

FOR IMMEDIATE RELEASE

AUGUST 16, 1974

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Office of the White House Press Secretary  
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THE WHITE HOUSE

The President today announced the appointment of James R. Holland, of Chevy Chase, Maryland, to be Assistant Press Secretary to the President.

Since February 1974, Mr. Holland has been Deputy Communications Director to the President. In 1971, he was named Assistant Postmaster General for Communications and Public Affairs after having served as Special Assistant to the Postmaster General from January 1970. In 1973 he was named Deputy Assistant Secretary for Public Affairs in the Department of Health, Education, and Welfare, before becoming Deputy Communications Director to the President.

He was born on August 3, 1939, in Soperton, Georgia. He received his A. B. in journalism from the University of Georgia in 1954. From June 1954 to May 1958, he was a reporter for the International News Service in New York City, Birmingham, and Atlanta. In June 1958, he became a reporter for United Press International in New York City before joining the J. Walter Thompson Company as a writer and Account Representative in New York in 1959. Mr. Holland was a Second Vice President, Advertising and Public Relations, of the John Hancock Life Insurance Company in Boston after having served as General Director of Public Relations. He was with the firm from 1961 to 1970.

Mr. Holland is married to the former Paula Shepard of Garden City, New York and they have three children.

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