

MASENG, MARI: Files, 1988-1989 – REAGAN LIBRARY COLLECTIONS

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**MASENG, MARI: Files, 1988-1989(5.8 l.ft.; Box 1-15)**

Office of Speechwriting, Speechwriter, 1981-1983

Office of Public Liaison, Deputy Assistant to the President (Director), 1986-1987 ([see separate inventory](#))

Office of Communications, Assistant to the President (Director), July 1988-January 1989

**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 & Content Note**

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. The 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 but most of it was in the final boxes of Maseng's material sent to record's 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 actually 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 I: Subject File, 1988 (4.6 l.ft.; Box 1-12)

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.

SERIES II: Trip File (.4 l.ft, Box 12-13)

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 (.4 l. ft.; Box 13-14)

This series consists of material relating to publications to promote George Bush's candidacy; manuals and directories from the Campaign on surrogate speakers and building coalitions; a copy of George 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 (.4 l.ft.; Box 14-15)

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.

CONTAINER LIST

SERIES I: SUBJECT FILE

Box 1

AIDS (1)(2)

Administration (1)(2)

*The Almanac of American Politics, 1988* – Selected Pages

American Civil Liberties Union (ACLU)

American Newspaper Publishers Association (ANPA)

Armed Forces Voters Week

Articles on Administration Officials

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

Box 2  
Campaign Watch Summary  
Canadian Broadcasting Corporation  
Captive Nations Day Statement - 07/13/1988 (P)  
Cavazos, Lauro  
Child Abduction  
Child Care  
CNN Interview 09/09/1988  
CNN Interview 01/12/1989  
Columnists  
Combined Federal Campaign  
Communications, Office of  
[Communications, Office of – Historical Information]  
[Communications, Office of – Review] (Binder) (1)-(3)  
Communications Staff Meetings (1)(2)  
Communications Wrap-Up of Election Coverage  
Computer Information  
Contras  
Counsel re: Speeches (empty)  
CTRCK Codes  
Demuth, Chris (AEI) (1)-(3)  
Department of Defense Authorization (1)-(4)

Box 3  
Devine, Donald [Citizens for America]  
Dolan Geneva Trip  
Domenici  
Domestic Policy Speech (1)-(3)  
Donattelli Meeting  
Dresses  
Drought

Drug Bill  
Drugs (1)-(3)  
Duberstein  
Duberstein Personal Press Plan  
Economic Bulletin  
Economic Policy Council (1)(2)  
Education and Bennett  
Statement on Employment  
ESPN Interview / POTUS  
Ethics Bill (1)(2)  
Ethics in Government  
Executive Office of the President – Drug-Free Workplace Plan  
Falling from Grace  
*Family Magazine*

Box 4  
Farewell Address - POTUS  
Farewell Back-Up  
Fetal Research  
First Lady Talking Points  
Fisher, Audrey, Interview  
Foreign Policy  
Foreign Policy [Speech] University of Virginia: Charlottesville 12/16/1988  
Forest Fires  
French Journalists, MM/FD (Maseng/Donatelli) Meeting - 11/08/1988 (1)(2)  
Glassner, Mike  
Gorbachev  
Government Waste  
Grace Commission  
Greenville Professional Women's Forum  
Gribben, Bill  
Hayes, Stephen  
Highway Users Foundation  
Hispanic Briefing  
Hispanic Media  
Hispanics  
Homeless  
Horatio Alger Association  
[Housing – Possible Arkansas Event]  
*Human Events*  
Interviews – White House  
Interviews Following Events  
Issues Update – 07/08./1988  
Issues Update – 07/22/1988  
Issues Update – 07/29/1988  
Issues Lunch – 09/12/1988 (empty)

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

Box 5

Issues Updates – Weekly Report to the President (2)-(5)  
Japanese Internment Legislation - Signing Ceremony  
Jobs  
[Judicial Nominees](#)  
Key Political Reporters  
Klugmann, Mark  
Koppel: News from Earth  
Kudlow, Lawrence  
Labor, Department of - Secretary McLaughlin (1)(2)  
LaFarge Corporation  
Last 100 Days  
Last Six Months (1)(2)  
Legacy  
Legacy Booklets [“Reagan Record” & “Promises Made, Promises Kept”]  
Legal Services  
Library Court Coalition/Meetings/Eric Licht (1)-(3)  
Marlin [Fitzwater]  
Maseng Biography  
McKay Report  
McLaughlin Interview  
Meal Acceptance Guidelines  
Media and Broadcast Relations  
Media Bashing  
Media/Communications  
Media Events

Box 6

Media Executives Briefing 08/03/1988  
Media Fall Plan (1)-(3)  
Media: Fall Plan / Local - E. Board (1)-(3)  
Media Fall Plan / Op-eds M. Blakey  
Media Plan for Surrogates

Media Requests  
“Meet the Press”  
Minimum Wage Supporters  
NASA/Also See Space  
National Federation of Business and Professional Women – Vice President’s Speech,  
07/24/1988  
National Governor's Association (POTUS) 08/08/1988  
Nedelman, Jeffrey (1)(2)  
Negative Campaigning  
Nevada  
Newspaper Column - POTUS  
Nicaragua  
Nobel Peace Prize  
Nominations  
Noriega  
*U.S. vs. North*  
October Planning (1)-(3)

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

Box 8  
Planning II – July 1988 (1)-(4)  
Plant Closings  
Political Planning File (1)(2)

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

Box 9  
Press Coverage – 1988 (4)-(6)  
Press Items, Possible  
Privatization - Presidential Decision  
[Proposition 65 – California] (1)(2)  
Public Affairs  
Quad Commission  
Quayle, Dan  
Radio Address Memos  
Radio Speech  
Rahn, Richard  
Range / Hooley  
Reagan Record / Blakey  
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  
Republican Convention (1)-(4)  
Research (empty)  
Retrospective - Requests for Interviews  
Ronald Reagan (RR) Farewell  
Rowney, Ambassador Edward  
Sanchez, Rudy  
Satellite Addresses  
Schedule, Pending Information / Recommendations (1)-(3)

Box 10  
Science and Mathematics Award  
Security Information  
September Highlights  
September 1988 Planning (1)-(5)  
Smith, Congressman Dennis  
Smith, Hedrick - Interview  
Social Security  
South Carolina  
Space



Speech Themes  
Speeches, Timeliness of Comments  
Speechwriters Read  
Stationary  
Strategic Defense Initiative (SDI)  
Target Groups  
Television Addresses - Presidential  
Teller, Edward  
[Terry Abdo – Personal Documents]  
Themes [1988]  
Themes [Campaign 1988]  
Themes [Democratic Opinion re: Reagan]  
Themes [Drug Issues - July 1988]

Box 11

Themes [Economic Recovery] (1)-(3)  
Themes [Events – Fall 1988]  
Themes [Last Seven Months – July 1988]  
Themes [Last Six Months – July 1988]  
Themes [Legislative Issues – July 1988]  
Themes [Speech – July 1988]  
Themes [Trips – July 1988]  
Themes [White House Activities – July 1988]  
Tickler (1)(2)  
Trade Bill  
Transition  
[Transition Resignations & Resumes] (1)(2)  
United Nations Security Council - Vice President's Remarks  
University of Virginia  
*USA Today* Television  
USIA Programming in Support of the 1988 Elections Report (1)(2)  
Van Dongen, Dirk  
Victory 1988  
Waldron / Events  
Wallace, Mike Interview  
Washington Campus  
Washington Industrial Roundtable  
Washington Institute for Near East Policy  
Weyrich  
Whalen, Richard  
Whales  
White House Correspondence Manual, 1986 (1)(2)

Box 12

White House Staff Gift Record Forms  
White House Staff Manual, 1988 (1)-(3)

Whittaker Chamber Farms  
Wick, Charles / USIA  
Williamson, Rich  
Wilson, James Q.  
Wirthlin (1)-(3)  
Women Appointees / Rebuttal  
Women Issues  
World Press Institute  
Wright, Joe  
The Year of the Young Reader  
Youth 2000

SERIES II: TRIPS

Box 12, cont.

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

Box 13

Presidential Trip to Detroit, Michigan - 10/07/1988 (2)(3)  
Presidential Trip to Philadelphia, PA, & West Orange, NJ – 10/12/1988 (1)(2)  
Presidential Trip to Ohio 10/19/1988  
Presidential Trip to Raleigh, NC & Bowling Green, KY- 10/21/1988  
Presidential Trip to California, Nevada, Wisconsin, Ohio, 11/01/1988-11/02/1988  
Presidential Trip to Warren, MI & Mesquite, TX, 11/05/1988  
Presidential Trip to California 11/07/1988

SERIES III: Bush-Quayle 1988 Campaign

Box 13, cont.

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

Box 14

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

SERIES IV: Publications

Box 14, cont.

*The Brookings Review*, Winter 1988  
Budget, 1990 – Pamphlets  
*The Deficit Debate: Critical Crossroads to the Future*, Touche Ross, 1984

*The GAO Journal*, Fall 1988

*Mandate for Leadership III: Policy Strategies for the 1990s*, Heritage Foundation, 1989  
(1)-(4)

Box 15

*Mandate for Leadership III: Policy Strategies for the 1990s*, Heritage Foundation, 1989  
(5)-(10)

[Material Transferred to Book Collection – Transfer Forms]

*National Geographic* - December 1988

National Geographic Society Centennial Awards, 1888-1988 - Brochure

*Our Changing Planet: A U.S. Strategy for Global Change Research*, Committee on  
Earth Sciences, 1989

*Regulatory Program of the United States Government, April 1, 1988-March 31, 1988*

*The White House Conference for a Drug Free America: Final Report*, June 1988