



Mack, Russell R.: Files, 1984-1985

Finding Aid Type

White House Staff and Office File Collections

Subtitle/Office

Office of Public Affairs; Deputy Director of Public Affairs

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Record Type

Textual

Biography

Biography

Russell R. Mack is a former government official, a business communications specialist and a public relations professional.

Russell Mack was born on July 29, 1951 in Bethlehem, Pennsylvania. He graduated *cum laude* from American University with a B.A. in communication and history. He continued his education at George Washington University Law School and received a law degree in 1982.

As a student, Mack worked as a news and feature staff reporter for his local paper, the Bethlehem (PA) *Globe-Times*.

During his college and law school years and immediately following graduation, Mack began a career with the federal government. He was a legislative aide to one of his Pennsylvania senators, Senator Richard Schwieker. His primary focus was press and communications functions. From 1979-1981, Mack was a campaign consultant and eventually the Press Secretary for newly elected Representative Don Ritter of Pennsylvania.

While still in law school, Mack began working at the U.S. Department of Health and Human Services as a Special Assistant to the Secretary (Richard Schwieker) and Deputy News Director. In 1983-1984, he was the Deputy Assistant Secretary for Public Affairs in the U.S. Department of Education.

Mack was appointed to the White House staff in April 1984 as the Deputy Director of Public Affairs under Michael Baroody. Mr. Baroody left his position in May 1985. In June 1985, Mack was promoted to Baroody's position as Special Assistant to the President for Public Affairs. He left the White House in August 1985 to take a position with American Airlines in Dallas, Texas, and served as the managing director for corporate communications until mid-1998. In 1998, he was hired as the Vice-President for Corporate Communications at United Airlines.

Returning to Dallas, Mack became the Senior Vice-President for Corporate Communications for the Mary Kay Company. In addition, Mack has been the Senior Vice-President for Public Relations at Dallas-based advertising firm, Temerlin McLain (now know as TM Advertising) and Senior Vice-President at Lyrick Studios.

Mack also serves as an adjunct professor at the Texas Christian University Bob Schieffer School of Communications.

Mack and his wife, Matilda "Tilly", currently reside in the Dallas area.

Scope and Content Note

No arrangements have been completed on the Office of Public Affairs. It is possible this collection may expand once arrangements are complete.

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Status	Title
CLOSED	[President's News Conference, 06/18/1985] (1)-(3)
CLOSED	[Question and Answer Session with Regional Editors and Broadcasters, 07/09/1985]
CLOSED	[Foreword for Book on Entrepreneurs by Ronald Reagan]
CLOSED	[Briefing for Possible Mini-Press Conference, 08/05/1985]
CLOSED	Economic Update Talking Points, 07/19/1985 (1)(2)
CLOSED	[Domestic Briefing Materials, August 1985]
CLOSED	[Interview of the President by WBS Radio, Atlanta, Georgia, 08/24/1985]
CLOSED	[Responses to] <i>Franklin Park News</i> , July 1985 (1)(2)