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REAGAN-BUSH '84

The President's Authorized Campaign Committee

NEWS

For Release: March 30, 1984

Contact: Jim Lake
John Buckley
202-383-1980

SENATOR LAXALT ANNOUNCES HIRING OF "THE TUESDAY TEAM"
TO CREATE ALL PAID MEDIA FOR REAGAN-BUSH '84

WASHINGTON -- Senator Paul Laxalt, General Chairman of Reagan-Bush '84, today announced the campaign has hired a newly formed New York corporation whose primary function would be to produce all paid media for President Reagan's and Vice President Bush's reelection campaign. The corporation will be known as The Tuesday Team, Inc., and will have offices in New York City.

The Tuesday Team will be an independent corporation with corporate officers, creative directors, and an advisory committee.

In announcing the agreement with the newly formed corporation, Sen. Laxalt said, "The Tuesday Team has put together some of the brightest stars in the world of advertising. It's doubtful that any existing single agency has the talent to match the group they've assembled, plus the consultants and members of the campaign who will be working with them."

Sen. Laxalt called The Tuesday Team's Chief Executive Officer and President James D. Travis, who is the President of Della Femina, Travisano and Partners in New York, "one of the most able managers of creative talent in the country."

Mr. Travis will work with Walter A. Carey, who will assume the post of Executive Vice President and Chief Operating Officer for all account services and media functions. Mr. Carey is currently serving as the Senior Vice President and Chief Operating Officer at Leber Katz Partners in New York City.

Sig Rogich, who is the President of R&R Advertising in Reno and Las Vegas, Nevada, will be a Director of the Corporation. Mr. Rogich is a veteran of over 200 political races in the West, and has produced both political and commercial advertisements.

Senator Laxalt said, "We will shortly be announcing teams of creative directors from a variety of firms who together will work to produce the copy and ideas for the advertisements. Some of the best creative names in the business will be announced by The Tuesday Team very soon."

In addition to the members of The Tuesday Team who will be corporate officers and creative directors, Sen. Laxalt announced that Roger Ailes, the President of Ailes Communications in New York, would be hired by The Tuesday Team as a consultant. "Roger Ailes is one of the preeminent creators of political commercials in the country. He will work with the Agency and with Reagan-Bush '84 to provide creative oversight and political direction," Senator Laxalt announced.

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Announced also were three members of the Advisory Committee of The Tuesday Team: Phil Dusenberry, who is Vice Chairman and Executive Creative Director of BBD&O in New York; Edward N. Ney, Chairman and Chief Executive Officer of Young and Rubicam in New York; and Kenneth Roman, President of Ogilvy and Mather U.S.

"The Tuesday Team has the benefit of the advertising industry's most distinguished executives, who will advise them in all aspects of the campaign's commercials. We are very fortunate to have such dedicated and innovative people giving so much effort to the reelection of President Reagan and Vice President Bush," Sen. Laxalt concluded.

Detailed biographical material is attached.

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