Face Forward
MEET THE MOMENT
68TH PUBLIC SERVICE AWARD DINNER

THURSDAY, DECEMBER 1, 2022 | THE GLASSHOUSE | NEW YORK CITY

RECEPTION Sponsored by Google

WELCOME Lisa Sherman
President and CEO
The Advertising Council

DINNER SERVICE

AWARD PRESENTATION Jacki Kelley

2022 AWARD RECIPIENT Doug McMillon

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WE ARE WHERE

creativity +
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CONVERGE

Fatherhood Involvement
HONOREE

Doug McMillon | President and CEO, Walmart

Under Doug’s leadership, Walmart is making life easier for busy families and building trust with customers. It is investing heavily in associate wages, benefits and education — including a debt-free college program and an expanded parental leave policy. And it launched an ambitious program, Project Gigaton, to combat climate change and work with suppliers to avoid 1 billion metric tons of emissions worldwide.

Doug is a longtime champion of Walmart’s customers, its associates and the company’s culture. He was named president and CEO in 2014. From 2009 to 2014 he was president and CEO of Walmart International, and from 2005 to 2009 he served as president and CEO of Sam’s Club. He has worked at Walmart for more than 30 years, starting as a teenager unloading trucks for an hourly wage. He went on to serve in senior leadership roles in all of Walmart’s business segments. He remains a merchant at heart.

Doug serves on the boards of directors of Business Roundtable, the Consumer Goods Forum, the U.S.-China Business Council, and Crystal Bridges Museum of American Art. He also sits on the advisory board of the Tsinghua University School of Economics and Management in Beijing, China.

Originally from Jonesboro, Arkansas, Doug graduated from the University of Arkansas with a bachelor’s degree in business administration, and a master’s degree in business administration from the University of Tulsa.
CAMPAIGNS

COMMUNITY
ADOPPTION FROM FOSTER CARE
SPONSORS: AdoptUSKids, U.S. Department of Health and Human Services; Administration for Children and Families, Children’s Bureau
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SPONSORS: AdoptUSKids, U.S. Department of Health and Human Services’ Administration for Children and Families, Children’s Bureau
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DIVERSITY AND INCLUSION - LOVE HAS NO LABELS
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PARTNERS: Amazon Ads, GIPHY, Google/YouTube, Hulu, iHeartMedia, Kerv, Pinterest, Reddit, Twitter ArtHouse
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ENDING HUNGER
SPONSOR: Feeding America
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FATHERHOOD INVOLVEMENT
SPONSORS: U.S. Department of Health and Human Services; Administration for Children and Families, Office of Family Assistance and Fathers Incorporated
VOLUNTEER AD AGENCY: Campbell Ewald
PARTNERS: Amazon Studios, Reddit

RACIAL JUSTICE SERIES
SPONSORS: The Asian American Foundation (TAAF), Courageous Conversation Global Foundation, The REFORM Alliance
VOLUNTEER AD AGENCIES: Drogal, Goodby Silverstein & Partners, JPDxtra, Wieden+Kennedy
VOLUNTEER MEDIA AGENCY: Starcom
PARTNER: Reddit

SUPPORTING PETS IN YOUR COMMUNITY
SPONSORS: The Humane Society of the United States (HSUS), Maddie’s Fund
VOLUNTEER AD AGENCY: Wunderman Thompson
PARTNERS: Ad Council Creative Studio, Viget

ENVIRONMENT
DISCOVERING NATURE
SPONSOR: USDA Forest Service
VOLUNTEER AD AGENCY: David&Goliath
VOLUNTEER MEDIA AGENCY: GroupM
PARTNERS: Ad Council Creative Studio, Encantos, IBM, Niantic

WILDFIRE PREVENTION
SPONSORS: USDA Forest Service, National Association of State Foresters
VOLUNTEER AD AGENCY: FCB
VOLUNTEER MEDIA AGENCY: Hearts & Science
PARTNERS: Ad Council Creative Studio, Amplifier, IBM, Meta

EDUCATION
EMPOWERING GIRLS IN STEM
SPONSOR: The Ad Council
VOLUNTEER AD AGENCY: Deloitte Digital
PARTNERS: Ad Council Creative Studio, AMC, Ayzenberg, GIPHY, NBC TODAY, NBCUniversal, TikTok

HIGH SCHOOL EQUIVALENCY
SPONSOR: Dollar General Literacy Foundation
VOLUNTEER AD AGENCY: BBH USA
VOLUNTEER MEDIA AGENCY: Starcom
PARTNERS: Ad Council Creative Studio, Google/YouTube, TikTok

SAVING FOR RETIREMENT
SPONSOR: AARP
VOLUNTEER AD AGENCY: DDB
PARTNERS: Ad Council Creative Studio, Ludwig+, Meta, Viget
WE'VE SAVED forests
MADE ROADS safer
AND SPURRED movements
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THE ADDITION,

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INDIVIDUAL PARTS.

Saving for Retirement
SPECIAL THANKS

TO OUR VOLUNTEER AGENCIES FOR THEIR IMPACTFUL, MOTIVATING WORK, AND TO OUR MEDIA PARTNERS FOR SUPPORTING THESE IMPORTANT ISSUES.
TONIGHT, YOU’LL HEAR A FEW PERSONAL STORIES FROM INDIVIDUALS ACROSS THE COUNTRY, ALL OF WHOM ARE DEDICATING THEIR TIME, TALENT AND PASSION TOWARD CRITICAL SOCIAL ISSUES. WE ENCOURAGE YOU TO LEARN MORE ABOUT THE NONPROFITS THEY REPRESENT AND HELP THEM FURTHER THEIR MISSIONS!

RON HOLDEN FROM RIDE FOR BLACK LIVES
Ride For Black Lives is a Los Angeles-based community cycling organization founded at the height of the pandemic and protests around the country. Over 100 cyclists come together for monthly rides throughout the city of Los Angeles promoting a safe and healthy lifestyle while simultaneously bringing awareness and support to BIPOC businesses and communities.

To Donate to Ride For Black Lives, visit: https://www.rideforblacklives.org/get-involved

SANDY CONNOLLY AND NGOC NGUYEN FROM GOODWIN LIVING FOUNDATION
Founded in 1989, the Goodwin Living Foundation is the fundraising arm of Goodwin Living, a mission-based not-for-profit health services and senior living and healthcare services organization that serves nearly 2,500 older adults and employs 1,100 team members. The Foundation provides funding for residents and staff members through several different programs including: tuition and student loan repayment support, citizenship application fee assistance and emergency financial assistance for team members; financial assistance for residents who have outlived their resources so that they can remain in their home; and engagement programming such as brain health and music therapy services.

To Donate to Goodwin Living Foundation, visit: https://goodwinliving.org/giving/ways-to-give/