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POWER PROGRESS

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PROGRESS

PUBLIC
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AWARD
DINNER



71ST PUBLIC SERVICE AWARD DINNER

THURSDAY, DECEMBER 4, 2025 | THE GLASSHOUSE | NEW YORK CITY



HONORING
Roger Goodell
Commissioner
National Football League (NFL)



PRESIDENT & CEO
Lisa Sherman
The Ad Council



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DINNER CO-CHAIR
Rita Ferro
President, Global Advertising
The Walt Disney Company



AD COUNCIL BOARD MEMBER
DINNER CO-CHAIR
Tim Ellis
EVP and Chief Marketing Officer
National Football League (NFL)

FORMER RECIPIENTS

2024	Bob Iger The Walt Disney Company	2004	G. Richard Wagoner, Jr. General Motors	1988	James D. Robinson III American Express	1971	David Rockefeller Chase Manhattan
2023	Jamie Dimon JPMorgan Chase & Co.	2003	A.G. Lafley The Procter & Gamble Company	1987	Donald R. Keough The Coca-Cola Company	1970	James M. Roche General Motors
2022	Doug McMillon Walmart	2002	Bob Wright NBC	1986	Roger B. Smith General Motors Corporation	1969	Frank Stanton CBS, Inc.
2021	Hans Vestberg Verizon	2001	Roger A. Enrico PepsiCo	1985	J. Peter Grace W.R. Grace & Company	1968	Robert S. McNamara Ford Motor Company
2019	Alex Gorsky Johnson & Johnson	2000	Gerald M. Levin and Ted Turner Time Warner Inc.	1984	Lee A. Iacocca Chrysler Corporation	1967	John T. Connor Merck & Company
2018	Ginni M. Rometty IBM	1999	Frank A. Bennack The Hearst Corporation	1983	James E. Burke Johnson & Johnson	1966	John A. McCone Director of CIA
2017	Paul Polman Unilever	1998	John E. Pepper The Procter & Gamble Company	1982	Frank T. Cary IBM	1965	David Sarnoff RCA Corp.
2016	Shantanu Narayen Adobe	1997	Louis V. Gerstner, Jr. IBM	1981	Reginald H. Jones General Electric Company	1964	Charles G. Mortimer General Foods Corporation
2015	Denise Morrison The Campbell's Company	1996	Ralph S. Larsen Johnson & Johnson	1980	Andrew Heiskell Time Inc.	1963	John J. McCloy Chase Manhattan
2014	Frederick W. Smith FedEx Corporation	1995	Robert E. Allen AT&T	1979	Thomas A. Murphy Capital Cities/ABC, Inc.	1962	Lucius D. Clay U.S. Ambassador
2013	Tim Armstrong AOL	1994	Roberto C. Goizueta The Coca-Cola Company	1978	John D. DeButts AT&T	1961	Henry Ford II Ford Motor Company
2012	Randall Stephenson AT&T	1993	Daniel B. Burke Capital Cities/ABC, Inc.	1977	William F. May American Can Company	1960	Neil McElroy U.S. Defense Secretary
2011	Indra K. Nooyi PepsiCo	1992	Reuben Mark Colgate-Palmolive Company	1976	Arthur M. Wood Sears, Roebuck & Company	1959	Roy E. Larsen Time Inc.
2010	Brian Roberts Comcast Corporation	1991	Arthur Ochs Sulzberger The New York Times	1975	J. Paul Austin The Coca-Cola Company	1958	George M. Humphrey U.S. Secretary of the Treasury
2009	Muhtar Kent The Coca-Cola Company	1990	Richard Gelb Bristol-Myers Squibb Company	1974	Katherine Graham The Washington Post	1957	Sidney J. Weinberg Goldman Sachs
2008	Jeffrey R. Immelt GE	1989	John G. Smale The Procter & Gamble Company	1973	Howard J. Morgens The Procter & Gamble Company	1956	Paul G. Hoffman Studebaker Corporation
2007	Richard D. Parsons Time Warner Inc.			1972	Thomas Watson, Jr. IBM	1955	Clarence Francis General Foods Corporation
2006	William C. Weldon Johnson & Johnson					1954	Charles E. Wilson General Motors
2005	Kenneth I. Chenault American Express Company						

HONOREE

Roger Goodell | Commissioner, National Football League (NFL)



GOODELL HAS
FOCUSED ON
STRENGTHENING
THE GAME FOR
PLAYERS AND
FANS ALIKE.

During his two decades as NFL commissioner, Roger Goodell has built the NFL into a sports, media and cultural leader. Working closely with the league’s 32 teams, he has pursued innovative policies and partnerships that strengthen the game, make football more accessible and drive global growth.

Goodell has focused on strengthening the game for players and fans alike. He has prioritized improving player health and safety through new rules and better equipment, driving down concussions and other major injuries.

In 2021, Goodell negotiated long-term media agreements with CBS, ESPN/ABC, FOX, NBC and Amazon, which brought Thursday Night Football to a streaming platform for the first time. He has since spearheaded groundbreaking deals with YouTube and Netflix, reaching a generation of younger fans.

Goodell has brought regular-season games to an increasing number of countries, supported the rise of

flag football globally, and launched a program for NFL teams to grow their year-round presence in markets around the world. He moved the NFL Draft from New York to cities and fans across the country and expanded the season, adding regular-season and playoff games.

As the league’s platform continues to grow, Goodell has embraced players who are using their voices to create change and bolstered the NFL’s support for causes like social justice, cancer prevention, domestic violence awareness and the needs of active military, their families and veterans.

And under Goodell’s leadership, the NFL has partnered with the Ad Council on several important issues including acceptance and understanding, youth health and wellness and mental health.

Goodell is married to Jane Skinner Goodell, and they are the proud parents of twin daughters.



80 years

of preventing
wildfires together

CAMPAIGNS

COMMUNITY AND OPPORTUNITY

ACCEPTANCE AND UNDERSTANDING

SPONSOR: Ad Council
VOLUNTEER AD AGENCY: R/GA
VOLUNTEER MEDIA AGENCY: Publicis Media
PARTNERS: Fenton Communications, Town Hall

ADOPTION FROM FOSTER CARE

SPONSORS: AdoptUSKids, U.S. Department of Health and Human Services' Administration for Children and Families
VOLUNTEER AD AGENCY: Edelman
VOLUNTEER MEDIA AGENCY: Crispin
PARTNERS: Caravan Productions, Google/YouTube, Kargo

DISASTER AND CRISIS RELIEF

SPONSOR: Ad Council
VOLUNTEER AD AGENCY: Group SJR
PARTNERS: Ad Council Creative Studio, ForbesGlobalGiving, USA for UNHCR, XR Extreme Reach

ENDING HUNGER

SPONSOR: Feeding America
VOLUNTEER AD AGENCY: fluent360
PARTNERS: Ad Council Creative Studio, Ad Council Creators for Good, Flowcode, Meta, The New York Times, Niantic 8th Wall, Sawhorse Productions, Spectrum Reach, TikTok, Whalar, Zynga



Adoption from Foster Care

FATHERHOOD INVOLVEMENT

SPONSORS: National Responsible Fatherhood Clearinghouse, U.S. Department of Health and Human Services' Administration for Children and Families, Fathers Incorporated
VOLUNTEER AD AGENCY: Campbell Ewald
PARTNERS: Ad Council Creative Studio, Ad Council Creators for Good, Google/YouTube, Universal Studios

HIGH SCHOOL EQUIVALENCY

SPONSOR: Dollar General Literacy Foundation
VOLUNTEER AD AGENCIES: Emotion Studios, Starcom
PARTNERS: Ad Council Creators for Good, Google, Meta, TikTok

SAVING FOR RETIREMENT

SPONSOR: AARP
VOLUNTEER AD AGENCY: The Kitchen Table
PARTNERS: BuzzFeed, Her Agenda, LinkedIn, Meta, TikTok, Viget

SKILLS-FIRST HIRING

SPONSOR: Opportunity@Work
VOLUNTEER AD AGENCY: Ogilvy NA
VOLUNTEER MEDIA AGENCY: Spark Foundry
PARTNERS: Ad Council Creators for Good, Google/YouTube, Indeed, Kargo, LinkedIn, The New York Times, Reddit, TikTok, Walmart



High School Equivalency

EARLY DETECTION AND PREVENTIVE HEALTH

ALZHEIMER'S AWARENESS

SPONSOR: Alzheimer's Association
VOLUNTEER AD AGENCY: VML
PARTNERS: Ad Council Creative Studio, Ad Council Creators for Good, LatiNation, Meta, The New York Times, OpenInfluence, SiriusXM Media and Studio Resonate

FLU VACCINATION

SPONSOR: American Medical Association (AMA)
VOLUNTEER AD AGENCY: Ad Council Creative Studio
PARTNER: Viget

LUNG CANCER SCREENING

SPONSOR: American Lung Association
VOLUNTEER AD AGENCY: Hill Holliday
PARTNER: Meta

PATHS TO RECOVERY

SPONSORS: Centers for Disease Control and Prevention (CDC), National Council for Mental Wellbeing, Shatterproof
VOLUNTEER AD AGENCY: Accenture Song
VOLUNTEER MEDIA AGENCY: OMD
PARTNERS: Google/YouTube, Viget

TYPE 2 DIABETES PREVENTION

SPONSOR: Centers for Disease Control and Prevention (CDC)
VOLUNTEER AD AGENCY: Avoq
PARTNERS: Ad Council Creative Studio, Google/YouTube, Meta, UrbanMD, Viget

YOUTH VAPING PREVENTION

SPONSOR: American Lung Association
VOLUNTEER AD AGENCY: Hill Holliday
PARTNERS: Reddit, Teads

FIREARM INJURY PREVENTION

EXTREME RISK LAWS EDUCATION

SPONSORS: Brady, Illinois Department of Public Health
VOLUNTEER AD AGENCY: McKinney
PARTNERS: Ad Council Creative Studio, Coffee Bluff Pictures

SECURE FIREARM STORAGE

SPONSORS: Brady, Illinois Department of Public Health
CREATIVE AGENCY: Pereira O'Dell
VOLUNTEER MEDIA AGENCY: Mindshare
PARTNERS: Ad Council Creative Studio, Gig Line Media, Google/YouTube, SiriusXM Media, TikTok, Viget

YOUTH FIREARM INJURY PREVENTION

SPONSOR: Ad Council
VOLUNTEER AD AGENCIES: Chemistry, GUT Miami, Ogilvy Health, Translation
VOLUNTEER MEDIA AGENCIES: CMI, Mindshare, Spark Foundry
VOLUNTEER PR AGENCY: Real Chemistry
PARTNERS: Ad Council Creators for Good, AMC Networks, Association of National Advertisers (ANA), Atlantic Re:think, Black Glass, Coffee Bluff Pictures, Comcast, Datonics, DirecTV, Electric Park Films, Google/YouTube, Happy Cog, iHeartMedia, The Indoor Billboard Advertising Association (IBAA), ITG, LG Ad Solutions, NBCUniversal, New York Times Advertising's T Brand Studio, OpenInfluence, Philo, Sawhorse Productions, Spectrum Reach, STILL FILMS, Viget, The Wall Street Journal | Barron's Group, Warner Bros. Discovery, The Washington Post Creative Group
FUNDERS: Coalition of brands, foundations, hospitals and health care organizations

CAMPAIGNS

MENTAL HEALTH

ADULT MENTAL HEALTH

SPONSORS: Arthur M. Blank Family Foundation, Huntsman Mental Health Foundation
VOLUNTEER AD AGENCIES: 72andSunny, Dentsu, Deutsch, FCB, Walton Isaacson
VOLUNTEER MEDIA AGENCIES: Assembly, IPG Mediabrands
VOLUNTEER PR AGENCY: HUNTER
PARTNERS: Ad Council Creators for Good, Amazon, Apple News, Buzzfeed, Canva, Comcast, Fox Corporation, Google/YouTube, Kargo, Meta, MLB, MLS, MMA Global, NASCAR, NBA, Netflix, NFL, NHL, Nielsen, Ninth Flow, NWSL, PGA Tour, Pinterest, PRCA, Reddit, The Skimm, Stagwell, Teads, TikTok, U.S. Soccer Federation, USTA, Viget, The Walt Disney Company, The Weather Company, Whalar, WNBA, WWE
FUNDERS: Ally, Bank of America, Delta Air Lines, JPMC

SUPPORTING ADOLESCENT MENTAL HEALTH

SPONSORS: Arthur M. Blank Family Foundation, Pivotal
VOLUNTEER AD AGENCIES: Casanova McCann, McCann NY
PARTNERS: Comcast, Google, Kargo, Ninth Flow, Peachjar, Pinterest, Reddit, TikTok, Viget, Whalar

SUICIDE PREVENTION (YOUNG ADULT MENTAL HEALTH)

SPONSORS: American Foundation for Suicide Prevention (AFSP), The National Alliance on Mental Illness (NAMI)
VOLUNTEER AD AGENCY: Droga5
PARTNERS: Ad Council Creators for Good, Bravely, Google/YouTube, Kargo, Meta, Sawhorse, Snap Inc., Square Enix, Twitch, Uber, The Walt Disney Company

TEEN MENTAL HEALTH

SPONSORS: Arthur M. Blank Family Foundation, Huntsman Mental Health Foundation
VOLUNTEER AD AGENCY: BBDO
VOLUNTEER MEDIA AGENCY: Initiative
PARTNER: Adolescent Content

VETERANS CRISIS PREVENTION

SPONSOR: U.S. Department of Veterans Affairs
VOLUNTEER AD AGENCY: GSD&M
PARTNERS: Comcast, Google/YouTube, Hearst Magazines, Reddit, Reingold, Rigaud Global Company, Values Partnerships

SAFETY

BUZZED DRIVING PREVENTION

SPONSORS: National Highway Traffic Safety Administration (NHTSA)
VOLUNTEER AD AGENCIES: Curiosity, MEL
PARTNER: Television Bureau of Advertising (TVB)

CHILD CAR SAFETY

SPONSOR: National Highway Traffic Safety Administration (NHTSA)
VOLUNTEER AD AGENCIES: Leo Burnett, Residence
PARTNERS: Ad Council Creators for Good, Later Influence, Meta, NASCAR, Outdoor Advertising Association of America (OAAA), Second Chance Productions

DISTRACTED DRIVING PREVENTION

SPONSOR: National Highway Traffic Safety Administration (NHTSA)
VOLUNTEER AD AGENCIES: For Goodness Sakes, Organic, Project Yellow Light, Riggs Partners
PARTNERS: Clear Channel Outdoor, Elephant Insurance, iHeartMedia, PIX11, Snap Inc.

DRUG-IMPAIRED DRIVING PREVENTION

SPONSOR: National Highway Traffic Safety Administration (NHTSA)
VOLUNTEER AD AGENCY: Standard Practice
PARTNERS: The Indoor Billboard Advertising Association (IBAA), SiriusXM Media

HEATSTROKE PREVENTION

SPONSOR: National Highway Traffic Safety Administration (NHTSA)
VOLUNTEER AD AGENCIES: 305 Worldwide, Chemistry
PARTNERS: Ad Council Creators for Good, The Indoor Billboard Advertising Association (IBAA), Influential, ITK Collective, Meta

WILDFIRE PREVENTION

SPONSORS: National Association of State Foresters, USDA Forest Service
VOLUNTEER AD AGENCY: FCB New York
PARTNERS: Amazon, Google, Ignite, Reddit, Teads, Viget, The Weather Company



Veterans Crisis Prevention



Child Car Safety



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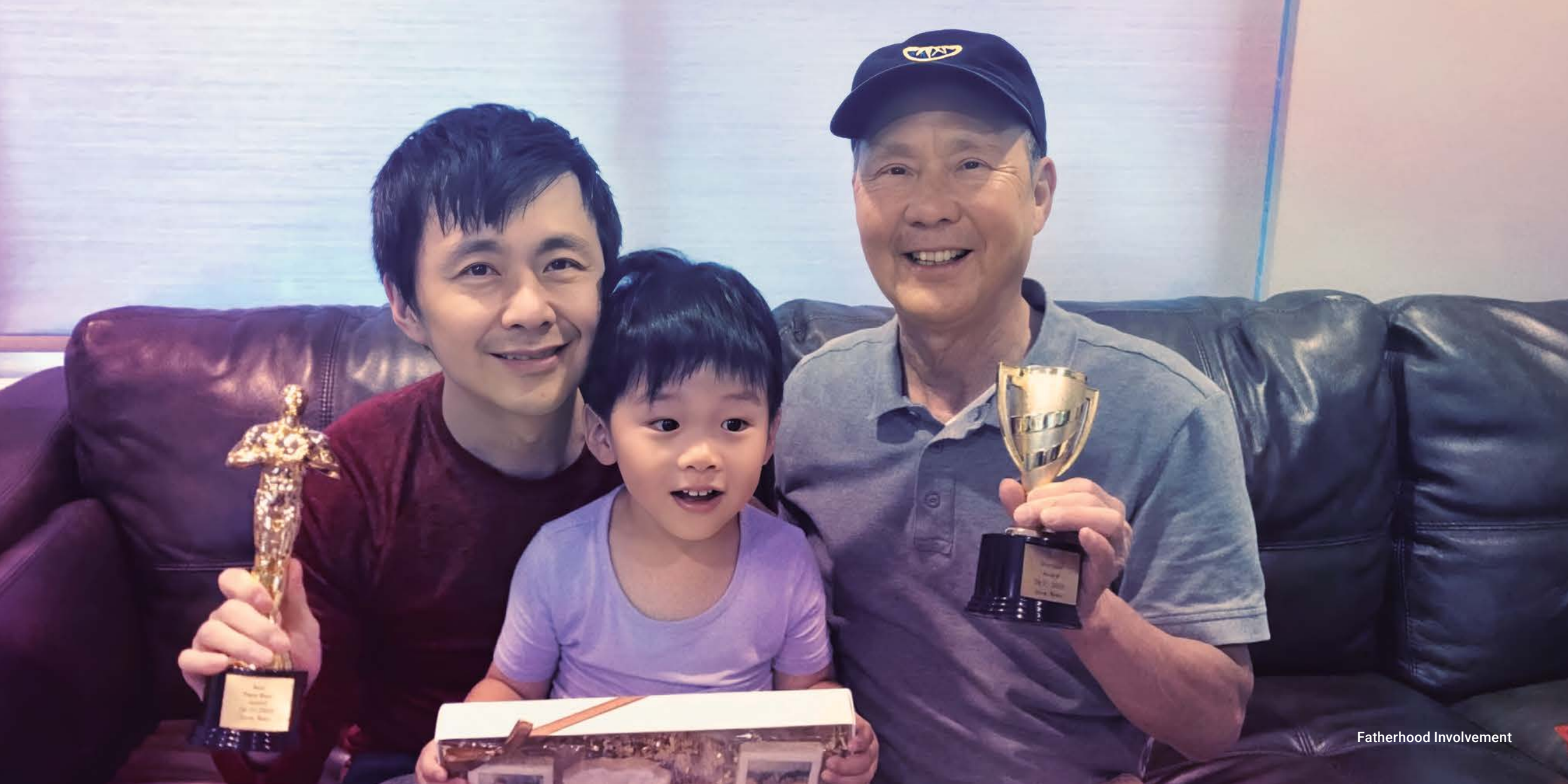
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SPECIAL THANKS

TO OUR VOLUNTEER AGENCIES FOR
THEIR IMPACTFUL, MOTIVATING WORK,
AND TO OUR MEDIA PARTNERS FOR
THEIR SUPPORT.

MEET OUR CHAMPIONS

TONIGHT, YOU’LL HEAR FROM PEOPLE WITH POWERFUL PERSONAL STORIES WHO AREN’T JUST IMPACTED BY THE ISSUES WE ADDRESS — THEY ARE ALSO WORKING TO CREATE CHANGE. READ MORE ABOUT THEM HERE.



CHAUNTÉ LOWE

Four-Time Olympian | American Record Holder | Breast Cancer Thriver | Resilience Strategist | Mental Health Advocate

Chaunté Lowe is the embodiment of boundless resilience, a four-time Olympian, world champion, and American record-holding high jumper whose story transcends the podium. When diagnosed with aggressive breast cancer in 2019, she didn’t step back — she rose to new heights, returning to the championship arena while undergoing treatment to raise awareness for early detection and breast health.

Today, Chaunté channels that same unbreakable mindset into her work with Fortune 500 companies, healthcare innovators, and national campaigns that move culture forward. As a champion for the Ad Council’s Love Your Mind initiative, she helps normalize conversations about mental health, redefining strength not as perfection but as persistence.

Through her inspirational storytelling, this TEDx speaker empowers leaders and teams to rise above challenge, lead with courage, and create lasting impact through authenticity, excellence, and empathy.



THE DURARD FAMILY

Jase, Carrie, and Taylor DuRard are the Co-Founders of Jonathan’s Path, where Carrie serves as Executive Director and Jase as Chairman of the Board. Together, they have devoted their lives to walking alongside teens in and aging out of foster care, drawing on over six years of experience as foster parents — specifically focused on teens in care and Taylor’s lived experience as a former foster youth. Their deep empathy and lived experience fuel the organization’s mission to stand in the gap of care for youth often overlooked by the system, ensuring they have the people, resources, and opportunities needed to thrive and build a better path forward.

The DuRards have received national recognition for their commitment to youth permanency, including the Adoption Excellence Award from the U.S. Department of Health and Human Services, and were featured in the national PSA campaign “The Rewards” by AdoptUSKids and the Ad Council. Under their leadership, Jonathan’s Path was honored with the Governor’s Award for Excellence in the state of Tennessee. Their work reflects an unwavering belief that every young person deserves a path forward — and a place to call home.



FREEDOM JONES

Freedom Jones is Senior Community Violence Intervention Advisor at LifeBridge Health’s Center for Hope and Founder and CEO of Street Pause, Inc. With 30 years of experience advancing community safety and healing, she applies a public health approach to violence prevention programs across Baltimore.

Through Street Pause, Inc., Freedom created Baltimore’s first full-service digital violence response model to address online conflicts and real-time incidents in the community. She also launched EmergenShe, a rapid response system supporting women leaders and frontline practitioners in community violence intervention.

Freedom has received numerous awards for her leadership, including the Maryland Daily Record Health Care Heroes Award and the Martin Luther King Jr. Peace Award.

Freedom is also an accomplished metal sculptor who creates welded works from steel, glass, and wood that explore memory, liberation, and inner transformation. Her art has been featured in exhibitions across the mid-Atlantic and serves as a spiritual extension of her healing work.



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