WE ARE
The Ad Council
Ad Council
Annual Report 2005–2006

WE ARE
Making a Difference
Big Brothers Big Sisters
Big Magic
NATIONAL CENTER FOR
MISSING &
Peas
Relish Packet
September is National Preparedness Month

Mission Statement

To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

From the President

I am often asked who exactly makes up the Ad Council, who we are.

The Ad Council is the people you will meet on the following pages, the ones who really give us the power to create social change. It is the wonderful people who volunteer not just their name, but enormous amounts of their time and extraordinary talent. Above all else, it is collaboration. The Ad Council is the result of the entire industry coming together on behalf of the American people.

We have been able to make a profound difference in the lives of so many because media companies —large and small, national and local—embrace our campaigns and donate their most valuable resources, space and time. In fact, this past year, Ad Council campaigns were the beneficiaries of 1.9 billion dollars in donated media.

We have a history of iconic campaigns. Our spots aren't just memorized, they mobilize—all because ad agencies continually give us the creativity of their best and brightest.

We receive and rely on generous donations from corporations, foundations, and individuals, each representing the very best of partnerships between the public and private sectors. Our Board of Directors and Advisory Committee, as well as our Research, Media Steering, and Campaign Review Committees, offer counsel that is matched only by their compassion. And we have a passionate staff that comes to work each day with unfailing dedication.

So much has changed since the Ad Council was founded by industry leaders in 1942. Once our public service advertisements were primarily seen in newspapers and heard on the radio. Today, we deliver messages on blogs and by streaming video. PSAs are still displayed on posters, but they are also downloaded to iPods. Yet, as much as cutting-edge technology, new public service advertising models and an increasingly fragmented media have changed the environment in which we work, there are some things which remain as true as ever. This collaboration, the ongoing support and engagement of our industry's leaders, and our lofty mission remain constant.

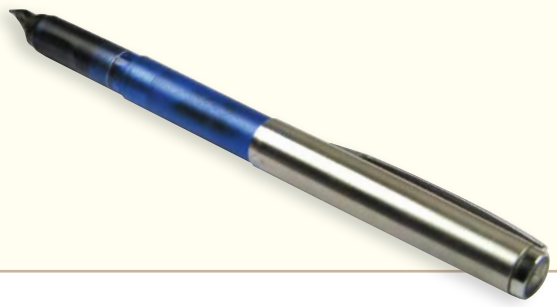
We identify pressing social issues and mounting crises. We move people and motivate them to act. We make a positive and lasting difference. By galvanizing the full power of the communications industry, the Ad Council remains advertising's gift to America.

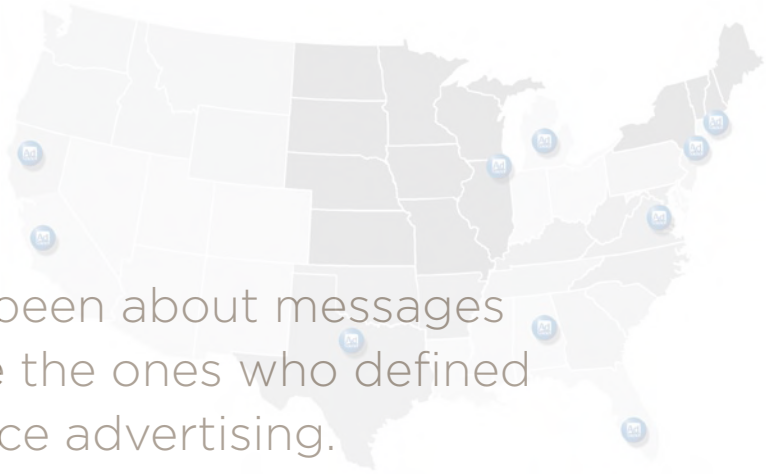
Everywhere the Ad Council goes, we are met with passion and enthusiasm by people who simply want to help. It is motivating and inspiring. It is more than humbling. It is who we are. On behalf of the Ad Council staff, I want to express our admiration and appreciation for everyone who makes up the Ad Council.

Sincerely,

Peggy Conlon

Peggy Conlon
President & CEO
The Advertising Council





Chairmen's Report

The Ad Council has always been about messages that matter. In fact, we were the ones who defined the category of public service advertising.

More than that, almost 65 years after our founding, the Ad Council continues to set the bar of excellence not just in terms of creative, which is always outstanding, but impact. Thanks to the selfless work of so many, and as you will read in this report, this past year proved this yet again. Whether it is raising awareness of autism or the dangers of buzzed driving, promoting troop support or combating global warming, our newest campaigns, like those that have long been on our docket, make a real difference.

The great challenges we face as a society, however, are a reminder that it is not enough to be the best in the business; we must always do better. As an organization, we must strive to expand our reach, inspire more people, and constantly move the needle in the direction of positive social change. To that end, we are proud to say we are making great progress, specifically as we increase our donated media, pursue our strategy of local engagement, and embark on an effort to reposition the Ad Council brand.

Donated Media

PSAs, no matter how powerful, pressing or poignant, can only affect social change if they are heard, read, watched, or even increasingly clicked on and downloaded. That is why we work so hard to increase donated media. We are extremely grateful, because this past year we secured $1.9 billion in time and space, a high percentage of which came from a significant increase in upfront commitments from our generous partners. Impressively, more than half of the top 50 media companies have made generous upfront donated media commitments to support Ad Council PSAs, including most of the top cable providers, broadcasters, outdoor companies, radio station groups, online search/portal sites, and newspaper and magazine companies.

$1.9 billion in donated advertising time and space

Vice Chairs (left to right) Philip I. Kent, Chairman & CEO, Turner Broadcasting System, Inc; Susan M. Gianinno, Chairman & CEO, Publicis USA; and Brian Perkins, Corporate Vice President, Corporate Affairs, Johnson & Johnson

Localization

Delivering public service advertisements to their intended audiences means more than using multiple platforms, like the Internet, to bring them directly to where people prefer to spend their time. It also means taking not just our PSAs, but the Ad Council itself, to where people live and to where more and more PSA inventory decisions are made – the local level. Given the growing importance of local markets, we must demonstrate our relevance, foster stronger relationships with community leaders, and be seen as a credible partner in responding to issues of national importance that have local impact.

That is why, over the past couple of years, we have vigorously pursued a strategy that is transforming the Ad Council from what has been perceived as a New York-centric organization to one that is more relevant and more present in communities across the country. So far, we have had great success in placing regional managing directors in the top 10 markets and establishing local market leadership committees in five of those markets. We also intend to launch pilot events in these communities that will bring together local media, advertisers, agencies, donors, and nonprofit sponsors.

Branding Initiative

The Ad Council's brand should be as clear as its mission. That is why part of our strategy includes launching a branding initiative that focuses on the incredible value of the organization of which all of us are so proud to be associated. Repositioning the Ad Council brand is not a cosmetic change to our logo. Rather, it is formulating a concise positioning statement, and even a new tagline, that will allow our audiences and our supporters to know exactly who we are and what they are getting—the industry standard, the very best of public service advertising.

Increasing donated media. Localizing our important and often potentially life-saving messages. Repositioning our brand. We are confident that these strategies will allow us to continue to do what we always have done, what we do better than anyone else, what we will do even better still. We will develop and deliver messages that matter. Looking forward to 2007, with your invaluable help, we will continue to make a real difference in the lives of generations to come.

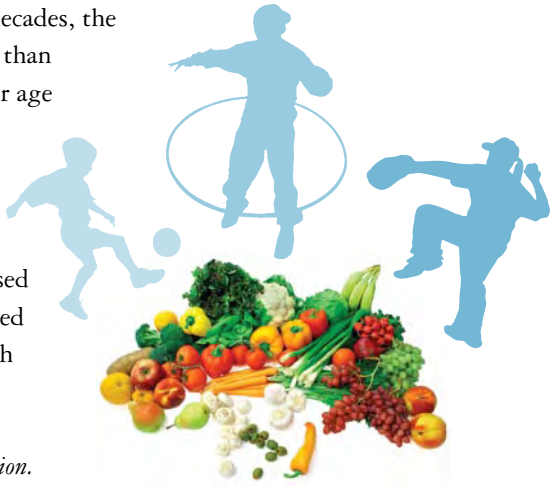
Sincerely,

Judy Hu
Chair
The Advertising Council
Global Executive Director,
Advertising and Branding
GE

John J. Dooner, Jr.
Chair Emeritus
The Advertising Council
Chairman & CEO
McCann Worldgroup

Ad Council Special Initiatives

Coalition for Healthy Children: Combating Childhood Obesity

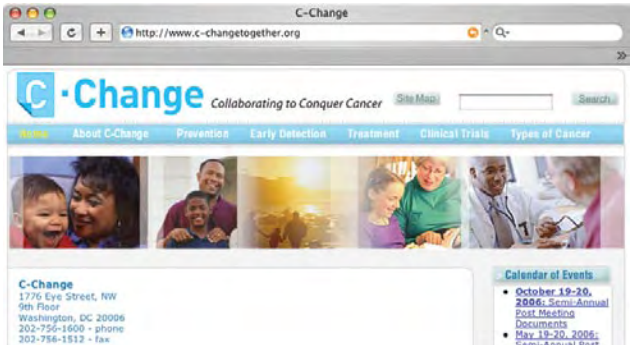


According to data from the Institute of Medicine (IOM), over the past three decades, the childhood obesity rate has more than doubled for children aged 2-5 and more than tripled for children aged 6-11 years. Approximately nine million children over age six are currently considered obese in this country.

The Advertising Council's Coalition for Healthy Children utilizes the collective strengths of corporate marketers, the media, nonprofits, and government agencies to address the obesity crisis with consistent, research-based messages to parents and children. Each of the Coalition's participants has agreed to incorporate these messages into their own communications programs, which include advertising, packaging, promotions, Web sites, and the like.

The initiative is supported by a generous grant from the Robert Wood Johnson Foundation.

C-Change Communication Program



Cancer is the second-leading cause of all deaths in the U.S. today. However, experts estimate that as many as 70% of all cancer cases can be prevented, and early detection can uncover cancer when it is most treatable.

The Ad Council has recently partnered with C-Change, an organization comprised of the nation's key cancer leaders from the private, public, and nonprofit sectors to develop a communications plan that will provide Americans with consistent, research-based messages that promote the early detection and prevention of cancer.

The Ad Council will develop marketing materials and helpful tools for C-Change members to assist them in understanding the in-depth consumer research that goes into creating the communications program and to ensure consistent messaging for all C-Change partners.

By providing a range of organizations with a focused list of proven messages for dissemination through their own communications programs, in both paid and unpaid media environments, the Ad Council believes that this effort can achieve the critical media mass necessary to turn the tide on cancer in this country.

Generous Nation: Don't Almost Give. Give.

History has proven that Americans are compassionate, committed people who help others in tangible ways, both large and small, particularly in times of crisis. We saw that most recently following the tsunami and again that same year in the aftermath of Hurricane Katrina. The generosity and compassion of Americans who responded with complete and selfless giving were incredible. We were truly inspired by the outpouring of generosity and wondered how we could sustain that level of giving after the compelling images faded from the news. The answer came in the form of the first PSA campaign funded completely by the Ad Council on behalf of the entire nonprofit community—Generous Nation.

This wonderful new campaign seeks to inspire and motivate all Americans to get involved in philanthropy—not only in times of crisis, but more often during the course of their daily lives. Our hope is not only to turn non-givers into givers, but with 85% of American households giving, to turn givers into more frequent givers—people willing to take action by donating more of their time, more of their money—and whatever it takes—to help those most in need. Because the truth is that for all the checks we write and all the hours we give there are those instances when our actions don't live up to our best intentions. "We should" becomes "later." And too often, "later" becomes "never." We almost give.

DontAlmostGive.org

We are confident that this campaign will create a wave that allows all boats to rise. All causes will benefit. We believe this because we are a generous nation.

Thank you to Phil Dusenberry, Ted Sann, and Charlie Miesmer for creating this wonderful campaign pro bono.

At **www.DontAlmostGive.org**, individuals can find ways to make a donation, search for volunteer opportunities, or get involved in a charity that aligns with their interests. Visitors can also link to nonprofit organizations representing a breadth of causes.

The Advisory Committee on Public Issues

For nearly 60 years, the Advisory Committee on Public Issues has served as the Ad Council's "think tank."

Established in 1947, this prestigious group of leaders representing the nonprofit, business, research, academic, philanthropic, medical, and public policy professions advises the Ad Council on the nation's most pressing social issues. Specifically, the Committee identifies and evaluates possible new campaigns and provides the highest caliber of expertise to the issues we take on.

For the past two years, the Ad Council has benefited from the incredible leadership of the Committee's two Co-chairs, former North Carolina Governor Jim Hunt and Bob Wehling (former Global Marketing Officer for Procter & Gamble). Today, the Committee is guided by the vision of Dr. David Satcher, Director, Center of Excellence on Health Disparities Poussaint-Satcher-Cosby Chair in Mental Health National Center for Primary Care, Morehouse School of Medicine, and David Bell, Chairman Emeritus of Interpublic Group. The Committee plays an ever-important role in shaping the overall direction of the Ad Council. It convenes twice a year to examine our docket and help the Ad Council identify emerging or shifting societal needs. Past meetings have focused on critically important issues such as gaps in our campaign docket, unique challenges facing Hispanic and African American communities, and the refocusing of the Ad Council's work into three thematic categories: Health & Safety, Education, and Community.

David Bell
Co-Chairman
Interpublic Group

Dr. David Satcher
Director, Center of Excellence
on Health Disparities
Poussaint-Satcher-Cosby Chair
in Mental Health
National Center for Primary Care,
Morehouse School of Medicine

Advisory Committee

Co-Chairmen
David Bell
Chairman Emeritus
Interpublic Group

Dr. David Satcher
Director, Center of Excellence
on Health Disparities
Poussaint-Satcher-Cosby Chair
in Mental Health
National Center for Primary Care,
Morehouse School of Medicine

Members
Andrea Alstrup
Corporate VP, Advertising
Johnson & Johnson

Frances Beinecke
President
Natural Resources Defense Council

Shay Bilchik
President & CEO
Child Welfare League of America

Roy Bostock
Chairman
Partnership for a Drug-Free America

Jack Calhoun
Former President & CEO
National Crime Prevention Council

Patricia Carbine
President
Ms. Foundation for Education
and Communication

Dr. Harvey V. Fineberg
President
Institute of Medicine of
The National Academies

Ellen Galinsky
President
Families and Work Institute

Steve Gunderson
President & CEO
Council on Foundations

Kati Haycock
Director
The Education Trust

Judy Hu
Global Executive Director,
Advertising and Branding
GE

Ivan J. Juzang
Founder & President
MEE Productions, Inc.

Larry Kirkman
Dean
School of Communication,
American University

Alex Kroll
Chairman Emeritus
Young & Rubicam, Inc.

Rick Lazio
EVP, Global Government Relations
and Public Policy
JPMorgan Chase & Co.

Dr. Rick Martinez
Medical Director
Corporate Contributions and
Community Relations & Director
of Latin American Contributions
Johnson & Johnson

David Morse
VP for Communications
The Robert Wood Johnson Foundation

Edward Ney
Chairman Emeritus
Young & Rubicam Advertising Inc.

Dr. Herbert Pardes
President & CEO
New York-Presbyterian Hospital

Clarence Pearson
Former Senior Advisor
World Health Organization

Hilary Pennington
Vice Chairman
Co-Founder and Senior Advisor
on Education
Jobs for the Future

Delia Pompa
VP, Center for Community
Educational Excellence
National Council of La Raza

Wendy Puriefoy
President
Public Education Network

Alicin Reidy-Williamson
VP, Public Responsibility
MTV Networks

Dr. Allan Rosenfield
Dean
Mailman School of Public Health,
Columbia University

Cynthia Round
EVP, Brand Leadership
United Way of America

Dr. Jorge Reina Schement
Co-Director
Institute for Information Policy
College of Communications,
Penn State University

David Skaggs
Executive Director,
Center for Democracy and Citizenship
Council for Excellence in Government

C. Charles Stokes
President & CEO
The CDC Foundation

Roberto Suro
Director
Pew Hispanic Center

Robert L. Wehling
Senior Advisor
Hunt Institute,
University of North Carolina

Campaign Development

Ad Council campaigns have reflected the nation's social condition for more than six decades. Each is developed to raise awareness, inspire action, or cause people to think differently about an issue.

The campaigns reflected on the following pages are the result of a dedicated partnership between a nonprofit or government sponsor, the volunteer agency, and the Ad Council's campaign management team. It is because of each partner's passion and commitment that these campaigns not only reach, but surpass the standards of creative excellence we seek and, most important, generate positive social change.

Nina DiSesa
Chairman
McCann Erickson
New York

Andy Langer
Chief Creative Officer
Roberts & Tarlow

Campaign Review Committee

Co-Chairman
Nina DiSesa
Chairman
McCann Erickson New York

Co-Chairman
Andrew Langer
Chief Creative Officer
Roberts & Tarlow

David Altschiller
Partner
Altschiller Associates, LLC

Rob Baiocco
EVP & Managing Partner
Grey Worldwide

Arthur Bijur
President & Executive
Creative Director
Cliff Freeman and Partners

Jon Bond
Co-Chairman
kirshenbaum bond & partners

Mark D'Arcy
Chief Creative Officer
Time Warner Global Marketing

David Fowler
Executive Creative Director
Ogilvy & Mather NY

Matt Freeman
CEO
Tribal DDB Worldwide

Cindy Gallop
Consultant

Susan Gianinno
Chairman & CEO
Publicis U.S.A.

Frank Ginsberg
Chairman, CEO & Creative Director
Avrett, Free & Ginsberg, Inc.

Mark Gonzalez
Creative Director
GlobalHue

Valerie Graves
Chief Creative Director
Vigilante

Dean Hacohen
Executive Creative Director
Cramer-Krasselt

Desmond Hall
Creative Director
Spike/DDB

Ann Hayden
Creative Director, Worldwide
Saatchi & Saatchi, NY

Andy Hirsch
Partner & Executive Creative Director
Merkley + Partners

J.J. Jordan
Principal
Consumer Studio

Joyce King-Thomas
Executive Creative Director, EVP
McCann Erickson New York

Paul Kurnit
President
Kurnit Communications & Kidshop

Steve Landsberg
EVP, Executive Creative Director
Ogilvy

Bill Ludwig
Vice Chairman & Chief Creative Officer
Campbell-Ewald

Chris McKee
Chief Creative Officer
The Geppetto Group

John Nieman
Consultant

Bill Oberlander
EVP & Executive Creative Director
McCann Erickson New York

Allen Rosenshine
Chairman & CEO
BBDO Worldwide

Randy Saitta
Partner & Executive Creative Director
Merkley + Partners

Rob Slosberg
Partner & Creative Director
Vogt Goldstein

Daisy Expósito
Chairman & CEO
d expósito & partners

Jesus Martin
Creative Director
The Bravo Group

Paco Olavarrieta
Creative Partner
OLE

Ad Council Campaigns

Ad Council PSA campaigns, developed pro bono by advertising agencies across the country, have reflected the nation's social condition for more than six decades.

Throughout the years, Ad Council PSAs have addressed issues critical to the welfare of our nation and its people. Although the specific campaigns themselves may change from year to year, we continue to promote issues that will positively impact Communities, Education, and Health & Safety.

Community

- Adoption
- Energy Efficiency
- Environmental Giving
- Father Involvement
- Global Warming
- Hurricane Relief – Housing Discrimination
- Mentoring
- Predatory Lending
- Troop Support
- Youth Voter Participation

Education

- Arts Education
- College Access
- Credit Scores Education
- Early Childhood Development
- Financial Literacy – AICPA
- Financial Literacy – Dept. of Treasury
- Foreclosure Prevention
- High School Dropout Prevention
- Inspiring Invention
- Lifelong Literacy
- Math/Science for Girls
- Media Management
- New York City Teacher Recruitment
- Parental Involvement in Schools
- Supporting Minority Education

Health & Safety

- Autism Awareness
- Blood Donation
- Booster Seat Education
- Childhood Asthma
- Childhood Obesity Prevention
- Crime Prevention
- Diabetes Management
- Disease Prevention
- Domestic Violence Prevention
- Drunk Driving Prevention
- Emergency Preparedness
- Hurricane Mental Health Awareness
- Mental Health National Anti-Stigma Campaign
- Nutrition Education
- Obesity Prevention
- Online Sexual Exploitation
- Patient Empowerment
- Reducing Gun Violence
- Secondhand Smoke and Kids
- Stroke Awareness
- Suicide Prevention
- Underage Drinking Prevention
- Wildfire Prevention
- Wireless AMBER Alerts
- Youth Reckless Driving Prevention

Community

Adoption

SPONSORS: HHS' Collaboration to AdoptUsKids
AGENCIES: kirshenbaum bond + partners,
BSG Americas

With 114,000 children currently in the foster care system waiting for a family, this campaign aims to significantly increase awareness of the urgent need for parents to provide loving, permanent homes for these children and reminds them, "You don't have to be perfect to be a perfect parent; there are thousands of teens in foster care who would love to put up with you."

Energy Efficiency

SPONSOR: Alliance to Save Energy
AGENCIES: UPROAR!; Tracy Locke

By practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits and help their communities reduce energy consumption and waste. These PSAs humorously inform children and families of ways to defeat the energy hogs with easy energy-saving tips for the home.

Environmental Giving

SPONSOR: Earth Share
AGENCY: FCB/Chicago

From the African desert to the Arctic wilderness, every aspect of our environment—air, water, land, wildlife, and public health—is connected. The Earth Share campaign focuses on our responsibility to the natural environment and encourages Americans to get involved.

The following photos showcase the wonderful collaboration of our campaign sponsors and pro bono agency teams who dedicate their time and talent year after year to Ad Council campaigns.

Community

Father Involvement

SPONSOR: National Fatherhood Initiative
AGENCY: Campbell-Ewald, Detroit

An estimated 24 million children live absent from their biological fathers. The Father Involvement campaign is designed to inform society, especially fathers, about the unique and irreplaceable role that involved, responsible and committed fathers play in the lives of their children.

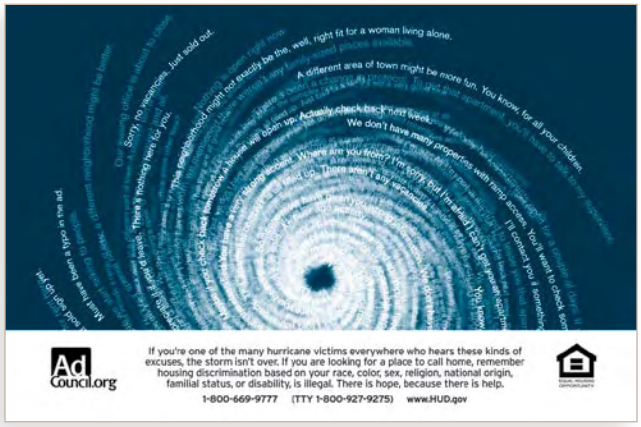
Global Warming

SPONSOR: Environmental Defense
AGENCY: Ogilvy & Mather, New York

Global Warming is one of the most serious environmental issues confronting us today. This campaign is designed to raise awareness and inspire Americans to take steps to help reduce greenhouse gas pollution, by going to www.fightglobalwarming.com, where they can learn simple steps that save energy, money and reduce global warming pollution.

Housing Discrimination – Hurricane Relief

SPONSOR: U.S. Department of Housing and Urban Development, New York State Division of Human Rights
AGENCY: Lowe, New York



Eighty percent of individuals who experience discrimination do nothing about it. This campaign aims to increase recognition and reporting of housing discrimination by making all Katrina and Rita evacuees aware of its illegality and widespread but subtle forms.

Community

Mentoring

SPONSOR: Big Brothers Big Sisters
AGENCY: Vogt Goldstein

There are approximately 14 million young people at risk of not reaching productive adulthood. There is an urgent need for adults to step forward to mentor children. The campaign encourages individuals to volunteer for Big Brothers Big Sisters and touch the life of a child in a simple but life-changing way.

Predatory Lending

SPONSOR: National Fair Housing Alliance

Predatory lending is a set of unfair, unethical, and often illegal lending practices designed specifically to deceive unsuspecting homeowners. The campaign aims to teach consumers how to recognize predatory lending before it occurs and how to combat it.

Troop Support

SPONSOR: U.S. Department of Defense
AGENCY: Devito/Verdi

The campaign invites the public to log on to www.AmericaSupportsYou.mil to find ideas, both large and small, on how to show their support for the men and women of the military.

Community

Youth Voter Participation

SPONSOR: Federal Voting Assistance Program (FVAP)
AGENCY: WestWayne – Atlanta, GA

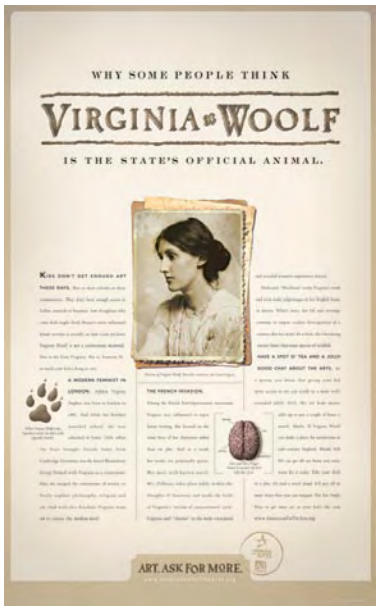
This PSA campaign encourages 18-24 year olds to vote in the critically important 2006 midterm elections. The goal of this campaign is simple: Pay attention, get involved, and, most important, vote.

Education

Arts Education

SPONSOR: Americans for the Arts
AGENCY: Leo Burnett – Chicago

The benefits of arts education are well-documented and far-reaching, but many children simply don't get enough. This PSA campaign was created to increase parental involvement in championing arts education both in and out of school.



College Access

SPONSORS: Lumina Foundation for Education and American Council on Education
AGENCY: Publicis New York

The objective of this campaign is to encourage more low-income students and their families to take the necessary steps toward making college a reality. The PSAs direct students to a website to learn more about the actual steps they need to take to go to college.

Credit Scores Education

SPONSOR: Consumer Bankers Foundation
AGENCY: Mullen, North Carolina

Many people are unaware of the negative long-term impact that poor credit can have on their financial security and quality of life. The campaign will provide simple steps anyone can take to establish and maintain good credit.

Education

Early Childhood Development

SPONSOR: United Way of America
AGENCY: McCann Erickson New York

Children are born learning. This campaign teaches parents that by turning everyday moments into fun and engaging lessons, they can get their kids off to a good start long before they are old enough to go to school.

Financial Literacy

SPONSOR: AICPA
AGENCY: Y&R - Chicago

Financial illiteracy permeates the life of nearly every American, but making sound financial decisions is not as hard as one may think. This campaign encourages early career builders, namely 25-to-34-year-olds, to save and take control of their financial situation.

Financial Literacy

SPONSOR: The Department of the Treasury
AGENCY: Lowe, New York

Studies continue to show that young adults are uninformed when it comes to knowledge of financial management. This campaign will educate and shape the behaviors of 18-24 year olds towards credit before or as bad credit habits are formed.

Education

Foreclosure Prevention

SPONSOR: NeighborWorks America
AGENCY: mcgarrybowen

This year many families will struggle to make their mortgage payments and will be at risk of losing their homes to foreclosure. This national public service campaign aims to preserve homeownership by helping at-risk homeowners understand their options and by urging them to seek help by calling 888-995-HOPE, a foreclosure counseling hotline.

Inspiring Invention

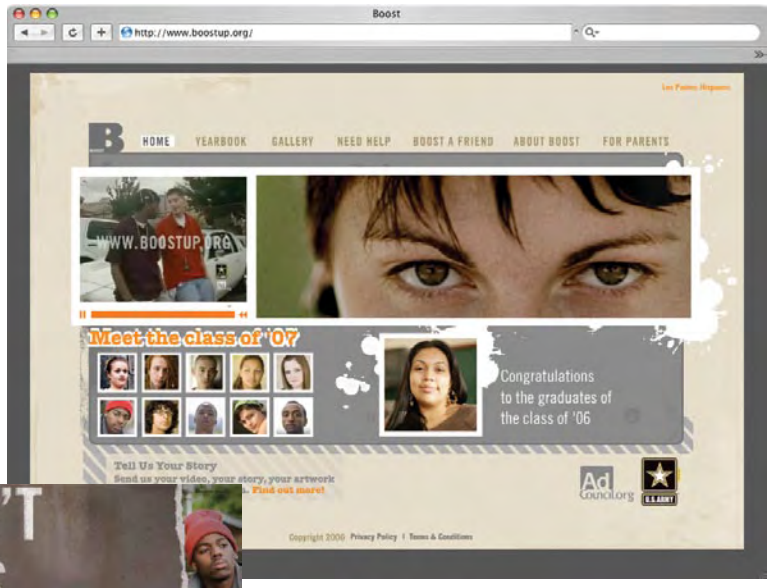
SPONSORS: U.S. Patent and Trademark Office; National Inventors Hall of Fame Foundation
AGENCY: Publicis Hal Riney

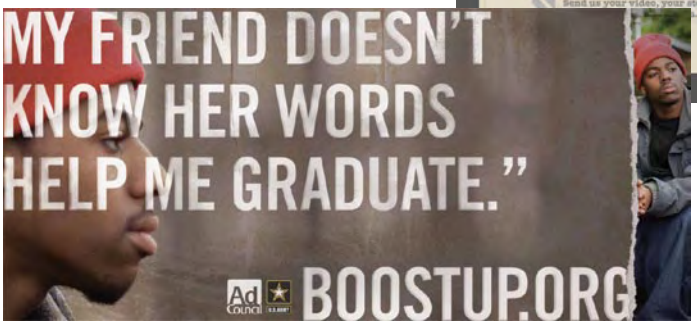
There is daunting evidence to show that U.S. leadership in global technological innovation is vanishing. This campaign will strive to shape the attitudes of upcoming generations toward making invention and innovation a fun and rewarding part of the fabric of their lives. Ultimately, the campaign will influence children to pursue careers in technology as a rewarding way to express and own their creative output.

High School Dropout Prevention

SPONSOR: The United States Army
AGENCY: JWT, New York

Each day, more than 1,200 young men and women give up on their high school education and, in many cases, on themselves. The campaign's aim is to encourage teens to stay in school and obtain a high school diploma.





Education

Lifelong Literacy

SPONSOR: Library of Congress
AGENCY: The Geppetto Group

With more than 29 million books and other printed materials, the Library of Congress is the largest library in the world. And because success in school—and life—starts with literacy, this campaign inspires fun and promotes literacy in all types of learning, including reading, visiting museums, and using one's imagination.

Math and Science for Girls

SPONSOR: Girl Scouts of the USA
AGENCY: The Kaplan Thaler Group

By the sixth grade most girls lose interest in math, science, and technology. The objective of the campaign is to encourage young girls to take advantage of technological opportunities and to remain active and interested in math, science and technology.

Media Management

SPONSOR: Coalition of Media Companies
AGENCY: McCann Erickson, New York

Statistics show that kids spend almost 45 hours per week with media, some of it inappropriate for younger viewers. This campaign empowers parents to take a more active role in their children's viewing habits.

Education

New York City Teacher Recruitment

SPONSORS: New York City Department of Education/Appleseed
AGENCY: Della Femina Rothschild Jeary and Partners

Teaching in New York City takes guts, smarts, and passion. This campaign reaches out to those individuals who are drawn to such a rewarding challenge. The end goal is to increase the quality of candidates applying to become one of the more than 80,000 public school teachers in New York City.

Parent Involvement in Schools

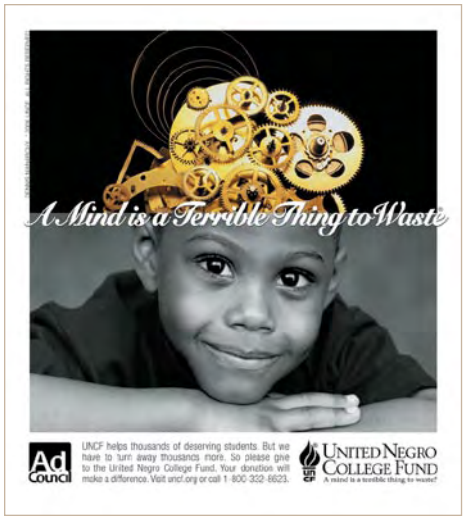
SPONSOR: National PTA
AGENCY: JWT, Chicago

The more involved parents are, the better their child will do in school. The campaign's objective is to increase parental involvement in their children's school and for parents to join a local PTA.

Supporting Minority Education

Sponsor: United Negro College Fund
AGENCY: Y&R

Due to their financial circumstances, many of America's deserving students do not have access to a college education. The UNCF and the Ad Council have been partnering for 33 years to help deserving students obtain a college education and realize their potential and dreams, because "a mind is a terrible thing to waste."



Health & Safety

Autism Awareness

SPONSOR: Autism Speaks
AGENCY: BBDO New York

Autism is the nation's fastest-growing serious developmental disorder, with 1 in 166 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism and to empower parents to take action if their child is not meeting certain developmental milestones.

Blood Donation

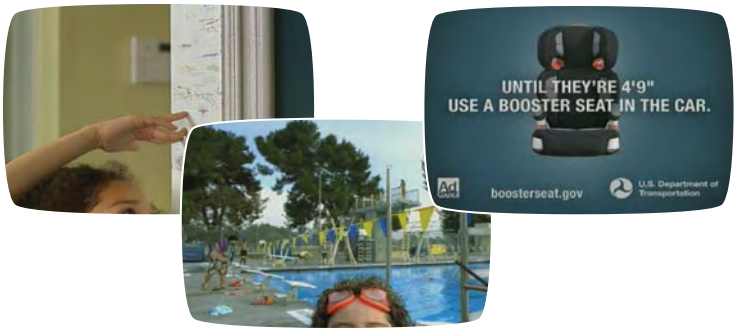
SPONSORS: AABB, America's Blood Centers, and American Red Cross
AGENCY: Euro RSCG Worldwide – New York

Each year, nearly five million Americans need a life-saving blood transfusion, and 38,000 units of blood are needed every day in this country. But young people donate at alarmingly low rates. This campaign aims to increase awareness of the need for blood donation among young adults between the ages of 17 and 24 and set the foundation for lifelong donor behavior.

Booster Seat Education

SPONSOR: U.S. Dept. of Transportation/ National Highway Traffic Safety Administration
AGENCY: The Richards Group, Dallas

At least 80% of children who should be using boosters do not. This campaign aims to create awareness and educate parents of young children who have outgrown their toddler seats that a booster seat is a must for any child under 4'9" before the transition to an adult safety belt alone is safe.



Health & Safety

Childhood Asthma

SPONSOR: U.S. Environmental Protection Agency
AGENCY: Grey Worldwide

The CDC estimates that children miss 14 million school days each year due to asthma. The campaign provides parents and caregivers with simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks.

Childhood Obesity Prevention

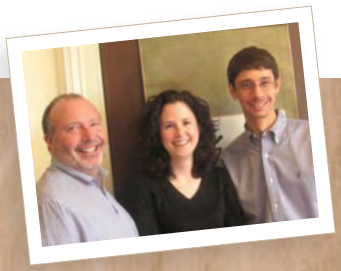
SPONSOR: U.S. Department of Health and Human Services
AGENCY: McCann Erickson New York

Today, approximately 9 million children over the age of six are considered overweight in this country. This campaign lets kids know that eating healthy can help them do the things they really love to do, and do them better... like run faster, throw farther, or think more clearly. Audiences are encouraged to visit www.smallstep.gov, where children are challenged to get healthy through fun games and activities.

Crime Prevention

SPONSOR: National Crime Prevention Council
AGENCY: Saatchi & Saatchi New York

For more than 25 years, the National Crime Prevention Council and McGruff the Crime Dog have been successfully fighting crime. From promoting neighborhood safety to countering cyber bullying, these efforts are leading to safer, stronger, and more caring communities.



Health & Safety

Diabetes Management

SPONSORS: American Diabetes Association and
Juvenile Diabetes Research Foundation International
AGENCY: McCann Erickson New York

There are currently 20.8 million diabetes patients and the population is growing exponentially. Unfortunately, diabetes patients are not aware of their true risk for complications such as heart attacks and strokes and they don't know that there is an easy way to determine their risk level, which is the A1C test. The goal of the campaign is to raise awareness of the risks of uncontrolled diabetes and help patients take the first step toward staying healthy.

Disease Prevention

SPONSORS: American Cancer Society, American Diabetes Association, American Heart Association
AGENCIES: Vigilante and Publicis

Each year, 1.5 million people die from diseases largely related to lifestyle—cancer, diabetes, heart disease, or stroke—representing two out of every three deaths. African Americans suffer the highest mortality rates of the total population. The objective of the general market and African American-targeted campaigns is to motivate women to make healthy choices to prevent fatal diseases.

Domestic Violence

SPONSOR: Family Violence Prevention Fund
AGENCY: McCann Erickson San Francisco

The objective of this campaign is to encourage men to teach the boys in their lives that all violence against women is wrong. The PSAs encourage men to learn about the role they can play in putting an end to domestic violence.

Health & Safety

Drunk Driving Prevention

SPONSOR: U.S. Dept. of Transportation/National Highway Traffic Safety Administration
AGENCY: Mullen

Many people believe that their driving is not impaired if they consume only a few drinks. In 2005, nearly 13,000 people were killed in alcohol related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue and recognition of the dangers of "buzzed driving."

Emergency Preparedness

SPONSOR: U.S. Department of Homeland Security
AGENCIES: BBDO New York, Elevation

Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of basic preparedness across the nation.

Ready America asks individuals and families to do three key things to prepare: get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies that could occur.

Ready Business helps owners and managers of small- to medium-sized businesses prepare in the event of an emergency.

Ready Kids helps parents and teachers educate children about emergencies and how they can help get their family prepared.

Health & Safety

Hurricane Mental Health Awareness

SPONSOR: Substance Abuse and Mental Health Services Administration (SAMHSA)
AGENCY: Grey Worldwide

In our recent past, natural disasters have had a devastating impact on the lives of thousands of Americans. This campaign is designed to encourage adults, parents, and first responders who have been impacted by the recent hurricanes to seek necessary mental health services.

Mental Health National Anti-Stigma Campaign

SPONSOR: Substance Abuse and Mental Health Services Administration (SAMHSA)
AGENCY: Grey Worldwide

One of the biggest barriers to recovering from mental health problems is overcoming stigma. By encouraging 18-25-year-olds to step up and support friends they know are experiencing a mental health problem, this campaign hopes to then motivate young people with mental illnesses to seek out help.

Nutrition Education

SPONSOR: USDA, FNCS
AGENCY: Saatchi & Saatchi

The objective of this campaign is to provide mothers, and caregivers with an emphasis on low-income moms, with detailed information and an effective tool to improve the eating and physical activity habits of their children. The campaign directs viewers to the USDA's new "Food Guidance System" at mypyramid.gov.

Health & Safety

Obesity Prevention

SPONSOR: U.S. Department of Health and Human Services
AGENCY: McCann Erickson New York

An unprecedented majority of American adults (64%) are overweight or obese due to sedentary lifestyles and unhealthy diet and exercise habits. The campaign aims to inspire behavioral change among overweight adult Americans through increased physical activity and healthier eating. Audiences are encouraged to visit www.smallstep.gov to find easy tips to help them get healthy, including more than 100 small step ideas.

Online Sexual Exploitation

SPONSORS: National Center for Missing & Exploited Children, U.S. Department of Justice
AGENCY: Merkley + Partners

The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. This campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation in an effort to better protect against online sexual predators.

Health & Safety

Patient Empowerment – General Market, Prevention, and Spanish

SPONSOR: Agency for Healthcare Research and Quality (AHRQ)
AGENCIES: McCann Erickson Detroit; Casanova Pendrill

The Agency for Healthcare Research and Quality (AHRQ) is the lead agency within the U.S. Department of Health and Human Services with a mission of improving the quality, safety, efficiency, and effectiveness of healthcare for the public. Gaps in the healthcare system open patients up to serious medical error, even under routine circumstances. Asking questions at every step is the best defense. This campaign encourages the public to be active members of their healthcare team and delivers actionable, simple ways to be more involved. The campaign also has a prevention component skewed toward older Americans that specifically addresses medical/disease prevention strategies by age and lifestyle. Spanish language materials also available.

Reducing Gun Violence

SPONSOR: Department of Justice
AGENCY: Mullen – Boston, MA

Project Safe Neighborhoods (PSN) is a nationwide commitment to reduce gang and gun crime in America by networking existing local programs that target gang and gun crime and providing them with the resources they need to be successful. This campaign engages potential youth offenders by portraying the consequences of gun violence not just for themselves, but for their families.

Health & Safety

Secondhand Smoke and Kids

SPONSOR: American Legacy Foundation
AGENCY: Crispin Porter + Bogusky

Children are often in environments with secondhand smoke by circumstance, not choice. Many children in the U.S. are exposed to secondhand smoke at home, and the effects of this exposure can be devastating. This campaign communicates the health consequences of secondhand smoke exposure and encourages parents to create smoke-free environments for their children.

Stroke Awareness

SPONSOR: American Stroke Association
AGENCIES: Spike DDB, GSD&M

African Americans are twice as likely to suffer a stroke as white Americans. The campaign seeks to raise awareness among African Americans of the need to understand stroke symptoms and increase immediate stroke recognition and response. The goal of this PSA campaign is to raise awareness of stroke symptoms and increase immediate stroke recognition and response (i.e., call 9-1-1) by empowering potential victims and bystanders with the knowledge that a fast reaction to confusing symptoms is critical in potentially lessening the devastating effects caused by strokes.

Suicide Prevention

SPONSOR: Substance Abuse and Mental Health Services Administration (SAMHSA)
AGENCY: DDB New York

Suicide is the 11th leading cause of death among all age groups in the United States and the third leading cause of death among 15-24-year-olds. This campaign will help prevent suicide among teens by reaching out to those who can help them.

Health & Safety

Underage Drinking Prevention

SPONSOR: Substance Abuse and Mental Health Services Administration (SAMHSA)
AGENCY: Kaplan Thaler Group

This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

Wildfire Prevention

SPONSORS: USDA Forest Service and National Association of State Foresters
AGENCY: DraftFCB

The principle causes of human-related wildfires are unattended campfires, trash burning on windy days, BBQ coals, and operating equipment without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by taking personal responsibility for practicing good fire safety habits.

Health & Safety

Wireless AMBER Alerts

SPONSORS: The Wireless Foundation, National Center for Missing & Exploited Children, and U.S. Department of Justice
AGENCY: Merkley + Partners

The Wireless AMBER Alerts™ initiative is a catalyst for the wireless industry's nearly 200 million wireless subscribers to aid in the search and recovery of an abducted child. The campaign motivates wireless users to sign up for free Wireless AMBER Alerts text messages.

Youth Reckless Driving Prevention

SPONSOR: Coalition of State Attorneys General and Consumer Protection Agencies
AGENCY: North Castle

Car crashes are the number one cause of teen deaths. This campaign was developed to get teens to realize and talk about the consequences of reckless driving. The goal of the campaign is to encourage teen passengers to speak up when their friends are driving recklessly.

Media Overview

There is nothing more valuable to the media business community than advertising time and space, be it on television or radio, a newspaper or magazine page, the side of a bus, or a web banner on an Internet site.

Yet year after year, media companies of all sizes donate record amounts of that time and space to support Ad Council PSAs. This past year was no different. The Ad Council received $1.9 billion in donated media, an all-time high.

This incredible support can be attributed to several factors. Most notably, these include securing upfront "fair share" commitments from the media industry; increasing the relevance and resonance of our messages by taking the Ad Council local; continuing to forge new and important partnerships; and embracing cutting-edge distribution methods.

Upfront Commitments

The Ad Council secured more than 90 upfront donated media commitments valued at $600 million for calendar year 2006. These commitments came from generous media companies across all platforms and represented an increase of 28% over calendar year 2005. We gratefully acknowledge our Board of Directors for their efforts in securing a significant number of these commitments.

Taking the Ad Council Local

While the Ad Council is viewed as a national entity and its campaigns have traditionally been national in scope, the truth is that the decision of which issues receive support and which PSAs resonate is often determined at the local level. For that reason, local market development has been a primary focus of the Ad Council's media outreach efforts during the past year.

The Ad Council has placed regional managing directors in 10 top markets. These regional representatives have been hard at work calling on local outlets to donate media, networking with the local advertising industry, encouraging local representatives from our campaign sponsors to demonstrate the relevance of our campaigns, and identifying potential local donors.

In addition, the Ad Council has begun creating local leadership committees in key markets to strengthen the local business relationships and improve the impact of our campaigns. Mirroring our national board with top representatives from agencies, clients and media companies, market leadership committees have already been established in Chicago, Detroit, San Francisco, Dallas, and New York.

Partnerships

Partnerships with individual media outlets, trade associations, and industry leaders through our media steering committees help us to most effectively communicate our important and often life-saving social messages.

Media trade associations have always played an integral role in extending the reach and impact of Ad Council campaigns by engaging their membership, distributing our PSAs, or supporting industry-wide roadblocks for a particular issue. In 2005, the Outdoor Advertising Association of America (OAAA) coordinated two separate roadblocks around our Booster Seat Education and Emergency Preparedness campaign. The Newspaper Association of America and 150 of its members undertook a roadblock to support the Youth Civic Engagement campaign. The National Association of Broadcasters' roadblock helped combat childhood obesity. For the fourth year in a row, to prevent drunk driving during the holiday season, a Christmas to New Year's Eve roadblock was executed by the Television Bureau of Advertising and aired on 638 local broadcast television stations.

Our media steering committees have provided valuable direction and support. A full list of committee members is included in the back of this report.

Digital Support

The Ad Council garnered more than 35 billion impressions on 15 of the top 20 online media networks and more than 275 online publishers including AOL, MSN, Google, and Yahoo! during the last year. Ad placements have evolved from simply running on a rotational basis to homepage and targeted channels on numerous high-traffic sites.

Ad Council campaign messages are showing up on mobile phones, podcasts, blogs, and video sites such as Google Video and YouTube, as well as on social networking sites including myspace.com and friendster.com.

The Ad Council is profoundly grateful for all of this media support. Together, the donated time and space for PSAs and the organization's media strategies have enabled the Ad Council to target its messages and do what it has always done–make a difference.

Bill Cella
Vice Chairman
DraftFCB

Interactive and Online Media

The Ad Council garnered over 35 billion impressions on 15 of the top 20 online media networks and more than 275 online publishers.

Ad placements have evolved from running on a rotational basis to homepage and targeted channels on various sites.

Our partnerships with AOL, MSN, and Yahoo! continue to thrive with rich media projects for our campaigns including Global Warming, Blood Donation, and Wireless AMBER Alerts this year.

Through Google Grants, the Ad Council has continued to generate some of the most direct response results for our campaigns. Google's commitment to the Ad Council drove over 2.8 million users to our sponsor websites.

Public Relations Programs

The Ad Council received a significant amount of press coverage on behalf of its campaigns and itself.

Stories about or mentioning the Ad Council reached nearly 517 million people, with a publicity value of $29 million during 2005. News of the Ad Council and its campaigns was reported in major electronic and print media outlets, including The New York Times, USA Today, The Wall Street Journal, The Washington Post, Los Angeles Times, The Today Show, Good Morning America, Dateline, Fox News Channel (FNC), Cable News Network (CNN), MSNBC, Voice of America, as well as advertising and media trades such as AdWeek, Ad Age, PRWeek, and Broadcasting & Cable.

In addition to press outreach efforts on behalf of our campaigns, the Ad Council successfully implemented a number of web initiatives, including website development, online promotion through email programs, games, and interactive applications to further the reach of our critical messages.

Contributors

The Ad Council wishes to acknowledge the following companies, organizations, and individuals that supported the Ad Council during our 2005-2006 fiscal year and at the November 2005 Public Service Award Dinner. It is with their support that we are able to produce the remarkable work that is contained in this annual report and to enrich the lives of all Americans.

Contributors

Leadership Circle
($100,000+)

The Advertising Council Board of Directors
American Express Company and Foundation
The Coca-Cola Company
Condé Nast Publications, Inc.
The Hearst Corporation
Johnson & Johnson
Microsoft Corporation (MSN, Massive Incorporated)
PepsiCo, Inc.
The Procter & Gamble Company
The Reader's Digest Association
Time Warner, Inc.
Yahoo! Inc.
Young & Rubicam Brands

Benefactors
($50,000 - $99,999)

ABC, Inc.
Bank of America Corporation
BBDO Worldwide
CBS Corporation
Comcast and Comcast Spotlight
Digitas, Inc.
Exxon Mobil Corporation
General Electric Company and GE Foundation
General Motors Corporation
Google, Inc.
GroupM
Hewlett Packard
The Home Depot, Inc.
The Interpublic Group of Companies
Kellogg Company
Leo Burnett Worldwide
Lowe Worldwide
McCann Worldgroup
McCormick Tribune Foundation
McDonald's Corporation
National Football League
NBA/WNBA
NBC Universal
News Corporation/FOX
Ogilvy & Mather Worldwide
Publicis USA
Screenvision
Target Corporation
Unilever United States, Inc.

Platinum Class
($35,000 - $49,999)

Anheuser-Busch Companies, Inc.
Campbell Soup Company
Carat North America
Cisco Systems, Inc.
Clear Channel Communications, Inc.
DDB Worldwide
Dow Jones & Company, Inc.
DraftFCB
Ernst & Young, LLP
General Mills, Inc.
Magazine Publishers of America, Inc.
Merck & Company, Inc.
Meredith Corporation
Newspaper Association of America
The New York Times Company and Foundation
Novartis Consumer Health
OMD Worldwide
Saatchi & Saatchi Advertising Worldwide
TBWA Chiat/Day, Inc.
USA Today
Wachovia Corporation
William Randolph Hearst Foundation

Diamond Class
($20,000 - $34,999)

A&E Television Networks
AEG
Alcoa Foundation
The Allstate Corporation
America Online, Inc.
American Association of Advertising Agencies, Inc.
Ameriprise Financial, Inc.
Association of National Advertisers, Inc.
AT&T, Inc.
BellSouth Corporation
Black Entertainment Television
Bristol-Myers Squibb Company
Campbell-Ewald
Charles Schwab & Company, Inc.
Cingular Wireless
Clear Channel Entertainment
Crain Communications, Inc.
DaimlerChrysler Corporation Fund
Deloitte & Touche, LLP
Deutsch, Inc.
Diageo plc
EURO RSCG Worldwide
Federal Express Corporation
Ford Motor Company Fund
Grey Global Group
Hachette Filipacchi Media U.S., Inc.
ID Media
Intel Corporation
Interpublic Media
The JPMorgan Chase Foundation
The Kaplan Thaler Group, Ltd.
Lifetime Networks
Madison Square Garden
Major League Baseball Properties

Contributors (continued)

MasterCard International, Inc.
Merkley + Partners
MetLife Foundation
Morgan Stanley
Motorola, Inc.
National Association of Broadcasters
National Cable & Telecommunications Association
National Hockey League
Nestlé USA, Inc.
PARADE Publications, Inc.
Pfizer Consumer Group
Radio Advertising Bureau
Sony Corporation of America
Starcom MediaVest Group
State Farm Insurance Companies
Sun Microsystems, Inc.
Toyota Motor Sales, U.S.A., Inc.
Turner Broadcasting
TV Guide
Tyco International
Valassis
Verizon Communications
Vidal Partnership
VISA U.S.A., Inc.
Wells Fargo Bank
Wm. Wrigley Jr. Company Foundation
Xerox Corporation

Gold Class
($10,000 - $19,999)
Ad Age Group
Advance Publications
Ameen Company
American Advertising Federation
Arnold Worldwide Partners
Bambi 2 DVD
Black Enterprise Magazine
Bloomberg
The Boeing Company
BusinessWeek/McGraw-Hill
Cabletelevision Advertising Bureau, Inc.
Cadbury Schweppes Americas Beverages
Caterpillar, Inc.
Chicago Tribune Foundation
Cinderella DVD
The Clorox Company
Colgate-Palmolive Company
Coors Brewing Company
Cox Enterprises, Inc.
Cramer-Krasslet
d expósito communications
Dendrite International, Inc.
Deutsche Bank Securities, Inc.
The Dial Corporation
Direct Marketing Association, Inc.
Discovery Communications
Eastman Kodak Company
Forbes, Inc.
frog design, inc.
Gibson Foundation
Goldman, Sachs & Co.
Gotham, Inc.
Graco Children's Products, Inc.
GSD&M
Hallmark Cards, Inc.
Home Front Communications
IBM Corporation
Initiative Media Worldwide
Ladies Professional Golf Association
LIN Television Corporation
Liz Claiborne, Inc.
L'Oreal USA, Inc.
MediaNews Group, Inc.
Merrill Lynch & Company, Inc.
MMI Financial Education Foundation
Momentum/Endeavor
Nestle Purina Petcare Company
Newsweek
Nielsen Media Research
Nortel
Northwestern Mutual Foundation
Omnicom Group, Inc.
Outdoor Advertising Association of America
PACCAR Foundation
PricewaterhouseCoopers, LLP
Public Intelligence & Ripple Effects Interactive
Publix Super Markets Charities
Qwest Communications International, Inc.
R.R. Donnelley & Sons Company
Raytheon Company
Roberts & Tarlow
Sanford North America
Television Bureau of Advertising, Inc.
Tribune Broadcasting
United States Tennis Association
Univision Communications, Inc.
UPS Foundation
VNU, Inc.
Volkswagen of America
Welch Foods, Inc.
Wendy's International, Inc.

Silver Class
($5,000 - $9,999)

Abelson-Taylor, Inc.
American Business Media
Arbitron, Inc.
Aspen Marketing Services
Avrett Free & Ginsberg, Inc.
Bayer Healthcare
The Boston Globe
Burrell Communications Group, Inc.
Charter Communications
Community Newspaper Holdings, Inc.
ConocoPhillips
Court TV
Dailey & Associates
John J. Dooner, Jr.
Edison Electric Institute
Susan M. Gianinno
GlobalHue
The Goodyear Tire & Rubber Company
Heineken USA, Inc.
The Hershey Company
Hyatt Hotel Corporation
Interep National Radio Sales, Inc.
Alexander S. Kroll
Landmark Communications, Inc.
LEGO Systems, Inc.
Liberty Mutual Foundation
Mercedes-Benz USA, LLC
Mullen
Edward N. Ney
The Richards Group, Inc.
James D. Robinson III
Scripps Howard Foundation
The Star-Ledger
Tishman Speyer
The Washington Post
WestWayne, Inc.
Robert C. Wright
Wyeth
Yellow Pages Association

Bronze Class
($1,000 - $4,999)

The Advertising Educational Foundation
AllianceBernstein
American Management Association
ARF & Co.
Atmosphere BBDO
Bonneville International
The Bravo Group
Cablevision/Rainbow Advertising Sales Corporation
Campbell Mithun
Children's Charities of America
Combe Incorporated
Delta Air Lines, Inc.
Digital Force
Goodby, Silverstein & Partners
Greater Bridgeport Area Foundation
The Hertz Corporation
The Hubbard Broadcasting Foundation
IMG
Ipsos-ASI
iVillage, Inc.
Just Ask A Woman
Korn/Ferry International
Loews Cineplex Entertainment
The Martin Agency
The May Department Stores Company
Media General, Inc.
Millward Brown
Moet Hennessy USA
Morris Communications Company
MSW Research, Inc.
National Advertising Review Council
National Geographic Magazines
Newspaper National Network, LP
North Jersey Media Group
RPA
S. Radoff Associates, LLC
Schmeltzer, Aptaker & Shepard, P.C.
Securian Foundation
SEI Investments
Sony Pictures Television Advertiser Sales
SQAD Inc.
TIAA-CREF
ThyssenKrupp Materials NA, Inc.
Tierney Communications
TM Advertising
Trading Bay, LLC
United Way of New York City
Variety
Wieden + Kennedy
WIT Consulting, LLC

Friends
(Under $999)

Dana Chase Publications
John Buttine, Inc.
The Ford Foundation
Korey Kay & Partners
Weyforth-Hass Marketing

In-Kind

BBDO Detroit
Donovan Data Systems, Inc.
Leo Burnett Worldwide
McCann Erickson Miami
McCann Erickson San Francisco
TM Advertising
WestWayne, Inc.

Financials

Fiscal Accountability

The Ad Council is committed to making the most effective and efficient use of all the resources it receives and fully discloses in this annual report financial information pertaining to the broad scope of Ad Council programs and activities.

The Ad Council's management is responsible for the preparation of financial statements in this report which conform to generally accepted accounting principles in the United States of America. The financial statements for the fiscal year ended June 30, 2006 are presented on the following pages and include:

- Statement of Financial Position;
- Statement of Activities and Changes in Net Assets;
- Statement of Cash Flows; and
- Notes to Financial Statements.

The Ad Council has engaged PricewaterhouseCoopers LLP as its independent auditor and their financial audit report is presented on page 41.

In addition, OMB Circular A-133 requires the Ad Council to report billing activities from Federal government-sponsored campaigns. The Ad Council provides this report as well as other financial information and disclosures as requested to the Department of Defense—Defense Contract Audit Agency.

The Ad Council's management ensures that an organization-wide internal control structure is in place to provide reasonable assurances that financial records are reliable and that assets are protected. Annually, the Finance and Audit Committee appoints independent auditors and reviews matters affecting the Ad Council's financial operation, especially those affecting internal control structure and audits. PricewaterhouseCoopers has unrestricted access to the committee to discuss the results of their work.

Peggy Conlon
President & CEO

Arie Weissman
Executive Vice President
& Chief Financial Officer

Report of Independent Auditors

To the Board of Directors of The Advertising Council, Inc.

In our opinion, the accompanying statements of financial position and the related statements of activities and changes in net assets and of cash flows present fairly, in all material respects, the financial position of The Advertising Council, Inc. (the "Council") at June 30, 2006 and 2005, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America. These financial statements are the responsibility of the Council's management. Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

PricewaterhouseCoopers LLP

PRICEWATERHOUSECOOPERS

October 19, 2006

Statement of Financial Position

	JUNE 30,	
	2006	2005
Assets		
Current assets		
Cash and cash equivalents	$4,541,834	$4,921,946
Investments	9,104,104	7,752,105
Accounts receivable (less allowance for doubtful accounts of $48,119 and $63,711 in 2006 and 2005, respectively)	7,333,144	5,088,805
Contributions receivable	1,358,250	826,850
Prepaid expenses and other current assets	222,574	228,171
Total current assets	**22,559,906**	**18,817,877**
Property and equipment, at cost		
Furniture and fixtures	851,687	830,647
Computer and telephone equipment	2,912,381	2,723,841
Leasehold improvements	1,490,281	1,472,783
	5,254,349	**5,027,271**
Less—accumulated depreciation and amortization	4,185,390	3,714,802
Property and equipment, net	**1,068,959**	**1,312,469**
Other long-term assets	10,309	13,475
Total assets	**$23,639,174**	**$20,143,821**
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	$4,072,098	$4,025,458
Accrued expenses and other current liabilities	2,241,335	1,862,840
Deferred revenue	1,753,282	1,228,720
Unexpended campaign funds	2,603,610	1,941,812
Total current liabilities	**10,670,325**	**9,058,830**
Other long-term liabilities	1,796,519	1,223,599
Accrued postretirement benefit obligation	364,650	352,363
Total liabilities	**12,831,494**	**10,634,792**
Net assets		
Unrestricted	10,532,680	9,183,029
Temporarily restricted	275,000	326,000
Total net assets	10,807,680	9,509,029
Total liabilities and net assets	**$23,639,174**	**$20,143,821**

The accompanying notes are an integral part of these financial statements.

Statement of Activities and Changes in Net Assets

	Year Ended June 30, 2006			Year Ended June 30, 2005		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE						
Gross billings for production and distribution	$24,680,657	$ –	$24,680,657	$26,576,802	$ –	$26,576,802
Contributions	5,418,194	5,000	5,423,194	4,465,415	51,000	4,516,415
Special events	2,200,000	270,000	2,470,000	2,113,500	175,000	2,288,500
Interest & other income	187,669	–	187,669	96,422	–	96,422
Grants from foundations for projects	30,481	–	30,481	572,294	–	572,294
Satisfaction of restrictions	326,000	(326,000)	–	243,250	(243,250)	–
Total revenue	**32,843,001**	**(51,000)**	**32,792,001**	**34,067,683**	**(17,250)**	**34,050,433**
EXPENSES						
Production and distribution	17,747,975	–	17,747,975	19,478,672	–	19,478,672
Salaries and related expenses	10,238,813	–	10,238,813	9,141,394	–	9,141,394
Office expenses	1,175,607	–	1,175,607	1,183,010	–	1,183,010
General and administrative	1,415,234	–	1,415,234	1,214,369	–	1,214,369
Special events	630,712	–	630,712	620,179	–	620,179
Depreciation and amortization	470,588	–	470,588	466,585	–	466,585
Expenses for foundation funded projects	29,798	–	29,798	528,187	–	528,187
Media development	38,944	–	38,944	29,643	–	29,643
Interactive services	105,849	–	105,849	62,925	–	62,925
Campaign management	158,583	–	158,583	53,240	–	53,240
Government and non-profit affairs	10,848	–	10,848	2,438	–	2,438
Creative services	12,597	–	12,597	23,240	–	23,240
Public relations	186,086	–	186,086	54,041	–	54,041
Fundraising	14,861	–	14,861	67,927	–	67,927
Total expenses	**32,236,495**	**–**	**32,236,495**	**32,925,850**	**–**	**32,925,850**
Excess of revenue over expenses before net yield on investments	606,506	(51,000)	555,506	1,141,833	(17,250)	1,124,583
Net realized gains on investments	337,274	–	337,274	96,839	–	96,839
Net unrealized gains on investments	255,550	–	255,550	247,341	–	247,341
Net investment income	150,321	–	150,321	147,840	–	147,840
Change in net assets	**1,349,651**	**(51,000)**	**1,298,651**	**1,633,853**	**(17,250)**	**1,616,603**
Net assets						
Beginning of year	**9,183,029**	**326,000**	**9,509,029**	**7,549,176**	**343,250**	**7,892,426**
End of year	**$10,532,680**	**$275,000**	**$10,807,680**	**$9,183,029**	**$326,000**	**$9,509,029**

The accompanying notes are an integral part of these financial statements.

Statement of Cash Flows

	Year Ended June 30,	
	2006	2005
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	$1,298,651	$1,616,603
Adjustments to reconcile change in net assets to net cash provided by operating activities		
Depreciation and amortization	470,588	466,585
Net realized and unrealized (gain) on investments	(592,824)	(344,180)
Conditional pledge returned due to cancellation of event	100,000	–
Changes in assets and liabilities		
Increase in accounts receivable, net	(2,244,339)	(1,371,156)
Increase in contributions receivable, net	(531,400)	(305,550)
Decrease in prepaid expenses and other assets	5,597	52,009
Increase in accounts payable	46,640	1,434,310
Increase in accrued expenses	378,495	410,013
Increase/(decrease) in deferred revenue	524,562	(871,200)
Increase in unexpended campaign funds	661,798	29,672
Increase in other long-term liabilities	572,920	16,022
Increase in accrued postretirement benefit obligation	12,287	9,226
Net cash provided by operating activities	**702,975**	**1,142,354**
CASH FLOWS FOR INVESTING ACTIVITIES		
Proceeds from sale of investments	1,376,063	800,342
Purchase of investments	(2,232,072)	(3,200,565)
Expenditures for property and equipment	(227,078)	(710,901)
Net cash used for investing activities	**(1,083,087)**	**(3,111,124)**
Decrease in cash and cash equivalents	**(380,112)**	**(1,968,770)**
CASH AND CASH EQUIVALENTS		
Beginning of year	4,921,946	6,890,716
End of year	**$4,541,834**	**$4,921,946**

The accompanying notes are an integral part of these financial statements.

Notes to Financial Statements

1) Nature of Operations

The Advertising Council, Inc. (the "Council") is a nonprofit organization that uses its resources to undertake and manage advertising campaigns of a public service nature on behalf of government and private organizations. The Council is supported in its work by contributions from both public and private sectors.

2) Significant Accounting Policies

Basis of Presentation

The financial statements of the Council have been prepared on an accrual basis.

Production and Distribution of Public Service Campaigns

Gross billings for production and distribution consist of direct and indirect charges to campaign sponsors. Direct costs incurred on behalf of sponsors' campaigns are for the production, distribution and evaluation of advertising materials. These production and distribution costs are invoiced to the sponsors' campaigns and are reflected as revenue in the statement of activities and changes in net assets when incurred. Indirect costs are also recorded as revenue and are reimbursed at a percentage of allowable direct costs by private and government sponsors. A fixed fee may also be charged to the sponsor and revenue is recognized in accordance with the sponsors' contractual arrangement. Advances to the Council are recorded as unexpended campaign funds for deposits until an associated sponsors' campaign has been completed. The advance may be applied to the related campaign costs or refunded to the sponsor upon completion of the campaign. Amounts recorded in deferred revenue are for specific sponsors' campaigns that have been invoiced and represent future revenue when the direct and indirect costs are incurred.

Contributions and Special Events

All contributions, including donated services and products, are considered to be available for unrestricted use, unless specifically restricted by the donor, and are recognized in the statement of activities and changes in net assets as unrestricted revenue in the period pledged. Unrestricted net assets represent resources over which the Council has full discretion with respect to use. Special events include contributions earmarked for the Council's annual dinner or other Council sponsored events and like contributions, may be classified as unrestricted or temporarily restricted sources of revenue and are recognized as revenue when the event occurs.

Temporarily restricted net assets represent resources that have been specifically restricted by a donor as to purpose and/or the passage of time. When a donor restriction expires, that is, when a stipulated purpose restriction is accomplished or when a prescribed length of time has passed, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities and changes in net assets as satisfaction of restrictions. It is the Council's policy to record temporarily restricted contributions as unrestricted revenue when the contributions are made and the restriction is satisfied in the same reporting period.

At June 30, 2006, temporarily restricted net assets included $270,000 of future contributions related to the Council's fiscal 2007 annual dinner and $5,000 in contributions and pledges received for the Council's fiscal 2007 operations. At June 30, 2005, temporarily restricted net assets included $175,000 pledged to fund a conference and the Council's fiscal 2006 annual dinner and $151,000 in contributions and pledges received for the Council's fiscal 2006 operations. In fiscal 2006 and 2005, $326,000 and $243,250, respectively, have been reclassified to unrestricted net assets as the related restrictions have been satisfied.

Grants

Grants are awarded to the Council by foundations for research and special projects. Revenue is recognized as expenses are incurred by the Council. Grant revenue and expenses for foundation funded projects are stated separately on the statement of activities and changes in net assets whenever such grants are awarded for projects other than public service messages.

Cash Equivalents and Investments

The Council maintains its operating funds primarily in highly liquid money market funds that are classified in the statement of financial position as cash equivalents. The Council's policy is that earnings on cash and cash equivalents are reinvested in the operating funds of the Council. Such interest is classified as unrestricted revenue on the statement of activities and changes in net assets.

Investments are stated at fair market value and include mutual funds, money market funds, and asset funds concentrated in debt and equity securities managed by a professional investment advisor in accordance with investment guidelines established by the Council's Board of Directors ("the Board"). Investment activity within the portfolio is limited to trades and sales at the discretion of the Council's financial advisor. The transfer of operating funds to the portfolio requires approval of the Council's Finance Committee. Due to the restrictions in place on the investment portfolio, gains and losses on investments and investment income are not a component of revenue on the statement of activities and changes in net assets. Investment income on the statement of activities and changes in net assets is stated net of advisory fees of $36,688 and $32,133 for the years ended June 30, 2006 and 2005, respectively.

At June 30, 2006 and 2005, investments also included $1,563,760 and $846,615, respectively, related to mutual fund investments held in connection with non-qualified deferred compensation and supplementary executive retirement plans for certain executives of the Council (see Note 4 to the financial statements).

Property and Equipment

Furniture, fixtures and telephone equipment are depreciated using the straight-line method over their useful lives, which approximate five years. Computer hardware and software are depreciated using the straight-line method over their useful lives, which approximate three years. Leasehold improvements are amortized over their useful life or over the remaining life of the related office lease, whichever is shorter. New purchases are depreciated one-half year in the year of acquisition.

Use of Estimates

Financial statements prepared in accordance with generally accepted accounting principles require management to make estimates and assumptions that affect the reported amounts and disclosure of any contingent items. Actual amounts could differ from those estimates.

3) Functional Classification of Expenses

The Council's functional classification of expenses for the year ended June 30, 2006, with comparative totals for the year ended June 30, 2005, is as follows:

	Program Services	Management and General	Fund Raising	Year Ended June 30, 2006	2005
Total production and distribution	$17,747,975	$ –	$ –	$17,747,975	$19,478,672
Salaries and related expenses	6,060,649	3,285,821	892,343	10,238,813	9,141,394
Office expenses	743,421	357,008	75,178	1,175,607	1,183,010
General and administration	257,553	1,107,831	49,850	1,415,234	1,214,369
Special events	36,089	100,000	494,623	630,712	620,179
Depreciation and amortization	–	470,588	–	470,588	466,585
Expenses for foundation funded projects	29,798	–	–	29,798	528,187
Media	38,944	–	–	38,944	29,643
Interactive services	105,849	–	–	105,849	62,925
Campaign management	149,950	8,633	–	158,583	53,240
Government and non-profit affairs	10,848	–	–	10,848	2,438
Creative services	12,597	–	–	12,597	23,240
Public relations	–	186,086	–	186,086	54,041
Fundraising	–	–	14,861	14,861	67,927
For the year ended June 30, 2006	**$25,193,673**	**$5,515,967**	**$1,526,855**	**$32,236,495**	
For the year ended June 30, 2005	**$26,609,276**	**$4,979,467**	**$1,337,107**		**$32,925,850**

4) Employee Benefits

Defined contribution benefit plan

The Council maintains a defined contribution benefit plan for all eligible employees. The Council contributed 7% and 9% of an employee's covered compensation to the plan for the years ended June 30, 2006 and 2005, respectively. Expense related to this plan was $411,275 and $415,273 for the years ended June 30, 2006 and 2005, respectively.

Deferred compensation

For the year ended June 30, 2001, a non-qualified discretionary deferred compensation plan, was effective for certain senior management members of the Council. Compensation deferred by each plan participant was invested in various mutual funds at the direction of that participant and will be held in the Council's name as required under the Plan. Effective June 30, 2002, this Plan was discontinued and participants' assets may remain invested in the former Plan's mutual funds until a participant elects to withdraw his or her deferred compensation and related earnings, though participants may no longer make contributions to the Plan. Senior management must exercise their option to withdraw their account balance before June 30, 2011. At June 30, 2006 and 2005, these investments have been recorded in the statements of financial position at their fair market value of $187,543 and $170,775, respectively. The unrealized gain on these funds of $16,768 and $11,290 for the years ended June 30, 2006 and 2005, respectively, is reflected in the accompanying statement of activities and changes in net assets.

For the year ended June 30, 2003, the Council established another non-qualified plan that permitted certain executives to defer all or a portion of their incentive compensation amounts received that could be invested in mutual funds selected by the executives under the guidelines of the Plan. During fiscal 2006, the Council invested the 2005 deferred compensation amounts in mutual funds selected by the executives under the guidelines of the Plan. At June 30, 2006 and 2005, these investments have been recorded in the statement of financial position at their fair market value of $1,033,804 and $675,840. The unrealized gain on these funds of $119,403 and $39,257 for the years ended June 30, 2006 and 2005, respectively, is reflected in the accompanying statement of activities and changes in net assets.

Supplemental executive retirement plan

For the year ended June 30, 2005, the Council established a supplemental executive retirement plan ("SERP") for members of its executive management. The SERP is a noncontributory defined contribution retirement plan providing for contributions to be made each year by the Council on behalf of the participants. The contributions are based on a percentage of participants' eligible compensation, as defined by the SERP. Contributions are to be invested in various mutual funds at the direction of the individual participant and held by the Council until the executive vests into the plan. The investments held in the plan as of June 30, 2006 total $342,413. The unrealized gain on these investments as of June 30, 2006 is $845 and has been reflected in the accompanying statement of activities and changes in net assets. For the years ended June 30, 2006 and 2005, the Council incurred costs of $359,000 and $340,000, respectively, for participants of the SERP. These costs are reflected within salaries and related expenses on the statement of activities and changes in net assets for the years ended June 30, 2006 and 2005.

Postretirement benefits

The Council at one time provided certain health care benefits for employees upon retirement. In addition, retirees hired prior to October 1, 1989 receive life insurance benefits through the Council upon retirement. These benefits are provided through an insurance company. Effective June 30, 2002, health care benefits provided under the Council's plan were frozen for retirees and vested active employees, and no further benefits will accrue to participants.

	Year Ended June 30,	
	2006	2005
Accumulated postretirement benefit obligation	$374,017	$413,282
Fair value of plan assets	–	–
Unfunded status	$374,017	$413,282
Accrued benefit cost recognized in the Statements of Financial Position	**$364,650**	**$352,363**

	Year Ended June 30,	
	2006	2005
Benefit cost	$25,458	$21,095
Employer contribution	13,171	11,869
Plan participants' contributions	3,940	3,917
Benefits paid	(17,111)	(15,786)
Net periodic postretirement benefit cost	**$25,458**	**$21,095**

The discount rate assumed in determining the accumulated postretirement benefit obligation as of June 30, 2006 and 2005 was 5.25%. The health care cost trend rate assumed is 9%, declining to a rate of 5% by the year 2011.

The following estimated future benefit payments are expected to be paid in the years indicated:

2007	$14,744
2008	13,987
2009	14,161
2010	21,889
2011	22,064
2012–2016	110,383

5) Line of Credit

The Council maintains a margin account secured by fifty percent of the Council's investment portfolio for the purposes of short-term working capital loans. At June 30, 2006 and 2005, the Council had no borrowings outstanding against its margin account.

6) Tax Status

The Council is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code and corresponding provisions of New York State law. Accordingly, no income tax expense or liability is recorded in the financial statements.

7) Commitments

Leases

The aggregate minimum annual office rental commitments under significant long-term leases are summarized by fiscal year as follows:

2007	$766,152
2008	427,446
2009	127,908
2010	131,106
2011	134,383
Thereafter	91,070
	$1,678,065

Rent expense incurred for the lease of office space was $754,147 for each of the years ended June 30, 2006 and 2005.

8) Contingencies

Since 2004, the Council was involved as a defendant in a litigation matter. Subsequent to year end, a settlement was reached and is reflected in the June 30, 2006 statement of activities and changes in net assets.

Our Volunteers, Committees, and Staff

We are profoundly grateful to the many supporters who give generously to the Ad Council through either corporate support or a commitment of time and talent to our committees, and to the wonderful staff who work tirelessly day after day to ensure the continuation of the Ad Council's mission.

The commitment of those listed on the following pages is paramount to the Ad Council's ability to effect positive change in society.

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