

MAHAN-DUVAL, JANN: Files, 1981-1984 – REAGAN LIBRARY COLLECTIONS

This collection has been reviewed by the Reagan Library staff and it is available for research. You may access this collection in our research room. There is no need to file a Freedom of Information Act (FOIA) request for any of the contents of this collection.

MAHAN-DUVAL, JANN: Files, 1981-1984

Media Relations, Office of: Media Coordinator

The Office of Media Relations handled all press contacts with the White House other than the actual White House press corps. It was created in the fall of 1981 from the Office of Media Liaison in the Press Office and the Television Office from the Office of Communication. The office had various names throughout the administration including: Media Liaison; Office of Media Relations and Planning; Office of Media Relations and Broadcasting; Office of Media and Broadcasting Relations). Their staff, physical location in the White House and general functions remained exactly the same during these various name changes. For ease of use and to reflect their organizational unity the Library is naming this office: Office of Media Relations.

The White House receives a multitude of requests for Presidential messages for organization meetings, tributes to particular individuals, public service announcements on behalf of various causes and charitable fundraising, and taped endorsements for political candidates. During the Reagan administration this became a highly developed function, and the President regularly sat for tapings for these requests. The Television Office/function, as part of first the Office of Communication and then the Office of Media Relations, coordinated all aspects of the multiple tapings and coordinating the scripts of these messages. In addition, the Television Office coordinated all the arrangements with outside media for taped interviews with the President, nationally televised press conferences and nationally televised addresses.

Jann Mahan was the television/radio coordinator from early 1981 to April 1984. For the first three years she worked with Mark Goode, who was a television media consultant associated with the Reagans since the gubernatorial years. The Library has been unable to positively identify a specific set of White House material for Mr. Goode. His work product is intermixed and interfiled with the Mahan collection. As a general rule, Goode did the media coordination, working with the networks and Mahan implemented the plan for specific event tapings. Mahan left the White House in November 1984 and the work was taken over by Alden Lang for the remainder of the first administration. Lang had been working with Mahan-Duval for about six months prior to this time. We have no specific collection for Ms. Lang.

This media function was separated as a separate administrative unit known as the Television Office for 1985-1987. Their physical location, staff and functions remained essentially the same. We have not broken this time period out as a separate collection, the office and its staff are all included in the Office of Media Relations. Elizabeth Board took over this office in early 1985 and stayed through the end of the administration. In 1987, the Television Office ceased to exist administratively and was placed under the Office of Media Relations again. For a continuation of the work done by Jann Mahan-Duval in the second administration, please see the Elizabeth

Board collection and Series IV: Television Tapings in the Office of Media Relations.

A preliminary arrangement has been completed on the Jann Mahan Duval collection. It is arranged in six series as follows: Series I: Subject File; Series II: Tapings; Series III: Speeches and Addresses; Series IV: Interviews; Series V: Press Conferences; Series VI: Events.

SERIES I: SUBJECT FILE

Box 1

Fourth of July

Hispanic Heritage Week

International Communication Agency Film "The Reagan White House" (1)-(5)

Map Room Survey 01/16/1985

Rush to Judgment

Schedule Turn-downs 1984

Teleconferencing

Teleconferencing II

1982 Teleconferencing (1)-(3)

TV Office Memos

SERIES II: TAPINGS

Box 1 Cont.

02/10/1981 "A Day in the Life"

06/17/1981 Broadcast Pioneers [Presentation to President and Brief Taping for their Library]

07/14/1982 Taping Vice President [Organization for Protection and Advancement of Small Telephone Companies]

07/30/1982 Taping Vice President [Phi Alpha Delta Law Fraternity]

01/29/1983-01/30/1983 Dear Mr. President [TV Show Produced by A. C. Lyles]

05/19/1983-05/20/1983 Bob Hope [USO TV Show]

10/13/1983 Hugh O'Brian Taping

07/23/1984 Brady Foundation - Denis Ravel Taping

Box 2

05/22/1984 Alzheimer's Disease Public Service Announcement

05/22/1984 Normandy Taping

[05/30/1984 Federally Employed Women's Conference - Cancelled]

06/10/1984 Southern Baptists - Cancelled

06/25/1984 Citizens for America Audiotape

POTUS Taping for July 4

09/26/1984, Oval Office Taping

Mike Pengra [Invoice for 11/24/1984 Taping]

SERIES III: SPEECHES AND ADDRESSES

Box 2 Cont.

02/05/1981 Economic Recovery Plan [Presidential Address] (1)(2)

07/24/1981 Live Television Address [Budget Cuts]

1982 European Speeches

08/16/1982 Tax Hike - Address from Oval Office

[09/20/1982 Broadcast on Lebanon]

[10/13/1982 Broadcast on the Economy]

11/22/1982 Arms Control Broadcast

03/10/1983 El Salvador Speech to NAM (National Association of Manufacturers)

03/23/1983 Defense Speech

09/05/1983 Korean Jetliner Speech ABC

01/28/1984 Oval Office [Address to the Nation]

President's Tax Cut Speech - Oval Office

1981 Radio Addresses (1)(2)

SERIES IV: INTERVIEWS

Box 2 Cont.

Frank Reynolds Interview 03/09/1981

12/17/1981 Brokaw Interview, Press Conference, National Christmas Tree Lighting

01/27/1982 CBS - Dan Rather

05/26/1983, 6 Correspondents Interview

11/07/1983 Japanese / Korean Interview

05/23/1984 Cosell Interview

05/28/1984 Interview with Bryan Ferrel – [Irish Television]

05/31/1984 6 on 1 Interview – [Foreign Media Pre-Summit]

06/02/1984 Satellite Interviews - Orlando, San Antonio

Consortium Interviews - VP and POTUS

SERIES V: PRESS CONFERENCES

Box 3

05/13/1982 Press Conference - Taping 05/19/1982 Mrs. Reagan Address – [for General Federation of Women's Clubs]

06/30/1982 Press Conference

07/28/1982 Presidential Press Conference

02/16/1983 NBC Press Conference

05/22/1984 Press Conference

06/14/1984 Press Conference

07/24/1984 Press Conference

SERIES VI: EVENTS

Box 3 Cont.

05/27/1981 Public Announcement - President Armed Services

05/11/1982 ABC Affiliates Satellite Feed

07/28/1982 Indira Ghandi Arrival Live - International Communications Agency

09/16/1982 Marcos - International Communications Agency

[10/12/1982 Signing S. 1409 Reclamation Reform Act

11/07/1982 In Performance at the White House

11/17/1982 Jobs Teleconference

December 1982 A Conversation with the President

02/24/1983 Newsweek Teleconferencing
04/12/1983 Oman Visit
04/15/1983 National Volunteer Week
04/18/1983 North Carolina State Basketball
05/03/1983 U.S. News and World Report
05/10/1983 Teleconferencing International Trade (1)(2)
09/23/1983 Merv Griffin
10/13/1983 Partnerships in Education
12/05/1983 Space Shuttle Hookup
06/18/1984 Sri Lanka Arrival – [U.S. Information Agency]
10/25/1984 American Sportscasters Award
12/05/1984 Arrival Ceremony [Venezuela]

SERIES VII: PERSONNEL

Box 3 Cont.

Personnel - TV Office (1)(2)

Box 4

Personnel – TV Office (3)(4)

Carroll, Sally (Applicant for Director of TV Office)

Fischer, Kerwin (Applicant for Director of TV Office)

Gallup, George (Applicant for Director of TV Office)

Jackson, Wm. M. (Applicant for Director of TV Office)

Kirk, Eileen (Applicant for Director of TV Office)

Regrets (Applicants for Director of TV Office)