

F9600000272

COPELVEITZ, BRYANT & SCHMID, P.C.
1980 ONE KANSAS CITY PLACE • 1200 MAIN STREET
KANSAS CITY, MISSOURI 64103-2100
(816) 471-1977 • FAX (816) 471-0912

CANTER & DISKIN
HAYALLEE CENTER, SUITE 300 • 1155 21ST STREET NW
WASHINGTON, D.C. 20036-3300
(202) 861-0740 • FAX (202) 331-9841

Please reply to the Missouri office

December 27, 1995

Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

800001676788
-01/03/96--01061--007
*****70.00 *****70.00

Re: The Advertising Council, Inc.

Dear Madam/Sir:

Enclosed please find the Application by Foreign Not For Profit Corporation for Authorization to Conduct its Affairs in Florida for the above-referenced organization. The filing fee of \$70.00 has been provided, as well as a Certificate of Good Standing.

Should you have any questions or comments concerning this matter, feel free to contact me.

Very truly yours,



Kara L. Cain
Legal Assistant
For the Firm

W95-173

:klc
Enclosures

cc: Ad Council

96/1/17
96 JAN 17 AM 9:48
FILED
SECRETARY OF STATE
DIVISION OF CORPORATIONS



FLORIDA DEPARTMENT OF STATE

Sandra B. Mortham
Secretary of State

January 3, 1996

KARA L. CAIN
COPILEVITZ & CANTER
1200 MAIN ST., 1500 ONE KANSAS CITY PL.
KANSAS CITY, MO 64105-2100

SUBJECT: THE ADVERTISING COUNCIL, INC.
Ref. Number: W9600000173

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We have received your document for THE ADVERTISING COUNCIL, INC. and your check(s) totaling \$70.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

The date first transacted business in Florida within the meaning of s. 607.1501 or 608.501, F.S., must be set forth in section 6 of the application. If the corporation/limited liability company has not yet transacted business in Florida within this meaning, please insert the words "upon qualification" in lieu of a date. (Note: Pursuant to s. 607.1502(4), F.S., this office collects a civil penalty of \$1000 for each year other than the application filing year, that a foreign corporation or limited liability company transacts business in this state without authority along with the past annual report fees due this office.)

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (904) 487-6095.

Jennifer Sindt
Document Examiner

Letter Number: 996A00000304

COPILEVITZ & CANTER

ATTORNEYS

A PARTNERSHIP OF PROFESSIONAL CORPORATIONS

COPILEVITZ, BRYANT & SCHMID, P.C.
150 ONE KANSAS CITY PLACE • 1200 MAIN STREET
KANSAS CITY, MISSOURI 64105-2100
(816) 471-3977 • FAX (816) 471-0912

CANTER & DISKIN
312 AVENUE CENTER, SUITE 330 • 1155 21ST STREET N.W.
WASHINGTON, D.C. 20036-3300
(202) 661-0740 • FAX (202) 331-9811

Please reply to the Missouri office

January 10, 1996

Ms. Jennifer Sindt
Florida Dpt. of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: The Advertising Council, Inc.
Ref. No. W96000000173

Dear Ms. Sindt:

Pursuant to your letter dated January 3, 1996, enclosed please find the revised Application by Foreign Not For Profit Corporation for Authorization to Conduct its Affairs in Florida for the above-referenced organization. The filing fee of \$70.00 and Certificate of Good Standing were previously submitted on December 27, 1995.

Should you have any questions or comments concerning this matter, feel free to contact me.

Very truly yours,



Kara L. Cain
Legal Assistant
For the Firm

:klc
Enclosures

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9. Officers:

President: SEE ATTACHED LIST OF OFFICERS/DIRECTORS

Address: _____

Vice President: _____

Address: _____

Secretary: _____

Address: _____

Treasurer: _____

Address: _____

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(If needed, you may attach an addendum to the application listing additional officers and/or directors.)

10. Name and Street address of Florida registered agent:

Name: C.T. Corporation System

Office Address: 1200 South Pine Island Road

Plantation, Florida 33324

Zip Code

11. Registered agent's acceptance:

Having been named as registered agent and to accept service of process for the above stated corporation at the place designated in this application, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered agent's signature: John J. Linnihan, Asst. V.P.

12. Attached is a certificate of existence duly authenticated, not more than 90 days prior to delivery of this application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the law of which it is incorporated.

13. Ruth Wooden

(Signature of Chairman, Vice Chairman, or any officer listed in number 9 of the application)

14. Ruth Wooden, President

(Typed or printed name and capacity of person signing application)

Electronic Forms Charity
Copilevitz & Canter
Form Attachments.

TEXT FOR PURPOSE

To identify and select a number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society. In May 1995, the Board of Directors announced that all new campaigns would benefit the health and well-being of America's youth (ages 0-21). The following statement of commitment was issued in support of our mission: The Ad Council is committed to making a longer-lasting impact on society by helping all children have a better chance of achieving their full potential.

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Electronic Forms Charity
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Form Attachments.

LIST OF OFFICERS/DIRECTORS

**Slate of Officers and Directors
The Advertising Council
Board of Directors, 1995-96**

Chairman	Philip Guarascio
Honorary Chairman	Reginald K. Brack, Jr.
Vice Chairman, Advertising	Alexander S. Kroll
Vice Chairman, Media	Robert A. Iger
Vice Chairman, Advertiser	Robert L. Wehling
President	Ruth Wooden
Secretary	O. Burtch Drake
Treasurer	John J. Sarsen, Jr.

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**The Advertising Council
Board of Directors 1995-96**

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Allen, Ariel A. Phone: 212-310-2362 Fax: 310-2102	Vice President Colgate-Palmolive Company 300 Park Avenue New York, NY 10022
Allgood, Douglass L. Phone: 212-459-5000 Fax: 459-6402	Sr. Vice President BBDO/New York 1285 Ave. of the Americas New York, NY 10019-6095
Alstrup, Andrea Phone: 908-524-2315 Fax: 908-246-7407	Vice President Johnson & Johnson 410 George Street New Brunswick, NJ 08901
Assumma, Frank Phone: 212-297-8039 Fax: 297-7666	President & CEO Bates USA 405 Lexington Avenue New York, NY 10174
Bench, Mark Phone: 212-752-3322 Fax: 223-6496	Vice President WMXV-FM 485 Madison Avenue New York, NY 10022-5803
Berry, Dennis Phone: 404-526-5151 Fax: 404-526-5199	Publisher Atlanta Journal-Constitution P. O. Box 4689 Atlanta, GA 30302
Black, Cathleen Phone: 703-648-1007 Fax: 703-620-0046	President Newspaper Assoc. of America 11600 Sunrise Valley Drive Reston, VA 22091
Bowen, Jack Phone: 212-468-3081 Fax: 468-3081	Chairman Emeritus D'Arcy, Masius, Benton & Bowles, Inc. 44 Grace Church Street Rye, NY 10580
Brack, Jr., Reginald K. Phone: 212-522-2268 Fax: 522-0555	Chairman Time Inc. Time & Life Building New York, NY 10020

**The Advertising Council
Board of Directors 1995-96**

Braun, David Phone: 914-335-1359 Fax: 914 335-1337	Vice President Kraft General Foods, Inc. 800 Westchester Avenue Rye Brook, NY 10573
Braun, Neil Phone: 212-644-4444 Fax: 664-4600	President NBC Television Network 50 Rockefeller Plaza New York, NY 10112
Bryden, Jeffrey H. Phone: 216-241-2141 Fax: 216-241-3929	Vice Chairman Meldrum & Fewsmith Communications, Inc. 1350 Euclid Avenue Cleveland, OH 44115
Burrell, Thomas Phone: 312-443-8553 Fax: 312-4438532	Chairman & CEO Burrell Communications Group, Inc. 20 North Michigan Avenue Chicago, IL 60602
Butensky, Ave Phone: 212-486-1111 Fax: 935-5631	President Television Bureau of Advertising, Inc. 850 Third Avenue New York, NY 10022-6222
Caballero, Eduardo Phone: 212-697-4120 Fax: 697-9151	President Caballero Spanish Media, Inc. 261 Madison Avenue New York, NY 10016
Chisholm, Samuel Phone: 212-697-4515 Fax: 661-7729	President The Mingo Group 229 East 45th Street New York, NY 10017
Coleman, Gregory G. Phone: 212-907-6930 Fax: 907-6698	Publisher The Reader's Digest Association, Inc. 261 Madison Avenue New York, NY 10016

**The Advertising Council
Board of Directors 1995-96**

Costello, John Phone: 708-286-1933 Fax: 708-286-5039	Sr. Executive Vice President Sears Merchandising Group 3333 Beverly Road Hoffman Estates, IL 60179
Damonti, John Phone: 212-546-4566 Fax: 546-9574	Vice President Bristol-Myers Squibb Foundation, Inc. 345 Park Avenue New York, NY 10154-0037
Davidson, Donald Phone: 212-715-5596 Fax: 935-6396	President & CEO Gannett Outdoor Group 535 Madison Ave, 31st Fl New York, NY 10022
Drake, O. Burch Phone: 212-682-2500 Fax: 682-8391	President American Assoc. of Advertising Agencies, Inc. 666 Third Avenue New York, NY 10017-4056
Durrett, Joe Phone: 203-285-6112 Fax: 203-285-6412	President ADVO, Inc. P. O. Box 755 Windsor, CT 06095-0755
Feniger, Jerome Phone: 212-687-2484 Fax: 972-4372	Managing Director Station Representatives Associates, Inc 230 Park Avenue New York, NY 10169
Fletcher, Nancy Phone: 202-833-5566 Fax: 202-833-1522	President Outdoor Advertising Assoc. of America 1850 M Street, NW Washington, DC 20036
Florio, Steven T. Phone: 212-880-7200 Fax: 880-8155	President Conde Nast Publications 350 Madison Avenue New York, NY 10017

**The Advertising Council
Board of Directors 1995-96**

Freston, Thomas Phone: 212-258-8310 Fax: 258-7782	Chairman & CEO MTV Networks 1515 Broadway New York, NY 10036
Fries, Gary R. Phone: 212-254-4800 Fax: 254-8713	President Radio Advertising Bureau 304 Park Avenue South New York, NY 10010
Fritts, Edward O. Phone: 202-429-5444 Fax: 202-429-5410	President National Association of Broadcasters 2001 Pennsylvania Ave, NW - 11th Fl Washington, DC 20006
Galef, Victor R. Phone: 610-254-1118 Fax: 610-254-1557	Sr. Vice President SEI Corporation 680 East Swedesford Road Wayne, PA 19087-1658
Garrity, James Phone: 713-374-5771 Fax: 713-374-8279	VP, North America Comm Compaq P.O. Box 692000 Houston, TX 77269-2000
Garvey, Richard A. Phone: 203-749-2291 Fax: 203-763-6844	Vice President LEGO Systems, Inc. 555 Taylor Road Enfield, CT 06083-1600
Gitlitz, Jonah Phone: 212-768-7277 Fax: 7687353	President Direct Marketing Association, Inc. 11 West 42 Street New York, NY 10036-8096
Guarascio, Philip Phone: 313-556-3077 Fax: 13139747078	Vice President General Motors Corporation 3044 General Motors Blvd. Detroit, MI 48202

**The Advertising Council
Board of Directors 1995-96**

Halbreich, Jeremy L.
Phone: 214-977-8291
Fax: 12149778285

President
The Dallas Morning News
P. O. Box 655237
Dallas, TX 75265

Hawkey, Penny
Phone: 212-370-1313 x201
Fax: 9841695

President
Publicis/Bloom
304 East 45th Street
New York, NY 10017

Henry, Jr., H.C.
Phone: 404-249-4080
Fax: 14042495908

Exec. Vice President
BellSouth Corporation
1155 Peachtree Street, N.E.
Atlanta, GA 30309-3610

Herbold, Robert J.
Phone: 206-882-8080
Fax: 12069367329

Exec. Vice President
Microsoft Corporation
One Microsoft Way
Redmond, WA 90852-6399

Heyer, Steven
Phone: 212-852-6934
Fax: 8526638

President
Turner Broadcasting Sales, Inc.
420 Fifth Avenue
New York, NY 10018

Hughes, II, Gordon T.
Phone: 212-661-6360
Fax: 3700736

President
American Business Press
675 Third Avenue
New York, NY 10017-5704

Iger, Robert A.
Phone: 212-456-6400
Fax: 4564866

President & CEO
Capital Cities/ABC, Inc.
77 West 66th Street, 5th Floor
New York, NY 10023

Ivester, Douglas
Phone: 404-676-5659
Fax: 14046763434

President
The Coca-Cola Company
P. O. Drawer 1734
Atlanta, GA 30301

**The Advertising Council
Board of Directors 1995-96**

Jepsen, Sarah
Phone: 212-841-4650
Fax: 8414725

Executive Director
AT&T Foundation
1301 Avenue of the Americas
New York, NY 10019

Johnson, Merrill A.
Phone: 612-736-2554
Fax: 6127379739

Vice President & General Manager
3M Media
220-4E-01
St. Paul, MN 55144-1000

Johnson, Robert L.
Phone: 202-337-5260
Fax: 202-338-3982

President
Black Entertainment Television
1232 31st Street
Washington, DC 20007

Jones, Caroline R.
Phone: 212754-9191
Fax: 7549105

President
Caroline Jones Advertising, Inc.
415 Madison Avenue
New York, NY 10017

Kerr, William T.
Phone: 515-284-2591
Fax: 15152843548

President
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309-3023

Kroll, Alexander S.
Phone: 212-210-3080
Fax: 2103043

Chairman Emeritus
Young & Rubicam Inc.
285 Madison Avenue
New York, NY 10017

Kummerfeld, Donald D.
Phone: 212-872-3710
Fax: 8884217

President
Magazine Publishers of America, Inc.
919 Third Avenue
New York, NY 10022

Langer, Andrew J.
Phone: 212-403-7000
Fax: 4037030

Vice Chairman
Lowe Group
1114 Avenue of the Americas
New York, NY 10036

**The Advertising Council
Board of Directors 1995-96**

Lesourd, Maureen
Phone: 212-456-6493
Fax: 4567450

Sr. Vice President
ABC Television Network
77 West 66th Street
New York, NY 10023-6298

Liebler, Arthur
Phone: 313-956-3494
Fax: 313-252-9064

Vice President
Chrysler Corporation
12000 Chrysler Drive
Highland Park, MI 48288-0001

Lotas, Judy
Phone: 212-333-5676
Fax: 333-5018

Partner
Lotus Minard McIver Inc.
152 W. 57th Street
New York, NY 10019

Marram, Ellen
Phone: 212-572-1234
Fax: 5721275

President
Seagram Beverage Group
375 Park Avenue
New York, NY 10152-0192

Mason, Bruce
Phone: 312-751-7000
Fax: 13127513501

Chairman
True North Communications, Inc.
101 East Erie Way, 20th Fl
Chicago, IL 60611-2897

McCormick, Douglas W.
Phone: 212-424-7100
Fax: 957-4110

President & CEO
Lifetime TV Network
309 W. 49th Street
New York, NY 10019

McKinney, Thomas
Phone: 212-382-6100
Fax: 382-6128

President
Rainbow Advertising Sales Corp.
530 Fifth Avenue, 6th Floor
New York, NY 10036

McNamee, Louise
Phone: 212-886-4100
Fax: 886-4405

President
Messner Vetere Berger McNamee
350 Hudson Street
New York, NY 10014

**The Advertising Council
Board of Directors 1995-96**

McNeely, Stephen A.
Phone: 312-573-1000
Fax: 312-573-1099

CEO & President
Patrick Media Group, Inc.
737 N. Michigan Avenue
Chicago, IL 60611

Naples, Michael J.
Phone: 212-751-5656
Fax: 319-5265

President
The Advertising Research Foundation
641 Lexington Avenue
New York, NY 10022

Nieman, John F.
Phone: 212-468-3034
Fax: 468-3546

Vice Chairman
DMB&B, Inc.
1675 Broadway
New York, NY 10019-5865

Oates, James G.
Phone: 312-220-3013
Fax: 312-220-6523

Group President
Leo Burnett USA
35 West Wacker Drive
Chicago, IL 60601

Ostrow, Joseph W.
Phone: 212-751-7770 x312
Fax: 832-3268

President
Cabletelevision Advertising Bureau, Inc
757 Third Avenue
New York, NY 10017

Pompadur, Martin
Phone: 212-980-7110
Fax: 980-8374

CEO
R. P. Companies, Inc.
350 Park Avenue
New York, NY 10022

Primis, Lance R.
Phone: 212-556-3750
Fax: 556-5832

President
The New York Times Company
229 West 43rd Street
New York, NY 10036

Reilly, Edward T.
Phone: 212-512-6457
Fax: 512-2282

President
McGraw-Hill Broadcasting Group
1221 Avenue of the Americas
New York, NY 10020-1095

**The Advertising Council
Board of Directors 1995-96**

Roarty, Michael J. Phone: 314-965-0060 Fax: 314-965-2419	Consultant Anheuser-Busch, Inc. 1655 Des Peres Rd., Ste 305 St. Louis, MO 63131
Rose, John Phone: 212-446-8574 Fax: 4467115	Principal McKinsey & Company 55 East 52 Street New York, NY 10022
Rosen, Marcella Phone: 212-456-1783 Fax: 456-1780	911 Park Avenue New York, NY 10021
Rosenshine, Allen G. Phone: 212-459-6301 Fax: 459-6385	Chairman & CEO BBDO Worldwide 1285 Avenue of the Americas New York, NY 10019
Sarsen, Jr., John J. Phone: 212-697-5950 Fax: 8676689	President Association of National Advertisers 155 East 44th Street New York, NY 10017
Skipper, John Phone: 212-633-4444 Fax: 8075833	VP, Disney Publishing The Walt Disney Co. 114 Fifth Avenue New York, NY 10011
Smith, Clarence O. Phone: 212-642-0600 Fax: 9215173	President Essence Communications 1500 Broadway New York, NY 10036
Snyder, Wallace Phone: 202-371-2301 Fax: 12028980159	President American Advertising Federation 1101 Vermont Avenue, NW Washington, DC 20005

**The Advertising Council
Board of Directors 1995-96**

Soderstrom, Jan L.
Phone: 415-432-3125
Fax: 415-432-4629

Sr. Vice President
Visa USA, Inc.
P. O. Box 8999
San Francisco, CA 94128

Sweeney, Jack
Phone: 713-220-7333
Fax: 17132207918

Vice President & General Mgr
The Houston Chronicle
P.O. Box 4260
Houston, TX 77210

Thompson, James
Phone: 201-635-7610
Fax: 12016357628

President
Liberty Radio Group
407 Main Street
Chatham, NJ 07928

Tilis, Jerome
Phone: 305-376-3850
Fax: 13058798395

Vice President
Knight-Ridder, Inc.
One Herald Plaza
Miami, FL 33132

Vittorini, Carlo
Phone: 212-450-7111
Fax: 450-7285

Chairman
PARADE Publications, Inc.
750 Third Avenue
New York, NY 10017

Warner, James A.
Phone: 212-975-4321
Fax: 975-3388

President
CBS Television Network
51 W. 52nd Street
New York, NY 10019

Wax, Edward L.
Phone: 212-463-3929
Fax: 463-3216

Chairman & CEO
Saatchi & Saatchi Advertising
375 Hudson Street
New York, NY 10014-3620

Waxenberg, Alan M.
Phone: 212-649-2003
Fax: 582-6016

Sr. Vice President
Good Housekeeping
959 Eighth Avenue
New York, NY 10019

**The Advertising Council
Board of Directors 1995-96**

Wehling, Robert L.
Phone: 513-983-8800
Fax: 513-983-8250

Sr. Vice President
The Procter & Gamble Co.
One Procter & Gamble Plz.
Cincinnati, OH 45202-3315

Wooden, Ruth
Phone: 212-922-1500
Fax: 922-1676

President
The Ad Council, Inc.
261 Madison Avenue
New York, NY 10016

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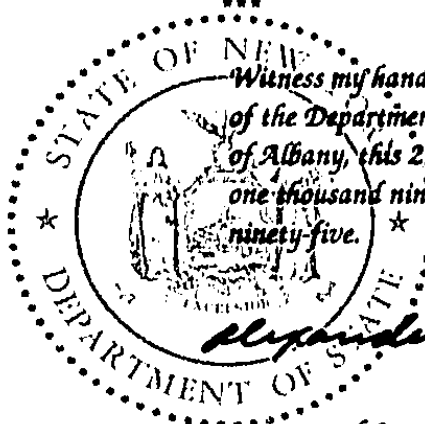
State of New York | **ss:**
Department of State

I hereby certify, that the certificate of incorporation of THE ADVERTISING COUNCIL, INC. was filed on 02/26/1942, under the name of THE ADVERTISING COUNCIL, INC., as a Not-for-Profit corporation and that I have made a diligent examination of the index of corporation papers filed in this Department for a certificate, order, or record of a dissolution, and upon such examination, I find no such certificate, order or record, and that so far as indicated by the records of this Department, such corporation is a subsisting corporation.

A Certificate of Amendment THE ADVERTISING COUNCIL, INC., changing name to WAR ADVERTISING COUNCIL, INC., was filed 06/25/1943.

A Certificate of Amendment WAR ADVERTISING COUNCIL, INC., changing name to THE ADVERTISING COUNCIL, INC., was filed 02/05/1946.

Witness my hand and the official seal
of the Department of State at the City
of Albany, this 27th day of November
one thousand nine hundred and
ninety-five.
Alexander F. Treadwell
Secretary of State



199511280206

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