



Roussel, Peter: Files, 1981-1987

Finding Aid Type

White House Staff and Office File Collections

Subtitle/Office

Press Secretary, White House Office of the, Deputy Press Secretary

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Record Type

Textual

Biography

Biography

Peter Roussel is a teacher, author/playwright, and former government and political official specializing in press and public relations.

Peter Roussel was born in Houston, Texas on October 23, 1941. Both his parents were journalists, his late father, Hubert Roussel, serving as drama, music and film critic for the *Houston Post*, 1933-1966.

Roussel attended St. John's School in Houston, Texas. He then attended the University of Houston, graduating in 1965.

His career in public relations and advertising began in 1966 with the firm of Rives, Dyke & Co. and has included professional experience with five firms in three cities. His interests were political from the beginning of his career and he worked mostly for firms involved in campaigns and assisting candidates. In 1966, he worked on the successful senatorial campaign for Senator John Tower, Republican from Texas.

In 1969, Roussel was asked to be press secretary to then U.S. Congressman George H.W. Bush and then his campaign press secretary for Bush's unsuccessful run for the U.S. Senate from Texas in 1970. When Bush subsequently served as U.S. Ambassador to the United Nations (1971-1973) and Chairman of the Republican National Committee (1973-1974), Roussel continued to serve as Bush's press secretary.

In 1974, Roussel began his first association with the White House serving as a Staff Assistant to President Ford, 1974-1976. In 1975 he was promoted to an assistant to the Chief of Staff Donald Rumsfeld and then for Chief of Staff Dick Cheney.

In 1976 Roussel became a special assistant to President Ford's national campaign director, James A. Baker III. After that he served as communications director for Baker's 1978 campaign for Attorney General of Texas. Following Baker's defeat, Roussel became the communications officer for the Houston Chamber of Commerce.

Given Roussel's long association with Vice President Bush and newly appointed Chief of Staff for President Reagan, James Baker, he began work in the Reagan Administration as a Special Assistant to the President and Deputy Press Secretary to

President Reagan (1981–1987). His duties as a spokesman for the President of the United States included briefings of the White House press corps and accompanying President Reagan on domestic and foreign trips, including summit meetings with Russian President Mikhail Gorbachev at Geneva in 1985 and Iceland in 1986. On one of his first days in the Reagan White House he went to Phoenix, Arizona to handle media relations and serve as press spokesman for the historic nomination of Sandra Day O'Connor as Associate Justice of the United States Supreme Court.

After his government career, Roussel returned to public relations, as the executive vice president and managing partner of Neumann Roussel Public Relations, 1996-2003. Neumann Roussel was involved in multiple Texas campaigns and elections. From 2004-2008 he was a columnist for *Intown* magazine, writing a monthly column and serving as editor, June 2005-April 2008.

Roussel is the author of the White House-based novel, *Ruffled Flourishes*. The novel is a satiric look at the daily travails of reporters covering the White House, attempting to squeeze accurate information from presidential representatives. Roussel later adapted the book to a stage play.

In 2009 Roussel was appointed to the Philip G. Warner Endowed Chair in Sam Houston State University's Department of Mass Communication, where he teaches courses on public relations and press-presidency interactions. He continues public speaking and writing on political and White House issues.

Roussel resides with his family in Houston, Texas.

Scope and Content Note

Scope Note

The Peter Roussel collection consists of five series: SERIES I: Chronological File, 1981-1984; SERIES II: Chronological File , 1985-1987; SERIES III: Subject Files; SERIES IV: Phone Logs; and SERIES V: Scheduling.

Series List

SERIES I: CHRONOLOGICAL FILE, 1981-1984

SERIES II: CHRONOLOGICAL FILE, 1985-1987

SERIES III: SUBJECT FILE

SERIES IV: PHONE LOGS

SERIES V: SCHEDULING

Last Modified Date

2024-02-26

SERIES I: CHRONOLOGICAL FILE, 1981-1984

Box 1

Status	Title
CLOSED	Chron A - 1981-1984 (1)-(3)
CLOSED	Chron B - 1981-1984 (1)-(12)
CLOSED	Chron C - 1981-1984 (1)-(3)

Box 2

Status	Title
CLOSED	Chron C - 1981-1984 (4)-(7)
CLOSED	Chron D - 1981-1984 (1)-(4)
CLOSED	Chron E - 1981-1984 (1)(2)
CLOSED	Chron F - 1981-1984 (1)-(3)
CLOSED	Chron G - 1981-1984 (1)-(4)

Box 3

Status	Title
CLOSED	Chron G - 1981-1984 (5)(6)
CLOSED	Chron H - 1981-1984 (1)-(10)
CLOSED	Chron I - 1981-1984
CLOSED	Chron J - 1981-1984 (1)-(3)
CLOSED	Chron K - 1981-1984 (1)-(4)

Box 4

Status	Title
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CLOSED	Chron L - 1981-1984 (1)-(6)
CLOSED	Chron M -1981-1984 (1)-(10)
CLOSED	Chron N -1981-1984 (1)-(3)

Box 5

Status	Title
CLOSED	Chron O -1981-1984 (1)(2)
CLOSED	Chron P -1981-1984 (1)-(5)
CLOSED	Chron R -1981-1984 (1)-(7)
CLOSED	Chron S -1981-1984 (1)-(4)

Box 6

Status	Title
CLOSED	Chron S -1981-1984 (5)-(11)
CLOSED	Chron T -1981-1984 (1)-(4)
CLOSED	Chron U-1981-1984 (1)(2)
CLOSED	Chron V - 1981-1984 (1)-(7)

Box 7

Status	Title
CLOSED	Chron W -1981-1984 (8)
CLOSED	Chron Y -1981-1984
CLOSED	Chron Z - 1981-1984

SERIES II: CHRONOLOGICAL FILE, 1985-1987

Box 7, cont.

Status	Title
CLOSED	Chron A 1985-1987
CLOSED	Chron B 1985-1987 (1)-(5)
CLOSED	Chron C 1985-1987 (1)-(4)
CLOSED	Chron D 1985-1987 (1)(2)
CLOSED	Chron E 1985-1986
CLOSED	Chron F 1985-1987 (1)-(3)

Box 8

Status	Title
CLOSED	Chron G 1985-1987 (1)-(4)
CLOSED	Chron H 1985-1986 (1)-(5)

Status	Title
CLOSED	Chron I 1985-1986
CLOSED	Chron J 1985-1987 (1)(2)
CLOSED	Chron K 1985-1986 (1)-(3)
CLOSED	Chron L 1985-1987 (1)-(3)
CLOSED	Chron M 1985-1987 (1)

Box 9

Status	Title
CLOSED	Chron M 1985-1987 (2)-(6)
CLOSED	Chron N 1985-1987 (1)(2)
CLOSED	Chron O 1985-1987
CLOSED	Chron P 1985-1986 (1)(2)
CLOSED	Chron Q 1986
CLOSED	Chron R 1985-1987 (1)-(3)
CLOSED	Chron S 1985-1987 (1)-(7)

Box 10

Status	Title
CLOSED	Chron T 1985-1986 (1)(2)
CLOSED	Chron U 1985-1986
CLOSED	Chron V 1985-1986
CLOSED	Chron W 1985-1987 (1)-(5)
CLOSED	Chron Y 1985-1986
CLOSED	Chron Z 1985

SERIES III: SUBJECT FILE

Box 10, cont.

Status	Title
CLOSED	[Action Plan in Emergency]
CLOSED	Jim Baker (1)-(8)

Box 11

Status	Title
CLOSED	[Credentials Meeting, February 1985]
CLOSED	Mike Deaver (1)(2)
CLOSED	[Trude Feldman]

Status	Title
CLOSED	[Financial Disclosure Forms] (1)(2)
CLOSED	[Geneva Summit]
CLOSED	[Gift Records]
CLOSED	[Ideas for President Reagan's Last Year in Office 11/19/1986]
CLOSED	Al Kingon
CLOSED	[Memos to File] (1)-(3)
CLOSED	[Personnel Recommendations]
CLOSED	Donald T. Regan (1)-(7)

Box 12

Status	Title
CLOSED	[Roussel Memo re: Media Negative Slant 08/10/1983]
OPEN	Memos to Larry Speakes (1)-(4)
CLOSED	[Rusty Staub Honoring Day 07/13/1986]
CLOSED	[Tax Issues]
CLOSED	[Travel Voucher for 07/06/1981-07/10/1981]
CLOSED	[President's Trip to the Far East 04/25/1986-05/07/1986] (1)(2)
OPEN	[President's Trip to Reykjavik, Iceland 10/11/1986- 10/12/1986]
CLOSED	[Barbara Walters Interview 1986]
OPEN	[White House Fellows]

SERIES IV: PHONE LOGS

Box 12, cont.

Status	Title
CLOSED	Roussel Phone Logs 1981 (1)-(4)
CLOSED	Roussel Phone Logs 1982 (1)-(4)

Box 13

Status	Title
CLOSED	Roussel Phone Logs 1982 (5)(6)
CLOSED	Roussel Phone Logs 1983 (1)-(6)
CLOSED	Roussel Phone Logs 1984 (1)-(4)

Status	Title
CLOSED	Roussel Phone Logs 1985 (1)-(3)

Box 14

Status	Title
CLOSED	Roussel Phone Logs 1985 (4)-(6)
CLOSED	Roussel Phone Logs 1986 (1)-(6)

SERIES V: SCHEDULING

Box 14, cont.

Status	Title
CLOSED	[Interview Schedule Proposals] (1)(2)
CLOSED	[Long-Range Schedule Planning] (1)(2)
CLOSED	Requests for Interviews with the President 07/24/1984-08/13/1984
CLOSED	Requests for Interviews with the President 08/16/1984
CLOSED	Requests for Interviews with the President 08/16/1984-08/21/1984
CLOSED	Requests for Interviews with the President 08/22/1984-08/30/1984
CLOSED	Requests for Interviews with the President 08/31/1984 (1)

Box 15

Status	Title
CLOSED	Requests for Interviews with the President 08/31/1984 (2)
CLOSED	Requests for Interviews with the President 08/31/1984-09/11/1984
CLOSED	Requests for Interviews with the President 09/13/1984
CLOSED	Requests for Interviews with the President 09/18/1984-09/27/1984
CLOSED	Requests for Interviews with the President 09/28/1984-10/17/1984
CLOSED	Requests for Interviews with the President 10/18/1984-10/30/1984
CLOSED	Requests for Interviews with the President 10/31/1984-12/05/1984

Status	Title
CLOSED	Requests for Interviews with the President 02/01/1985-02/20/1985
CLOSED	Requests for Interviews with the President 02/22/1985-04/11/1985
CLOSED	Requests for Interviews with the President 04/12/1985-05/23/1985
CLOSED	Requests for Interviews with the President 05/29/1985-06/10/1985
CLOSED	Requests for Interviews with the President 06/13/1985-06/28/1985
CLOSED	Requests for Interviews with the President 07/02/1985
CLOSED	Requests for Interviews with the President 07/03/1985-08/19/1985
CLOSED	Requests for Interviews with the President 08/27/1985-09/10/1985
CLOSED	Requests for Interviews with the President 09/11/1985-09/23/1985
CLOSED	Requests for Interviews with the President 09/24/1985-09/25/1985
CLOSED	Requests for Interviews with the President 09/26/1985-10/10/1985

Box 16

Status	Title
CLOSED	Requests for Interviews with the President 10/18/1985-12/18/1985
CLOSED	Requests for Interviews with the President 01/09/1986-01/27/1986
CLOSED	Requests for Interviews with the President 01/29/1986-02/14/1986
CLOSED	Requests for Interviews with the President 02/24/1986-03/25/1986
CLOSED	Requests for Interviews with the President 04/10/1986-05/29/1986

Status	Title
CLOSED	Requests for Interviews with the President 07/01/1986-07/23/1986
CLOSED	Requests for Interviews with the President 08/05/1986-08/15/1986
CLOSED	Requests for Interviews with the President 09/05/1986-09/16/1986
CLOSED	Requests for Interviews with the President 09/17/1986
CLOSED	Requests for Interviews with the President 09/25/1986-10/16/1986
CLOSED	Requests for Interviews with the President 10/20/1986-12/05/1986
CLOSED	Requests for Interviews with the President 12/06/1986-12/18/1986
CLOSED	[Scheduling Recommendations and Approvals 1985] (1)(2)
CLOSED	[Scheduling Recommendations and Approvals 1986] (1)-(5)