



When There is a Need...

We are There.

Annual Report | 2004-2005



The Advertising Council

Our Mission

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.

President's Letter



One of the things that makes me the most proud about the Advertising Council is that as an organization, we are at our best when help is needed most—in times of emergency and crisis.

This past year has proved that beyond any doubt.

For last fall's Flu campaign for the Centers for Disease Control, we delivered radio ads two weeks from the day the CDC approached us with the idea; less than four weeks later our spots were airing on TV. In January, within days of the terrible tsunami that struck Southeast Asia, our Campaign for Tsunami Aid was up and running and raising valuable resources for the relief effort. When Hurricane Katrina hit closer to home, devastating New Orleans and the Gulf Coast, once again the Ad Council quickly helped marshal our nation's decency and generosity. A record number of media outlets have run TV, radio, print and Web PSAs to raise money for relief organizations like the Red Cross.

Sometimes crises do not hit with the ferocity of a natural disaster or summon the sudden panic and fear of a vaccine shortage. Instead they lurk silently in the background like secondhand smoke, disguise themselves as a good time like underage drinking or build slowly over time like the alarming rate of obesity in the United States.

New Ad Council campaigns—through innovative collaboration and integrated communications—have addressed all these life-threatening issues.

An excellent example is a new collaborative initiative led by the Ad Council to combat childhood obesity in a way that goes beyond our traditional PSA model. Utilizing the collective strengths of corporate marketers, media, nonprofits and government agencies, we can address the obesity crisis with consistent, research-based messages to parents and children. Each of the participants—including the Coca-Cola Company, Welch Foods, McDonald's, PepsiCo, American Heart Association, U.S. Department of Health & Human Services, Kellogg, Kraft Foods and TIME magazine—will incorporate these messages into their own communications programs.

Another new model for PSAs, also launched this year with our partners at the United Way, is "Metro Voices, Metro Choices." It is a research-based, community engagement project in metropolitan Atlanta that will help us better understand local concerns, target our media efforts toward them and demonstrate our relevance to that community. The overarching goal of the project is replication in major markets throughout the country in order to make Ad Council messages more relevant to local concerns.

There is unarguably a new environment for PSAs. But the Ad Council's mission remains as important as ever. We identify pressing social issues and crises. Then through creative public service advertising and donated media, we move people. We motivate them. We mobilize them and make a positive difference throughout this nation.

In the pages that follow, we try to quantify that difference. But in so many important and inspiring ways, the difference we make when communities and families need us most is immeasurable. For that, we are as grateful as ever to our partners in the advertising, media and corporate communities for continuing to invest their trust and talent in the Ad Council and the power of public service advertising.

Sincerely,

A handwritten signature in dark ink that reads "Peggy Conlon". The signature is fluid and cursive.

Peggy Conlon
President & CEO
The Advertising Council

Chairmen's Report

Year in Review

This past year has been a remarkable one for The Advertising Council. On so many different but crucial fronts, we have pursued our lofty mission. We have not just effected positive social change, however. As an organization, we've become more effective ourselves—an ever-important benchmark in an environment filled with competing public service advertising models and an increasingly fragmented media. Specifically, we have made significant progress in identifying and implementing the following strategic solutions: increasing donated media, localization, replenishing reserves, creative excellence, Board engagement and, of course, the Ad Council's commitment to children.



Donated Media

The simple truth about PSAs is that their impact can only be felt if they are first heard and seen. In the first year of our three-year campaign to double donated media, the Ad Council met its goal of \$1.7 billion, and we've exceeded that this past fiscal year. We are building on this success by working to secure upfront commitments from major media companies.

Localization

To paraphrase an old adage, all media is local. Yet, despite the local and personal relevance of the Ad Council campaigns, the organization is viewed as a national entity. That is why, and thus far with tremendous success, we are taking the Ad Council directly to the local decision makers and media companies who know best what resonates in their own communities.

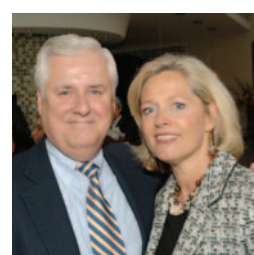
Reserves

In addition to securing upfront media commitments localizing potentially lifesaving messages, the Ad Council has also made great progress in replenishing our critical reserves. Through fundraising and careful cost control, we have returned an operating surplus for the last five years. This ensures continuity in accomplishing our mission in the event of unforeseen circumstances.

Creative Excellence

Since its inception, the Ad Council has been known for creativity that is second to none. We will continue to strive for excellence in our creative product so that our campaigns remain powerful and poignant and profoundly effective.

We met our goal of
\$1.7 billion
in donated media



Board Engagement

This past year has also been notable for the enthusiastic engagement of the Ad Council Board. From fundraising and helping to secure donated media to promoting campaigns and serving on important committees, our Board members are not just names on a masthead but generous individuals making a real difference.

Commitment to Children

Ten years ago, the Ad Council launched the Commitment to Children, a comprehensive initiative aimed at helping all children achieve their full potential. Today approximately 70 percent of the Ad Council's agenda is dedicated to public service campaigns focusing on improving the lives of children. Whether the focus is strengthening parenting skills; encouraging more people to become mentors; warning children and teens about the dangers of guns and drugs; or highlighting other important health, safety and education messages, the Ad Council Commitment to Children has leveraged more than \$6.2 billion in donated media.

Throughout its history, the Ad Council has effected social change and had an extraordinary impact on generations of Americans. As we look forward to 2006 and as we continue to make progress on all our strategic fronts, we are confident we can make a real difference in the lives of generations to come.



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



Janet Robinson
Chair Emeritus
The Advertising Council
President & CEO
The New York Times Company

Media:

Reach. Relevance. Results.

Over the past year, the media community once again made clear its commitment to Ad Council PSAs by donating a record amount — more than \$1.7 billion — in time and space. This incredible support can be attributed to several factors. Most notably, these include expanding our reach by continuing to secure upfront “fair share” commitments from the media industry and increasing the relevance and resonance of our messages by expanding Ad Council presence and impact locally. Additionally, 2005 saw the Ad Council continue to forge new and important partnerships and embrace cutting-edge distribution methods. 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 — generate results.

Upfront Commitments

The Ad Council secured approximately 70 upfront donated media commitments valued at more than \$480 million during calendar year 2005. These commitments came from generous media companies across all media platforms

and represent an increase of 87 percent over calendar year 2004. We gratefully acknowledge our Board of Directors for their efforts in securing a significant number of these commitments.

2005 Upfront Commitments

Premier Partners

Clear Channel Communications, Inc.
Comcast Spotlight
Cox Communications/Cox
News Corporation
Time Warner Inc.
Univision Communications Inc.

Partners

360 Youth
ABC Radio Group
ABC Radio Networks, Inc.
ABC Television Network
Accent Health
Adlink Cable Advertising, LLC
AmericanGreetings.com
American Urban Radio Networks
Azteca America
Belo Corporation
Bloomberg Television
Bonneville International Corp.
Bright House Networks
Buckley Broadcasting Corp.
Cable One, Inc.
Rainbow Media Holdings, LLC
Charter Communications, Inc.

College Sports Television
Comcast Networks
Enterprises, Inc.
Comedy Central
Conde Nast Publications, Inc.
Discovery Communications, Inc.
Dow Jones & Company, Inc.
Emmis Communications Corp.
ESPN, Inc.
Fairway Outdoor Advertising, Inc.
Fastclick, Inc.
Google
Hachette Filipacchi Media U.S., Inc.
Hearst-Argyle Television, Inc.
here! Networks
Impressionaire
Infotouch
Insight Communications
Company, Inc.
Insite Advertising, Inc.
JC Decaux North America
Kidzworld
Lamar Outdoor Advertising
LIN Television Corporation
Mas Musica
Media General, Inc.

Mediacom Communications Corp.
Meredith Corporation
MSN.com
National Basketball Association
New Age Media Concepts
Nextmedia Group, Inc.
The New York Times Company
New York Times Digital
Newsweek, Inc.
North American Broadcasting, Inc.
PARADE Publications, Inc.
Pappas Telecasting Companies
PRIMEDIA, Inc.
Radio One, Inc.
The Reader's Digest
Association, Inc.
Screenplay, Inc.
Si TV
Susquehanna Radio Corp.
USNews.com
Viacom Outdoor
Westwood One Radio Networks
Yahoo!
YES Network
Zoom Media

Taking the Ad Council Local

While the Ad Council is sometimes viewed as a national entity and its campaigns as national in scope, the fact is that the decision of which issues are supported and which PSAs resonate in individual communities is often determined at the local level. For that reason—to demonstrate relevance and to ensure that it is a credible and viable partner in communities across the country—the Ad Council is actively building relationships and local advocacy networks in major markets across the country.

This effort includes creating local Market Leadership Committees, establishing a team of Regional Managing Directors, engaging sponsors and government officials, increasing local research and a host of other steps that will help the Ad Council continue to make a measurable difference in our society.

Partnerships

Critical to the Ad Council's work of communicating important and often lifesaving social messages are partnerships—partnerships with individual media outlets, with media trade associations, with communities across the country.



» This guide of the Ad Council's best practices that was developed for campaign partners and locally based affiliates.



Media trade associations have always played an integral role in extending the reach and impact of Ad Council campaigns by engaging their members, distributing PSAs and implementing strategic roadblocks. This past year, these include three separate roadblocks of eight thousand billboards each from the Outdoor Advertising Association of America (OAAA), a roadblock supported by more than 150 newspapers across the country over a one week period at the end of October to support the Youth Civic Engagement campaign; the National Association of Broadcasters' roadblock during local broadcast television station children's programming to combat childhood obesity; and, for the second year in a row, a Christmas to New Year's Eve roadblock with the Television Bureau of Advertising on more than 500 local broadcast television stations to prevent drunk driving during the holiday season.



» This website designed by Iconologic, provides background information on a variety of local issues. Website visitors can share their voice by taking a social issue survey. Approximately 19,000 Metro Atlantans have already participated.

As part of taking the Ad Council local, the organization is also entering new partnerships in local communities. Along with the United Way, last year the Ad Council introduced the exciting pilot program "Metro Voices, Metro Choices"—a research-based, community engagement project in metropolitan Atlanta that will help the Ad Council understand local concerns, target its media efforts, and demonstrate our relevance to that community.

Media continued

Digital Support and New Media

Online media support of Ad Council PSAs continues to increase. In 2005 the Ad Council partnered with more than 250 online publishers, networks and digital media companies, resulting in 30 billion impressions for Ad Council campaigns. Ad placements included home pages on Yahoo!, MSN, MSNBC, AIM and AOL.

AOL, MSN and Yahoo! developed highly successful rich media campaigns for the Youth Civic Engagement, Obesity Prevention and Hurricane Relief campaigns. This support resulted in sending millions of visitors to campaign websites where users signed up for newsletters or text messages or made financial contributions.

MSNBC.com donated home page “roadblocks” to the Ad Council’s Emergency Preparedness and Early Childhood Development campaigns.

Google’s continued commitment to the Ad Council through the Google Grants Program has been a huge success in terms of generating awareness and driving website traffic. In fact, during 2005, Google’s commitment helped direct 1.5 million users to our sponsor websites.

6



» **TOP: 360 Creative/AOL Media Networks for Fight Mannequinism Campaign**
This was created to enhance our current creatives through rich media technology from Viewpoint and Pointroll. These banners ran for one day on the Welcome Screen of AOL.com, AOL Music, Games, Teen People, People.com and the AIM Buddy List.

» **BOTTOM: MSNBC Roadblock**
United Way's Born Learning campaign was featured on the homepage of MSNBC with a "peelback" unit. Site traffic increased by 647 percent that day.



» **MSN for Obesity Prevention Campaign**
As part of the rich media project, MSN featured our Obesity Prevention campaign on their homepage delivering over 187MM impressions in just one day.



» **Out of Home**
Thanks to Clear Channel Spectacular, millions of Americans were able to view the Ad Council's UNCF campaign on a billboard outside Penn Station.

Integrated Communications

Increasing Our Impact

In an effort to maximize the exposure and awareness of its critically important messages, the Ad Council continues to expand its model by incorporating a number of communications tools into its PSA programs. This includes extensive public relations activities, marketing programs and interactive services. As a result, news and information about the Ad Council and its campaigns is reaching a larger audience, through a greater variety of channels, than ever before.



» College students visit the set of Good Morning America with Diane Sawyer to promote blood donation among young adults.



» Ernie Allen, President and CEO, National Center for Missing and Exploited Children, on the Today Show announcing the launch of our Online Sexual Exploitation campaign.



» HHS Secretary Mike Leavitt on CNN's American Morning announcing the launch of our Hurricane Mental Health Awareness campaign.



» Teens visit kiosks in malls as part of a guerrilla marketing effort on behalf of the Ad Council's High School Drop Out Prevention campaign.

52nd ANNUAL Public Service Award Dinner

November 16, 2005, at the Waldorf-Astoria, New York City

Since 1954, The Advertising Council has chosen outstanding leaders from the corporate world to receive its Award for Distinguished Public Service at its annual dinner. This year, the Ad Council honored Kenneth I. Chenault, Chairman and Chief Executive Officer, American Express Company, with its 52nd Annual Public Service Award. Mr. Chenault uses his position to effect positive social change throughout the nation. We are extremely grateful to the supporters listed below. Thanks to the corporations, foundations and individuals that generously supported this event, the Ad Council was able to raise an unprecedented \$2.27 million, making it the most successful dinner in the organization's history.

PLATINUM SPONSORS

*American Express
Company*

Time Warner Inc.

Yahoo! Inc.

GOLD CLASS SPONSOR

Condé Nast Publications

SILVER CLASS SPONSOR

McCann Worldgroup



INNER CIRCLE

*Digitas Inc.
Interpublic Group
MSN
PepsiCo
SCREENVISION
Target*

BENEFACTORS

*AEG
Ameriprise Financial, Inc.
BBDO
Bristol-Myers Squibb
Company
CBS
Clear Channel Entertainment
The Coca-Cola Company
Comcast/Comcast Spotlight
Ernst & Young LLP
GE
GroupM
Hearst Magazines
Hewlett-Packard Company
The Home Depot
ID Media
Johnson & Johnson*

*Leo Burnett Worldwide
Lowe Worldwide
Madison Square Garden
McDonald's Corporation-
U.S. Marketing
Morgan Stanley
National Football League
National Hockey League
NBA/WNBA
The New York Times Company
News Corporation/FOX
Ogilvy & Mather Worldwide
The Procter & Gamble
Company
Publicis USA
Young & Rubicam Brands*

PATRONS

*ABC Television Network
Anheuser-Busch Companies,
Inc.
Black Entertainment
Television
Campbell Soup Company
DDB Worldwide
Communications Group Inc.*

*ExxonMobil Corporation
Google
IBM Corporation
Lifetime Entertainment
Services
Meredith Corporation
NBC Universal
Novartis Consumer Health, Inc.
Parade Publications
PricewaterhouseCoopers LLP
Radio Advertising Bureau
Saatchi & Saatchi*

FRIENDS

*A&E Television Networks
Ad Age Group
Ameen Company
Black Enterprise Magazine
Carat Americas
Clear Channel
Communications
D. Exposito Communications
Direct Marketing Association
Discovery Communications
Donovan Data Systems
Dow Jones & Co., Inc.*

*Foote Cone & Belding
frog design, inc.
Home Front Communications
Initiative
The Kaplan Thaler Group, Ltd.
LIN Television Corp.
Merkley + Partners
Momentum/Endeavor
Motorola, Inc.
Newsweek
OMD
Omnicom Group Inc.
Pfizer Consumer Healthcare
Qwest Communications
International Inc.
The Reader's Digest
Association
Roberts & Tarlow
TBWA Worldwide
Tribune Broadcasting
Unilever
USA Today
United States Tennis
Association
VNU
Wachovia Corporation*



CONTRIBUTORS

The Advertising Educational Foundation
AllianceBernstein
American Advertising Federation
American Association of Advertising Agencies
American Management Association
ARF & Co.
Association of National Advertisers
Atmosphere BBDO
Merilee and Roy Bostock
BusinessWeek
Cablevision/Rainbow Advertising Sales Corporation
Campbell-Ewald
Campbell Mithun
Cingular Wireless
Comcast Networks
Coors Brewing Company
Court TV
Delta Air Lines, Inc.
Digital Force

Eastman Kodak Company
Forbes Magazine Group
GlobalHue
Goldman, Sachs & Co.
Goodby, Silverstein & Partners
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HIGHLIGHTS

Scenes from the 52nd Annual Public Service Award Dinner, which was attended and enjoyed by many of the Ad Council's closest friends and supporters:

1. **John Dooner**, Chairman and CEO, McCann Worldgroup and Chair of the Ad Council's Dinner welcomes guests and opens the program.

2. **Nina DiSesa**, Chairman, McCann Erickson New York and Co-Chair of the Ad Council's Campaign Review Committee and **Andy Langer**, Vice Chairman, Lowe Worldwide and Co-Chair of the Ad Council's Campaign Review Committee presented the Gold Bell Award for Creative Excellence to **The Kaplan Thaler Group**.

3. **Judy Hu**, Global Executive Director, Branding and Advertising, General Electric Company and **Avi Dan**, Global Executive Director, Euro RSCG Worldwide at the Time Warner after party.

4. **John Dooner**, **Shelly Lazarus**, Chairman & Chief Executive Officer, Ogilvy & Mather Worldwide and Vice Chair of the Ad Council's Dinner Committee, **Ken Chenault**, Chairman and CEO, American Express, **Peggy Conlon**, **Al Kelly**, Group President, American Express Company, **Terry Semel**, Chairman & CEO, Yahoo! Inc. and Vice Chair of the Ad Council's Dinner Committee and **Michael Roth** Chairman and CEO, Interpublic, pose for a photo during dinner.

5. The creative team at **The Kaplan Thaler Group** show off their Gold Bell for Creative Excellence for their work on the Ad Council's Underage Drinking Prevention campaign.

6. **Peggy Conlon**, **Ken Chenault**, Chairman and CEO, American Express and the Annual Public Service Award honoree, **Ellen DeGeneres**, Dinner Host and **John Dooner**, Chairman and CEO, McCann Worldgroup, and Chair of the Ad Council's Dinner show off the Silver Bowl.

7. More than 1,200 leaders of corporations, federal government agencies, nonprofit organizations, advertising agencies and the media attended to pay tribute to Ken Chenault at the 52nd Annual Public Service Award Dinner.

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 12-19

- Adoption
- Community Drug Prevention
- Energy Efficiency
- Environmental Conservation
- Environmental Giving
- Father Involvement
- Global Warming
- Housing Discrimination
- Mentoring
- Predatory Lending
- Troop Support
- Youth Civic Engagement/
Youth Voter Participation
- Youth Volunteerism

EDUCATION 20-27

- Afterschool Participation
- American History Resource
- Arts Education
- College Access
- Credit Scores Education
- Early Childhood Development
- Family Literacy
- Financial Education-Hispanic
- Financial Literacy
- High School Dropout Prevention
- Lewis & Clark Bicentennial
- Math/Science for Girls
- Parental Involvement in Schools
- Supporting Minority Education
- Teacher Recruitment - NYC

HEALTH & SAFETY 28-45

- Autism Awareness
- Blood Donation
- Booster Seat Education
- Breastfeeding Awareness
- Bullying Prevention
- Childhood Asthma
- Childhood Cancer Resource
- Childhood Obesity Prevention
- Crime Prevention
- Disease Prevention
- Domestic Violence Prevention
- Drunk Driving Prevention
- Emergency Preparedness
- Emergency Preparedness-Business
- Flu Vaccination
- Hispanic Underage Drinking
Prevention
- HIV Detection
- Hurricane Mental Health Awareness
- Infant & Child Nutrition
- Modeling Non-Violent Behavior
- National Mental Health Anti-Stigma
- Nutrition Education
- Obesity Prevention
- Online Sexual Exploitation
- Patient Empowerment
- Reducing Gun Violence
- Secondhand Smoke and Kids
- Skin Cancer Prevention
- Stroke Awareness
- Underage Drinking Prevention
- Wildfire Prevention
- Youth Reckless Driving
Prevention/SUV Safety

When There is a Need...



Community



Algunos niños tienen amigos imaginarios, otros papás imaginarios.

Como Ricardo, que lo que más desea con todo su corazón es tener un papá y una mamá verdaderos. En los Estados Unidos hay más de 118,000 niños que esperan ser adoptados y tener una familia para siempre. Tú puedes cambiarlo todo: adopta un niño del Foster Care. Calificar es más fácil de lo que piensas, puedes recibir apoyo y hasta ayuda financiera antes, durante y después del proceso y en español. Todo niño merece una familia verdadera. Llama al 1-877-ADOPT1, te asistimos en español, o visita www.adopt1.org.

Ad Council

ADOPTION

You Don't Have to Be Perfect to Be a Perfect Parent.

1-888-200-4005 - English

1-877-ADOPT1 (236-7831) - Spanish

www.adoptuskids.org - English

www.adopt1.org - Spanish

SPONSOR: HHS' Collaboration to AdoptUsKids

AGENCIES: kirshenbaum bond + partners,
BSG Américas

There are currently 119,000 children in the foster care system waiting for a family. Sadly, each year, approximately 19,000 children "age out" of the system without ever being adopted. This campaign, available in English and Spanish, seeks to raise awareness about the many children who are waiting for a permanent home. It asks prospective parents to consider adopting a child from foster care and highlights the urgent need for stable, loving families for these special children.

COMMUNITY DRUG PREVENTION

**Be a coach, a mentor, a volunteer.
No matter what it is, you have something
to offer.**

1-877-KIDS-313

www.helpyourcommunity.org

SPONSOR: Office of National Drug Control Policy

AGENCY: Avrett, Free, Ginsberg

Research shows that kids who are involved in activities that use their skills and interests are less likely to use drugs. Adults can play a significant role in helping kids stay drug-free—through volunteering, coaching or mentoring. The message of these PSAs is that everyone has something to offer when it comes to being a positive influence on kids in their communities. Audiences are encouraged to call the toll-free number, 1-877-KIDS-313 or visit www.helpyourcommunity.org to find local opportunities.

It only takes one afternoon to help keep a kid away from drugs.
And maybe a little longer to actually catch something.



Your small efforts can have a big impact on the drug problem. There are easy things you can do things you already love to do. Share a skill, a passion, a hobby one afternoon a month with kids in your community and you can make a big difference. Find someone else who enjoys a regular positive meeting with an adult and you likely to begin using drugs or alcohol. And there you can be a coach, a mentor, a volunteer. No matter what it is, you have something to offer.

Log on to helpyourcommunity.org or call 877-KIDS-313 and be a positive influence on the kids in your community.

Ad Council

Office of National Drug Control Policy



ENERGY EFFICIENCY

www.energyhog.org

SPONSOR: Alliance to Save Energy

AGENCIES: UPROAR!; Tracy Locke

This campaign first introduced children to the dastardly Energy Hog, who is determined to waste energy throughout the home. Using knowledge gained from the interactive campaign website, energyhog.org, children can become top-notch Energy Hog Busters and help save energy in their own homes. The Energy Hog campaign and website is being extended to adults, communicating that they have the power to make a difference while saving money and energy. The campaign message conveys that 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.

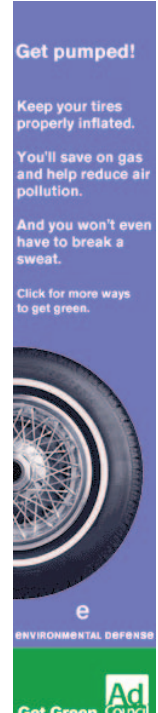
ENVIRONMENTAL CONSERVATION

www.getgreen.com

SPONSOR: Environmental Defense

AGENCY: Ogilvy & Mather, New York

Although most Americans want to help the environment, they miss many opportunities to do so because they don't know how to help or are afraid that conservation measures will be too time-consuming or expensive. These spots educate people about simple changes they can make in their daily lives to help keep the oceans healthy, reduce waste, conserve resources and make the air and water cleaner.





ENVIRONMENTAL GIVING

One Environment. One Simple Way to Care for It.

www.earthshare.org

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. Earth Share, one of the country's leading environmental groups, offers one easy and effective way to protect them all. The Earth Share campaign beautifully and compellingly conveys man's undeniable oneness with and responsibility to nature.



FATHER INVOLVEMENT

Have you been a dad today?

1-800-790-DADS

www.fatherhood.org

SPONSOR: National Fatherhood Initiative

AGENCY: Campbell-Ewald

According to a 2004 national survey by the National Fatherhood Initiative, 97 percent of Americans feel that “fathers are just as important as mothers for the proper development of children.” Furthermore, research shows that the lack of a father in the home correlates closely with crime, educational, emotional and psychological problems; teenage pregnancy; and drug and alcohol abuse. This campaign is designed to help dads understand that their presence is critical to the well-being of their children. Through broadcast, radio, print, outdoor and Internet media, the PSAs urge audiences to call 1-800-790-DADS or visit www.fatherhood.org for information about how to become a better father. The campaign also specifically addresses the impact of absent fathers in underserved African-American and Hispanic communities.



ENVIRONMENTAL DEFENSE

finding the ways that work

GLOBAL WARMING

SPONSOR: Environmental Defense

AGENCY: Ogilvy & Mather, New York

Global warming is one of the most serious environmental issues confronting us today. Global warming pollution comes from smokestack and tailpipe emissions building up in the atmosphere and trapping heat. This can lead to massive heat waves, severe droughts, food shortages, more devastating hurricanes and rising sea levels that cause coastal flooding. If we don't join together now to fight global warming, the consequences could become irreversible in 30 years or so. The campaign is designed to raise awareness and inspire Americans to take steps to help reduce greenhouse gas pollution. The PSAs urge people to visit the website and learn ways to safeguard the Earth's future.

HOUSING DISCRIMINATION

Fair Housing. It's not an option. It's the law.

1-800-669-9777

www.fairhousinglaw.org

SPONSORS: Leadership Conference on Civil Rights Education Fund, National Fair Housing Alliance, U.S. Department of Housing and Urban Development
AGENCY: Merkley + Partners

The federal Fair Housing Act of 1968 prohibits housing discrimination based on race, color, national origin, religion, sex, family status and disability. Still, over 99 percent of an estimated two million instances of such discrimination occur annually without redress or restitution. The Leadership Conference on Civil Rights Education Fund, the National Fair Housing Alliance and the U.S. Office of Housing and Urban Development have partnered to raise awareness of the illegality and widespread but subtle forms of housing discrimination. Those who have witnessed or experienced discrimination are encouraged to report it by calling HUD at 1-800-669-9777 or visiting www.fairhousinglaw.org. By making all Americans aware of the problem, we can empower individuals and communities to exercise their fair housing rights and put an end to housing discrimination.

NOWHERE ON A RENTAL APPLICATION DOES IT SAY

YOU MUST BE A WHITE MAN

WITH NO KIDS

AND NO DISABILITIES.

WITH NO KIDS

AND NO DISABILITIES.

LC Education Fund
Ad Council NFHA
NFHA 1-866-222-FAIR
www.fairhousinglaw.org

The Federal Fair Housing Act protects your right to live where you want. In fact, in any decision regarding rental, sales, leasing or homeowner's insurance, it is against the law to consider race, color, national origin, religion, sex, disability, or family status. If you think you've been denied housing, please call us. Fair Housing. It's not an option. It's the law.



MENTORING

1-888-412-BIGS

www.bigbrothersbigsisters.org

SPONSOR: Big Brothers Big Sisters of America

AGENCY: Lowe Worldwide

Approximately 14 million young people are at risk of not reaching productive adulthood in America. Big Brothers Big Sisters of America (BBBSA) promotes one-to-one mentoring relationships between children and adult volunteers in 460 programs throughout the United States. This campaign encourages individuals to support Big Brothers Big Sisters and make a positive difference in the life of a child. The PSAs capture humorous, everyday moments made possible through mentoring and demonstrate how easy and rewarding it is to be part of a child's life. Viewers and listeners are urged to visit www.bigbrothersbigsisters.org or call a toll-free number, 1-888-412-BIGS, to find out how they can get involved.

PREDATORY LENDING

SPONSOR: National Fair Housing Alliance

AGENCY: Eisner Communications

The term "predatory lending" refers to a set of unfair, unethical and sometimes illegal lending practices designed specifically to deceive unsuspecting home owners. Predatory loans contain high interest rates and fees far beyond those set by fair lending institutions, which can ultimately lead to the loss of one's home. The National Fair Housing Alliance (NFHA) and the Ad Council have partnered to create an education campaign that will teach consumers how to recognize and report predatory lending before it occurs. The campaign encourages African-American and Hispanic home owners, the most frequent targets of predatory lending, to call for information on refinancing and how to avoid falling prey to this unfortunate practice.

You can trust me for a great loan because I'm black like you.

Predatory lenders use race to gain your trust—and your home. Protect yourself. Call 866-222-FAIR.

Ad Council.org

NFHA
National Fair Housing Alliance



TROOP SUPPORT

www.AmericaSupportsYou.mil

SPONSOR: U.S. Department of Defense

AGENCY: DeVito/Verdi

“America Supports You” is designed to encourage Americans to support the troops in appreciation for their service and the sacrifices they make to keep our nation safe. The campaign invites the public to log on to www.AmericaSupportsYou.mil and find ideas, both large and small, on how to show their support for the military. This campaign also communicates directly to the service men and women, and their families. By highlighting on the website the many ways the American public are showing their appreciation, service members can respond back and let their fellow citizens know how much their words and actions of support mean to them.

YOUTH CIVIC ENGAGEMENT/ YOUTH VOTER PARTICIPATION

Vote. Volunteer. Stay informed.
It's easy to get involved.

www.fightmannequinism.org,

www.fvap.gov

SPONSOR: Federal Voting Assistance Program

AGENCY: WestWayne, Atlanta, GA

This PSA campaign encourages 18-to-24-year-olds to stay involved in their communities by doing just what they can, when they can. Whether that means voting in local elections, volunteering in their spare time or just reading the newspaper and discussing current events with their friends, staying involved is easy and has far-reaching effects. These PSAs humorously demonstrate what happens when people become inactive and uninvolved—they turn into mannequins. Simply acting on what matters to you will protect you from developing “mannequinism” and keep you engaged in the world around you.





YOUTH VOLUNTEERISM

Do what you like to do. Volunteer.

www.teensvolunteer.org

SPONSOR: National Crime Prevention Council

AGENCY: Saatchi & Saatchi

The National Crime Prevention Council's teen campaign encourages volunteerism among young people as a way to prevent crime and build a safer community. When teens get involved in volunteer activities, they work on solving community problems and become connected, active and engaged members of their own neighborhoods—and less likely to victimize or to become victims of crime. The empowering PSAs encourage teens to volunteer by choosing favorite activities and using them to help others in their community. They invite teens to visit www.teensvolunteer.org to learn ways in which they can make a difference.

This campaign is substantially funded by the U.S. Department of Justice.

When There is a Need...



Education



AFTERSCHOOL PARTICIPATION

www.afterschoolscene.com

SPONSOR: Afterschool Alliance

AGENCY: DDB Chicago

As many as 14.3 million children have no place to go once the school bell rings for dismissal. These children are at greater risk of engaging in risky or criminal behavior. Kids who are in afterschool programs, however, do better in school and have greater expectations for the future. Afterschool programs also give children the freedom to do the things they love—sports, music, computers and many other activities. Most kids think that afterschool programs limit their opportunities. These PSAs show kids that afterschool programs offer a much better alternative than they think and invite them to visit the website, www.afterschoolscene.com, to learn more.

AMERICAN HISTORY RESOURCE

Log on, Play around, Learn something.

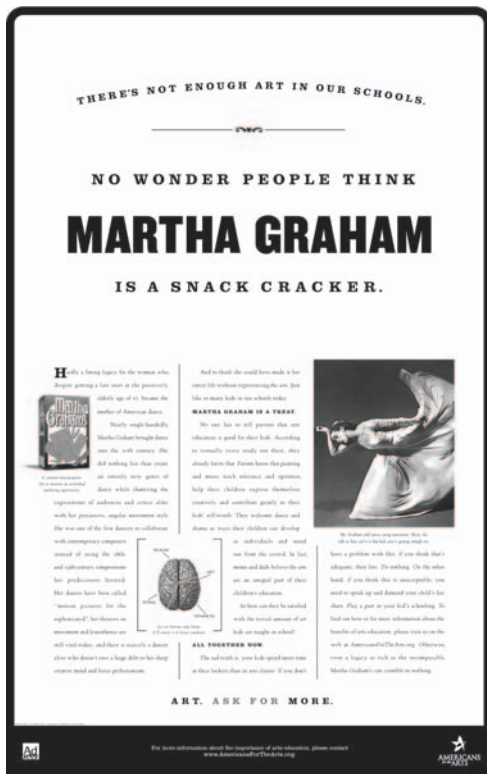
www.americaslibrary.gov, www.loc.gov

SPONSOR: Library of Congress

AGENCY: The Geppetto Group

The Library of Congress seeks to engage all Americans in learning about their nation's history through its online resources. This youth-targeted campaign encourages students to log on to the Library of Congress online, www.loc.gov, to discover fun facts about America's past, do homework and just play around. The "America's Library" section of the site presents American history in a way that children will find entertaining, inviting them to get to know "Amazing Americans," "Jump Back in Time" and even design their own car or animate a cartoon.





ARTS EDUCATION

Art. Ask for more.

www.AmericansForTheArts.org

SPONSOR: Americans for the Arts

AGENCY: GSD&M

According to Americans for the Arts, most parents believe that the arts are vital to children's lives, enhancing learning and nurturing a well-rounded education. Unfortunately, most parents also believe that as long as their children have some arts education, that's all they need. But some is not enough. This PSA campaign is designed to increase citizen involvement in championing arts education both in school and out. The campaign uses humor to illustrate what happens to a child who has not had the benefit of arts education. Parents and other concerned citizens are encouraged to visit www.AmericansForTheArts.org to take action at home and in their communities.



COLLEGE ACCESS

SPONSORS: Lumina Foundation for Education and American Council on Education

AGENCY: Publicis USA

Postsecondary education is the single most important investment that individuals can make in themselves and that society can make in its citizens. In 2002, 9 of 10 students expected to participate in postsecondary education. It is clear that regardless of income level, America's young people dream big dreams and recognize that postsecondary education is a key to achieving their dreams. However, despite these high aspirations, low-income and first-generation students are underrepresented on college campuses. The objective of this national campaign is to raise awareness to help more low-income Americans and underrepresented populations attend college successfully.

CREDIT SCORES EDUCATION

SPONSOR: Consumer Bankers Foundation, Leadership Conference on Civil Rights Education Fund
AGENCY: Mullen

Credit scores impact consumers' rate and loan terms, access to reputable financial services and, more important, access to credit. The use of credit scores by lenders and other financial institutions has increased dramatically in recent years. This campaign will raise awareness about the importance of establishing and maintaining good credit and will provide consumers with actions that positively impact credit scores. Improper use of credit leads to poor credit scores, which in turn lead to financial insecurity. Many are unaware of the negative long-term impact that poor credit can have on their financial security and quality of life.



EARLY CHILDHOOD DEVELOPMENT

Make the Most of Everyday Moments.

www.bornlearning.org

SPONSOR: United Way

AGENCY: McCann Erickson New York



Children start learning from the moment they're born, and a child's success depends on small learning lessons each day. The Early Childhood Development campaign teaches parents the importance of quality early learning experiences and suggests simple ways to get kids off to a good start long before they go to school. Many parents do not realize that they can turn everyday moments, such as doing laundry or taking a walk, into fun and engaging lessons for their little ones. These PSAs invite parents to visit www.bornlearning.org or contact their local United Way for information and resources.



FAMILY LITERACY

1-877-FAMLIT-1

www.famlit.org

SPONSOR: National Center for Family Literacy

AGENCY: JWT

Family literacy is a powerful and innovative approach to intergenerational education that brings parents and children together in the learning environment. Developed in partnership with the National Center for Family Literacy, this campaign offers hope to families struggling with educational and noneducational barriers. The television and radio PSAs encourage parents with low literacy skills to call 1-877-FAMLIT-1 for live information about family literacy services in their areas. The print and Internet PSAs educate the general public and potential supporters about the value of family literacy programs and direct readers to visit www.famlit.org to learn how to get involved.



FINANCIAL EDUCATION - HISPANIC

www.mymoney.gov

SPONSOR: Department of Treasury

The Hispanic population is growing exponentially in the United States, and the community is in great need of financial education. While savings is at the root of the problem, the Hispanic community has cultural barriers in regard to money and finances. Through Spanish-language PSAs, this campaign will increase public awareness of money management and the importance of being financially literate. It is critical to address the Hispanic community in this distinct effort in order to effectively and positively impact their financial education and behavior.



FINANCIAL LITERACY

www.360financialliteracy.org

SPONSOR: American Institute of Certified Public Accountants

AGENCY: Y&R, Chicago

Financial illiteracy adversely affects the well-being of all Americans, but there are priority populations who are most at risk based on their life-stage. That is why the American Institute of Certified Public Accountants and the Ad Council have teamed up to develop a financial literacy awareness campaign—to motivate Americans to actively save more, spend less and have a plan for later in life. Everyone is capable of understanding and applying basic personal money management principles; and by doing so, they can eventually take control of their financial future and achieve financial well-being.



HIGH SCHOOL DROPOUT PREVENTION

Give someone you know a boost.

1-877-FOR-A-KID or 1-866-ESTUDIA

www.boostup.org

SPONSOR: United States Army

AGENCY: JWT, New York

The mission of Boost is to create an identity, support and encouragement for teens who might be at risk of dropping out of school. The campaign encourages parents and friends to give these struggling teens a boost to stay in school and graduate. Available in English and Spanish, the PSAs direct audiences to visit www.boostup.org for guidance on a range of teen issues and how to help teens achieve their full potential and graduate from high school.

LEWIS & CLARK BICENTENNIAL

www.lewisandclark200.org

SPONSORS: National Council of the Lewis and Clark Bicentennial, Missouri Historical Society

AGENCY: Y&R, New York

2003 to 2006 marks the 200th anniversary of the Lewis and Clark expedition, one of the most significant events in our history. The expedition forever changed the lives and landscape for all Americans, and its lessons are far-reaching. The commemoration offers Americans a valuable opportunity to explore the past, learn about the resiliency and richness of American Indian cultures and discover what has been lost and what remains of our natural environments today. These PSAs show Americans that by walking in the footsteps of Lewis and Clark, we can discover truths, ideals and lessons that can still guide us today.





MATH/SCIENCE FOR GIRLS

See the world through math and science.

www.girlsgottech.org

SPONSOR: Girls Scouts of the USA

AGENCY: The Kaplan Thaler Group

Studies show that by age 12, many girls lose interest in math, science and technology as well as their chance at many jobs of the future. Girls Go Tech encourages girls to develop an early interest in these subjects and to maintain that interest as they grow up to help ensure a more diverse, dynamic and productive workforce. The PSA campaign highlights the math, science and technology behind everyday life and encourages young girls to “Set your sights on math and science. It’s a great way to see the world.” The PSAs direct viewers to www.GirlsGoTech.org, an interactive website with activities that encourage girls to become interested in how things work.

PARENTAL INVOLVEMENT IN SCHOOLS

www.pta.org

SPONSOR: National PTA

AGENCY: JWT, Chicago

There are currently 50 million children enrolled in U.S. public schools; however, only one in four parents is actively involved in their children’s schools, and for working parents that ratio drops to one in nine. Sponsored by the National PTA, this campaign is a national call to parents to learn simple ways to participate in their children’s education. Children of involved parents generally have higher grades and test scores, better attendance, more motivation and better self-esteem. The PSAs remind parents that just a little involvement in their child’s school can have a big impact.





SUPPORTING MINORITY EDUCATION

A Mind Is a Terrible Thing to Waste

800-332-8623

www.uncf.org

SPONSOR: United Negro College Fund

AGENCY: Y&R, New York

In the 33 years since this campaign's inception, UNCF has helped more than 350,000 minority students graduate from college. The spots focus on the self-fulfilled aspirations of those determined students who are able to attend college due to the generosity of others. They also remind us of the tragic reality of unrealized potential. Continued support of UNCF's mission and this campaign will ensure that deserving students achieve their dreams, rather than watching them pass by.

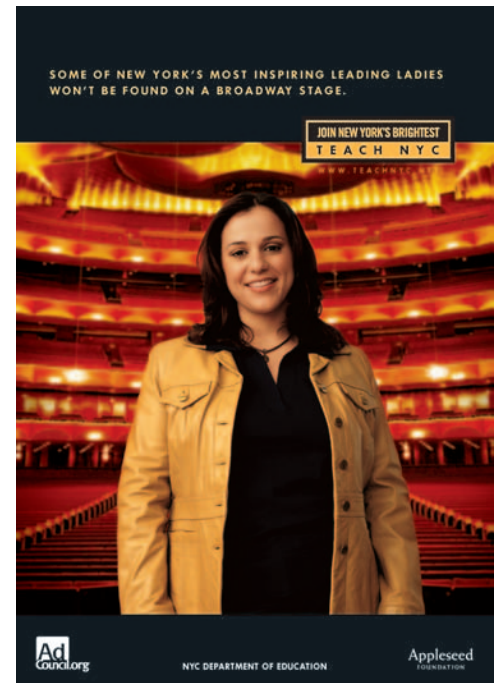
TEACHER RECRUITMENT-NYC

Join New York's Brightest. Teach NYC.

www.teachnyc.net

SPONSORS: The New York City Department of Education (DOE), Appleseed Foundation

Under Mayor Bloomberg's leadership, the New York City Department of Education is undertaking a massive effort to transform the city's schools and give New York's children the education they need for success in the 21st century. A critical component of this reform is the recruitment of the highest-quality teacher candidates and the retention of New York City's current teaching force. This PSA campaign, "Join New York's Brightest—Teach NYC," is a tribute to the heroic calling of the New York City schoolteacher. Its objectives are to help the city attract its largest pool of teaching candidates and increase candidate quality. The campaign also seeks to recognize and pay homage to New York's unrecognized heroes—its current public school teachers. Teacher candidates are encouraged to visit www.teachnyc.net to learn more.



When There is a Need...



Health & safety



AUTISM AWARENESS

www.autismspeaks.org

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 seeks to raise awareness of and increase parental knowledge about autism and to empower parents of young children to take action if their child is not meeting certain developmental milestones. Parents and caregivers are urged to talk to their doctor or visit www.autismspeaks.org for more information.

BLOOD DONATION

Saving the world isn't easy,
Saving a life is.

www.bloodsaves.com

SPONSORS: AABB, America's Blood Centers, American Red Cross

AGENCY: Euro RSCG Worldwide-New York

Each year, nearly 5 million Americans need a lifesaving blood transfusion, and each day, 38,000 units of blood are needed in this country. Yet most Americans know little and think less about donating blood; almost 20 percent of non-donors cite "never thought about it" as the main reason for not giving. Developed in partnership with AABB, America's Blood Centers and the American Red Cross, the campaign aims to increase awareness of the need for regular blood donation among young adults, with a focus on those aged 17-24, and to set the foundation for lifelong donor behavior. Viewers are encouraged to visit www.bloodsaves.com to learn about the blood donation process and how they can get involved in their communities.



4'9" Is The Magic Number!

Until Then, Kids Need A Booster Seat



BOOSTER SEAT EDUCATION

www.boosterseat.gov

SPONSOR: U.S. Department of Transportation's National Highway Traffic Safety Administration

AGENCY: The Richards Group, Dallas

A staggering 80-90 percent of all children in the United States who should be restrained in a booster seat are not. Children who have outgrown their child safety seats, but still measure less than 4' 9" are safer sitting in booster seats than immediately transitioning to adult safety belts. Developed in partnership with the U.S. Department of Transportation's National Highway Traffic Safety Administration, the goal of this PSA campaign is to inform parents of children who have outgrown their child safety seats, that a booster seat is a lifesaving transition to an adult safety belt.

BREASTFEEDING AWARENESS

Babies were born to be breastfed.

1-800-994-WOMAN

www.4woman.gov

SPONSOR: U.S. Department of Health & Human Services

While many Americans know that the best form of nutrition for babies is breast milk, our nation has one of the lowest breastfeeding rates in the developed world. Recent studies show that babies who are breastfed are less likely to develop ear infections, respiratory illness and diarrhea. The U.S. Department of Health and Human Services and the Ad Council have teamed up to develop a national breastfeeding awareness campaign that drives home the message "Babies were born to be breastfed." The public is invited to visit www.4woman.gov or call 1-800-994-WOMAN to talk with trained information specialists who can help with breastfeeding issues.





BULLYING PREVENTION

Friendship beats bullies every time.

www.mcgruff.org

SPONSOR: National Crime Prevention Council

AGENCY: Saatchi & Saatchi

Bullying is a widespread problem for our nation's youth-bullying and teasing are cited as the top school troubles of students ages 8-15. The National Crime Prevention Council's Bullying Prevention Initiative is designed to counteract bullying at a young age by encouraging the victims, witnesses and parents to take action to prevent the problem. It teaches victims about what they can do when confronted by a bully. And, since most bullying incidents are witnessed by others, it shows witnesses how to intervene and befriend the victim.

This campaign also helps parents recognize the warning signs of bullying, such as a drop in grades, changes in behavior or trying to avoid school. Kids don't usually want to talk about bullying with their parents, so it's up to parents to sit down and ask their kids about it. Both kids and parents are directed to www.mcgruff.org to learn what they can do to prevent bullying.

The campaign is substantially funded by the U.S. Department of Justice.

**“WHEN I HAVE AN
ASTHMA ATTACK
I FEEL LIKE A FISH
WITH NO WATER.”**

—JESSE, AGE 5



ATTACK ASTHMA. ACT NOW.
1-866-NO-ATTACKS 
WWW.NOATTACKS.ORG

CHILDHOOD ASTHMA

1-866-NO-ATTACKS

www.noattacks.org

SPONSOR: U.S. Environmental Protection Agency

AGENCY: Grey New York

The number of people with asthma has more than doubled since 1980. Last year, more than four million children suffered from asthma attacks. The Centers for Disease Control and Prevention estimates that children miss 14 million school days each year because of this disease. Although there is no known cure for asthma, experts agree that there are a variety of ways to reduce the number of attacks. One is to minimize exposure to environmental factors—asthma triggers—that make asthma worse. These PSAs provide parents and caregivers with new and simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent attacks.

CHILDHOOD CANCER RESOURCE

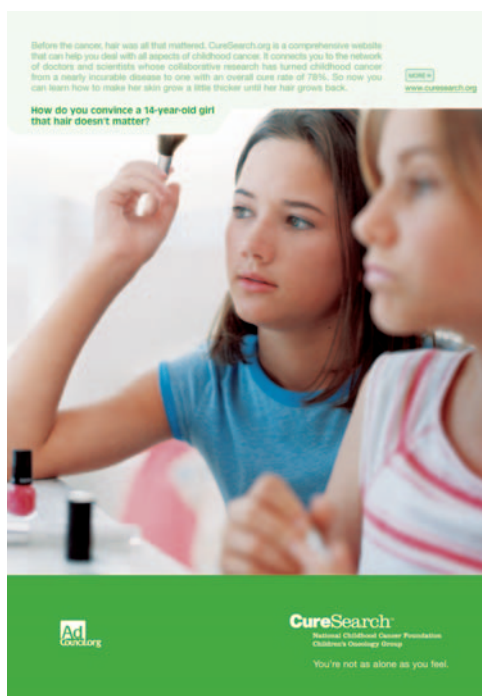
You're not as alone as you feel.

www.curesearch.org

SPONSOR: CureSearch National Childhood Cancer Foundation

AGENCY: Y&R, New York

Right now, more than 40,000 infants, children and young adults are being treated for childhood cancer in the United States, a figure that has steadily risen over the past 25 years. Childhood cancer claims the lives of more young people than any other disease. This PSA campaign provides help and hope to parents and families by introducing viewers to CureSearch, an organization that represents every pediatric cancer program in North America, providing compassionate care to 90 percent of children with cancer. CureSearch supports a collaborative network of more than 5,000 doctors and researchers who have turned childhood cancer from a nearly incurable disease to one with an overall cure rate of 78 percent. The PSAs guide viewers to www.curesearch.org, a comprehensive online resource providing up-to-date scientific data about childhood cancer and trusted help for patients, survivors, families and anyone touched by the disease.





CHILDHOOD OBESITY PREVENTION

Can Your Food Do That?

www.smallstep.gov

SPONSOR: U.S. Department of Health & Human Services

AGENCY: McCann Erickson New York

The obesity epidemic is putting America's children at risk. We are witnessing record gains in diseases and illnesses among overweight and obese children. In addition to physical troubles, obesity carries with it emotional stress that has long-standing effects on children. Sponsored by the U.S. Department of Health & Human Services, this campaign lets kids know that "eating healthy can help them do the things they really love to do, and do them better." Targeted to children ages 6 to 9 years old, the PSAs encourage audiences to look at food differently, by asking, "Can Your Food Do That?" The Childhood Obesity campaign, which features a fun, interactive website, will help kids see the lighter side of healthy eating and give them new reasons to "Eat Better."



CRIME PREVENTION

25th Anniversary

www.weprevent.org

SPONSOR: National Crime Prevention Council

AGENCY: Saatchi & Saatchi

Twenty-five years ago, the National Crime Prevention Council and the Ad Council introduced McGruff the Crime Dog to the nation and began empowering Americans to "Take A Bite Out of Crime®." McGruff has been successfully fighting crime ever since. He has provided Americans with the information and motivation they need to take an active role in crime prevention and develop safer, stronger, more caring communities. The PSAs recognize McGruff's 25th anniversary by encouraging adults to take individual actions to help prevent crime in their communities. They also direct viewers to www.weprevent.org to learn simple ways to aid in crime prevention.

This campaign is substantially funded by the U.S. Department of Justice.



DISEASE PREVENTION

Protect Yourself from Yourself.

Sisterhood Is Healthy.

1-866-399-6789

www.everydaychoices.org

SPONSORS: American Cancer Society, American Diabetes Association, American Heart Association

AGENCIES: Publicis New York and Vigilante

Americans are inundated with “get healthy” messages, but with few positive results. Americans’ health continues to be negatively affected by obesity, physical inactivity and smoking. Each year, 1.5 million people die from cancer, diabetes, heart disease or stroke—diseases that are largely related to lifestyle and represent nearly two out of every three deaths. The American Cancer Society, American Diabetes Association and American Heart Association have joined in a historic collaboration to help Americans make everyday choices—eating right, staying active, not smoking and seeing a doctor—that will reduce their risk for these life-threatening diseases and help them stay healthy. The PSAs direct audiences to call 1-866-399-6789 or visit www.everydaychoices.org.

DOMESTIC VIOLENCE PREVENTION

www.endabuse.org

SPONSOR: The Family Violence Prevention Fund

AGENCY: McCann Erickson San Francisco

Adults have an important role to play in helping to prevent domestic abuse. The objective of this campaign is to engage men in this effort by encouraging them to speak to boys about how women should be treated and how to express anger and frustration without violence. By influencing the attitudes and behavior of young boys, adults can help prevent violence toward women. The PSAs inform men about the important role they can play in putting an end to domestic violence.

Funds for this campaign are generously provided by the Waitt Institute for Violence Prevention.



DRUNK DRIVING PREVENTION
Buzzed Driving Is Drunk Driving.

www.stopimpaireddriving.org

SPONSOR: U.S. Department of
Transportation's National Highway
Traffic Safety Administration
AGENCY: Mullen



The "I'll Just Have One More" Martini

3 oz. gin or vodka
1/2 oz. dry vermouth
3 olives
1 automobile
1 long day
1 diminishing attention span
1 too many

Combine ingredients. Drink. Repeat.
Mix with sharp turn, telephone pole.

Never underestimate 'just a few.'
Buzzed driving is drunk driving.

Ad Council.org

U.S. Department of Transportation

Despite recent reductions in fatalities, impaired driving remains one of America's deadliest social problems. In 2004, nearly 13,000 drivers or motorcycle operators died in crashes with a BAC level of .08 or above—the illegal limit in all states. Most people don't intend to drive home drunk, but too many find themselves at the end of the night without a sober designated driver. Unfortunately, many of these drivers convince themselves and friends that they are able to drive with the comment, "I'm okay, I'm just buzzed."

Like any good communications program, the Drunk Driving Prevention campaign is constantly exploring ways to build on its success. This year, the U.S. Department of Transportation will expand on the "Friends Don't Let Friends Drive Drunk" campaign to include "Buzzed Driving Is Drunk Driving." This new PSA campaign aims to redefine the commonly used term "Buzzed" as a cue not to drive. The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving Is Drunk Driving.

EMERGENCY PREPAREDNESS

1-800-BE READY

www.ready.gov, www.listo.gov

SPONSOR: U.S. Department of Homeland Security

AGENCIES: BBDO, New York; Elevacion Ltd

Ready is a national public service advertising campaign 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* and its Spanish-language version *Listo* ask individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies that could occur and their appropriate responses. The campaign encourages Americans to visit www.ready.gov or call the toll-free phone line, 1-800-BE READY.



EMERGENCY PREPAREDNESS-BUSINESS

www.ready.gov

SPONSOR: U.S. Department of Homeland Security

AGENCY: Slack Barshinger & Partners, Inc

Ready Business, an extension of Homeland Security's successful *Ready* campaign, is designed to help owners and managers of small-to-medium-sized businesses prepare their employees, operations and assets in the event of an emergency. The goal of *Ready Business* is to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. New *Ready Business* PSAs inform business owners and managers that it is easier and more cost-efficient than they may believe to develop and maintain an emergency preparedness plan and remind owners/managers of the information readily available to help prepare their businesses for an emergency at www.ready.gov.



FLU VACCINATION

Give Others a Shot.

1-800-CDC-INFO

www.cdc.gov/flu

SPONSOR: U.S. Department of Health and Human Services

AGENCY: Merkley + Partners

Every year, up to 20 percent of the U.S. population gets the flu and approximately 36,000 people die from the virus annually. This year, the Department's Centers for Disease Control and Prevention (CDC) has stressed that flu shots need to go to those who are most vulnerable. The priority groups for flu vaccinations include toddlers, the elderly, pregnant women and others.

The campaign is designed to provide Americans with critical information about flu vaccinations this flu season. The PSAs communicate that the flu vaccine will be available in communities across the country but stress that if you are not at high risk for the flu then "Give others a shot." Additionally, for those who will not receive a shot this year, the campaign provides simple ways to prevent the flu.



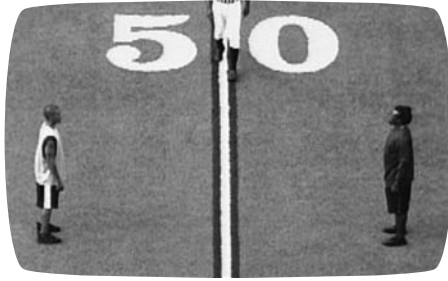
HISPANIC UNDERAGE DRINKING PREVENTION

1-877-POR-TU-HIJO

www.portuhijo.org, www.foryourchild.org

SPONSOR: MADD

Sponsored by Mothers Against Drunk Driving (MADD), this campaign seeks to raise awareness among Hispanic parents of the dangers and consequences of underage drinking. The PSAs, available in English and Spanish, highlight the critical role that parents play in shaping their children's perception of alcohol, and consequently their behavior. The message is that alcohol use before age 21 can diminish a child's potential. Parents are encouraged to visit www.foryourchild.org or www.portuhijo.org, or call 1-877-POR-TU-HIJO for more information on how to talk to their children about underage drinking.



HIV DETECTION

Know Your Status.

1-800-342-AIDS

www.hhs.gov

SPONSOR: U.S. Department of Health and Human Services

AGENCY: Vogt Goldstein

Every hour, two people between the ages of 13 and 24 will be infected with HIV, and more than 380,000 Americans are already living with AIDS. While the disease affects all Americans, HIV/AIDS has had a profound impact upon the African-American community as the disease ranks as one of the top three leading causes of death for African-Americans ages 25-54. The good news is that HIV is preventable, and information can help stem the spread of this disease. The U.S. Department of Health and Human Services launched the HIV Detection campaign to help curb the rise of new HIV infections. The spots illustrate the importance of getting tested for HIV and encourage young men to “know your status.” The PSAs also provide viewers with a confidential, toll-free number 1-800-342-AIDS where they can find out more information about testing, prevention techniques and treatment options.

HURRICANE MENTAL HEALTH AWARENESS

www.samhsa.gov

SPONSOR: U.S. Department of Health & Human Services Substance Abuse and Mental Health Services Administration

AGENCY: Grey Worldwide

In our recent past, natural disasters have had a devastating impact on the lives of thousands of Americans. People who were displaced by the storms have lost their homes, schools, communities, places of worship, daily routines, social support, personal possessions and much more. This was coupled in many cases with losing loved ones and witnessing death, destruction and criminal violence. The PSA campaign is designed to help adults, children and first responders who have been impacted by the hurricanes and are in need of mental health services.





INFANT & CHILD NUTRITION

1-866-WIC-INFO

www.nwica.org

SPONSOR: National WIC Association

AGENCY: Gotham, Inc.

WIC programs are dedicated to providing nutrition education and health care services to income-qualified and nutritionally high-risk women, infants and children, as well as pregnant or nursing mothers. Participants are provided a safe, nurturing environment for education, health care and social service referrals, as well as free access to nutritious foods. This campaign communicates that poor nutrition increases the chance of anemia, adds to health care costs, stunts the ability to learn and limits memory development. Families who respond to the PSA and the tagline, “Your child has you. And you have WIC,” are encouraged to call 1-866-WIC-INFO to get more information and find out if they are eligible for the program.

MODELING NON-VIOLENT BEHAVIOR

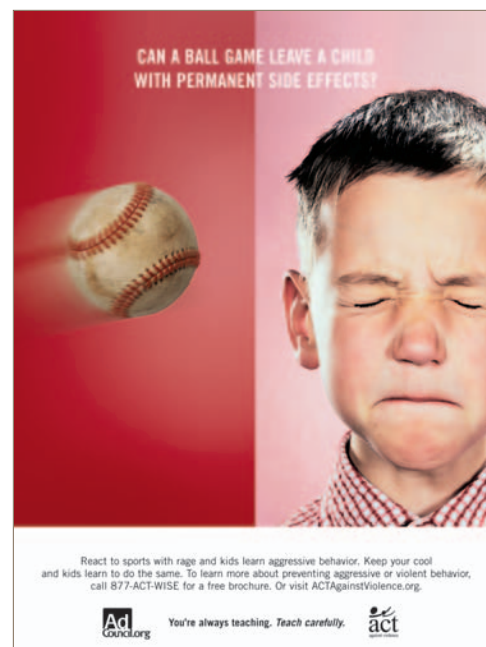
www.actagainstviolence.org

SPONSORS: American Psychological Association,

NAEYC, MetLife Foundation

AGENCY: Leo Burnett Detroit

The mission of Adults & Children Together (ACT) Against Violence is to prevent young children—specifically those under 8 years of age—from learning aggressive/violent behavior. The campaign is based on decades of social science research demonstrating that children learn violent and aggressive behavior from various sources (parents, friends, media, environment, etc.) and, in turn, act with aggression/violence themselves. The campaign shows how adults’ everyday behavior greatly affects the children around them. The ad messages remind parents and other caregivers that their reactions and interactions teach children to deal with life’s daily hassles in either positive or problematic ways.





U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

NATIONAL MENTAL HEALTH ANTI-STIGMA

SPONSOR: U.S. Department of Health & Human Services
Substance Abuse and Mental Health Services Administration
AGENCY: Grey Worldwide

Stigmatization and discrimination contribute to the economic poverty and social isolation of many mental health care consumers. Such attitudes have a major impact on everything from mental health care penetration rates to support for public mental health services. The goal of this campaign is to build public support for increased acceptance of people with mental illnesses, for enhanced community-based mental health services and for help-seeking behavior among mental health care consumers.

40



NUTRITION EDUCATION

www.MyPyramid.gov

SPONSOR: United States Department of Agriculture's Food
Nutrition and Consumer Services
AGENCY: Saatchi & Saatchi

Over 60 percent of adults and 16 percent of children are either overweight or obese. Today there are nearly twice as many overweight children and almost three times as many overweight adolescents as there were in 1980.

Children's food preferences and lifelong eating and physical activity habits are primarily influenced by parental knowledge and instruction, as well as through a parent's own eating and physical activity. Therefore, it is imperative to provide parents with detailed information and realistic tips for making and sustaining healthy choices for their children.

The United States Department of Agriculture is sponsoring the Nutrition Education PSA campaign to motivate moms and caregivers—with an emphasis on low-income—to provide better nutrition for their children. The ads will provide parents with an effective tool that can help them achieve this—specifically the new “Food Guidance System.” Viewers will be directed to www.mypyramid.gov for more information.



OBESITY PREVENTION

Take a Small Step to Get Healthy.

www.smallstep.gov

SPONSOR: U.S. Department of Health & Human Services

AGENCY: McCann Erickson New York

Over two-thirds of the adult population in the U.S. is currently overweight or obese, and the obesity rate among adults has increased by more than 60 percent over the last 10 years. We are also witnessing record gains in diseases and illnesses among overweight and obese children, nearly tripling the number of overweight adolescents in the past two decades. The Ad Council, in partnership with the U.S. Department of Health and Human Services, created this comprehensive PSA campaign to inspire Americans to change their lives through healthier eating and increased physical activity. The campaign includes African-American, Hispanic and child-targeted PSAs.

ONLINE SEXUAL EXPLOITATION

Don't Believe the Type.

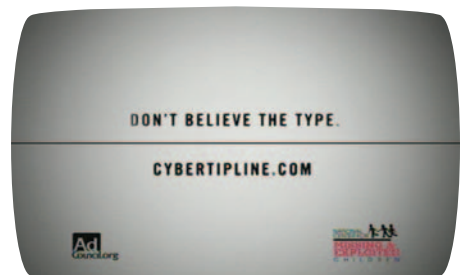
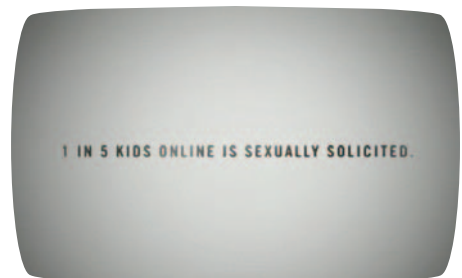
800-THE-LOST

www.cybertipline.com

SPONSOR: National Center for Missing and Exploited Children

AGENCY: Merkley + Partners

The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. With the advent of the Internet, child predators have a new medium through which to reach potential victims and perpetrate crimes. The current campaign complements parent-targeted efforts by raising awareness among teenage girls about online sexual exploitation. The objective is to make them aware of the dangers of communicating with unfamiliar people online—and thus reduce their risk of sexual victimization—by deconstructing the myth that such interaction leads to genuine relationships. Teens are encouraged to visit www.cybertipline.com to report solicitations and to learn more about how they can better protect themselves online.





PATIENT EMPOWERMENT

SPONSOR: Agency for Healthcare Research and Quality
AGENCY: McCann Erickson Detroit

The Agency for Healthcare Research and Quality, a lead agency within the U.S. Department of Health and Human Services, seeks to encourage and educate consumers to take an active role in their health care. Uninvolved and uninformed patients are less likely to take the necessary steps toward understanding their treatment, which significantly weakens physician and patient communication. Patients who are active participants in their health care can have a drastic and positive impact on preventing medical errors and improving their quality of care.



REDUCING GUN VIOLENCE

When you commit a gun crime, your family serves a sentence with you.

www.psn.gov

SPONSOR: U.S. Department of Justice
AGENCY: Mullen

Even though progress has been made in fighting violent crime in America, our nation still has one of the highest crime rates in the industrialized world. A teenager is more likely to die from a gunshot wound than from all natural causes combined. Project Safe Neighborhoods (PSN) is a nationwide commitment to reducing gun crime in America. Funded through a grant from the U.S. Department of Justice, the PSA campaign encourages young people to think about the consequences of gun crimes—death and jail time—and their effects on families.



SECONDHAND SMOKE AND KIDS

Don't pass gas. Take it outside.

www.dontpassgas.org

SPONSOR: American Legacy Foundation

AGENCY: Crispin Porter & Bogusky



People who smoke are generally aware of the health risks to themselves; however, many do not realize the significant health risks to others of exposure to secondhand smoke. These risks can be particularly serious for infants and children. Approximately 19 percent of children in the United States are exposed to secondhand smoke at home, and the effects of this exposure can be devastating, contributing to asthma, bronchitis and pneumonia among other diseases and conditions. Unfortunately, children are often in secondhand smoke environments not by choice but by circumstance; however, smoking bans in the home have been shown to reduce secondhand smoke exposure in children by 92 percent.

SKIN CANCER PREVENTION

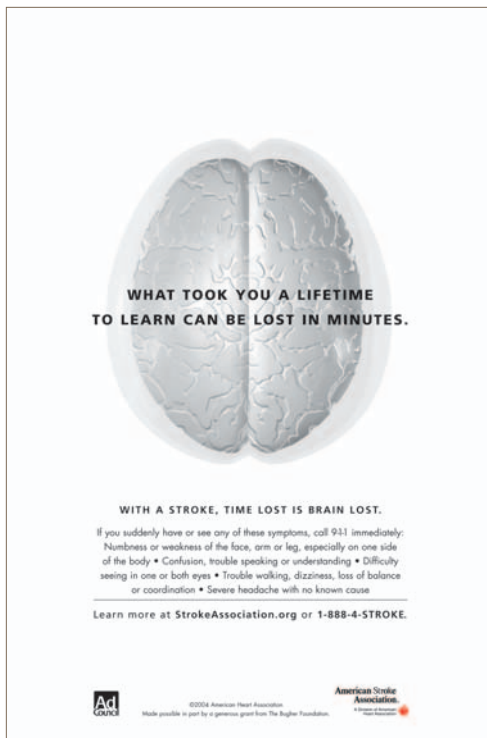
www.skincancer.org

SPONSOR: The Skin Cancer Foundation

AGENCY: Euro-RSCG Worldwide

Skin cancer is a serious and growing public health issue. In the United States alone, someone is diagnosed with melanoma every 10 minutes and someone dies of it every hour. Fortunately, it is one of the most preventable types of cancer. In fact, almost all skin cancer is preventable with proper precautions. This campaign educates consumers about the serious and often life-threatening effects of sun exposure leading to skin cancer and what they can do to prevent it. Primarily, the campaign seeks to raise awareness among women about the dangers of sun exposure to themselves and to their families. Viewers are encouraged to visit www.skincancer.org to learn more about how they can become "sun safe."





STROKE AWARENESS

With a stroke, time lost is brain lost.

www.StrokeAssociation.org

SPONSOR: American Stroke Association

AGENCY: BBDO Atlanta

Stroke is the number three killer in this country and a leading cause of severe, long-term disability. Although stroke can affect a person at any time of life, the risk increases with age. Tragically, older Americans are the least knowledgeable about the warning signs and risk factors. Blacks and men are also at high risk. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. Developed in partnership with the American Stroke Association, the goal of this PSA campaign is to increase immediate stroke recognition and response by arming the public with the knowledge that a fast reaction to stroke symptoms is critical to lessening the devastating effects caused by stroke.

UNDERAGE DRINKING PREVENTION

1-800-729-6686

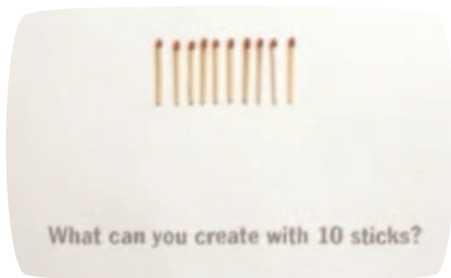
www.stopalcoholabuse.gov

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

AGENCY: The Kaplan Thaler Group

Children who begin drinking alcohol before age 15 are five times more likely than those who start after age 21 to develop alcohol problems. This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The PSAs encourage parents to talk to their children early and often about the dangers and consequences of underage drinking. Viewers and listeners can visit the campaign website to find more information about teens and alcohol.





WILDFIRE PREVENTION

Only you can prevent wildfires.

www.smokeybear.com

SPONSORS: USDA Forest Service and National Association of State Foresters

AGENCIES: FCB-Southern California;
Ruder-Finn Interactive

Since 1944, the USDA Forest Service and the National Association of State Foresters have enlisted Smokey Bear as the symbol of protection of America's forests by sponsoring the Wildfire Prevention campaign. The campaign's new general market television PSAs use simple music and imagery to deliver a powerful message. The consequences of not being careful with fire are illustrated with 10 matchsticks and a burning fuse. In addition, a new PSA featuring Bambi inspires us to practice good fire safety habits so that we "don't let our forests become once upon a time." Each PSA hopes to instill personal responsibility and concludes with Smokey Bear's famous tagline, "Only You Can Prevent Wildfires." Viewers are directed to visit www.smokeybear.com to learn about what they can do to prevent wildfires.

YOUTH RECKLESS DRIVING PREVENTION/SUV SAFETY

SPONSOR: The Ford Multi-State Working Group

AGENCY: North Castle Partners

The Youth Reckless Driving Prevention/ SUV Safety campaign speaks to a teen target and highlights the dangers and consequences of driving recklessly. Through a communication message that empowers the passenger to speak up when their emotions warn them of a dangerous situation, this campaign aims to help reduce the number of injuries and deaths of 15-20 year old drivers and passengers.

Contributors



Contributors

The Ad Council wishes to acknowledge the following companies, organizations and individuals that supported the Ad Council during our 2004-2005 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.

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(\$100,000+)

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NBA/WNBA
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USA Today
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(\$20,000-\$34,999)

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Tyco International
Valassis
Verizon Communications
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Wm. Wrigley Jr. Company Foundation
Xerox Corporation

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The Allstate Corporation
Ameen Company
American Advertising Federation
Arnold Worldwide Partners
Black Enterprise Magazine
Bloomberg
The Boeing Company
Cabletelevision Advertising Bureau, Inc.
Cadbury Schweppes Americas Beverages
Campbell-Ewald
Caterpillar Inc.
The Clorox Company
Colgate-Palmolive Company
Cox Enterprises, Inc.
Crain Communications, Inc.
The David Bell Foundation
D. Exposito Communications
The Dial Corporation
Direct Marketing Association, Inc.
Donovan Data Systems
Eastman Kodak Company
frog design inc.
The Gillette Company
Goldman, Sachs & Co.
Gotham Inc.
GSD&M
Hallmark Cards, Inc.
Home Front Communications
IBM Corporation
Knight Ridder
Kraft Foods Inc.
Liberty Mutual Foundation
Lifetime Entertainment Services
LIN Television Corporation
Liz Claiborne, Inc.
L'Oreal, USA Inc.
Mattel, Inc.
MediaNews Group, Inc.
Merrill Lynch & Company, Inc.
Metromedia Company
Momentum Worldwide
Nestle Purina Petcare Company
Newsweek
Omnicom Group, Inc.

OnMedia the Advertising Division
of Mediacom Communications
Company
Outdoor Advertising Association
of America
PACCAR Foundation
R.R. Donnelley & Sons Company
Raytheon Company
Starcom MediaVest Group
TD Waterhouse
Television Bureau of Advertising, Inc.
Tribune Broadcasting
United States Tennis Association
Univision Communications, Inc.
UPS Foundation
VISA U.S.A. Inc.
Volkswagen of America
Welch Foods Inc.
Wells Fargo Bank
Wendy's International, Inc.
Whirlpool Corporation
Yellow Pages Association

SILVER CLASS
(\$5,000-\$9,999)

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Avrett Free & Ginsberg, Inc.
Bayer Healthcare
Berlin Cameron/Red Cell
The Boston Globe
Charter Communications
ConocoPhillips
Courtroom TV
Dailey & Associates
Digitas
Draft
Edison Electric Institute
Susan M. Gianinno
The Goodyear Tire & Rubber
Company
Heineken USA Inc.
Hershey Foods Corporation
Interep National Radio Sales, Inc.
Landmark Communications, Inc.
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Wyeth

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ARF & Co.
Atmosphere BBDO
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Carolyn Bivens
Bonneville International
BusinessWeek
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Sales Corporation
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Millward Brown
Moet Hennessy USA
MSW Research, Inc.
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National Advertising Review Council
National Geographic Magazines
Jon Nesvig
Newspaper National Network LP
Martin Nisenholtz
James G. Oates
Partnership for a Drug-Free America
Clarence E. Pearson
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International (POPAI)
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The Professional Golfers' Association
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Public Intelligence & Ripple Effects
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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, 2005 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 51.

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 statement 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, 2005 and 2004, 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 

September 30, 2005

Statement of Financial Position

	JUNE 30,	
	2005	2004
ASSETS		
Current assets		
Cash and cash equivalents	\$4,921,946	\$6,890,716
Investments	7,752,105	5,007,703
Accounts receivable—(less allowance for doubtful accounts of \$63,711 and \$227,348 in 2005 and 2004, respectively).	5,088,805	3,717,649
Contributions receivable (less allowance for doubtful accounts of \$50,000 in 2004)	826,850	521,300
Prepaid expenses and other current assets	228,171	280,267
Total current assets	18,817,877	16,417,635
Property and equipment, at cost		
Furniture and fixtures	830,647	795,077
Computer and telephone equipment	2,723,841	2,166,110
Leasehold improvements	1,472,783	1,355,182
	5,027,271	4,316,369
Less—accumulated depreciation and amortization	3,714,802	3,248,217
Property and equipment, net	1,312,469	1,068,152
Other long-term assets	13,475	13,388
Total assets	\$20,143,821	\$17,499,175
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	\$4,025,458	\$2,591,148
Accrued expenses and other current liabilities	3,049,455	2,639,442
Deferred revenue	1,228,720	2,099,920
Unexpended campaign funds	1,941,812	1,912,140
Total current liabilities	10,245,445	9,242,650
Other long-term liabilities	36,984	20,962
Accrued postretirement benefit obligation	352,363	343,137
Total liabilities	10,634,792	9,606,749
Commitments and contingencies		
Net assets		
Unrestricted	9,183,029	7,549,176
Temporarily restricted	326,000	343,250
Total net assets	9,509,029	7,892,426
Total liabilities and net assets	\$20,143,821	\$17,499,175

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

Statement of Activities and Changes in Net Assets

	Year Ended June 30, 2005			Year Ended June 30, 2004		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE						
Gross billings for production and distribution	\$26,576,802	\$ -	\$26,576,802	\$24,693,915	\$ -	\$24,693,915
Contributions, net	4,465,415	51,000	4,516,415	4,802,667	128,250	4,930,917
Special events	2,113,500	175,000	2,288,500	2,016,430	110,000	2,126,430
Interest	96,422	-	96,422	35,359	-	35,359
Grants from foundations for projects	572,294	-	572,294	152,962	-	152,962
Satisfaction of restrictions	243,250	(243,250)	-	120,000	(120,000)	-
Total revenue	34,067,683	(17,250)	34,050,433	31,821,333	118,250	31,939,583
EXPENSES						
Production and distribution	19,478,672	-	19,478,672	18,617,784	-	18,617,784
Salaries and related expenses	9,141,394	-	9,141,394	8,008,007	-	8,008,007
Office expenses	1,183,010	-	1,183,010	1,115,174	-	1,115,174
General and administrative	1,214,369	-	1,214,369	1,143,734	-	1,143,734
Special events	620,179	-	620,179	523,856	-	523,856
Depreciation and amortization	466,585	-	466,585	460,755	-	460,755
Expenses for foundation funded projects	528,187	-	528,187	152,962	-	152,962
Media development	29,643	-	29,643	6,977	-	6,977
Interactive services	62,925	-	62,925	88,450	-	88,450
Campaign management	53,240	-	53,240	23,661	-	23,661
Government and non-profit affairs	2,438	-	2,438	-	-	-
Creative services	23,240	-	23,240	33,116	-	33,116
Public relations	54,041	-	54,041	30,597	-	30,597
Fundraising	67,927	-	67,927	86,278	-	86,278
Total expenses	32,925,850	-	32,925,850	30,291,351	-	30,291,351
Excess of revenue over expenses before net yield on investments	1,141,833	(17,250)	1,124,583	1,529,982	118,250	1,648,232
Net realized gains (losses) on investments	96,839	-	96,839	87,523	-	87,523
Net unrealized gains on investments	247,341	-	247,341	419,118	-	419,118
Net investment income	147,840	-	147,840	81,560	-	81,560
Change in net assets	1,633,853	(17,250)	1,616,603	2,118,183	118,250	2,236,433
Net assets Beginning of year	7,549,176	343,250	7,892,426	5,430,993	225,000	5,655,993
Net assets End of year	\$9,183,029	\$326,000	\$9,509,029	\$7,549,176	\$343,250	\$7,892,426

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

Statement of Cash Flows

	Year Ended June 30,	
	2005	2004
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$1,616,603	\$2,236,433
Adjustments to reconcile change in net assets to net cash provided by operating activities		
Depreciation and amortization	466,585	460,755
Net realized and unrealized (gain) on investments	(344,180)	(506,641)
Changes in Assets and Liabilities		
(Increase) in accounts receivable, net	(1,371,156)	(13,269)
(Increase)/decrease in contributions receivable, net	(305,550)	122,050
Decrease/(increase) in prepaid expenses and other assets	52,009	(60,587)
Increase/(decrease) in accounts payable	1,434,310	(1,136,682)
Increased in accrued expenses	410,013	760,273
(Decrease)/increase in deferred revenue	(871,200)	2,099,920
Increase/(decrease) in unexpended campaign funds	29,672	(904,935)
Increase in other long-term liabilities	16,022	13,494
Increase in accrued postretirement benefit obligation	9,226	8,317
Net Cash Provided by Operating Activities	1,142,354	3,079,128
CASH FLOWS FOR INVESTING ACTIVITIES		
Proceeds from sale of investments	800,342	609,333
Purchase of investments	(3,200,565)	(1,812,338)
Expenditures for property and equipment	(710,901)	(302,628)
Net Cash Used for Investing Activities	(3,111,124)	(1,505,633)
(Decrease)/Increase in Cash and Cash Equivalents	(1,968,770)	1,573,495
CASH AND CASH EQUIVALENTS		
Beginning of year	6,890,716	5,317,221
End of year	\$4,921,946	\$6,890,716

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, which 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. Certain amounts in the financial statements for fiscal 2004 have been reclassified to conform to the current year presentation.

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 of advertising materials. These production and distribution costs are billed to the sponsors' campaigns and are reflected as revenue in the statement of activities when incurred. Indirect costs are also recorded as revenue and are generally reimbursed at a percentage of allowable direct costs by private and government sponsors. In addition, for certain private contracts a fixed amount is also charged to the sponsor and for certain government contracts, a fixed percentage fee is charged to the sponsor. Advances to the Council are recorded as unexpended campaign funds until the related campaign expense is incurred, or when the amount is returned to the sponsor at the completion of the campaign. Amounts billed to customers for direct and indirect costs that have not been incurred are recorded as deferred revenue.

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 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, which 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 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 accounting period.

At June 30, 2005, temporarily restricted net assets included \$175,000 of future contributions related to a conference in Washington and the Council's fiscal 2006 annual dinner and \$151,000 in contributions and pledges received for the Council's fiscal 2006 operations. At June 30, 2004, temporarily restricted net assets include \$110,000 of contributions related to the Council's fiscal 2005 annual dinner and \$233,250 in contributions, including certain multi-year pledges. In fiscal 2005 and 2004, \$243,250 and \$120,000, respectively, have been reclassified to unrestricted net assets as the related restrictions have been satisfied.

Grants

Grants are awarded by foundations for research and special projects. Revenue is recognized as expenses are incurred by the Council. Expenses are not considered production and distribution costs as these costs are not related to public service campaigns. As such, grant revenue and expenses for foundation funded projects are stated separately on the statement of activities and changes in net assets.

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 is reinvested in the operating funds of the Council. Such interest is classified as unrestricted revenue on the statement of activities.

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 \$32,133 and \$19,692 for the years ended June 30, 2005 and 2004, respectively.

At June 30, 2005 and 2004, investments also include \$846,615 and \$552,442, respectively, related to mutual fund investments held in connection with frozen and active deferred compensation 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.

Use of Estimates

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

3. Functional Classification of Expenses

The Council's functional classification of expenses for the year ended June 30, 2005 with comparative totals for the year ended June 30, 2004 is as follows:

	Program Services	Management and General	Fund Raising	Year Ended June 30,	
				2005	2004
Total production and distribution	\$19,478,672	\$ -	\$ -	\$19,478,672	\$18,617,784
Salaries and related expenses	5,487,702	3,008,707	644,985	9,141,394	8,008,007
Office expenses	690,118	420,234	72,658	1,183,010	1,115,174
General and administration	154,485	1,010,105	49,779	1,214,369	1,143,734
Special events	118,421	-	501,758	620,179	523,856
Depreciation and amortization	-	466,585	-	466,585	460,755
Expenses for foundation					
funded projects	528,187	-	-	528,187	152,962
Media	29,643	-	-	29,643	6,977
Interactive services	62,925	-	-	62,925	88,450
Campaign management	33,445	19,795	-	53,240	23,661
Government and non-profit affairs	2,438			2,438	-
Creative services	23,240	-	-	23,240	33,116
Public relations	-	54,041	-	54,041	30,597
Financial Development	-	-	67,927	67,927	86,278
For the year ended June 30, 2005	\$26,609,276	\$4,979,467	\$1,337,106	\$32,925,850	
For the year ended June 30, 2004	\$24,702,213	\$4,372,956	\$1,216,182		\$30,291,351

4. Employee Benefits

Defined contribution benefit plan

The Council maintains a defined contribution benefit plan for all eligible employees. The Council contributed 9% of an employee's covered compensation to the plan for the years ended June 30, 2005 and 2004, respectively. Expense related to this plan was \$415,273 and \$384,495 for the years ended June 30, 2005 and 2004, respectively.

Supplemental executive retirement plan

During the year ended June 30, 2005, the Council established a supplemental executive retirement plan ("SERP") for members of its executive management team. The SERP is a noncontributory defined contribution retirement Plan and was approved by the Board. The plan permits 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 will be held in the Council's name. Upon retirement or involuntary separation, participants must have their cumulative contributions and earnings distributed in the form of a lump sum. For the year ended June 30, 2005, the Council incurred costs of \$340,000 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 year ended June 30, 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,	
	2005	2004
Accumulated postretirement benefit obligation	\$413,282	\$344,415
Fair value of plan assets	-	-
Unfunded status	\$413,282	\$344,415
Accrued benefit cost recognized in the Statement of Financial Position	\$352,363	\$343,137

	Year Ended June 30,	
	2005	2004
Benefit cost	\$21,095	\$22,328
Employer contribution	11,869	14,011
Plan participants' contributions	3,917	4,358
Benefits paid	(15,786)	(18,369)
Net periodic postretirement benefit cost	\$21,095	\$22,328

The discount rate assumed in determining the accumulated postretirement benefit obligation as of June 30, 2005 and 2004 was 5.25% and 6.25%, respectively. The health care cost trend rate assumed is 9%, declining to a rate of 5% by the year 2010.

Deferred compensation

For the year ended June 30, 2001, a non-qualified discretionary deferred compensation plan, subject to Section 457 of the Internal Revenue Code, 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 until the plan participants elect to receive their deferred compensation amounts and the related investments are liquidated and paid to the participant. At June 30, 2005 and 2004, these investments have been recorded in the statement of financial position at their fair market value of \$170,775 and \$159,484, respectively. The unrealized gain on these funds of \$11,290 and \$25,401 for the years ended June 30, 2005 and 2004, respectively, is reflected in the accompanying statement of activities.

Effective June 30, 2002, the Council discontinued use of the 2001 non-qualified discretionary deferred compensation plan and established another non-qualified plan that permitted certain executives to defer all or a portion of their incentive compensation amounts received subsequent to June 30, 2002. 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. During fiscal 2005, the Council invested the 2004 deferred compensation amounts in mutual funds selected by the executives under the guidelines of the successor plan. At June 30, 2005 and 2004, these investments have been recorded in the statement of financial position at their fair market value of \$675,840 and \$392,958. The unrealized gain on these funds of \$39,257 and \$59,979 for the year ended June 30, 2005 and 2004 is reflected in the accompanying statement of activities.

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, 2005 and 2004, 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 (exclusive of additional rent for increases in certain operating costs of the landlords) are summarized by fiscal year as follows:

2006	\$ 726,662
2007	766,152
2008	427,446
2009	127,908
2010	131,106
Thereafter	225,453
Total	\$2,404,727

Rent expense incurred for the lease of office space was \$754,147 for each of the years ended June 30, 2005 and 2004.

8. Contingencies

The Council is involved as a defendant in a litigation matter for which the Council is defending itself vigorously and believes it has meritorious defenses. Management is unable to determine whether an unfavorable outcome is probable or remote, and therefore, no meaningful estimate of the amount or range of any potential loss can be made at this time.

Our Volunteers, Committees and staff

We are profoundly grateful to the many supporters who give generously to the Ad Council either through 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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Campaign Review Committee

The Campaign Review Committee (CRC) was established during the 1950s to ensure effective advertising. The CRC, comprised of some of the best creative talent from the American advertising community, reviews and critiques campaigns at every stage of development. All campaign strategies and creative elements must receive CRC approval prior to production.

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