

13/2/227

Communications

Advertising

Advertising Council Press Releases, 1986-

Box 1:

Press Releases 1986

Roger B. Smith, Receives Public Service Award, December 2, 1986

Press Releases 1987

Donald R. Keough Receives Public Service Award, November 19, 1987

Press Releases 1988

Robert D. Schultz to Serve as VP of Campaign Administration, December 7, 1988

Press Releases 1989 (alphabetical)

Census 90 Launch, February 2, 1989

Communications Awards (Thomas Kean & George Miller), May 9, 1989

Crain Award/Salute to Volunteers (Murray Gaylord), June 21, 1989

Drug Abuse/AIDS Prevention, November 3, 1989

Bryant Gumbel to Anchor Ad Council Film, May 16, 1989

Ira C. Herbert Elected Chairman of the Advertising Council, June 19, 1989

Eva Kasten to Head Advertising Council Washington Office, April 12, 1989

Daniel Langdon Appointed Senior VP of Public Relations, November 21, 1989

Media Support Figures, May 30, 1989

Salute to Chicago, March 14, 1989 and June 28, 1989

John G. Smale Receives Public Service Award, November 16, 1989

Arie Weissman to Serve as Vice President of Finance, January 10, 1989

Robert Zabel to Head Advertising Council's New Chicago Office, c. 1989

Press Releases 1990 (alphabetical)

Ad Council Move to 261 Madison Avenue, January 19, 1990

Nancy Clott to Head Media Department

Communications Awards (Samuel Skinner, Pete Domenici, & Mickey Leland), 1990

Crain Award (Roy Elvove)

Employer Support of the Guard and Reserve, September 4, 1990

Energy Conservation during Gulf War, September 13, 1990

Nina Flower Appointed Vice President of Ad Council, February 8, 1990

Richard Gelb to Receive Public Service Award, April 18, 1990

Harvard School of Public Health, June 4, 1990

Health Campaign, January 29, 1990

International Advertising Association World Congress, June 12, 1990

Norman Levy Receives Goldstein Award, October 22, 1990

Media Silver Bells

Mission Statement

Nursing, February 28, 1990

Stuart Upson Elected Chairman of the Advertising Council

Vote 90, September 18, 1990 and October 23, 1990

13/2/227

Press Releases 1991 (alphabetical)

50<sup>th</sup> Anniversary Announcement, October 1991  
Anderson & Lembke Assigned to Points of Light Campaign, June 28, 1991  
Advertising Age Awards Grant Research, June 27, 1991  
Bloom FCA to Head Recruiting Teachers Campaign, April 12, 1991  
Cable Television Cares, November 1, 1991  
Colon Cancer Campaign Efficacy Study (includes copy of study), April 8, 1991  
Earth Share, April 10, 1991  
“Greening of The Ad Council” (Environmental Defense Fund), March 8, 1991  
Kay Koplovitz Elected Chairwoman of Ad Council, June 1991  
Media Impact, 1991  
New Graphics Guide (includes copy of guide), March 8, 1991  
O Reilly Award, May 1, 1991  
Points of Light Foundation, March 19, 1991 and May 21, 1991  
Safety Belt Usage (includes video ad story board), April 2, 1991  
Salute to Volunteers/Crain Award (Harvey Hoffenberg), June 13, 1991  
John G. Smale Named Chairman, Advisory Committee on Public Issues, April 16, 1991  
Arthur Ochs Sulzberger to Receive Public Service Award, November 8, 1991  
Arthur Ochs Sulzberger to Receive Public Service Award, November 13, 1991  
UNCF Advertisement Features George Bush, September 6, 1991

Press Releases 1992 (alphabetical - 2 folders)

50<sup>th</sup> Anniversary Celebration, January 21, 1992  
AIDS Prevention Campaign Re-releases Ads Advocating Condoms, January 7, 1992  
Deborah Lee Aldrich Joins Advertising Council, September 11, 1992  
American Red Cross, February 24, 1992  
Anniversary McGruff, Smokey, Vince & Larry Appearance, August, 1992  
Anti-Discrimination Campaign, June 3, 1992  
Appointments to Ad Council Board of Directors, June 26, 1992  
Appointments to Committee on Public Issues, May 14, 1992  
Arts and Humanities Campaign for National Cultural Alliance, October 8, 1992  
Herb Baum to Chair Advertising Council, June 11, 1992  
Breaking the Cycle of Disadvantage, December 15, 1992  
Breast Cancer Detection Campaign, March 4, 1992  
Crime Prevention, October 19, 1992  
Dorna Sports/Recruiting New Teachers (includes photographs), March 14, 1992  
Peter Dorogoff Joins the Advertising Council, June 18, 1992  
Earth Share Campaign, April 22, 1992  
Employer Support of Guard and Reserve (with Dick Cheney), May 8, 1992  
Donna Feiner Promoted to VP and Director of Media Administration, April 20, 1992  
Victor Galef Receives Goldstein Award, October 13, 1992  
Philip Guarascio to Serve as Vice Chairman Representing Advertisers, April 7, 1992  
Healthy Start, November 12, 1992  
Information Age Exhibit, May, 1992

13/2/227

Inside Media Ad Council Promotion, May 26, 1992  
Localizing Public Service Advertising, April 14, 1992  
Los Angeles Ad Club, March 17, 1992  
Media Contributions, October 7, 1992  
Bruce Monick & Val Corradi Appointed Regional Contact Executives, 1992  
New York Ad Club, January 29, 1992  
Portland Ad Club, March 18, 1992  
Safety Belt Campaign (includes remarks by Ruth Wooden), July 1992  
Salute to Volunteers Luncheon, June 4, 1992  
Robert D. Schultz & Thailand AIDS Campaign, February 25, 1992  
Smokey 50<sup>th</sup> Anniversary, February 3, 1992  
Sony Video 1 to show Ad Council Retrospective in Times Square, January 6, 1992  
Tyco Toys Crash Dummies, December 10, 1992  
Value of Math and Science Campaign, March 23, 1992  
Vote 92 to be created by Backer Spielvogel Bates, January 22, 1992  
Washington Conference, May 8, 1992  
Ruth Wooden Article for The Advertiser Magazine, March 10, 1992  
Ruth Wooden Japan Visit, May 27, 1992

Press Releases 1993 (alphabetical)

Advertising Council Staff Promotions (Kasten, Biggs & Weissman), April 27, 1993  
American Red Cross Emergency Preparedness, February 8, 1993  
American Red Cross National Blood Emergency, February 1993  
Boston Media Reception, May 12, 1993  
Breast Cancer Detection Campaign, October 1 & December 16, 1993  
Colorado Internships  
Crime Prevention / Carjacking, April 21, 1993  
Crime Prevention Spanish Campaign (includes release in Spanish), May 10, 1993  
Crime Prevention, October/November 1993  
Phil Geier to Chair Advertising Council, April 21, 1993  
Elenore Hangley Retirement  
Hartford Connecticut Media Luncheon, January 29, 1993  
Infant Immunization, October 6, 1993  
Mail for Good Causes Campaign  
National Cultural Alliance Arts and Humanities Campaign, September 28, 1993  
Organ and Tissue Donation Campaign  
Salute to Volunteers/Crain Award (Margaret Murray), May 12 & June 22, 1993  
Bob Schultz, Senior Ad Council VP, Appointed State Health Advisor, May 3, 1993  
Teen Alcoholism, December 3, 1993  
Tyco Toys Crash Dummies, February 12, 1993  
Paula Veale Promoted to Public Relations Director, January 7, 1993

Box 2:

13/2/227

Press Releases 1994 (alphabetical)

American Music Conference Joins Arts and Humanities Campaign, January 11, 1994  
American Red Cross Disaster and Blood Campaigns, January 19, 1994  
Reginald K. Brack to Chair Advertising Council, June 14, 1994  
Breaking the Cycle of Disadvantage Documentary, February 23, 1994  
Mona Brown Joins Ad Council as Manager of Media Outreach, February 2, 1994  
Country AIDS Awareness Campaign, January 13, 1994  
Crime Prevention Campaign with President Bill Clinton, March 17, 1994  
Crime Prevention Campaign with Promotion Marketing Association, March 17, 1994  
Domestic Violence Campaign, June 1994  
Domestic Violence Survey, November 18, 1994  
Roberto C. Goizueta receives Distinguished Public Service Award, November 16, 1994  
Golden Smokey Awards, February 4, 1994  
Amy Goldman Joins Ad Council as Campaign Supervisor, January 25, 1994  
Head Start Campaign, May 23, 1994  
Richard S. Helstein Receives Goldstein Award, October 17, 1994  
Infant Immunization Campaign, April 25, 1994  
Interactive Network of Public Service Announcements, March 1994  
Norman Lauchner to Head Ad Council's West Coast Media Outreach, November 4, 1994  
International Water Quality Campaign, January 18, 1994  
James Mazzola Joins Ad Council as Manager of Print Production, November 28, 1994  
McCann-Erickson to Represent Ad Council in Seattle, May 10, 1994  
McGruff Visits Bridgeport, Fall 1994  
Salute to Volunteers, June 14, 1994  
Second Harvest Campaign, March 10 & October 12, 1994  
United Negro College Fund, March 10, 1994  
Water Quality Campaign with James Taylor, August 23, 1994  
Jason Winocour Joins Ad Council as Manager of Media Outreach, October 21, 1994  
Women's Education Campaign, May 31 & September 26, 1994  
Ruth Wooden Health Watch Award  
Ruth Wooden Named to US Trust Corporation Board of Directors, January 25, 1994

Press Releases 1995 (alphabetical)

AIDS Prevention with Melissa Etheridge, March 1995  
Robert Allen Receives Public Service Award, February 15, 1995  
Commitment 2000, May 15, 1995  
Communications Award (O Connor & Shalala), May 9, 1995  
Crain Award (Rich Roth and Rocky Pina)/Salute to Volunteers, June 20, 1995  
Depression/Mental Illness Campaign, May 31, 1995  
Domestic Violence Campaign, August 1995  
Amy Goldman Elected Vice President of Ad Council, March 1, 1995  
Philip Guarascio to Chair Ad Council, June 20, 1995  
Infant Immunization Campaign, April 21, 1995  
Alex Kroll to Chair Advertising Council, June 19, 1996

13/2/227

David Lowe to Head Ad Council's Chicago Office, December 11, 1995  
Media Support, July 21, 1995  
Pediatric AIDS Campaign, May 22, 1995  
Scott Sloat Joins Ad Council as Campaign Manager, March 20, 1995  
Women's Education Campaign, October 23, 1995  
Ruth Wooden Receives Prudential Foundation Prize, February 21, 1995  
Zing Systems Interactive Public Service Announcements, April 27, 1995  
Press Releases 1996 (alphabetical)  
Crain Award (Jim Tenny)/Salute to Volunteers, June 19, 1996  
Crime Prevention Youth Violence, July 1996  
Rachel Cruz Joins Ad Council as Director, National Media Outreach, December 19, 1996  
Education Excellence Campaign, May 30, 1996  
Fire Safety Campaign, May 6 & July 1, 1996  
Get Out the Vote Campaign, March 1996  
Kids Campaigns / Reader's Digest Poll  
Ralph Larsen Receives Public Service Award, March 6 & November 20, 1996  
Linda Plevin to Head Ad Council Financial Development, January 4, 1996  
Points of Light Campaign, October 1, 1996  
Smokey Bear Website, October 8, 1996  
Starwave Public Service Banner Ads, March 19, 1996  
Sarah Diesenhaus Stone Joins Ad Council as Campaign Supervisor, March 14, 1996  
Arie Weissman Named Ad Council Executive Vice President, December 19, 1996  
Press Releases 1997 (chronological)  
Crime Prevention with Peter, Paul and Mary, January 14, 1997  
Talking With Kids About Tough Issues, February 19, 1997  
Coalition for America's Children with Bill & Hillary Clinton, March 3, 1997  
Tune In To Kids and Family week, March 10, 1997  
Advertising Council Announces Relationship with Microsoft (MSN), March 17, 1997  
Silver Bell Awards at NAB Convention, April 7, 1997  
Corrie Loy Named Ad Council New Media Manager, May 13, 1997  
Doubleclick Online Public Service Advertising, May 13, 1997  
Theresa Osypuk Named Ad Council Campaign Manager, May 29, 1997  
Murray Gaylord Joins Ad Council as Exec. VP and General Manager, June 10, 1997  
Bob Wehling Named New Ad Council Chairman, June 17, 1997  
Kids These Days, June 26, 1997  
Lou Gerstner Named Public Service Award Winner, May 9, 1997  
Education Excellence Partnership, July 2, 1997  
Media Support for 1996, July 30, 1997  
Arts and Entertainment / Bill Bradley Series, July 14 & August 1, 1997  
Welfare to Work, August 12, 1997  
Karen Kawahara Named Ad Council Campaign Supervisor, September 22, 1997  
4-H - Are You Into It?, October 1997  
Silver Bells Awarded, October 1997

13/2/227

Media Reception for Children s Campaigns, October 1997  
Youth Fitness Campaign, November 3, 1997  
Netgravity to Build and Manage World s First Online PSA Network, November 1997  
Ad Council Presents Public Service Award to Louis Gerstner, November 19, 1997  
President s Initiative on Race, December 2, 1997  
Arts and Entertainment / Bill Bradley Series, December 2, 1997  
Amy Konikowski Named Director of Local Media Outreach, December 9, 1997  
Drunk Driving Prevention, December 1997  
Crime Prevention, December 1997

Press Releases 1998 (chronological)

Patricia Mitchell & Rachel Cruz Promoted to Vice President, January 7, 1998  
High Performance Home (energy efficiency), January 19, 1998  
Radio Disney Seat Belt Campaign, February 2, 1998  
NBC Teen Pregnancy Campaign, February 11, 1998  
Learning Disabilities, March 1998  
Arts and Entertainment Uncommon Americans Series, March 3, 1998  
United Negro College Fund, March 11, 1998  
Kidfest 98, March 1998  
Ulmer, Sciocchetti & Riddle Promoted to Directors, March 24, 1998  
Advertising Council Honored by Leadership Conference on Civil Rights, April 20, 1998  
Teen Pregnancy Campaign, 1998  
Media Support, April 7, 1998  
Alex Kroll Ad Age Article, April 13, 1998  
Crime Prevention, May 18, 1998  
Tune In To Kids and Family Week / Bill Bradley, May 19, 1998  
ABC Children First Campaign, June 2, 1998  
Crime Prevention, June 8, 1998  
Greg Coleman Named Ad Council Chairman, June 17, 1998  
Crime Prevention - School Violence Campaign, July 23, 1998  
Adrienne Maher Joins Advertising Council as Manager of New Media, July 28, 1998  
Jennifer Vale Joins Ad Council as Senior VP of Direct Marketing, September 8, 1998  
NAB and Ad Council Team Together to Distribute PSA's, September 11, 1998  
Americans for the Arts Youth Arts Campaign, September 17, 1998  
Drunk Driving Campaign, October 15, 1998  
Employer Support of the Guard and Reserve Campaign, October 8, 1998  
National Broadcast Association for Community Affairs Awards, November 5, 1998  
John E. Pepper Honored at Ad Council Annual Dinner, November 18, 1998  
Mindy Rosengarten Receives 10th Annual GD Crain Award, November 19, 1998  
Holiday Drunk Driving Prevention, December 7, 1998  
Employer Support of the Guard and Reserve Campaign, December 16, 1998

Press Releases 1999 (chronological)

Index

Priscilla Natkins Joins Advertising Council as Senior VP Team Leader, January 6, 1999

13/2/227

Ruth Wooden Retires, January 13, 1999  
Diana Schiocchetti Promoted to VP, Director of External Affairs, January 26, 1999  
Mentor a Child Campaign Launch, February 3, 1999  
"Central Issues" Campaign on Comedy Central, March 1, 1999  
Connect for Kids, March 9, 1999  
Domestic Violence Campaign Launch, March 26, 1999  
FasTV.com Web PSAs, March 23, 1999  
Parental Responsibility Campaign, April 13, 1999  
Anti-Discrimination PSA Program on CBS, April 13, 1999  
Ruth Wooden to Head National Parenting Association, April 15, 1999  
Media Support Summary, April 20, 1999  
Ad Council Branding Campaign, April 26, 1999  
Peggy Conlon Named President of Advertising Council, April 28, 1999  
Washington Conference Media Alert, April 28, 1999  
Washington Conference, May 3, 1999  
Kids These Days, May 3, 1999  
Educational Testing Service Academic Cheating Campaign, May 10, 1999  
Netgravity Silver Bell, June 16, 1999  
Julie Dolan Joins the Advertising Council as VP of Financial Development, July 20, 1999  
Cable Industry PSA Support, July 26, 1999  
National Youth Anti-Drug Media Match Program, July 26, 1999  
Mental Illness, July 28, 1999  
World War II Memorial, August 4, 1999  
Talk With Children About Violence (with NAB), August 17, 1999  
George Perlov Promoted to Senior VP, Team Leader, August 30, 1999  
Drunk Driving Results, September 2, 1999  
Academic Cheating Campaign, September 8, 1999  
Alan Zipkin Joins Advertising Council as Controller, October 18, 1999  
Annual Dinner Media Alert, November 10, 1999  
Woody Woodruff Receives 11th Annual GD Crain Award, November 18, 1999  
Country Music Association Listening to Kids Campaign, December 13, 1999

Box 3:

Press Releases 2000 (chronological)

Youth Violence, January 5, 2000  
New Campaigns: Hunger, Asthama & National Digital Library, January 18, 2000  
Danielle Linet Promoted to VP, Director of Broadcast Production, January 18, 2000  
Y2Vote, January 21, 2000  
Markle Foundation Interactive Media Campaign, March 2, 2000  
Peggy Conlon Testimony Before Senate Appropriations re: ONDCP, February 3, 2000  
Susan Murphy-Jacobsen Joins Ad Council as VP, Corporate Comm., March 21, 2000  
Youth Violence Campaign, April 20, 2000

13/2/227

Earth Share Ads with Harrison Ford, April 21, 2000  
America's Library Campaign, April 24, 2000  
World War II Memorial Ads with Tom Hanks, May 11, 2000  
Priscilla Natkins and Paula Veale Promoted to Executive VP, May 16, 2000  
Julie Dolan Promoted to Senior VP, Financial Development, May 16, 2000  
Jodi Berkowitz Promoted to VP, Campaign Director, May 16, 2000  
Community Schools Campaign, May 31, 2000  
National Association of Broadcasters Education Foundation Silver Bell, June 12, 2000  
Doubleclick Media Donation, June 15, 2000  
Outdoor Advertising Contributions for 1999, June 23, 2000  
MTV/Pew Foundation Study Release, June 27, 2000  
Interactive Anti-Drug Ads, July 2000  
Drunk Driving - Georgia, July 6, 2000  
Constance Gerard Joins Advertising Council, September 13, 2000  
Operation Graduation, September 12, 2000  
Community Action Network Awards, October 20, 2000  
Annual Dinner, November 30, 2000  
Peter Stisser & Marco Cignini Receive 12th Annual GD Crain Award, December 1, 2000  
Ira Tumpowsky Joins Advertising Council as Executive VP, Media, December 4, 2000  
Anna Teitelbaum Joins Ad Council as Director, Corp. Development, December 5, 2000  
Diana Sciocchetti Promoted to Senior VP, December 6, 2000  
Afterschool Alliance, December 15, 2000  
Drunk Driving Prevention, December 27, 2000

Press Releases 2001 (chronological)

Promax, January 18, 2001  
Seat Belt Use Ads Targeting African Americans, January 19, 2001  
Dori Friedman Promoted to Director, Special Events, January 29, 2001  
Americans for the Arts Campaign, January 30, 2001  
Act Against Violence, February 5, 2001  
Internet Media Support, February 19, 2001  
Ad Council Seminar Series, February 19, 2001  
UNCF, February 27, 2001  
Vernon Jordan to Chair Ad Council Advisory Committee, March 5, 2001  
Asthma Campaign Launch, March 12, 2001  
Earth Share with Harrison Ford, March 12, 2001  
New Campaigns: Colon Cancer, Child Abuse, Youth Action, March 12, 2001  
School Violence / Boston Public, March 21, 2001  
Learning Disabilities, March 26, 2001  
Roger Enrico Named Annual Public Service Award Winner, March 26, 2001  
Media Outreach to Local Markets, April 4, 2001  
Wildfire Prevention, April 23, 2001  
Employer Support of the Guard and Reserve, April 25, 2001  
Public Service Advertising Seminar with Rod Paige, May 9, 2001

Edward T. Reilly to Chair Advertising Council, June 11, 2001  
 Rebecca Roban & Patricia Jasmin Promoted to Campaign Manager, June 11, 2001  
 Leslie Pankowski, Melissa Unger & Kristen Palmer Promoted, June 11, 2001  
 Amicada PSAs, June 2001  
 Yellow Pages PSAs, June 22, 2001  
 New Members Named to Advisory Committee, June 27, 2001  
 Heidi Arthur Senior Vice President of Campaigns, July 5, 2001  
 Operation Graduation, July 16, 2001  
 Public Service Directors Study, August 2, 2001  
 Media Numbers, August 13, 2001  
 Ad Council and Environmental Defense "Go Green", August 14, 2001  
 Minority Parent Involvement, August 21, 2001  
 New Campaign Director Penny Feldstein, August 27, 2001  
 Library of Congress Makes Learning Fun, August 27, 2001  
 Robert L. Wehling co-Chair Advisory Committee, August 28, 2001  
 Crime PSAs at NAB Radio Show, September 5, 2001  
 Laura Bush Encourages Parents to Talk to Kids, September 20, 2001  
 Response to Tragedy and Celebrate Diversity in America, September 20, 2001  
 "Hate is Our Enemy" Anti Discrimination, October 1, 2001  
 Crisis Response Team, October 4, 2001  
 Scholarship Fund to Benefit Families of Attack Victims (Clinton/Dole), October 4, 2001  
 Operation Graduation, October 10, 2001  
 Mental Health in Wake of Terrorist Attacks (Powell/ Gore), October 10, 2001  
 Celebrities to Communicate Anti-Hate Messages, October 16, 2001  
 Coalition Against Terrorism Announces Communications Strategy, October 30, 2001  
 Encourage Seat Belt Users to "Buckle Up," November 12, 2001  
 New Drunk Driving Prevention PSAs, November 14, 2001  
 "Thanks for Giving," President and Laura Bush, November 20, 2001  
 FEMA, Help is Available, November 26, 2001  
 Anna Teitelbaum, Vice President, Corporate Development, November 27, 2001  
 Roger Enrico receives Public Service Award, November 29, 2001  
 Gold Bell Award to New York Times, November 29, 2001  
 New Vice President, Corporate Development, Anna Teitelbaum, December 3, 2001  
 Girl Scouts and National Trust for Historic Preservation, December 4, 2001  
 Silver Bell Award to DoubleClick, December 4, 2001  
 Spanish Language Component to Asthma Information Web Site, December 10, 2001  
 Help Parents Connect With Kids, December 10, 2001  
 John P. Walters, "Drug Czar," December 11, 2001  
 Isabel Caicedo, Campaign Director, December 18, 2001  
 Press Releases 2002 (chronological)  
 September 11<sup>th</sup> Fund Campaign For Freedom, January 2, 2002  
 Kelly Apostolidis Director of National Media Outreach, January 2, 2002  
 Ad Council Receives \$10,000 Grant from UPS Foundation, January 3, 2002

Encourage Americans to "Stop the Hate," January 9, 2002  
 New Senior Director, Print Production, Debra D'Angelo, January 15, 2002  
 Promote Community Drug Prevention Coalitions, January 22, 2002  
 Encouraging Arts Education (Alec Baldwin), January 28, 2002  
 Early Colon Cancer Detection (Polyp Man), January 28, 2002  
 YouthNOISE Help Teens Help Their Generation, February 4, 2002  
 Empower Men to Prevent Domestic Violence, February 5, 2002  
 Patty Kornfield Goldman Research Director, February 11, 2002  
 DMA to Help Raise Funds for Anti-Terrorism Campaign, February 14, 2002  
 Crime Prevention "Unite for a Stronger America" (Ed McMahon), March 6, 2002  
 PSAs Remind Parents of Important Role in Teaching Non-Violence, March 18, 2002  
 Child Abuse, "A Child is Helpless-You are Not," April 1, 2002  
 Prevent Housing Discrimination, April 2, 2002  
 Domestic Violence, (Andy Griggs), April 2, 2002  
 Deborah Heller Leiter Campaign Director, April 29, 2002  
 Silver Bell Award to WGBO, May 6, 2002  
 David Bell Chairman of Advertising Council, May 7, 2008  
 Encourage Young People to Vote, June 4, 2002  
 National Fatherhood Initiative, June 10, 2002  
 Adcouncil.org Website, June 17, 2002  
 New Campaigns: Breastfeeding, Interracial Cooperation, Improve Literacy, June 19, 2002  
 Campaign for Freedom, July 1, 2002  
 Connect for Kids, July 8, 2002  
 Time and Space Donated by the Media, July 9, 2002  
 Donated Media in Support of Campaign for Freedom, July 12, 2002  
 Operation Graduation, July 15, 2002  
 Chris Villareal Campaign Manager; Elizabeth Kilcline, Associate Manager, Corporate Development; Abha Palmer, Manager, Media Measurement and Analysis, July 22, 2002  
 Family Literacy, July 23, 2002  
 President's Call to Service, July 30, 2002  
 Child Hunger, August 5, 2002  
 Freedom Conductors, August 6, 2002  
 Literacy Rates Among African American Children, August 26, 2002  
 Kathy Crosby Senior Vice President, September 24, 2002  
 Donated Media Support for September 11<sup>th</sup>, September 26, 2002  
 Benefits of Community Schools, October 7, 2002  
 Encourage Volunteers, October 21, 2002  
 Michelle Hillman, Wendy Moniz, Rebecca Roban, Pam Walsh to Senior Campaign Director; Valerie Chin, Laura Miller, Anthony Signorelli, Melissa Otero to Associate Campaign Manager, October 22, 2002  
 New Campaigns: Martin Luther King, Jr., Memorial; Lewis and Clark Bicentennial Commemoration; Early Diagnosis for Primary Immunodeficiency Diseases, October 28, 2002  
 Encourage Support of Afterschool Programs, October 29, 2002

Global AIDS Epidemic, November 12, 2002  
 Environmental Defense, November 14, 2002  
 Bob Wright Honored at Annual Dinner, November 20, 2002  
 Gold Bell Award to Leo Burnett USA, November 21, 2002  
 Laura Bush Encourages Parent Involvement in Children's Education, November 21, 2002  
 Drunk Driving, December 3, 2002  
 Help and Healing for New York, December 19, 2002

Press Releases 2003 (chronological)

Girl Scouts Encourage Girls in Math, Science, and Technology, January 8, 2003  
 Library of Congress Encourages Learning About American History, January 14, 2003  
 ABC Partnership to Promote Tolerance and Racial Cooperation, January 22, 2003  
 Kate Emmanuel Vice President of Governmental Affairs, January 22, 2002  
 Healthy Lifestyles, January 23, 2003  
 Earth Share, January 27, 2003  
 Colon Cancer Prevention, February 10, 2003  
 Homeland Security, February 19, 2003  
 Seminar Series: "Art of Getting Attention: Secrets 2003," March 4, 2003  
 Media Reception in Los Angeles for Local Media Support, March 11, 2003  
 Learning Disabilities, March 24, 2003  
 \$15,000 Grant from UPS, March 24, 2003  
 Child Abuse, April 2, 2003  
 Barbara Shimaitis Senior Vice President, Interactive Services, April 10, 2003  
 Encourage Parental Involvement in Education, April 14, 2003  
 Minority Parent Involvement in Children's Education, April 21, 2003  
 National Trust for Historic Preservation, April 22, 2003  
 Stroke Awareness, April 28, 2003  
 Julie Dolan to Executive Vice President, Corporate Development; Danielle Linet to Senior Vice President, Creative Services; Alan Zipkin to Senior Vice President, Controller, May 5, 2003  
 Wildfire Prevention, May 6, 2003  
 Andrea Alstrup Elected to Chair, Advertising Council, May 6, 2003  
 Martin Luther King, Jr. Memorial (Halle Berry/Al Roker), May 7, 2003  
 Encourage Adoption, May 16, 2003  
 Ad Council and National Center for Missing and Exploited Children Unveil First National Multi-Media Campaign to Address Online Sexual Exploitation, May 19, 2003  
 Survey Identifies Indicators of Support for Print PSAs, May 27, 2003  
 Primary Immunodeficiency Awareness, June 2, 2003  
 Silver Bell Award to Clear Channel Outdoor Los Angeles, June 24, 2003  
 James B. Hunt to Co-Chair Advisory Committee, June 25, 2003  
 Promote Community Anti- Drug Coalitions, July 8, 2003  
 A.G. Lafley as 50<sup>th</sup> Annual Public Service Award Recipient, July 29, 2003  
 WIC Improve Health of Women, Infants, and Children, August 4, 2003  
 Spike Lee Directs Ads for the United negro College Fund, August 6, 2003

New Executive Vice President, Tim Davis, August 12, 2003  
 Operation Graduation, August 13, 2003  
 Campaign for Freedom, September 8, 2003  
 Give Kids the World, Help Children with Life Threatening Illnesses, September 9, 2003  
 Asthma Awareness, September 15, 2003  
 Celebrate 60 years of Public Service Advertising, September 16, 2003  
 Project Safe Neighborhoods, Consequences of Gun Crime, September 17, 2003  
 Celebrate Family Day, Center on Addiction and Substance Abuse, September 22, 2003  
 First Hispanic Campaign Review Committee, October 1, 2003  
 National PSA for Childhood Cancer, October 14, 2003  
 Online Sexual Exploitation and Online Sexual Predators, November 17, 2003  
 A.G. Lafley Honored with 50<sup>th</sup> Annual Public Service Award, November 19, 2003  
 Ad Council and National PTA Launch Campaign to Encourage Parent Involvement in Schools, December 10, 2003  
 Ad Council Launches Campaign to Encourage Americans to Commemorate 200<sup>th</sup> Anniversary of Lewis and Clark's Journey, December 16, 2003  
 Press Releases 2004 (chronological)  
 Silver Bell Award to the Washington Times, January 20, 2004  
 National Crime Prevention Council and Ad Council Launch New PSAs for Project Safe Neighborhoods Campaign, January 27, 2004  
 Advertising Council and Teen Action Campaign Launch National Campaign to Prevent Teen Dating Violence, February 2, 2004  
 Silver Bell Awards to WFMV-FM (South Carolina) and WAOK-AM (Georgia), February 9, 2004  
 Ad Council and National Highway Traffic Safety Administration Launch Campaign to Promote Booster Seat Use, February 11, 2004  
 Ad Council Announces Partnership with New Age Media Concepts to Bring PSAs to Movie Theaters and Retail Locations Nationwide, March 2, 2004  
 Ad Council and Energy Outreach Colorado Launch National PSA Campaign to Promote Energy Efficiency to Children, March 9, 2004  
 U.S. Dept. of Health and Human Services and Ad Council Launch National Campaign to Combat Obesity Epidemic, March 9, 2004  
 Ad Council and American Stroke Association Launch New PSAs to Encourage Early Response to Symptoms, March 15, 2004  
 Ad Council and Family Violence Prevention Fund Launch New PSAs to Empower Men to Prevent Violence Against Women, March 16, 2004  
 Ad Council and United Nations Foundation Launch New PSAs to Address Global AIDS Epidemic, March 23, 2004  
 Ad Council and the Four Major Broadcast Television Networks Announce Unprecedented Partnership to Educate Parents About V-Chip, March 30, 2004  
 Ad Council and Girl Scouts of the USA Launch New PSAs for "Girls Go Tech" Campaign, April 5, 2004  
 Mayor Michael R. Bloomberg and Schools Chancellor Joel I. Klein Unveil Most Abitious

and Comprehensive Teacher Recruitment Campaign in City's History, April 14, 2004  
Silver Bell Award to New York's WABC-TV, April 15, 2004  
Ad Council and National Crime Prevention Council Launch New PSAs to Encourage Teenagers to Volunteer, April 22, 2004  
Ad Council and Federal Voting Assistance Program Launch New PSAs to Encourage Young Americans to Register and Vote, April 26, 2004  
Janet Robinson Elected to Chair the Ad Council, May 5, 2004  
Ad Council Announces \$1.3 Billion in Donated Media Support in 2003 and \$250 Million in Upfront Media Commitments Secured for 2004, May 6, 2004  
Ad Council Receives \$15,000 Grant From UPS Foundation, June 10, 2004  
Ad Council Partners with Major Health Groups to Launch Campaign to Fight Leading Causes of Death, June 15, 2004  
Ad Council Discovers Dramatic Shifts in Attitudes Toward Children, June 22, 2004  
Ad Council Launches New Freedom Ads to Coincide with Independence Day, June 30, 2004  
Ad Council and Skin Cancer Foundation Launch National PSA Campaign, July 12, 2004  
Ad Council and After School Alliance Launch PSAs Encouraging Children to Participate in After School Programs, July 12, 2004  
Ad Council, HHS, and Adoption Exchange Association unveil First National PSA Campaign to Encourage Adoption of Children, July 15, 2004  
New Public Service Ads Encourage Americans to Speak Out Against Racial Injustice, August 2, 2004  
Smokey Bear Celebrates 60<sup>th</sup> Birthday and Returns to Remind Americans "Only You Can Prevent Wildfires," August 9, 2004  
Ad Council and National Fair Housing Alliance Launch nation PSA Campaign to Address Predatory Lending, August 24, 2004  
Ad Council Partners with AABB, America's Blood Centers and American Red Cross to Launch National Blood Donation Campaign, September 21, 2004  
Homeland Security Joins with Ad Council and Business Organizations to Launch *Ready Business*, September 23, 2004  
Ad Council and National Crime Prevention Council Launch New Bullying Campaign, September 28, 2004  
Ad Council and National PTA Launch PSAs to Encourage Parents to Become More Involved in Schools, September 29, 2004  
Ad Council and U.S. Army Launch PSAs to Encourage Teens to Stay in School, October 4, 2004  
Ad Council Announces New Executive Vice President, Development, October 6, 2004  
U.S. Dept. of Health and Human Services and Ad Council Launch National HIV Detection Campaign, October 19, 2004  
Ad Council and CureSearch National Childhood Cancer Foundation Launch National PSA Campaign, November 9, 2004  
Ad Council Honors General Motors' Rick Wagoner with 51<sup>st</sup> Annual Public Service Award, November 17, 2004

U.S. Dept. of Health and Human Services and Ad Council Launch Flu Vaccine Campaign, December 10, 2004  
 Ad Council and National Fatherhood Initiative Launch New PSAs, December 20, 2004

Box 4:

Press Releases 2005 (chronological)

Ad Council Launches Tsunami Relief PSA Campaign with Former President H.W. Bush and Former President Clinton, January 7, 2005

Ad Council Initiates Strategic Media Planning Pilot Program For Optimizing Upfront Commitments, January 10, 2005

More Than 13 Million American Children Regularly Breathing Secondhand Smoke in their Homes, Cars, January 11, 2005

Silver Bell Awards to WWPR-FM (New York) and WTCY-AM (Harrisburg), February 10, 2005

Ad Council and National Highway Traffic Safety Administration Launch New PSAs to Promote Booster Seat Use, February 15, 2005

Ad Council and White House Office of National Drug Control Policy Launch New Community Drug Prevention PSAs, February 24, 2005

McGruff the Crime Dog Celebrates 25 Years of Crime Prevention, March 1, 2005

Ad Council and Federal Voting Assistance Program Launch New PSAs to Promote Youth Civic Engagement, March 8, 2005

Silver Bell Award to USA Today and Stuart News, March 21, 2005

U.S. Dept. of Justice and Ad Council Launch New PSAs for Project Safe Neighborhood Campaign, March 22, 2005

Cable Television Silver Bell Awards to Turner Networks and Comcast Spotlight, April 5, 2005

Adoption Public Service Advertising Campaign Wins ADDY Awards, April 7, 2005

Ad Council and American Stroke Association Launch New PSAs to Encourage Americans to Respond Early to Stroke Symptoms, April 12, 2005

New PSAs to Encourage Americans to Preserve the Trail of Lewis and Clark, April 19, 2005

Ad Council, HHS, and Adoption Exchange Association Unveil First National Spanish Language PSA Campaign to Encourage Adoption of Children, April 20, 2005

Ad Council, HUD, Leadership Conference on Civil Rights Education Fund and National Fair Housing Alliance Launch New Radio and Print PSAs to Fight Housing Discrimination, April 27, 2005

Ad Council and United Way of America Launch New Advertising Campaign to Support *Born Learning* Initiative, May 3, 2005

John Dooner, Jr. Elected as Chairman of Ad Council, May 12, 2005

Ad Council Announces Record- Breaking \$1.7 Billion in Donated media Support in 2004, May 13, 2005

MSN Commits \$7 Million in Ad Space Doubling its Support of Ad Council Campaigns

in 2005, May 13, 2005

Silver Bell Award to Viacom and Next Media, May 24, 2005

Ad Council Joins Congressional Leaders to Celebrate Public Service Advertising and Salute Premier Media Partners at Congressional Breakfast, May 26, 2005

Ad Council and National Center for Missing and Exploited Children Launch PSAs to Help Protect Teen Girls from Online Sexual Exploitation, June 8, 2005

Ad Council and National WIC Association Launch PSAs to Improve Health of At-Risk Women, Infants, and Children, June 21, 2005

McGruff Turns 25: Dogged Crime Fighter Celebrates Quarter Century, July 1, 2005

Ad Council and Library of Congress Launch New PSAs to Engage America's Youth in Learning About Our Nation's History, July 11, 2005

Ad Council Announces Collaboration to Combat Childhood Obesity "Coalition for Healthy Children," July 13, 2005

PSAs Encouraging Parents to Teach Non-Violent Behavior to Children, July 18, 2005

Ad Council and Earth Share Launch PSAs to Illustrate the Connection Between Public Health and the Environment, August 4, 2005

Ad Council and National Governors Association Partner to Promote Education, August 8, 2005

MADD and Ad Council Reach Hispanic Parents with New PSA Campaign Aimed at Preventing Underage Drinking, August 10, 2005

Ad Council and American Red Cross Launch Disaster Relief PSAs in response to Hurricane Katrina, September 1, 2005

Ad Council and National Center for Missing and Exploited Children Partner with Writers Guild of America and AOL to Address Online Sexual Exploitation, September 13, 2005

Ad Council and U.S. Dept. of Education Partner with Laura Bush to Launch PSA for School Children Displaced by Hurricane Katrina, September 14, 2005

Ad Council and CureSearch National Childhood Cancer Foundation Extend Successful Campaign with Launch of New PSAs, September 27, 2005

Ad Council, National Highway Transportation Administration (NHTSA) and Walt Disney Company Launch First-Ever PSA Partnership to Promote Booster Seat Awareness, October 3, 2005

HHS Secretary Leavitt Unveils National PSA Campaign at Underage Drinking Prevention Summit in Washington, D.C., October 31, 2005

Ad Council Joins with Homeland Security to Urge Businesses to Prepare for Emergencies, October 31, 2005

Secretary Leavitt Joins Ad Council to Launch Campaign to Prevent Childhood Obesity, November 2, 2005

Ellen Degeneres Surprises Advertising Industry at Ad Council's Annual Dinner in Honor of American Express' Ken Chenault, November 17, 2005

HHS Secretary Leavitt Unveils National PSA Campaign to Provide Mental Health Services to Hurricane Survivors, December 7, 2005

New Orleans Saints Urge Americans to Prepare for Emergencies, December 14, 2005

Ad Council and U.S. Dept. of Transportation Expand Focus of Drunk Driving Campaign

to Buzzed Driving, December 28, 2005

Press Releases 2007 (by campaign)

Adoption

Dropout Prevention

Nutrition Education

Veteran Support

Childhood Obesity

Wireless Amber Alerts

Gun Violence

Youth Civic Engagement

United Negro College Fund

Inspiring Invention

Online Sexual Exploitation

Patient Involvement

Youth Reckless Driving

Ad Council General