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Records of the Office of the Assistant to the President for Communication: A Guide to Its Records at the Jimmy Carter Library

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.

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.

Terms Governing Use and Reproduction: Copyright interest in these papers has been donated to the United States Government. Some of the records may be subject to copyright restrictions (i.e. newspapers, publications, etc.). Researchers should contact the publisher for further information.

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 for Communication are divided into nine series:

Series Title	Series ID (ARC)
Gerald Rafshoon's Subject Files	147500
Gerald Rafshoon's Press Events Files	147618
Gerald Rafshoon's Personal Files	147796
Greg Schneider's Current Office Files	147805
Greg Schneider's Retired Office Files	148017
Greg Schneider's Federal Emergency Preparedness and Response Reorganization Project Files	148519
Greg Schneider's President's Youth Energy Program Files	148622
Greg Schneider's White House Projects Emergency Situations Files	148698
Greg Schneider's White House Projects Disaster Assistance Files	148787

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 folder title.

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 by folder title.

Greg Schneiders' 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 folder title.

Greg Schneiders' 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 folder title.

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 folder title.

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 folder title.

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.

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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.

