



Maseng, Mari: Files, 1988-1989

Finding Aid Type

White House Staff and Office File Collections

Subtitle/Office

Office of Communications, Assistant to the President (Director)

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Record Type

Textual

Biography

Mari Maseng was born in Chicago on March 15, 1954. She attended the University of South Carolina, graduating with a Bachelor of Arts in 1975.

After university graduation, Maseng became a reporter for the *Charleston Evening Post*. Shortly after leaving college, Maseng began her long association with

Republican politicians. In 1979, she began work as a press aide to Representative Phil Crane (R-IL) and also served as a Staff Director for Senator Bob Dole's presidential primary campaign in 1979. After Dole dropped out of the race, she supported the Reagan-Bush team.

Maseng served throughout the 1980 Reagan campaign and on four separate occasions within the Reagan Administration. Maseng began work as a media strategist for the Reagan-Bush campaign and then as a press aide to Mrs. Reagan during the transition period. In 1981 Maseng served in the White House as a member of the President's speechwriting staff leaving in November 1983. In November 1983, she started to work for Secretary of Transportation Elizabeth Dole as Assistant Secretary for Public Affairs.

Ms. Maseng left government service in November 1985 to become Director of Corporate Relations at the Beatrice Companies in Chicago, and was named a Corporate Officer by the Board of Directors.

Maseng was brought back to the White House in May 1986 to be the Director of the Office of Public Liaison. She remained at the White House until July 1987. At this time she became Press Secretary of the Senator Robert Dole for President Campaign. After Senator Dole suspended his campaign in early 1988, she was, again, recruited for a White House position. She returned to the White House in July 1988 replacing Tom Griscom as Director of the Office of Communications and Planning and as Assistant to the President.

After leaving the White House at the end of the Reagan administration, Maseng founded her own political and communications consulting firm. However, for the third time Maseng worked for Senator Robert Dole as communications director of the Dole presidential campaign in 1996. She remained with the campaign until Dole received the nomination and then returned to her private company.

In 1991 Maseng married George Will, columnist for the *Washington Post* and a regular contributor to ABC News. They have one son.

Scope and Content Note

Scope and Content

Mari Maseng returned to the White House in July 1988 as Assistant to the President for Communications and Planning, and Director of the Office of Communications. She replaced Tom Griscom who left the White House when his mentor and fellow Tennessean, Howard Baker, left in June 1988. This collection reflects this short time period but also reflects Maseng's responsibilities as the ultimate head of speechwriting, public affairs and media relations. The communications arm of the White House was heavily involved in molding "Reagan legacy" pieces and assisting with the election of then Vice President George H.W. Bush.

As presently constructed the Office of Communications does not have a set of "office" records. The Library identified some administrative material within the other directors' collections but most of it was in the final boxes of Maseng's material sent to records management. We have retained this material within the Maseng collection.

The Office of Communications was briefly reorganized in 1984 when David Gergen left the post of Director of Communication in the fall of 1983. The Communications Office and all its suboffices operated as part of the Deputy Chief of Staff's (Michael Deaver) responsibility. Day-to-day supervision was handled by Michael McManus. At this time a post was created to handle "communication planning" which was filled by Pam Bailey.

With the hiring of Patrick Buchanan as the Director of Communications in early 1985, the Office of Communications returned to its original status. While Buchanan intended to fill the Pam Bailey position, and actually hired someone, it was never used during the Buchanan years. When Tom Griscom replaced Patrick Buchanan in March 1987, the post was renamed - Assistant to the President for Communications and Planning and Maseng continued with this title also. This combined the post in one person, and they retained the position of Director of the Office of Communications.

The Library does not appear to have a Maseng collection for her time in the Office of Speechwriting as a speechwriter. Please refer to the [Office of Speechwriting: Speech Drafts](#) and [Research Office](#) to find material associated with Ms. Maseng as a speechwriter.

The collection consists of four series: SERIES I: Subject File, SERIES II: Trip File; SERIES III: Bush-Quayle 1988 Campaign; and SERIES IV: Publications.

Series List

SERIES I: SUBJECT FILE

This series consists of material relating to interaction with special interest groups; editing and approving speeches and statements on the Defense Authorization veto, the plant layoff bill veto, the Iranian Airline shoot down, and the President's farewell address; creating communication "action plans" to assist White House agendas such as the FY 1990 budget, public diplomacy plans; and Reagan "Legacy" issues; and speeches, themes, and planning focused on the election of Vice-President George H.W. Bush and the President's role in assisting the Vice-President. This series also contains material relating to administrative matters for the Office of Communication including staff meeting agendas and notes, weekly issues reports to the President, staff manuals, forms, parking, salary and hiring issues. Administrative files within this collection often contain material from previous Directors of Communication, Thomas Griscom and Patrick Buchanan. The material in this series is arranged alphabetically by folder title.

SERIES II: TRIPS

This series consists of material relating to trips taken by the President in support of the Vice-President's 1988 campaign for the Presidency. Files consist of trip schedules, notes on planning the trip, speech drafts, speech finals, and local press coverage. Often several events or even additional stops are included within the folders. The material in this series is arranged chronologically.

SERIES III: Bush-Quayle 1988 Campaign

This series consists of material relating to publications to promote George H.W. Bush's candidacy; manuals and directories from the Campaign on surrogate speakers and building coalitions; a copy of George H.W. Bush's Inaugural Address and a Richard Wirthlin poll commissioned by the Republican National Committee on national public attitudes for the time period of October 31, 1988-November 2, 1988. The material is arranged alphabetically by folder title.

SERIES IV: Publications

This series consists of magazines and reports published during late 1988. It includes the centennial of the National Geographic magazine; journals from the Government Accounting Office and the Brookings Institute; a manuscript version of the Heritage Foundation's *Mandate for Leaders: III*; and reports on the White House Conference on Drug-Free America and fiscal year 1990 budget material. Larger items have been transferred to the book collection. The material is arranged alphabetically by publication title.

Last Modified Date

2024-02-26

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Box 1

Status	Title
OPEN	AIDS (1)(2)
OPEN	Administration (1)(2)
OPEN	<i>The Almanac of American Politics, 1988</i> - Selected Pages
OPEN	American Civil Liberties Union (ACLU)
OPEN	American Newspaper Publishers Association (ANPA)
OPEN	Armed Forces Voters Week

Status	Title
OPEN	Articles on Administration Officials
OPEN	Attacks on Reagan at the Democratic National Convention
OPEN	Attorney General Thornburgh
OPEN	Baker, James - Resignation
OPEN	Bevacqua, Anita
OPEN	Beyond War Broadcast
OPEN	Bios
OPEN	Boca Raton Letter
OPEN	Boland, Matthew
OPEN	Brinkley, David
OPEN	Brokaw, Tom
OPEN	Budget (1)-(4)
OPEN	<i>Businessweek</i> Interview Joe Wright/OMB
OPEN	California Fundraisers
OPEN	Campaign 1988

Box 2

Status	Title
OPEN	Campaign Watch Summary
OPEN	Canadian Broadcasting Corporation
OPEN	Captive Nations Day Statement - 07/13/1988 (P)
OPEN	Cavazos, Lauro
OPEN	Child Abduction
OPEN	Child Care
OPEN	CNN Interview 09/09/1988
OPEN	CNN Interview 01/12/1989
OPEN	Columnists
OPEN	Combined Federal Campaign
OPEN	Communications, Office of
OPEN	[Communications, Office of - Historical Information]
OPEN	[Communications, Office of - Review] (Binder) (1)-(3)
OPEN	Communications Staff Meetings (1)(2)
OPEN	Communications Wrap-Up of Election Coverage

Status	Title
OPEN	Computer Information
OPEN	Contras
OPEN	Counsel re: Speeches (Empty)
OPEN	CTRCK Codes
OPEN	Demuth, Chris (AEI) (1)-(3)
OPEN	Department of Defense Authorization (1)-(4)

Box 3

Status	Title
OPEN	Devine, Donald [Citizens for America]
OPEN	Dolan Geneva Trip
OPEN	Domenici
OPEN	Domestic Policy Speech (1)-(3)
OPEN	Donattelli Meeting
OPEN	Dresses
OPEN	Drought
OPEN / DIGITIZED	Drug Bill
OPEN / DIGITIZED	Drugs (1)
OPEN / DIGITIZED	Drugs (2)
OPEN / DIGITIZED	Drugs (3)
OPEN	Duberstein
OPEN	Duberstein Personal Press Plan
OPEN	Economic Bulletin
OPEN	Economic Policy Council (1)(2)
OPEN	Education and Bennett
OPEN	Statement on Employment
OPEN	ESPN Interview / POTUS
OPEN	Ethics Bill (1)(2)
OPEN	Ethics in Government
OPEN	Executive Office of the President - Drug-Free Workplace Plan
OPEN	Falling from Grace
OPEN	<i>Family Magazine</i>

Box 4

Status	Title
OPEN	Farewell Address - POTUS
OPEN	Farewell Back-Up
OPEN	Fetal Research
OPEN	First Lady Talking Points
OPEN	Fisher, Audrey, Interview
OPEN	Foreign Policy
OPEN	Foreign Policy [Speech] University of Virginia: Charlottesville 12/16/1988
OPEN	Forest Fires
OPEN	French Journalists, MM/FD (Maseng/Donatelli) Meeting - 11/08/1988 (1)(2)
OPEN	Glassner, Mike
OPEN	Gorbachev
OPEN	Government Waste
OPEN	Grace Commission
OPEN	Greenville Professional Women's Forum
OPEN	Gribben, Bill
OPEN	Hayes, Stephen
OPEN	Highway Users Foundation
OPEN	Hispanic Briefing
OPEN	Hispanic Media
OPEN	Hispanics
OPEN	Homeless
OPEN	Horatio Alger Association
OPEN	[Housing - Possible Arkansas Event]
OPEN	<i>Human Events</i>
OPEN	Iranian Jetliner (1)-(3)
OPEN	Interviews - White House
OPEN	Interviews Following Events
OPEN	Issues Update - 07/08./1988
OPEN	Issues Update - 07/22/1988

Status	Title
OPEN	Issues Update - 07/29/1988
OPEN	Issues Lunch - 09/12/1988 (empty)
OPEN	Issues Paper - 09/18/1988 (empty)
OPEN	Issues Lunch 10/03/1988
OPEN	Issues Lunch 10/17/1988 (empty)
OPEN	Issues Lunch: 10/24/1988 (empty)
OPEN	Issue Paper: 11/04/1988
OPEN	Issues Lunch: 11/10/1988 (empty)
OPEN	Issues Lunch: 11/14/1988
OPEN	Issues Paper: 12/05/1988 (empty)
OPEN	Issues Paper: 12/09/1988
OPEN	Issues Paper: 12/16/1988 (empty)
OPEN	Issues Updates - Communications Section
OPEN	Issues Updates - Weekly Report to the President (1)

Box 5

Status	Title
OPEN	Issues Updates - Weekly Report to the President (2)-(5)
OPEN / DIGITIZED	Japanese Internment Legislation - Signing Ceremony
OPEN	Jobs
OPEN / DIGITIZED	Judicial Nominees
OPEN	Key Political Reporters
OPEN	Klugmann, Mark
OPEN	Koppel: News from Earth
OPEN	Kudlow, Lawrence
OPEN	Labor, Department of - Secretary McLaughlin (1)(2)
OPEN	LaFarge Corporation
OPEN	Last 100 Days
OPEN	Last Six Months (1)(2)
OPEN	Legacy
OPEN	Legacy Booklets ["Reagan Record" & "Promises Made, Promises Kept"]
OPEN	Legal Services

Status	Title
OPEN	Library Court Coalition/Meetings/Eric Licht (1)-(3)
OPEN	Marlin [Fitzwater]
OPEN	Maseng Biography
OPEN	McKay Report
OPEN	McLaughlin Interview
OPEN	Meal Acceptance Guidelines
OPEN	Media and Broadcast Relations
OPEN	Media Bashing
OPEN	Media/Communications
OPEN	Media Events

Box 6

Status	Title
OPEN	Media Executives Briefing 08/03/1988
OPEN	Media Fall Plan (1)-(3)
OPEN	Media: Fall Plan / Local - E. Board (1)-(3)
OPEN	Media Fall Plan / Op-eds M. Blakey
OPEN	Media Plan for Surrogates
OPEN	Media Requests
OPEN	"Meet the Press"
OPEN	Minimum Wage Supporters
OPEN	NASA/Also See Space
OPEN	National Federation of Business and Professional Women - Vice President's Speech, 07/24/1988
OPEN	National Governor's Association (POTUS) 08/08/1988
OPEN	Nedelman, Jeffrey (1)(2)
OPEN	Negative Campaigning
OPEN	Nevada
OPEN	Newspaper Column - POTUS
OPEN	Nicaragua
OPEN	Nobel Peace Prize
OPEN	Nominations
OPEN	Noriega

Status	Title
OPEN	<i>U.S. vs. North</i>
OPEN	October Planning (1)-(3)
Box 7	
Status	Title
OPEN	Oglesby Memos
OPEN	[Ohio Press Reaction to Frank Lavin Visit]
OPEN	O'Neill, George 09/08/1988
OPEN	One Liners
OPEN	Op-ed Info. (Blakey) (1)(2)
OPEN	Palestine Liberation Organization (PLO) Statement
OPEN	Parental Leave
OPEN	Parking, Communications Office
OPEN	<i>People</i> - Garry Clifford
OPEN	Personnel - Media & Broadcast Relations (1)(2)
OPEN	Personnel - Public Affairs
OPEN	Personnel - Research
OPEN	Personnel - Speechwriting (1)-(6)
OPEN	Planning
OPEN	Planning I - July 1988 (1)(2)
OPEN	Planning I - August 1988
OPEN	Planning I - September 1988
OPEN	Planning I - October 1988
OPEN	Planning I - November 1988
OPEN	Planning II - April 1988
OPEN	Planning II - May 1988
OPEN	Planning II - June 1988

Box 8

Status	Title
OPEN	Planning II - July 1988 (1)-(4)
OPEN	Plant Closings
OPEN	Political Planning File (1)(2)
OPEN	Polyconomics

Status	Title
OPEN	Post Election Events - Marion Blakey
OPEN	Poverty and Employment August 1988
OPEN	POTUS Address to Junior High Students 11/14/1988 (1)(2)
OPEN	POTUS Address to the United Nations 09/26/1988 (1)-(4)
OPEN	Presidential Remarks - Resignation of James Baker III 08/05/1988
OPEN	President's Committee on the Arts & Humanities
OPEN	Press at Republican Convention
OPEN	Press Conference, Final
OPEN	Press Coverage - 1988 (1)-(3)

Box 9

Status	Title
OPEN	Press Coverage - 1988 (4)-(6)
OPEN	Press Items, Possible
OPEN	Privatization - Presidential Decision
OPEN	[Proposition 65 - California] (1)(2)
OPEN	Public Affairs
OPEN	Quad Commission
OPEN	Quayle, Dan
OPEN	Radio Address Memos
OPEN	Radio Speech
OPEN	Rahn, Richard
OPEN	Range / Hooley
OPEN	Reagan Record / Blakey
OPEN	The Reagan Record on the Crusade for a Drug-Free America A Report from the National Drug Policy Board - Toward a Drug-Free America: The National Drug Strategy and Implementation Plans
OPEN	Republican Convention (1)-(4)
OPEN	Research (Empty)
OPEN	Retrospective - Requests for Interviews
OPEN	Ronald Reagan (RR) Farewell

Status	Title
OPEN	Rowney, Ambassador Edward
OPEN	Sanchez, Rudy
OPEN	Satellite Addresses
OPEN	Schedule, Pending Information / Recommendations (1)-(3)

Box 10

Status	Title
OPEN	Science and Mathematics Award
OPEN	Security Information
OPEN	September Highlights
OPEN	September 1988 Planning (1)-(5)
OPEN	Smith, Congressman Dennis
OPEN	Smith, Hedrick - Interview
OPEN	Social Security
OPEN	South Carolina
OPEN	Space
OPEN	Speech Themes
OPEN	Speeches, Timeliness of Comments
OPEN	Speechwriters Read
OPEN	Stationary
OPEN	Strategic Defense Initiative (SDI)
OPEN	Target Groups
OPEN	Television Addresses - Presidential
OPEN	Teller, Edward
OPEN	[Terry Abdo - Personal Documents]
OPEN	Themes [1988]
OPEN	Themes [Campaign 1988]
OPEN	Themes [Democratic Opinion re: Reagan]
OPEN	Themes [Drug Issues - July 1988]

Box 11

Status	Title
OPEN	Themes [Economic Recovery] (1)-(3)
OPEN	Themes [Events - Fall 1988]

Status	Title
OPEN	Themes [Last Seven Months - July 1988]
OPEN	Themes [Last Six Months - July 1988]
OPEN	Themes [Legislative Issues - July 1988]
OPEN	Themes [Speech - July 1988]
OPEN	Themes [Trips - July 1988]
OPEN	Themes [White House Activities - July 1988]
OPEN	Tickler (1)(2)
OPEN	Trade Bill
OPEN	Transition
OPEN	[Transition Resignations & Resumes] (1)(2)
OPEN	United Nations Security Council - Vice President's Remarks
OPEN	University of Virginia
OPEN	<i>USA Today</i> Television
OPEN	USIA Programming in Support of the 1988 Elections Report (1)(2)
OPEN	Van Dongen, Dirk
OPEN	Victory 1988
OPEN	Waldron / Events
OPEN	Wallace, Mike Interview
OPEN	Washington Campus
OPEN	Washington Industrial Roundtable
OPEN	Washington Institute for Near East Policy
OPEN	Weyrich
OPEN	Whalen, Richard
OPEN	Whales
OPEN	White House Correspondence Manual, 1986 (1)(2)

Box 12

Status	Title
OPEN	White House Staff Gift Record Forms
OPEN	White House Staff Manual, 1988 (1)-(3)
OPEN	Whittaker Chamber Farms
OPEN	Wick, Charles / USIA

Status	Title
OPEN	Williamson, Rich
OPEN	Wilson, James Q.
OPEN	Wirthlin (1)-(3)
OPEN	Women Appointees / Rebuttal
OPEN	Women Issues
OPEN	World Press Institute
OPEN	Wright, Joe
OPEN	The Year of the Young Reader
OPEN	Youth 2000

SERIES II: TRIPS

This series consists of material relating to trips taken by the President in support of the Vice-President's 1988 campaign for the Presidency. Files consist of trip schedules, notes on planning the trip, speech drafts, speech finals, and local press coverage. Often several events or even additional stops are included within the folders. The material in this series is arranged chronologically.

Box 12, cont.

Status	Title
OPEN	Presidential Trip to Iowa and Illinois, Drought- 07/14/1988 (1)-(3)
OPEN	Presidential Trip to Cincinnati 08/08/1988 (1)(2)
OPEN	Presidential Trip to Missouri - 09/14/1988
OPEN	Presidential Trip to Houston, TX - 09/22/1988
OPEN	Presidential Trip to Chicago, IL - 09/30/1988 (1)(2)
OPEN	Presidential Trip to Detroit, Michigan - 10/07/1988 (1)

Box 13

Status	Title
OPEN	Presidential Trip to Detroit, Michigan - 10/07/1988 (2)(3)
OPEN	Presidential Trip to Philadelphia, PA, & West Orange, NJ - 10/12/1988 (1)(2)
OPEN	Presidential Trip to Ohio 10/19/1988

Status	Title
OPEN	Presidential Trip to Raleigh, NC & Bowling Green, KY-10/21/1988
OPEN	Presidential Trip to California, Nevada, Wisconsin, Ohio, 11/01/1988-11/02/1988
OPEN	Presidential Trip to Warren, MI & Mesquite, TX, 11/05/1988
OPEN	Presidential Trip to California 11/07/1988

SERIES III: Bush-Quayle 1988 Campaign

This series consists of material relating to publications to promote George H.W. Bush's candidacy; manuals and directories from the Campaign on surrogate speakers and building coalitions; a copy of George H.W. Bush's Inaugural Address and a Richard Wirthlin poll commissioned by the Republican National Committee on national public attitudes for the time period of October 31, 1988-November 2, 1988. The material is arranged alphabetically by folder title.

Box 13, cont.

Status	Title
OPEN	Bush-Quayle '88: National Coalitions Leaders Manual (1)-(4)
OPEN	<i>George Bush: Leadership on the Issues</i> , RNC, October 1988
OPEN	Inaugural Address, 01/20/1989
OPEN	Surrogates, Bush/Quayle
OPEN	Wirthlin Poll for Republican National Committee, 10/31/1988-11/02/1988 (1)-(4)

Box 14

Status	Title
OPEN	Wirthlin Poll for Republican National Committee, 10/31/1988-11/02/1988 (1)-(14)

SERIES IV: Publications

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Box 14, cont.

Status	Title
OPEN	<i>The Brookings Review</i> , Winter 1988
OPEN	Budget, 1990 - Pamphlets
OPEN	<i>The Deficit Debate: Critical Crossroads to the Future</i> , Touche Ross, 1984
OPEN	<i>The GAO Journal</i> , Fall 1988
OPEN	<i>Mandate for Leadership III: Policy Strategies for the 1990s</i> , Heritage Foundation, 1989 (1)-(4)

Box 15

Status	Title
OPEN	<i>Mandate for Leadership III: Policy Strategies for the 1990s</i> , Heritage Foundation, 1989 (5)-(10)
OPEN	[Material Transferred to Book Collection - Transfer Forms]
OPEN	<i>National Geographic</i> - December 1988
OPEN	National Geographic Society Centennial Awards, 1888-1988 - Brochure
OPEN	<i>Our Changing Planet: A U.S. Strategy for Global Change Research</i> , Committee on Earth Sciences, 1989
OPEN	<i>Regulatory Program of the United States Government, April 1, 1988-March 31, 1988</i>
OPEN	<i>The White House Conference for a Drug Free America: Final Report</i> , June 1988