

FOR IMMEDIATE RELEASE

JULY 12, 1976

Office of the White House Press Secretary

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THE WHITE HOUSE

The President today announced the appointment of William F. Rhatican of South Orange, New Jersey, to be Deputy Director of the White House Office of Communications and Special Assistant to the President. Mr. Rhatican has been serving since February, 1976, as Special Assistant to the Secretary of the Treasury for Public Affairs. In that post, he was also responsible for the public affairs activities of the Secretary in his capacity as Chairman of the Economic Policy Board.

Prior to joining the Treasury Department, he was Assistant to the Secretary of Commerce for Public Affairs and before that he was chief public affairs officer for the Secretary of the Interior under Rogers C. B. Morton.

Mr. Rhatican was born in Mt. Vernon, New York on September 18, 1940, and was graduated in 1962 from Seton Hall University in South Orange, New Jersey. He became a Partner and Account Executive with Executive News Associates in Elizabeth, New Jersey, specializing in community relations for industry and for state and local government agencies from 1965 to 1970.

In 1970 he joined the White House staff and served for three years directing media-oriented projects and as liaison to the Advertising Council.

In 1973, Mr. Rhatican was named Vice President for Public Relations and Communications for the American Paper Institute in New York. He held that job until he was asked to return to government service in October of 1974.

Mr. Rhatican and his wife, Leslie, have two children and they reside in Alexandria, Virginia.

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