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53RD DOCUMENT of Level 1 printed in FULL format.

Public Papers of the Presidents

White House Staff

Appointment of Mari Maseng as Deputy Assistant to the
President and Director of the Office of Public Liaison.

1986 Pub. Papers 614

May 12, 1986

LENGTH: 160 words

The President today announced the appointment of Mari Maseng to be Deputy Assistant to the President and Director of the Office of Public Liaison. She will succeed Linda Chavez.

Since April 1985 Ms. Maseng has been vice president and director of corporate relations at the Beatrice Companies in Chicago. Previously, she served as Assistant Secretary of Transportation for Public Affairs, 1983-1985; a speechwriter for President Reagan, 1981-1983; a press aide to Mrs. Reagan during the transition, 1980-1981; a media strategist for the Reagan-Bush campaign, 1980; staff director for Senator Bob Dole's Presidential campaign, 1979; a press aide to Representative Phil Crane, 1979; campaign press secretary for Senator Strom Thurmond, 1978; and a reporter for the Charleston Evening Post, 1976-1978.

Ms. Maseng graduated from the University of South Carolina (B.A., 1975). She resides in Washington, DC, and was born March 15, 1954, in Chicago, IL.

2ND STORY of Level 1 printed in FULL format.

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Roll Call

August 20, 1992

SECTION: Hill Climbers

LENGTH: 1094 words

HEADLINE: Rep. Jim Oberstar Loses Three, Hires Two New Staffers

BYLINE: By Jeffrey Berman

BODY:

There's been a net loss of one in Rep. James Oberstar's (D-Minn) Rayburn suite, with three departures and two arrivals.

Jeanne Antonich has moved to DC as an LA after three years of service in the Congressman's Chisolm office as staff assistant. The 24-year-old from Mt. Iron, Minn., holds a bachelor's in political science earned this May from the University of Minnesota at Duluth. She is taking over health, social security, immigration, judiciary, and veterans affairs, among others.

And Waylon Peterson has moved up from a temporary position to become LA covering agriculture, Great Lakes, interior, and Native American issues, and serves as intern coordinator. The 23-year-old hails from Moose Lake, Minn. He earned his 1991 bachelor's from the University of Tampa in international relations and went through the ROTC program. Peterson is still in the Army Reserves.

The first of the three dearly departed hasn't actually left yet. Mary McHugh, an LA handling most of the issues Peterson is taking over, has accepted admission to law school at the University of Michigan. The 26-year-old holds a 1988 bachelor's in history from Princeton, where she wrote her junior thesis on women in the Kansas populist movement. The Virginia, Minnesotan's big Capitol Hill send-off is tonight at Taverna.

Andrew Davis, 23, has rocked on back to his native Minnesota where he's looking to work on a political campaign this fall. Davis, who holds a 1991 bachelor's in political science from George Washington University, came on as LC in the fall of 1991 and leaves the office as LA.

And completing the trio is Alan Becicka, who recently returned to his home state to go into private law practice. The Hoyt Lakes, Minn., native has a bachelor's from Augsburg College and a law degree from the University of Minnesota. He began in Oberstar's office in 1989 as an LA handling budget, taxes, ethics, and campaign finance. Becicka is 29.

WELCOME BACK, KOSTER: Taking over for Jeff Gleason, who has split for the House Rules Committee, is Herb Koster, Rep. Gerald Solomon's (R-NY) new AA.

Koster, 62, earned his bachelor's in education in 1951 from the State University of New York at Cortland. He worked in radio and television in Schenectady and Pittsburgh before entering government service at the Voice of America and General Services Administration.

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The Queensbury, New Yorker's only other stint on the Hill was in 1979 when he served as Solomon's executive assistant after managing the Congressman's first successful House campaign in 1978.

FLATLEY DEPARTED: Leaving the staff of Rep. Steve Gunderson (R-Wis) is John Flatley, who has served the Congressman for the last three and a half years.

The 27-year-old Flatley owns a 1987 bachelor's in political science from the University of Wisconsin at Madison. Out of college, the Milwaukee native came to Washington to work on the Dole for President campaign. He started with Gunderson in early 1989 as LC and leaves as LA handling energy, budget, defense, taxes, and other issues.

Flatley becomes assistant director for federal government relations at the Distilled Spirits Council in DC.

ON THE CASE: Working as new caseworkers in the office of another Wisconsin GOP Congressman, Rep. Tom Petri, are Jennifer Joyner and Christopher Gitten.

Joyner, a 22-year-old from Bowie, Md., comes over from her position doing public relations work for Maseng Communications, to replace Sean Kneafse, 24, who has headed out to law school at the University of Santa Clara. Joyner graduated in 1991 from Duke University with a bachelor's in public policy. She interned for the subcommittee on health and long term care in the summer of 1990.

Gitten comes on for Marina Colby, 23, who has left for an exchange program in Germany after a year with the Congressman. The 22-year-old Gitten just earned his bachelor's in history and German from Washington University in St. Louis this May. The Ripon, Wisconsinite, who moves up from intern, spent a semester in Tuebingen, a city south of Stuttgart, during his junior year.

MAY THE SCHWARTZ BE WITH YOU: After a year with retiring Rep. James Scheuer (D-NY), Greg Schwartz has left for Yale medical school.

Schwartz, a 25-year-old who has worked as LA handling various issues including defense and foreign affairs, bravely mixes his Harvard blood with rival Yale. The big question for his colleagues in Scheuer's office seems not to be how they'll get by without him (they have yet to fill his position), but for whom he'll root at this year's fall football classic between the two schools.

THE DARDENEST THINGS: Rep. Charlie Wilson (D-Texas) has hired a new staffer with the same last name as - but is no relation to - a certain Congressman from Georgia.

Shannon Darden, a North Carolinian whose family lives in Texas and who graduated recently from the University of Georgia, has come to DC as a staff assistant in Wilson's Rayburn office. The 22-year-old received her bachelor's in May with a major in advertising. She replaces Mary McIntosh, who has headed across the Potomac to Arlington where she's working for the defense lobbying company, Dodney Group, International.

And Janelle Arnold has taken on legislative correspondent duties, writing home about transportation, immigration, disaster assistance, and postal issues. The 23-year-old attended Angelina Junior College while serving as office

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manager in Wilson's Lufkin office for three-and-a-half years before coming to the Hill as staff assistant in January.

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Copyright 1992 J. R. O'Dwyer Co., Inc.
Jack O'Dwyer's Newsletter

July 22, 1992

SECTION: Vol. 25, No. 29; Pg. 2

LENGTH: 70 words

HEADLINE: MASENG GIVES BIRTH TO A BOY JULY 13

BYLINE: Jack O'Dwyer

BODY:

Mari Maseng, principal of Maseng Communications, in Washington, D.C., gave birth to a boy on July 13.

Maseng, who married writer George Will last year, will handle her clients' PR from home for the next month and a half.

The office will function as normal with two full-time staffers -- Melissa Lack, media relations, and Jennifer Joyner, research. The firm will use a network of subcontractors, Lack said.

19TH STORY of Level 1 printed in FULL format.

Copyright 1991 The Sporting News Publishing Company
The Sporting News

December, 1991

SECTION: Pg. 25

LENGTH: 350 words

HEADLINE: PR means hurting people you like, Will tells PRSA

BODY:

PR people must learn to be "an unpleasant experience for someone you like a lot," Washington, D.C., counselor Mari Maseng Will told the PRSA conference in Phoenix Nov. 5.

"The basic thing you bring to the table is objectivity," she told an audience of more than 1,000 attending a session on "Ethical Shortcuts vs. Long-Term Consequences" chaired by consultant Richard H. Truitt.

"It's a little difficult," she continued, "when clients are sitting across from you at a coffee table and they say they're misunderstood and you say, 'No, you're not!'"

"Sometimes it's easier to get someone to go along with something if you just show them the practical side of doing what's right.

"I have never worked with someone who didn't have a problem," said Will, who was married Oct. 12 to columnist George Will.

"That doesn't mean that they're bad people. Everyone has a problem when you get to that level. They have big egos and powerful personalities and are often sitting in powerful chairs.

"It's kind of hard to screw up your courage" and tell clients that things will only get worse in the future if they don't face difficult problems now, she added.

Will, who was press secretary to Senator Robert Dole in his 1988 bid for the Republican presidential nomination, warned PR people against "bonding" to clients.

"Once you start seeing things through their eyes, you've lost your value to the client," she said.

"You do bond with these people . . . (you) get pulled over the objective line."

Will also served as President Reagan's Communications Director, the most senior communications post in the White House.

She began her career as a reporter for the Charleston Evening Post and worked in several political campaigns. She joined the initial Reagan Administration as a speechwriter and later became Assistant Secretary of Transportation for PA.

The Sporting News, December, 1991

Will left DOT to be VP and Director of Corporate Relations, the Beatrice Cos., Chicago. She returned to D.C. on Reagan's staff as Director of Public Liaison, interfacing with business, associations, and other constituencies.

GRAPHIC: Picture, Will

20TH STORY of Level 1 printed in FULL format.

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Jack O'Dwyer's Newsletter

November 13, 1991

SECTION: Vol. 24, No. 44; Pg. 1

LENGTH: 1037 words

HEADLINE: SOCK IT TO CLIENTS, PRSA CONFERENCE TOLD

BYLINE: Jack O'Dwyer

BODY:

PR people must be careful not to "bond" to their clients and must keep their objectivity if they are to be useful, PRSA's annual conference was told Nov. 5 in Phoenix.

Mari Maseng Will, Washington, D.C., counselor who has worked for a number of major political figures as well as for private business, said PR people must learn to be "an unpleasant experience for someone you like a lot."

PR people must "screw up their courage" and tell clients that things will only get worse in the future if they don't face difficult problems now, she said.

The counselor, who was married Oct. 12 to columnist George Will, was press secretary to Senator Robert Dole in his 1988 bid for the Republican presidential nomination.

PR people must be prepared to confront "big egos and powerful personalities who often sit in powerful chairs," she said.

"Once you start seeing things through their eyes, you've lost your value to the client," she added, warning them not to be "pulled over the line of objectivity."

Attendance is 2,000+

Conference chairman Davis Young announced attendance of 2,035, just under the 2,058 at the 1990 conference in N.Y.

About 1,020 registrants were listed in the roster dated Oct. 23. Most of them paid the full package price of \$ 460.

The roster also included speakers, exhibitors and the press as well as 82 professors who paid \$ 80 for admission to sessions only (no meals).

Outgoing president Joe S. Epley lauded Young and the PRSA staff for producing an outstanding conference and pronounced the Society to be in good financial shape.

Rosalee Roberts, 1992 president, said PR people face the challenge in the coming year of being asked to produce more results with smaller staffs and budgets.

1991 Jack O'Dwyer's Newsletter, November 13, 1991

Roberts appointed John Paluszek, 1989 president, as chairman of the 1992 conference in Kansas City Oct. 25-28.

She said that as her special project in 1992 she would urge fellow PR professionals to support literacy programs. PRSA will work with the United Way of America and the United Library Assn. on the project.

Roberts, who is VP of Bozell PR, Omaha, urged members to call her directly if they have "a problem or criticism."

Gantt Wants Racial Debate

Harvey Gantt, who ran against North Carolina Senator Jesse Helms last fall, was the leadoff speaker of the conference, urging members to use their powers to encourage a debate on racial topics.

Gantt feels that a "community dialogue" is needed on racial issues in which "everything will be laid on the table" and "our deepest feelings are expressed."

He attacked the housing and highway patterns which "restrict our sense of community" and which build "spiritual walls."

He said race has been "the nation's Achilles' heel too long."

Favors Personal Campaigning

The former mayor of Charlotte attacked political campaigns that rely on brief TV commercials, pointing out that he emphasized in-person campaigning and informal conversations with voters rather than a "canned speech."

"I wanted people to disagree with me . . . I wanted to go where I was uncomfortable," he said.

Sanford Blasts "Political Correctness"

Bruce W. Sanford, partner in Baker & Hostetler, Washington, D.C., and a First Amendment expert, blasted the trend toward "politically correct" speech on campuses and in the business world.

He said there is "a new silence stealing across the land" imposed by universities that ban the "obnoxious language of white supremacists or other speech that hurts a racial, religious or ethnic group."

He also criticized universities that teach a "politically correct curriculum instead of the classics."

Women who seek the banning of "insensitive speech -- whatever that may be," were also criticized by Sanford, who has represented newspapers in a number of libel suits.

He urged PR people to preserve free speech in the face of this "new tyranny."

Sanford explained the debate over flag burning and why he supported the Supreme Court decision that flag burning was not a crime.