

MATHIS-RICHARD, SUE: Files, 1981-1987 – REAGAN LIBRARY COLLECTIONS

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MATHIS-RICHARD, SUE: Files, 1981-1987

Media Relations, Office of: Staff Assistant, 1981-1984

Media Relations, Office of: Special Assistant to the President and Director of Media Relations, 1985-1987

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.

Sue Mathis (later Mathis-Richard) was one of the original members of the Media Liaison Office within the Press Secretary's Office at the beginning of the administration. She reported to Lou Gerig who was Director of that office under Press Secretary Jim Brady. After the shooting of Mr. Brady, the Press Office was reorganized in late 1981, and the Office of Media Relations was created. Mathis moved into the new office as a staff assistant. In December of 1984, Mathis became the Director of Media Relations. The Television Office at this time was given its own administrative director, Elizabeth Board. Mathis stayed on as Director of Media Relations until September 1987. Upon her departure the two offices were again recombined under Elizabeth Board.

The Library completed a preliminary arrangement of Mathis-Richard in 2007. It is arranged in five series as follows: Series I: Subject File; Series II: Briefings; Series III: Interviews; Series IV: Events; and Series V: Correspondence.

SERIES I: SUBJECT FILE

Box 1

ACTION / Volunteer Awards (1)(2)

American Press Institute

Black Forums

Blackwell Project / Indian Conference

Buchanan / ABC

Budget Sessions / Miller 01/24/1986

[C-Span Correspondence]

[Opposition Quotes re Central America]

College Papers (1)-(3)

Dallas Report
Defense Plan
Economic Bill of Rights-Communication Plan
Federalism
Gergen History/Lists
Hispanic Heritage Week Tape Distribution List

Box 2
Hispanic Media
Hispanic Press
Immigration
Local Program Network [I]
Local Program Network [I]: For Review
Local Program Network / Bush 02/08/1985
Local Program Network [II]
Regan / CONUS Local Program Network
Regan / Local Program Network 04/02/1985
Buchanan - Local Program Network 03/14/1986
[Local Program Network Information]
LOCALS-Pre-Trip Interviews
Libyan Aircraft Attack
Scott McQuigg File
Media Relations Staff
National Women's Economic Alliance
National Newspaper Association 03/06/1986
Nominations and Appointments July 1986 [Press Releases] (1)(2)
Nominations August 1986 [Press Releases] (1)(2)
Nominations and Appointments September 1986 [Press Releases] (1)-(3)
PATCO
Philly Daily News

Box 3
Photo OP Report
Bureau Chiefs' Report / Photo Ops
Weekly Photo OP Reports January 1983-June 1983
First Monday Photo
Planning
PM Magazine - Kathy Osborne Feature
Fall Press Plans 1985
Private Sector Initiatives
Quick Magazine Request
Radio Free Cuba
Regional Tax Reform Speech 1985
Resumes (1)-(5)
Rhodes Meeting
Satellite Interviews

Satellite / TV Studio

Box 4

[Schedule Requests 1985] To Mike
School Prayer
School Prayer / Radio (1)(2)
Seminars
Small Business 05/08/1984
State of the Union 1984 Talk Show
Summit Preparation Planning [Europe 1984]
TV Guide Photo 04/21/1986
[Thank You Letters 1986]
Urban Mass Transportation Administration
Volunteerism
Washington TV Bureau / Photo Op Meetings, etc.
WHDH
Women's Media Project (1)(2)
You Asked for It
Young Americans Medal

SERIES II: BRIEFINGS

Box 4 Cont.

04/27/1981 Group W Briefing
June 1981 National Association of Broadcasters Briefing / Canceled by NAB
06/04/1981 Associated Press Briefing
06/12/1981 Radio Television News Directors Association Briefing (1)-(3)
Radio Television News Directors Association Feed
Radio Television News Directors Association Report (1)(2)

Box 5

06/16/1981 Press Women Briefing
10/02/1981 Friday Briefing
10/05/1981 Monday Briefing
[Invitations to Southern Briefings / Special List]
1982 Regional Briefings
1982 Regional Briefings: Southeast
1982 Regional Briefings: Midwest
1982 Regional Briefings: Northeast
1982 Regional Briefings: West
02/19/1982 Friday Briefing
03/24/1982 Ohio Association of Broadcasters Briefing
05/20/1982 Briefing-Livestock Publications Council
02/09/1983 Briefings
03/03/1983 Louisiana Broadcasters Briefing
04/29/1983 Michigan Broadcasters Briefing
05/19/1983 Bonneville Briefing

09/07/1983 Spanish Radio Broadcasters Briefing
09/14/1983 RSVP for Briefing (1)-(3)
09/14/1983 Hispanic, Labor, Religious Press (1)-(4)

Box 6

09/14/1983 Hispanic, Labor, Religious Press (5)-(7)
09/21/1983 Invite List for Regional Briefing (1)(2)
09/21/1983 RSVP Regional Briefing
09/30/1983 Invite List Regional Briefing (1)(2)
10/18/1983 Briefing
[10/24/1983 Regional Editors and Broadcasters]
11/03/1983 Briefing
03/01/1984 Ball State Briefing
05/04/1984 Reilly Briefings
05/09/1984 Calkins Chain Briefing
07/09/1984 Regional Briefings (1)-(6)

Box 7

10/16/1984 Southern Region Briefing
Regional Briefings Northeast (1)(2)
02/21/1985 The Editors Briefing
03/07/1985 National Newspaper Association Briefing
03/11/1985 Regional Briefing (1)(2)
03/11/1985 Feedback from Regional Briefing (1)-(3)
03/25/1985 Sperling Breakfast
1985 Sperling Breakfast
04/18/1985 Regional Briefing [I]
04/18/1985 Regional Briefing [II] (1)-(3)

Box 8

04/18/1985 Briefing Folder (1)(2)
To Invite to Briefing File (as of 04/22/1985) (1)-(3)
[06/07/1985 Regional Briefing]
06/07/1985 Economic Editors Briefing (1)-(4)
06/07/1985 Tax Reform Briefing / Economic Editors
07/09/1985 Regional Briefing (1)(2)
Invite to Briefings File after 07/09/1985
08/01/1985 Tax Reform and the Family and Poor [Briefing] (1)(2)

Box 9

08/01/1985 Tax Reform Briefings for Evangelicals (1)-(3)
09/11/1985 Specialty Press Briefing (1)(2)
09/16/1985 Regional Briefing [I] (1)(2)
09/16/1985 Regional Briefing [II] (1)(2)
10/02/1985 Regional Briefing
01/28/1986 1986 State of the Union Anchors' Briefing

February 1986 Regional Briefing (W.H. Out Card to Pat Weber 05/10/1988)
02/10/1986 Regional Briefing Feedback (1)-(4)

Box 10

02/10/1986 Regional Briefing Regrets (1)(2)
02/16/1986 Regional Briefing (1)-(3)
02/25/1986 ABC Briefing
03/11/1986 Feedback from Briefing (1)-(4)
06/13/1986 Regional Briefing (1)-(3)
06/13/1986 Feedback from Briefing (1)(2)

Box 11

[06/13/1986 Regional Briefing - SALT Statement]
[07/30/1986 Crime / Law Enforcement Briefing]
1987 Sperling Breakfast
04/29/1987 National Association of Broadcasters Briefing
04/29/1987 National Association of Broadcasters [Briefing]
05/15/1987 Regional Briefing, (1 of 2) (1)-(5)
05/15/1987 Regional Briefing, (2 of 2) (1)-(7)

Box 12

05/15/1987 Drop-By Briefing (1)(2)
06/16/1987 Post-Economic Summit [Briefing] (1)-(5)
College Briefing
SAVVY Magazine Briefing (1)(2)
Western States Regional Briefing
Briefing Proposals Cold

SERIES III: INTERVIEWS

Box 12 Cont.
Interview Requests [1981-1984] (1)
Interview Requests [1981-1984] (2)(3)
[Interview Requests 1984]
Interview Requests (Proposal for McManus)
Interview Requests (for Future Use) Campaign File

Box 13

1985 Satellite Interview Requests
Dobson Interview
Dobson Interview: Dobson
Saturday Interviews (1)(2)
04/24/1985 Pat Robertson Interview
Robertson Interview
06/10/1985 Reader's Digest Interview (1)(2)
08/24/1985 Radio Interviews
[September 1985] "Family Weekly" - (Cancelled)

09/09/1985 College Radio Interview
03/14/1986 Spanish International Network Interview
05/23/1986 Rusher Interview
06/09/1986 Radio Marti Interview
07/08/1986 Jack Casserly Interview
07/31/1986 Frank Van Der Linden Interview
Interview with Tomas Regalado
Human Events Interview [Proposal]
John McLaughlin Request

SERIES IV: EVENTS

Box 13 Cont.

04/06/1982 National Association of Attorneys General Seminar
01/23/1985 USDA Telecast
02/06/1985 Anchor Luncheon on State of the Union (1)(2)

Box 14

02/06/1985 Columnists on State of the Union
03/08/1985 Richard Burt Teleconference
03/27/1985 William and Mary Seminar
02/18/1986 Lunch with Commentators
03/21/1986 Commentators Luncheon
05/12/1986 Cox (1)(2)
05/21/1986 Close Up Project (1)(2)
05/28/1986 Cartoonist Luncheon
06/12/1986 Columnists Luncheon
11/12/1986 Columnists – Commentators Luncheon
1986 Anchors' Luncheon following State of the Union
1986 Columnists and Commentators State of the Union Themes

SERIES V: CORRESPONDENCE

Box 14 Cont.

Letters [June 1981-October 1983] (1)-(7)

Box 15

Correspondence [August 1983-February 1984] (1)(2)
[Correspondence May 1985]