

Record Series Number



13/2/227
Communications
Advertising
Advertising Council Press Releases, 1986-

The materials listed in this document are available for research at the University of Illinois Archives. For more information, email illarch@illinois.edu or search <http://www.library.illinois.edu/archives/archon> for the record series number.

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

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Press Releases 1991 (alphabetical)

50th 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)

50th 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
Inside Media Ad Council Promotion, May 26, 1992
Localizing Public Service Advertising, April 14, 1992

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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 50th 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:

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

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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
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

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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 Pleven 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
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

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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
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

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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, Asthma & 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
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

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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 11th 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 11th, 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 50th 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 50th 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 200th 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 Ambitious 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 60th Birthday and Returns to Remind Americans “Only You Can Prevent Wildfires,” August 9, 2004

Ad Council and National Fair Housing Alliance Launch National 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 51st 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

