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## **Barry Jagoda Papers: A Guide to His Papers at the Jimmy Carter Library**

### **Collection Summary**

Creator: Jagoda, Barry (Barry Lionel), 1944-

Title: Barry Jagoda Papers

Dates: 1963-2003

Quantity: 2 linear feet, 7 linear inches, 6 containers

Identification:

Accession Number: 05-07

National Archives Identifier: 1938037

Scope and Content:

The collection contains correspondence, memorandums, photographs, press clippings, press briefings, handwritten notes, magazines, and notebooks. These materials relate to Barry Jagoda's work as Media Advisor to President Carter from 1977-1979. These papers include information relating to media appearances made by the president, public broadcasting issues, international communications policy, and cultural affairs issues. In addition, the materials also contain records regarding the 1976 presidential campaign, debates, and the transition period. The bulk of the collection was created circa 1976-1986, although some of the content dates from approximately 1963 to 2003.

Creator Information: Barry Jagoda

Barry Jagoda was born in Youngstown, Ohio on February 5, 1944. He grew up in Houston, Texas, the son of Mr. and Mrs. Sol Jagoda who was a past president of the Texas B'nai B'rith. Barry Jagoda was a graduate of McReynolds Junior High School and Bellaire High School in Texas. He developed an interest in journalism early on, acting as sports editor for "The Cardinal" and also writing a sports column for the Houston Post while in Texas. From 1960-1967, he acted as a writer for three publications: Houston Post, Houston Press, and the Daily Texan. He also served as Assistant Director of Publicity for the Houston Astros and Houston Colts. He received his B.A. (with honors) in Journalism at the University of Texas and went on to receive his Master's Degree in Journalism from Columbia University. His career experience has included positions with both NBC and CBS News. With CBS News, Jagoda won an Emmy award for his work as producer of CBS' coverage of Watergate in 1974. In 1976, Jagoda served as Television Advisor to Governor Jimmy Carter during the presidential campaign. Following Carter's election, Jagoda became part of the White House transition team and also served as

Special Assistant to the President for Media and Public Affairs. In 1979, he moved from his role in the White House to an international communications project for the National Security Council. Jagoda continued his career as a public relations and marketing executive after leaving the White House. He worked on behalf of a variety of institutions and clients over the years, including George Washington University, public service organizations, and international telecommunications firms. He relocated to La Jolla, California circa 2003.

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: Phillip Wise Papers; Gerald Rafshoon Collection; Records of the 1976 Campaign Committee to Elect Jimmy Carter; National Security Council

Index Terms:

Limited to major topics under each category  
Persons: Barry Jagoda

Subjects: Arts, communication, mass media, public broadcasting, radio broadcasting, television broadcasting, presidential campaigns, presidential transitions

Types of Material: Correspondence, memoranda, photographs, press clippings, press briefings, handwritten notes, magazines and notebooks

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 donated historical materials were received under provisions of the instrument of gift that Barry Jagoda signed January 20, 2006.

Processing information: The collection was opened in 2010.

System of Arrangement:

The records of the Barry Jagoda Papers consist of one series:

<b>Series Title</b>	<b>National Archives Identifier</b>
<a href="#">Barry Jagoda's Subject Files</a>	2022399

### **Detailed Description of the Collection**

#### **[Barry Jagoda's Subject Files](#)**

Scope and Content: Containers 1-6. This series was opened in 2010. This series contains correspondence, memorandums, photographs, press clippings, press briefings, handwritten notes, magazines, and notebooks relating to Barry Jagoda's work as Media Advisor to President Carter. This material includes information relating to media appearances made by the president; public broadcasting issues; international communications policy; and cultural affairs issues. In addition, the materials also contain records regarding the 1976 presidential campaign, debates, and the transition period. Arranged alphabetically by folder title.

[Return to series list](#)

## Container List

### **Barry Jagoda's Subject Files**

#### **Container 1**

[Campaign, 1976]  
[Campaign, 1980]  
[American Assembly on Presidential Nominations and the Media] [1]  
[American Assembly on Presidential Nominations and the Media] [2]  
Arts - General  
[Audio Cassettes]  
Audio Visual  
[Calendar and Schedule]  
California Trip  
Call-Ins - [Radio Show - "Ask the President"]  
[Carter, Jimmy - Briefs - Trips and Interviews]  
Communications - General [1]  
Communications - General [2]  
[Cuba and Baseball]  
Cultural Affairs  
[Daily Bulletin]  
Debates [1]

#### **Container 2**

Debates [2]  
Debates [3]  
Debates [4]  
Debates [5]  
[Democratic Responses]  
Federal Communications Commission (FCC)  
Fireside Chats  
[Houston Awards Dinner, 1978]  
[Index and Subject Guide]  
[International Broadcasting Board]  
[International Industrial Television Association]  
[International Institute of Communications]

#### **Container 3**

Interviews - Jimmy Carter  
[Jagoda, Barry - 1976 Presidential Debate - Book 21]  
[Jagoda, Barry - Clippings and Publications]  
[Jagoda, Barry - Correspondence]  
[Jagoda, Barry - Personal]  
[Jagoda, Barry - Scrapbook]  
Memorandums to the President  
[Mondale Selection]

[National Endowment for the Arts]  
[National Endowment for the Humanities - Candidates]  
National Security Council (NSC)  
[Neustadt, Richard M.]  
[Nostalgia]  
Office Structure

#### **Container 4**

Office of Telecommunications Policy (OTP)  
Openness  
Outgoing Correspondence, A - B  
Outgoing Correspondence, C - D  
Outgoing Correspondence, E - G  
Outgoing Correspondence, H - J  
Outgoing Correspondence, K - L  
Outgoing Correspondence, M - N  
Outgoing Correspondence, O - Q  
Outgoing Correspondence, R - S  
Outgoing Correspondence, T - Z  
Panama Canal  
Personnel  
Photographs

#### **Container 5**

[Plains Briefings - Transcriptions and Notes]  
[Plains Reunion]  
Pool Reports  
Presidential Addresses  
[Presidential Review Memorandum (PRM) [35]  
President's Schedules  
[Press Advisory]  
Press Conferences and Interview Transcripts  
Press Theory  
Public Broadcasting [1]  
Public Broadcasting [2]  
Public Service Announcements  
[Rafshoon, Gerald]  
[Shippingport Atomic Power Station Light Water Breeder Reactor]  
Soviet

#### **Container 6**

Special Projects - [Youth Television Program]  
[Speakers Kit - 1976 Campaign]  
Speeches  
SALT (Strategic Arms Limitation Talks)  
Telecommunications

[Television Coverage]  
Television Proposals  
Town Meetings  
[Transition]  
[Transition - Press Conferences and Releases]  
Trips  
United States Information Agency (USIA)  
Violence on Television

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Last modified: 10/27/2013