



Ursomarso, Frank: Files, 1981

Finding Aid Type

White House Staff and Office File Collections

Subtitle/Office

Office of Communication, Deputy Assistant to the President and Director of Communications

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Record Type

Textual

Biography

Biography

Frank Ursomarso is an American political strategist and an automotive industry executive with Delaware car dealerships.

Ursomarso was born on September 19, 1942 in Delaware. Ursomarso earned a B.A. degree from Gettysburg College in 1964, and a J.D. degree from UCLA in 1967.

During Ursomarso's service in the U.S. Army as a military police officer, he was a member of the task force on domestic disturbances. On October 21, 1967, his unit, the 503d Military Police Battalion, was deployed to the Pentagon for the "March on the Pentagon," a Vietnam War protest. He served one year in Vietnam and was awarded the Bronze Star Medal.

Frank's political career began in 1973, working with newly installed President Gerald R. Ford as a staff assistant. He remained in the Ford Administration until 1976. During this time, his most memorable moment was walking beside President Ford in Sacramento California, when a shooting attempt was made on President Ford. His ties to the Ford Administration remain strong, and he is a member of the Gerald R. Ford Presidential Foundation.

Ursomarso has also had an association with communications and broadcasting. He has served as a member of the Pennsylvania Public Television Network. With this background, Ursomarso served as the television production coordinator for the 1976 and 1980 presidential debates.

During the Reagan Administration, Ursomarso was appointed as Deputy Assistant to the President and Director of Communications effective February 23, 1981. He reported to David Gergen, who was Deputy to the Chief of Staff at the time. Following the injury to Press Secretary James Brady in the assassination attempt on President Reagan, communications responsibilities were revamped and revised. David Gergen was named Assistant to the President for Communications and Director of the Office of Communications. This office then became an umbrella office covering the White House Press Office, Office of Communications (Public Affairs) and Speechwriting. Ursomarso eventually resigned in September, 1981.

Ursomarso has other public service experience. He served on the Pennsylvania Securities Commission, the Pennsylvania Horse Racing Commission, and was

Chairman of the Pennsylvania Turnpike Commission.

Currently Ursomarso is Chairman of Union Park Automotive Group, a franchised automotive dealership for BMW, Volvo, Honda, Buick GMC and Jaguar brands. It has been in business and family-owned for three generations.

Ursomarso is a member of the Delaware Automobile and Truck Dealers Association. He also served on the Industry Relations and Communications Committees during his tenure on the Board of Directors at the National Automobile Dealers Association (NADA).

Ursomarso is married to the former Catherine Sanders and lives in Wilmington, Delaware. He has three sons and three grandchildren.

Scope and Content Note

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Originally the Library did not have an identified collection for Frank Ursomarso. During the arrangement and determination of provenance for the Office of Communications, references to Ursomarso and his work product were referred to by other Communications staff members. The Library subsequently discovered the Ursomarso material had been filed with the White House Office of Records Management collection for [Michael Baroody](#) in the Office of Public Affairs. Baroody was Ursomarso's assistant in the Office of Communications and eventually became the Director of the Office of Public Affairs.

The Frank Ursomarso collection consists of four series: SERIES I: Subject File; SERIES II: Calendars; SERIES III: Chronological File and SERIES IV: Personnel File.

Series List

SERIES I: SUBJECT FILE

This series consists of material relating to agendas, background papers and minutes for Cabinet and Cabinet Council meetings for the first seven months of the Reagan

administration; publications on the President's new economic initiatives and first one hundred days in office; reports on debt collection, reports on fraud & waste, and reports on the President's regulatory relief program; hand-written senior staff meeting notes; personnel recommendations and resumes; communication planning for selling the President's economic program and for the Ottawa Summit in July 1981; and media briefings on the President's economic program and social security commission findings. The material is arranged alphabetically by folder title.

SERIES II: CALENDARS

This series consists of material relating to event schedules for members of the Reagan administration including agency officials, Cabinet Secretaries and White House officials. It is arranged by type of calendar and then chronologically.

SERIES III: CHRONOLOGICAL FILES

This series consists of material relating to replies to job seekers; request for photos and autographs; cover memos for recommendations on communications; communication plans for the Ottawa Summit and tax relief efforts; and routine administrative requests regarding the Office of Communications. It is arranged chronologically.

SERIES IV: PERSONNEL FILES

This series consists of material relating to personnel actions for the Office of Communications staff including resumes, actions to upgrade salaries or hourly information, invoices for part-time employees, financial disclosure reports, and applications for insurance. It is arranged alphabetically by the employee's last name.

Last Modified Date

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meeting notes; personnel recommendations and resumes; communication planning for selling the President's economic program and for the Ottawa Summit in July 1981; and media briefings on the President's economic program and social security commission findings. The material is arranged alphabetically by folder title.

Box 1

Status	Title
OPEN / DIGITIZED	100 Days Project
OPEN	"Afternoon Summary," ICA, 05/26/1981-06/04/1981
OPEN	"Afternoon Summary," ICA, 06/05/1981-06/18/1981
OPEN	"Afternoon Summary," ICA, 06/19/1981-06/30/1981
OPEN	"Afternoon Summary," ICA, 07/01/1981-07/14/1981
OPEN	"Afternoon Summary," ICA, 07/15/1981-07/23/1981
OPEN	"Afternoon Summary," ICA, 07/24/1981-08/10/1981
OPEN	"Afternoon Summary," ICA, 08/11/1981-08/19/1981
OPEN	"Afternoon Summary," ICA, 08/20/1981-08/31/1981
OPEN	"Afternoon Summary," ICA, 09/01/1981-09/11/1981
OPEN	American Council for Coordinated Action
OPEN	<i>America's New Beginning: A Program for Economic Reform,</i> 02/18/1981
OPEN	<i>Apathy and the Media</i> - Kenneth Quade
OPEN	<i>Fiscal Year 1982 Budget Revisions</i> - March 1981
OPEN / DIGITIZED	Bureau of Alcohol, Tobacco and Firearms Response to NRA
OPEN	<i>A Business Perspective on Technological Innovation</i>
OPEN	[Cabinet Information]
OPEN	[Cabinet Council Information]
OPEN	Cabinet Council on Commerce and Trade (1)

Box 2

Status	Title
OPEN	Cabinet Council on Commerce and Trade (2)-(5)
OPEN	Cabinet Council on Economic Affairs (1)-(9)
OPEN	Cabinet Council on Food and Agriculture
OPEN	Cabinet Council on Resources and Environment (1)-(5)

Status	Title
OPEN	<i>Capitol Hill</i> - Magazine of the Republican National Club, Summer 1981
OPEN	Civil Service Retirement Claims - OPM News

Box 3

Status	Title
OPEN	Communications - Administrative Support
OPEN	Computer Systems at the White House (1)-(4)
OPEN	<i>Construction Equipment</i> , September 1981 - [Reagan Interview]
OPEN	Correspondence (1)(2)
OPEN / DIGITIZED	Economic Program Communications Plan (1)
OPEN	Economic Program Communications Plan (2)
OPEN / DIGITIZED	Economic Program Communications Plan (3)
OPEN / DIGITIZED	Economic Program Communications Plan (4)
OPEN	Economic Summit, Ottawa, July 1981 (1)-(6)
OPEN	Federalism (1)(2)

Box 4

Status	Title
OPEN	Invitations FAU (Frank A. Ursomarso) (1)-(5)
OPEN / DIGITIZED	Long Range Planning - Minutes, 03/18/1981
OPEN	Media Briefing 04/15/1981 (1)-(4)
OPEN	Media Master List 04/15/1981
OPEN	Media Master List 04/21/1981 (1)(2)
OPEN	[Media Briefing 07/22/1981] (1)(2)
OPEN	Office Report July 1981 (1)(2)
OPEN	Personnel - [Minorities]
OPEN	Phil Donahue
OPEN	Public Relations Society of America Conference 06/21/1981-06/23/1981
OPEN	Radio Free Europe Research (1)(2)
OPEN	Regulatory Reform Program (1)(2)

Box 5

Status	Title
OPEN / DIGITIZED	Regulatory Reform Program (3)
OPEN	<i>Report on Strengthening Federal Credit Management - Debt Collection Project - OMB, January 1981</i>
OPEN	Resumes – Recommendations, A-BAN
OPEN	Resumes – Recommendations, BAO-BAR
OPEN	Resumes – Recommendations, BAS-BZ
OPEN	Resumes – Recommendations, C
OPEN	Resumes – Recommendations, D
OPEN	Resumes – Recommendations, E-G
OPEN	Resumes – Recommendations, HA-HN
OPEN	Resumes – Recommendations, HO-KH
OPEN	Resumes – Recommendations, KI-KZ
OPEN	Resumes – Recommendations, LA-LN
OPEN	Resumes – Recommendations, LO-LZ
OPEN	Resumes – Recommendations, M-MD
OPEN	Resumes – Recommendations, ME-MZ

Box 6

Status	Title
OPEN	Resumes – Recommendations, N-PE
OPEN	Resumes – Recommendations, PF-RH
OPEN	Resumes – Recommendations, RI-RO
OPEN	Resumes – Recommendations, RP-SN
OPEN	Resumes – Recommendations, SO-V
OPEN	Resumes – Recommendations, W-Z
OPEN / DIGITIZED	Senior Staff Meetings Minutes (1)
OPEN / DIGITIZED	Senior Staff Meetings Minutes (2)
OPEN / DIGITIZED	Senior Staff Meetings Minutes (3)
OPEN	Social Security
OPEN	Social Security Associated Press Broadcasters Briefing 06/04/1981
OPEN	Talking Papers for Special Interest Groups

Status	Title
OPEN	<i>Task Force on Stature and Role of Public Relations: Report and Recommendations</i>
OPEN / DIGITIZED	Television Analysis (1)
OPEN / DIGITIZED	Television Analysis (2)
OPEN / DIGITIZED	Television Analysis (3)
OPEN / DIGITIZED	Television Analysis (4)
OPEN	U.S. Grain Embargo
OPEN	<i>University Bookman</i> - Spring 1981

Box 7

Status	Title
OPEN	Ursomarso Resignation
OPEN	Warning Reports
OPEN	Waste, Fraud and Abuse (1)-(3)
OPEN	Weekly Updates, July 1981
OPEN	Weekly Updates, 08/10/1981
OPEN	Weekly Updates, 08/17/1981
OPEN	Weekly Updates, 08/24/1981

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Box 7, cont.

Status	Title
OPEN	Calendar - Communications & Outreach Events 05/04/1981-07/04/1981
OPEN	Calendar - Communications & Outreach Events 08/17/1981-10/10/1981
OPEN	Calendar - Selected Events - Week of 05/18/1981 & 05/25/1981
OPEN	Calendar - Selected Events - Week of 06/15/1981 & 06/29/1981 & 07/06/1981 & 07/13/1981

Status	Title
OPEN	Calendar of Events - Week of 06/01/1981
OPEN	Calendar of Events - Week of 06/15/1981
OPEN	Calendar of Events - Week of 07/13/1981 & 07/27/1981
OPEN	Calendar of Events - Week of 08/03/1981 & 08/10/1981
OPEN	Calendar of Events - Week of 08/17/1981 & 08/24/1981
OPEN	Calendar of Events - Week of 08/31/1981 & 09/07/1981
OPEN	Calendar of Events - Week of 09/14/1981 & 09/21/1981
OPEN	Calendar of Events - Week of 09/27/1981 & 10/04/1981
OPEN	Calendar of Events - Management Summary Week of 07/27/1981-08/31/1981

Box 8

Status	Title
OPEN	Calendar of Events - Management Summary Week of 09/07/1981-10/04/1981
OPEN	News Calendars - January 1981-04/11/1981
OPEN	News Calendars - 04/12/1981-May 1981
OPEN	News Calendars - June 1981-July 1981

SERIES III: CHRONOLOGICAL FILES

This series consists of material relating to replies to job seekers; request for photos and autographs; cover memos for recommendations on communications; communication plans for the Ottawa Summit and tax relief efforts; and routine administrative requests regarding the Office of Communications. It is arranged chronologically.

Box 8, cont.

Status	Title
OPEN	Chrons - March 1981 (1)(2)
OPEN	Chrons- April 1981 (1)(2)
OPEN	Chrons - May 1981 (1)(2)
OPEN	Chrons - June 1981 (1)(2)
OPEN	Chrons - July 1981 (1)(2)
OPEN	Chrons - August 1981

SERIES IV: PERSONNEL FILES

This series consists of material relating to personnel actions for the Office of Communications staff including resumes, actions to upgrade salaries or hourly information, invoices for part-time employees, financial disclosure reports, and applications for insurance. It is arranged alphabetically by the employee's last name.

Box 8, cont.

Status	Title
OPEN	Barody, Mike
OPEN	Gleason, Barbara
OPEN	Graham, Anne
OPEN	Hoffman, Tricia
OPEN	Howell, Lugene
OPEN	Kazanjian, Dodie
OPEN	Lilly, Frank
OPEN	Lowe, Pamela
OPEN	Mahan, Jann
OPEN	Mongoven, John
OPEN	Pond, Judy
OPEN	Potter, Nanc
OPEN	Rizzuto, Christopher