

GERALD L. WARREN AND MARGITA E. WHITE FILES, 1974-77

Collection Type

White House Office Files

Extent

14.0 linear feet (ca. 28,000 pages)

Record Type

Textual

Access

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Processed by

William McNitt, July 1987; Revised September 1992

Biography

Gerald Lee Warren

Aug. 17, 1930 - Born, Hastings, Nebraska

1951-52 - Reporter, Lincoln Star, Lincoln, Nebraska

1952 - B.A., University of Nebraska

1952-56 - Pilot, U.S. Navy

1956-61 - Reporter and later assistant city editor, San Diego Union

1961-1963 - Traveling representative, Copley News Service

1963-68 - City editor and later assistant managing editor, San Diego Union

1969-1975 - Deputy Press Secretary, The White House

1975- - Editor, San Diego Union

Margita Eklund White

June 27, 1937 - Born in Linkoping, Sweden

1959 - B.A. in Government, University of Redlands, California (Magna Cum Laude)

1960 - M.A. in Political Science, Rutgers University

1960 - Assistant to the press secretary, Richard Nixon Presidential Campaign

1961-62 - Administrative assistant, Whitaker and Baxter advertising agency, Honolulu

1963 - Minority press secretary, Hawaii House of Representatives

1963-64 - Research aide, U.S. Senator Barry Goldwater; research associate, Republican National Committee

1965-66 - Research assistant and writer, Free Society Association

1967-69 - Research assistant to columnist Raymond Moley

1969-73 -Assistant to Herbert G. Klein, Director of Communications, The White House

1973-75 - Assistant Director for Public Information, United States Information Agency

1975-76 - Assistant Press Secretary; Director, Office of Communications, The White House

1976-79 - Commissioner, Federal Communications Commission

1979-82 - Director, then Vice Chair, Radio Free Europe/Radio Liberty, Inc.

1979-88 - Communications consultant and corporate director

1988- - President, Association for Maximum Service Television, Inc., and corporate director.

Scope and Content Note

This collection contains the working files of two directors of the White House Office of Communications, Gerald Warren and Margita White, concerning news media liaison and coordination of Federal Government public relations efforts. Discussed below under separate headings are the organization and functions of the White House Office of Communications, the scope and content of the Warren and White files, and related materials in the Ford Library.

Organization and Functions of the White House Office of Communications

Created during the Nixon administration, the Communications Office sought to provide almost 3,000 editors and broadcasters outside of Washington with copies of speeches, reports, fact sheets, and other information on administration programs. It also coordinated administration public relations campaigns, acted as White House contact for media organizations and individual newspapers and radio and television stations, supervised public affairs activities in the Federal agencies, arranged special briefings, set up interviews between newsmen and public officials, produced the daily news summary, and compiled briefing books for the President's media encounters.

The Nixon Communications Office often acted independently of the Press Secretary's Office and eventually became deeply involved in the White House public relations response to the growing Watergate scandal. One of Press Secretary Jerald ter Horst's first acts after the change of administrations in August 1974 was to announce the departure of Communications Office Director Kenneth Clawson. Ter Horst also dispersed Communications Office functions to various assistant press secretaries.

In November 1974, ter Horst's successor Ron Nessen gathered together many of the old Communications Office functions and assigned them to Gerald Warren. They initially avoided using the name Office of Communications for this entity, and Warren's title was announced as Deputy Press Secretary for Information Liaison. Over time the name Office of Communications reappeared. Eventually, several functions, such as production of the news summary, which were supervised by Assistant Press Secretary Paul Miltich until his departure from the White House in March 1975, came under Warren's direction.

Warren hired Margita White as his assistant in January 1975. In July of that year, she succeeded him as Director of the Communications Office upon his departure from the White House. White, assisted by her new deputy Randall Woods, served in this position until her appointment to the Federal Communications Commission in July 1976.

Her duties were then assumed by David Gergen, Special Counsel to the President, who once again expanded the role of the office and frequently reported directly to White House Chief of Staff Richard Cheney rather than Ron Nessen.

Scope and Content of the Warren and White Files

The Warren and White files document the work of the Communications Office in two of its main roles - White House liaison with the news media and coordination of Federal Government public affairs efforts.

The collection contains extensive materials on more than 60 media events such as White House briefings and receptions, press interviews, and the President's meetings with editorial boards and media executives in Washington or at regional media breakfasts. Included are transcripts of many of the meetings, especially press interviews and Q&A sessions. Much of the material, however, is routine in nature and consists of correspondence arranging the event, lists of participants, or letters transmitting photographs to participants.

The collection also includes copies of the frequent communications office mailings to the media. These mailings contained copies of speeches by the President, Vice President, Cabinet officers, and other administration officials along with fact sheets on administration legislative proposals.

Materials concerning the coordination of administration public relations efforts include plans for publicizing administration proposals through the media, drafts of opinion and information articles by administration officials for submission to newspaper Op-Ed pages and correspondence with the press attempting to place them, and background materials and agendas for meetings with agency public affairs officers. The file on Op-Ed articles includes materials from the last six months of the Nixon administration as well as the Ford Presidency.

Although the Communications Office prepared the daily news summary and also briefing books for media encounters, Warren and White's files include little on these topics. See instead the files of James Shuman, Agnes Waldron, and David Gergen.

Documents on issues are limited to background materials and transcripts of statements by the President and other administration officials in connection with briefings, interviews, or press conferences, with occasional press plans for publicity for administration proposals. The largest files concern economic and energy issues or issues of special interest to the media such as the Freedom of Information Act. During most interviews or press conferences in 1976 many of the questions concerned the Presidential election.

Related Materials (September 1992)

The files of virtually all other staff members in the Press Secretary's Office are open for research. Closely related collections include the files of David Gergen, Paul Miltich, and news summary editors James Shuman and Agnes Waldron. Another key collection is the papers of Press Secretary Ron Nessen who supervised Warren and White's work. Margita White donated a small collection of related personal papers to the Library in 1992.

Additional material on media relations is available in WHCF category PR 16 (Publicity) and its subcategories. John Maltese's book *Spin Control: The Office of Communications and the Management of Presidential News* (University of North Carolina Press, 1992) is an important source of information on the work of this White House Office.

Gerald Warren has donated a large collection of personal papers concerning his work in the Nixon and Ford administrations to the Hoover Institution at Stanford University.

Last Modified Date

2024-05-29

Subject File, 1974-76.

(Boxes 1-29, 11.3 linear feet)

Memoranda, correspondence, briefing papers, interview transcripts, schedules,

lists, resumes, and clippings. The materials especially concern arrangements for White House briefings and receptions for media organizations; Presidential trips, especially to regional media breakfasts; press interviews; press plans for administration proposals; drafting of a report on the administration's accomplishments during the first year; mailings to the media; opinion and information pieces drafted by administration officials for submission to newspapers; and meetings of department and agency public affairs officers.

Arranged alphabetically by topic.

Box 1 - Subject File

Status	Title
OPEN	American Agricultural Editors Association Briefing, 1976/03/30 (1)-(2)
OPEN	American Newspaper Publishers Association - Briefing and Luncheon, 1975/06/11 (1)-(2)
OPEN	American Newspaper Publishers Association - General
OPEN	American Press Institute - Briefings for Seminars (1)-(4)
OPEN	American Revolution Bicentennial - ARBA Information Packets (1)-(2)

Box 2 - Subject File

Status	Title
OPEN	American Revolution Bicentennial - ARBA Information Packets (3)-(4)
OPEN	American Revolution Bicentennial - Exposition on Science and Technology (1)-(3)
OPEN	American Revolution Bicentennial - Federal Agency Bicentennial Task Force
OPEN	American Revolution Bicentennial - General (1)-(2)
OPEN	American Revolution Bicentennial - Media Lists (1)-(2)
OPEN	American Revolution Bicentennial - Wagon Train Pilgrimage
OPEN	American Society of Newspaper Editors - Briefing and Reception, 1976/04/13

Status	Title
OPEN	American Society of Newspaper Editors - General
OPEN	American Society of Newspaper Editors - Presidential Address and Reception, 1975/04/16
OPEN	Article Requests

Box 3 - Subject File

Status	Title
OPEN	Association of Editorial Cartoonists Reception, 1976/05/06 (1)-(2)
OPEN	Atlanta - President's Trip, 1975/02/04 (1)-(5)
OPEN	Biographies of Administration Officials
OPEN	Booth Newspapers Breakfast, 1976/05/15
OPEN	Boston Globe Interview, 1976/02/21
OPEN	Boston Herald American Interview, 1976/02/04 (1)-(2)

Box 4 - Subject File

Status	Title
OPEN	Boston Herald American Interview, 1976/02/04 (3)
OPEN	Budget - FY1977 (1)-(3)
OPEN	California Newspaper Correspondents Interview, 1976/06/01
OPEN	California Press Association Tour and Briefing, 1976/06/22
OPEN	California/Oregon/Nevada Trip, 1976/05/22-25
OPEN	Case, Robert - Interview, 1976/07/20
OPEN	Center for the Study of the Presidency National Student Symposium
OPEN	Chicago Tribune Interview, 1976/03/10
OPEN	Clipping Request File
OPEN	Close Up Education Program

Box 5 - Subject File

Status	Title
OPEN	Columnists Briefings
OPEN	Concord, NH - President's Trip, 1975/04/18 (1)-(4)

Status	Title
OPEN	Consumer Representation Plans and Conferences
OPEN	Council of Economic Advisers - Economic Report (1)-(3)

Box 6 - Subject File

Status	Title
OPEN	Council on International Economic Policy - International Economic Report (1)-(2)
OPEN	Domestic Council Review Group on Regulatory Reform
OPEN	Drug Problem - President's Response to Questions from the San Antonio Light
OPEN	Economic Briefings
OPEN	Economic Policy Board
OPEN	Energy (1)-(3)
OPEN	Energy Conservation Education Program (1)

Box 7 - Subject File

Status	Title
OPEN	Energy Conservation Education Program (2)-(4)
OPEN	Energy Independence Authority (1)-(2)
OPEN	Energy Research and Development Administration
OPEN	Energy Resources Council (1)-(2)
OPEN	Ethnicity
OPEN	Family Weekly Interview, 1976/06
OPEN	Federal Energy Administration (1)-(2)

Box 8 - Subject File

Status	Title
OPEN	Florida Newspaper Interviews, 1976/02/18 and 1976/03/03 (1)-(2)
OPEN	Ford - First Year Report (1)-(8)
OPEN	Foreign Television Anchormen Meeting, 1976/07/02

Box 9 - Subject File

Status	Title
OPEN	Freedom of Information Act (1)-(3)

Status	Title
OPEN	Group Broadcast Executives Briefing and Reception, 1975/03/12 (1)-(3)
OPEN	Harte - Hanks Newspaper Editors Interview, 1976/04/19
OPEN	Hearst Publishers and Editors Interview and Reception, 1976/02/24 (1)-(2)
OPEN	Houston - President's Trip, 1975/02/10 (1)-(3)

Box 10 - Subject File

Status	Title
OPEN	Inland Daily Press Association Briefing and Reception, 1976/02/25 (1)-(3)
OPEN	International Press Institute
OPEN	Jewish Press
OPEN	Kentucky Media Interview, 1976/05/20
OPEN	Kiplinger Washington Letter
OPEN	Lansing Luncheon for Newspaper Editors, 1976/05/15
OPEN	Los Angeles Times Editorial Board Interview, 1975/09/20
OPEN	Los Angeles Times Washington Bureau Interview, 1976/06/04
OPEN	Magazine Publishers Association Briefing and Reception, 1975/11/12
OPEN	Mailing Lists (1)-(2)

Box 11 - Subject File

Status	Title
OPEN	Mailing Operations (1)-(2)
OPEN	Mailings, 1975/05 (1)-(3)
OPEN	Mailings, 1975/06 (1)-(4)
OPEN	Mailings, 1975/07 (1)-(2)

Box 12 - Subject File

Status	Title
OPEN	Mailings, 1975/07 (3)-(4)
OPEN	Mailings, 1975/08 (1)-(3)

Status	Title
OPEN	Mailings, 1975/09 (1)-(2)
OPEN	Mailings, 1975/10 (1)-(3)
OPEN	Mailings, 1975/11

Box 13 - Subject File

Status	Title
OPEN	Mailings, 1975/12
OPEN	Mailings, 1976/01 (1)-(2)
OPEN	Mailings, 1976/02 (1)-(3)
OPEN	Mailings, 1976/03 (1)-(4)
OPEN	Mailings, 1976/04 (1)

Box 14 - Subject File

Status	Title
OPEN	Mailings, 1976/04 (2)-(3)
OPEN	Mailings, 1976/05 (1)-(2)
OPEN	Mailings, 1976/06 (1)-(3)
OPEN	Mailings, 1976/07
OPEN	Media Telephone Calls
OPEN	Miami - President's Trip, 1975/02/25-26 (1)-(3)

Box 15 - Subject File

Status	Title
OPEN	Miami - President's Trip, 1975/02/25-26 (4)-(6)
OPEN	Michigan Association of Broadcasters Reception, 1976/05/06
OPEN	Milwaukee - President's Trip, 1975/08/25 (1)-(2)
OPEN	Minneapolis - President's Trip, 1975/08/19 (1)-(3)
OPEN	Mississippi Broadcaster Association Briefing, 1976/05/05
OPEN	Nashville Banner Interview, 1976/04/07 (1)-(2)

Box 16 - Subject File

Status	Title
OPEN	National Association of Broadcasters - General

Status	Title
OPEN	National Association of Broadcasters - Reception, 1975/06/18 (1)-(2)
OPEN	National Broadcasters Editorial Association Briefing and Reception, 1976/06/09 (1)-(2)
OPEN	National Journal Policy Forum
OPEN	National Newspaper Association - Convention, 1975
OPEN	National Newspaper Association - General
OPEN	National Newspaper Association - National Newspaper Week
OPEN	National Newspaper Association - Newsletter (1)-(2)
OPEN	National Newspaper Association - Reception, 1975/03/14 (1)-(2)
OPEN	National Newspaper Association - Reception, 1976/03/19 (1)-(2)

Box 17 - Subject File

Status	Title
OPEN	National Newspaper Publishers Association Briefing, 1975/01/23
OPEN	Nessen, Ron - Letters Drafted by the Office of Communications
OPEN	New England Society of Newspaper Editors - Presidential Remarks and Press Conference, 1975/11/07 (1)-(2)
OPEN	New Hampshire Editors Interview and Briefing, 1976/01/22 (1)-(2)
OPEN	New Hampshire Times Questions
OPEN	New Jersey Media Press Conference, 1976/06/02
OPEN	Newspaper Farm Editors Association Interview, 1976/04/27
OPEN	North Carolina Editors Interview and Briefing, 1976/03/18
OPEN	Ohio Newspaper Interview, 1976/06/03
OPEN	Op-Ed Program - ACTION

Box 18 - Subject File

Status	Title
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OPEN	Op-Ed Program - Agriculture Department (1)-(2)
OPEN	Op-Ed Program - Clemency Board
OPEN	Op-Ed Program - Commerce Department (1)-(3)
OPEN	Op-Ed Program - Federal Aviation Administration
OPEN	Op-Ed Program - Federal Energy Administration (1)-(2)
OPEN	Op-Ed Program - General
OPEN	Op-Ed Program - General Services Administration (1)-(2)

Box 19 - Subject File

Status	Title
OPEN	Op-Ed Program - Health, Education and Welfare (1)-(3)
OPEN	Op-Ed Program - Housing and Urban Development
OPEN	Op-Ed Program - Interior Department (1)-(4)
OPEN	Op-Ed Program - Labor Department (1)-(3)
OPEN	Op-Ed Program - Office of Management and Budget
OPEN	Op-Ed Program - Other Agencies
OPEN	Op-Ed Program - Securities and Exchange Commission

Box 20 - Subject File

Status	Title
OPEN	Op-Ed Program - Small Business Administration
OPEN	Op-Ed Program - Transportation Department (1)-(3)
OPEN	Op-Ed Program - Treasury Department
OPEN	Op-Ed Program - White House Staff (1)-(2)
OPEN	Oregon Newspaper Executives Q&A Session, 1976/05/22
OPEN	Orientation Program for Non-Career Executives
OPEN	Panax Interview, 1976/05/15
OPEN	Polls
OPEN	Postal Rates (1)-(2)
OPEN	President Ford Committee
OPEN	Presidential Telephone Calls
OPEN	Presidential Year End Review, 1975
OPEN	Proposed Media Events

Box 21 - Subject File

Status	Title
OPEN	Public Affairs Officers - General
OPEN	Public Affairs Officers - Meetings (1)-(5)
OPEN	Public Broadcasting Service
OPEN	Public Forums
OPEN	Public Relations Society of America Annual Meeting, 1975 (1)-(2)
OPEN	Puerto Rico Briefing

Box 22 - Subject File

Status	Title
OPEN	Radio and Television News Directors Association - Briefing, 1975/01/24 (1)-(3)
OPEN	Radio and Television News Directors Association - Briefing and Reception, 1976/01/30 (1)-(4)
OPEN	Reader's Digest Interview, 1976/07/22
OPEN	Reagan, Ronald (1)-(2)
OPEN	Republican Congressional Press Group Tour, 1975/05/15
OPEN	Republican Governors

Box 23 - Subject File

Status	Title
OPEN	Republican National Committee
OPEN	Resumes, A-L

Box 24 - Subject File

Status	Title
OPEN	Resumes, M-Z
OPEN	Rhode Island Media Press Conference, 1976/05/28
OPEN	San Diego - President's Trip, 1975/04/02 (1)-(2)
OPEN	San Francisco Television Interview, 1975/09/22
OPEN	Saturday Evening Post - President's Bicentennial Article
OPEN	Scripps-Howard Newspapers Interview, 1975/11/13

Box 25 - Subject File

Status	Title
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OPEN	Selling of the Government
OPEN	Sigma Delta Chi
OPEN	Sloat, Barbara
OPEN	Society of American Business Writers Tour, 1975/05/06
OPEN	South Bend - President's Trip, 1975/03/17 (1)-(3)
OPEN	Spokesmen
OPEN	Spotmaster (Radio Actualities) - Agriculture Department (1)-(4)
OPEN	Spotmaster (Radio Actualities) - General
OPEN	Spotmaster (Radio Actualities) - Housing and Urban Development

Box 26 - Subject File

Status	Title
OPEN	St. Louis Media Luncheon and Briefing, 1976/01/05
OPEN	State Dinners
OPEN	State of the Union Message - 1975 (1)-(3)
OPEN	State of the Union Message - 1976 (1)-(3)
OPEN	Strip Mining (1)-(2)
OPEN	Student Seminars (1)-(3)

Box 27 - Subject File

Status	Title
OPEN	Sub-Cabinet Briefings
OPEN	Sunday Interview Shows
OPEN	Tax Cut (1)-(2)
OPEN	Tax Cut/Budget Cut Proposal
OPEN	Tennessee Media Press Conference, 1976/05/21
OPEN	Texas Media Interviews, 1976/04/21-22
OPEN	Treasury Department (1)-(3)
OPEN	Turkish Aid
OPEN	United States Information Agency
OPEN	Uranium Enrichment Decision (1)-(2)

Box 28 - Subject File

Status	Title
OPEN	Warren, Gerald - Outgoing Correspondence, A-Z (1)-(4)
OPEN	Warren, Gerald - Personal Correspondence, A-Z (1)-(4)
OPEN	Washington, DC - Regional Media Briefing and Reception, 1975/06/25 (1)-(2)
OPEN	White, Gordon E. - Interview, 1976/07/09
OPEN	White, Margita - Personal Correspondence
OPEN	White House Conferences

Box 29 - Subject File

Status	Title
OPEN	Women (1)-(3)
OPEN	Youth Publications

State Media File, 1974-76.

(Boxes 29-35, 2.7 linear feet)

Correspondence consisting mainly of media interview requests and responses. Also included is some correspondence concerning invitations to media conferences and events and lists of newspaper editors and broadcasters.

Arranged alphabetically by state.

Box 29 (continued) - State Media File

Status	Title
OPEN	Alabama
OPEN	Alaska
OPEN	Arizona
OPEN	Arkansas
OPEN	California - General
OPEN	California - Newspaper Directory
OPEN	California - Northern (1)-(4)

Box 30 - State Media File

Status	Title
OPEN	California - Southern (1)-(4)
OPEN	Colorado

Status	Title
OPEN	Connecticut
OPEN	Delaware
OPEN	District of Columbia (1)-(3)
OPEN	Florida (1)-(2)

Box 31 - State Media File

Status	Title
OPEN	Florida (3)-(4)
OPEN	Foreign Countries
OPEN	Georgia (1)-(2)
OPEN	Hawaii
OPEN	Idaho
OPEN	Illinois (1)-(5)
OPEN	Indiana (1)-(2)

Box 32 - State Media File

Status	Title
OPEN	Iowa
OPEN	Kansas
OPEN	Kentucky
OPEN	Louisiana
OPEN	Maine
OPEN	Maryland
OPEN	Massachusetts (1)-(3)
OPEN	Michigan (1)-(2)
OPEN	Minnesota
OPEN	Mississippi
OPEN	Missouri (1)-(2)

Box 33 - State Media File

Status	Title
OPEN	Montana
OPEN	Nebraska
OPEN	Nevada

Status	Title
OPEN	New Hampshire
OPEN	New Jersey
OPEN	New Mexico
OPEN	New York (1)-(5)
OPEN	North Carolina (1)-(2)

Box 34 - State Media File

Status	Title
OPEN	North Dakota
OPEN	Ohio (1)-(4)
OPEN	Oklahoma
OPEN	Oregon
OPEN	Pennsylvania (1)-(4)
OPEN	Rhode Island
OPEN	South Carolina (1)-(2)

Box 35 - State Media File

Status	Title
OPEN	South Dakota
OPEN	Tennessee
OPEN	Texas (1)-(4)
OPEN	Utah
OPEN	Vermont
OPEN	Virginia (1)-(2)
OPEN	Washington
OPEN	West Virginia
OPEN	Wisconsin (1)-(2)
OPEN	Wyoming