

# WHITE HOUSE PRESS SECRETARY

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The White House Press Secretary is a senior White House official, whose primary responsibility is to act as spokesperson for the Administration. The Press Secretary traditionally also fields questions from the White House Press Corps in briefings and press conferences, which are generally televised, and “press gaggles”, which are on-the-record briefings without video recording, though transcripts are usually made available.

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## AGENDAS

### THE POLITICAL SPIN MACHINE (AKA “LIE”)

What you need to get here is a convincing, if not necessarily truthful, narrative to feed to the press. Ideally, the story you give to the public will make the president and this administration look competent and heroic. But it’s not your job to see that they actually are heroic or competent, just that the journalists at the door think they are. So you need a good yarn to spin out to them, regardless of how true it might be.

WHITE HOUSE  
WASHINGTON