9/77 [O/A 15]
Virginia, 11/10/77 [O/A 15]
Tennessee, 11/10/77 [O/A 15]
New York, 11/11/77 [O/A 15]
New Jersey 11/14/77 [O/A 15]
North Carolina, 11/14/77 [O/A 74]
South Carolina, 11/17/77 [O/A 15]
North Carolina - News Releases from FDAA, 11/77 [O/A 74] [1]
North Carolina - News Releases from FDAA, 11/77 [O/A 74] [2]
Washington, 12/8/77 [O/A 15]
Arkansas, 1/17/78 [O/A 74]
Indiana, 1/26/78 [O/A 74]
Michigan, 1/27/78 [O/A 74]
Ohio, 1/78 [O/A 74]
Rhode Island, 2/7/78 [O/A 74]
Connecticut, 2/7/78 [O/A 74]

Container 84
New England Storm Emergencies - Greg’s Trip to Massachusetts, Connecticut, and Rhode Island, 2/8/78 [O/A 74]
Maine, 2/10/78 [O/A 74]
Greg Schneiders’ Press Briefing, 2/14/78 [O/A 74]
California, 2/15/78 [O/A 74]
California, 2/15-17/78 [O/A 91]
North Dakota, 2/16/78 [O/A 74]
New Hampshire, 2/16/78 [O/A 74]
FDAA Situation Summaries - Massachusetts, Rhode Island, New Hampshire, Maine, Connecticut, North Dakota, and California, 2/28/78 [O/A 74]
Comparative Analysis of Federal Assistance - New York, Massachusetts, and Rhode Island, 3/78 [O/A 74]

Records of the Office of the Assistant to the President for Communication
40
Nebraska, 3/78 [O/A 74]
New York Turndown, 3/78 [O/A 74]
Staten Island - Concerned Citizens Meeting, 4/10/78 [O/A 91]
Illinois, [4/78] [O/A 74]

Return to series list

**Greg Schneider’s White House Projects Disaster Assistance Files**

**Container 85**
Assistance - Miscellaneous Requests [O/A 74]
California Watershed Repair Work, Supplemental Funding - Memo to Co Butler, 9/6/77 [O/A 73]
Coal Strike, 1978 [O/A 69]
Coal Strike, 1978 - Federal Disaster Assistance Administration [O/A 69]
Coal Strike, 1978 - Human Needs [O/A 69]
Coal Strike, 1978 - Kupperman, Bob [O/A 69]
Coal Strike, 1978 - McConnell, John [O/A 69]
Coal Strike, 1978 - Meetings [O/A 69]
Coal Strike, 1978 - Memoranda [O/A 69]
Coal Strike, 1978 - Miscellaneous [O/A 69]
Coal Strike, 1978 - Schlesing Statement, 3/6/78 [O/A 69]
Correspondence [O/A 73]
Cost-Sharing Emergency Assistance - Memo from Bill Wilcox to Lynn Daft, 2/7/78 [O/A 74]
Dam Safety - Meeting, 11/28/79 [O/A 73]
Dam Safety - Meeting with Frank Press, 8/30/77 [O/A 73]
Dam Safety - Memo - Jim McIntyre to the President, 11/8/77 [O/A 73]
Dam Safety - Miscellaneous Information [O/A 73]
Dam Safety - Note from Frank Press, 12/30/77 [O/A 73]
Defense Civil Preparedness Agency Region Three - Harris, Pope - After-Action Report, 12/2-8/77 [O/A 73]
Disaster Relief Act Amendments of 1974 [O/A 91]
Drought Assistance - Memoranda from Eizenstat, 9/27/77 [O/A 73]
Drought Conditions, Western, 1977 [O/A 73]
Drought Disaster in Region IV - Status Report - Vernon Weaver to the President [O/A 73]
Drought Program Summaries - Department of Agriculture [O/A 73]
Earthquake Hazards Reduction Act of 1977 - H.R. 6683 [O/A 73]
Earthquake Hazards Reduction Program [O/A 73]

**Container 86**
Federal Disaster Assistance Administration [O/A 73]
Federal Disaster Assistance Administration - Bimonthly Reports [O/A 73]
Federal Disaster Assistance Administration - Contingency Plans for Spring Flooding [O/A 73]
Federal Disaster Assistance Administration - Information from Bill Wilcox [O/A 73]
Federal Disaster Assistance Administration - Program Guide [O/A 73]
Federal Disaster Assistance Administration - Telephone Conversations [O/A 73]
Federal Disaster Assistance Administration - Telephone Conversations with Tom Dunne [O/A 73]
Flood Insurance Provisions of H.R. 6655, Housing and Community Development Act of 1977 [O/A 73]
Fritz, Charles - An Inventory of Federal Government Agencies with Functions Relating to Disasters [O/A 73]
Housing, Temporary - Questions and Answers [O/A 73]
Memorandum - Miscellaneous [O/A 73]
Memorandum - Jim McIntyre - Federal Disaster Assistance, 3/2/78 [O/A 73]
Memorandum - Jack Watson to the President - Implementation of Administrative Drought Program [O/A 91]
News Clippings - Miscellaneous [O/A73]
Pennsylvania - Recommendations for improvements from State of Pennsylvania, 8/21/77 [O/A 73]
President's Fund - Major Disasters [O/A73]
Revere, Massachusetts - Mayor George Colella [O/A 6681]
Revere, Massachusetts - Mayor George Colella - Meeting, 2/27/78 [O/A 91]
Revere, Massachusetts - Mayor George Colella - Meeting, 5/1/78 [O/A 91]
Revere, Massachusetts - Revitalization Plan [O/A 91]
Skokie, Illinois - Nazi, 3/78 - Information from Gil Pompa [O/A 91]
Small Business Administration Loan Supplemental for Farm Drought Losses [O/A 73]

Return to series list

Carol Coleman’s Subject Files

Container 87
Children’s Booklet
Job Description
Newsletter - Correspondence
Newsletter - October, 1978
Newsletter - November, 1978
Newsletter - December, 1978
Newsletter - February, 1979
Newsletter - May, 1979
Newsletter - June, 1979
Newsletter - August, 1979

Container 88
Presidential Messages
Press Conference Information
Press Interviews
Speeches and Talking Points
Youth Employment Brochure

Return to series list

Greg Schneider’s Oversized Attachment Files

Container 89
A Review of Public Participation [CF, OA 5]
Adams, Sam - Vietnam Cover-Up [CF, OA 3]
Anti-Fraud Initiatives [OA 6208] [1]
Anti-Fraud Initiatives [OA 6208] [2]
Appointments, 6/16/77 [CF, OA 5]
Auletta, Ken - Interview with Robert Scheer [CF, OA 3]
Budget, 1979 [OA 5934]
Budget Revision Fiscal Year, 1978 [CF, OA 3]
Bureau of the Census - Guide to Programs and Publication [CF, OA 3]
Burnette, Scott [OA 6208]
Campaign Supporter’s List [CF, OA 3]
Chamber of Commerce Dinner in New Hampshire - Cancelled [CF, OA 5]
Citizen Education Selected Readings [CF, OA 3]

Container 90
Close-Up Foundation [CF, OA 3]
Close-Up Program [OA 5934]
Community Resource Centers [CF, OA 3]
Cook, Bruce [CF, OA 3]
Correspondence [CF, OA 5]
Correspondence - A-B [CF, OA 4]
Correspondence - C-D [CF, OA 4]
Correspondence - Eastman Kodak Building on Washington Monument Grounds [CF, OA 4]

Container 91
Correspondence - E-G [CF, OA 4]
Correspondence - H-K [CF, OA 4]
Correspondence - Ideas for Special Projects [CF, OA 4]
Correspondence - Individuals Participating in People Program [CF, OA 4]
Correspondence - L-M [CF, OA 4]
Correspondence - Midge Costanza [CF, OA 4]
Correspondence - Miscellaneous [CF, OA 4] [1]
Correspondence - Miscellaneous [CF, OA 4] [2]

Container 92
Correspondence - N-P [CF, OA 4]
Correspondence - No Response Required - A-F [CF, OA 4]
Correspondence - No Response Required - G-L [CF, OA 4]
Correspondence - No Response Required - M-R [CF, OA 4]

Records of the Office of the Assistant to the President for Communication
Correspondence - No Response Required - S-Z [CF, OA 4]
Correspondence - Q-S [CF, OA 4]
Correspondence - Requesting Invitations to Participate in White House Conference [CF, OA 4]
Correspondence - T-Z [CF, OA 4]
Correspondence - White House Conference on the Elderly [CF, OA 4]

**Container 93**
Cutter, Bowman [OA 5934]
Defense Appropriation Bill - Veto [OA 5934]
Dunn, John [CF, OA 3]
Executive Office of the President - Reorganization [OA 5934]
Federal Civil Service Reform Reorganization [OA 5934] [1]
Federal Civil Service Reform Reorganization [OA 5934] [2]
Forging America’s Future [CF, OA 3]
Georgia Tech Speech, 2/20/79 [OA 7508]

**Container 94**
Goddard Space Center Trip, 3/25/77 [CF, OA 3]
Gouldin, Joseph [CF, OA 3]
House Budget Committee Newsletter [CF, OA 3]
Intelligence and Operations Watch Centers Conference [CF, OA 5]
Interagency Council on Citizen Participation Luncheon [CF, OA 5]
Interview with President Carter for Non-Washington Editors and News Directors [CF, OA 5]
Invitations, 1/77-6/77 [CF, OA 5]
Kenney, Michael [CF, OA 3]
Lamson, Robert - Policy Dialogue [CF, OA 3]
Landmark Bancshares Corporation Annual Report [CF, OA 3]
Landry Family Appointment with President Carter, 6/7/77 [CF, OA 5]
Leonhardt-Sullivan and Associates Inc. [CF, OA 3]
MACE [CF, OA 5]
McIntyre, James, 1980 Budget [OA 5934]
Meeting on Kent State Gym [CF, OA 5]
Meeting with Bill Baroody, 3/21/77 [CF, OA 5]
Meeting with Howard Samuels, 7/26/77 [CF, OA 5]
Meeting with Jack Watson, 6/30/77 [CF, OA 5]
Meeting with Karl Von Vorys [CF, OA 5]
Miscellaneous [CF, OA 5]
National Association of State Budget Officers, 5/8/78 [OA 5934]

**Container 95**
National Business Communications Corporation - Tie Line System [CF, OA 3]
National Energy Policy Written Responses [CF, OA 5]
National Research Council, 1977 [CF, OA 3]
National Science Foundation [CF, OA 3]
Neustadt, Richard - White House and Whitehall [CF, OA 3]
Perspective, 1977 [CF, OA 3]
Pierce, Neal R. [CF, OA 3]
Pre-Retirement Training Fairs [CF, OA 3]
President Carter’s Schedule, 1/21/77-8/77 [CF, OA 5]
Privacy Protection Study Commission [CF, OA 3]

**Container 96**
Proposed March Schedule [CF, OA 5]
Proposed Schedules [CF, OA 5]
Public Information Process in California [CF, OA 3]
Public Management Sources [CF, OA 3]
Public Works Appropriation Bill [OA 5934]
Radio Call-in Show [CF, OA 5]
Rhodesia Alone [CF, OA 3]
Satellite Communications [CF, OA 3]
Scheduling and Advance Operation [CF, OA 3]
Schram, Martin [CF, OA 3]
Speeches - Rosalynn Carter [OA 7508]

**Container 97**
Spencer, William - Anchoring Aspirations in Reality [CF, OA 3]
Standard Speech Ending [OA 7508]
Stevens, C.H. [CF, OA 5]
Stevens, Harry - Opening up Government [CF, OA 3]
St. Louis Post Dispatch [OA 7508]
Summer Intern Forum Proposal [CF, OA 3]
System Project Management [CF, OA 3]
Szanton, Peter [OA 7508]
Teleconferencing [CF, OA 3]
The National Energy Plan [CF, OA 5]
Town Meetings [CF, OA 3]
Trip - California [CF, OA 5]
Trip - Massachusetts and West Virginia [CF, OA 5]
Two Dollar Bill Use [CF, OA 3]
Typewriter Idea [CF, OA 3]
University of Pennsylvania, 3/31/77 [CF, OA 5]
Voter Participation [CF, OA 3]
Washington Post - “Remembered Joys” [CF, OA 3]
Weekly Schedule [CF, OA 5]
White House Jazz Concert [OA 6208]
White House Management Systems Plan - Arthur Anderson and Company [CF, OA 3]
White House Summer Intern Program [CF, OA 3]
White House Transportation Agency Rules [CF, OA 3]
Who’s Who in Association Management, 1977 [CF, OA 3]
Wilson Quarterly, 1977 [CF, OA 3]
Workfare Coalition [CF, OA 3]

Records of the Office of the Assistant to the President for Communication
Wriston, Walter [CF, OA 3]

Return to series list

Return to collection summary

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Biographical Information

Gerald Rafshoon

Gerald Rafshoon was born in New York, New York in 1934. In 1955, he received a Bachelor of Journalism from the University of Texas in Austin. Rafshoon was a Lieutenant in the U.S. Navy from 1956-1959. After leaving the Navy, he became the National Advertising Manager for 20th Century Fox in New York, from 1959-1962. In 1963, Rafshoon became Founder and President of Gerald Rafshoon Advertising Incorporated in Atlanta, Georgia. He was advisor for Jimmy Carter’s campaign for Governor in 1966 and 1970, and from 1975-1976, Rafshoon was Media Director and Adviser for the 1976 Carter Presidential Campaign. From 1978-1979, he served as Assistant to the President for Communication.

Gregory Schneider

Gregory Schneider was born in Detroit, Michigan in 1947. He attended Georgetown University, Washington D.C., from 1965-1969. From 1969-1975, Schneider was a restaurant entrepreneur in Washington DC. He served as an Administrative Assistant to the Carter presidential campaign from 1975-1976. He became Director of White House Special Projects in 1977, and continued in this role until 1978. He also served as Deputy to the Assistant to the President for Communications from 1978-1979.