

BRIEF REMARKS

Mon, May 11

MAR-10-92 TUE 19:48 ADVERTISINGCOUNCIL

P. 02

at Reception

The Advertising Council inc

→ Eva Kasten
Senior Vice President
Director, Washington Office

March 10, 1992

The Honorable Robert Dole
Minority Leader
U.S. Senate
Washington, D.C. 20510

Dear Senator Dole:

I am writing to ask you to briefly greet directors and donors to the Advertising Council on Monday, May 11, 1992 at an evening reception in the Senate Caucus Room.

As you may know, the Advertising Council is a non-profit organization dedicated since 1942 to affecting social concerns through public service advertising. Last year over \$1 billion of media was donated to our public service advertising, of which \$400 million went to advertising sponsored by Federal agencies. Our campaigns include "A Mind is a Terrible Thing to Waste" for the United Negro College Fund, "The Toughest Job You'll Ever Love" for the Peace Corps, and less recently "Loose Lips Sink Ships" for the War Department. It is a tribute to this country that its fifth largest advertiser is advertising for the public good and not for commercial gain.

On May 11, our most senior level directors and donors will be in town for its 50th anniversary conference. We estimate 150 will be attending, including Herbert Baum, President, Campbell Soup Company, Robert Wright, President and Chief Executive Officer of NBC and Kay Koplovitz, President and Chief Executive Officer, USA Network. It is an impressive list of corporate and media executives, leaders in their communities and places of work.

Our Washington Conference is our single most important event in Washington. It is a time when we try to demonstrate the appreciation of public officials for the voluntary work the Advertising Council has done and reinforce the conferees' commitment to continued support of their public service. Were it not for the time, money and resources of these individuals and their companies, the Ad Council could not function.

Yvonne
Eva called me
this - will you
let me know what
has been decided?
Thu. ju

7:00-7:45
reception

Senate Caucus Rm



MAR-10-92 TUE 19:52 ADVERTISINGCOUNCIL

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The Advertising Council inc

The Honorable Robert Dole
March 10, 1992.
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I sincerely hope you can join us. It would mean a great deal to all in attendance and help position the Ad Council for another 50 years of service.

Cordially,



Eva N. Kasten
Senior Vice President

Mon, May '11
1:45 pm

The Advertising Council inc

Columbus Club
Union StationTHE ADVERTISING COUNCIL
50TH ANNIVERSARY WASHINGTON CONFERENCE
MONDAY, MAY 11, 1992PROGRAM

- 8:30 a.m. - Registration
10:00 a.m. *Willard Inter-Continental Hotel*
1401 Pennsylvania Avenue, N.W.
- 10:00 a.m. Bus Leaves "F" Street Entrance of Willard Inter-Continental Hotel for
Museum of American History, 14th & Constitution Avenue, N.W.
- 10:10 a.m. Arrive Museum of American History
50th Anniversary Exhibit Launch
Smithsonian Magazine Host
Welcome
RON WALKER
Editor, Smithsonian Magazine
Theater Presentation
Remarks
SPENCER CREW
Deputy Director, Museum of American History
Print Exhibit Presentation
- 11:00 a.m. Board bus for U.S. Department of State, 2201 C Street, N.W.
- 11:20 a.m. State Department Reception
- 11:40 a.m. *Welcome and Introduction*
KAY KOPLOVITZ
Chairman, The Advertising Council, Inc.
President and Chief Executive Officer, USA Network
- 11:45 a.m. *Speaker*
LAWRENCE S. EAGLEBURGER
Deputy Secretary, Department of State

The Advertising Council inc

12:10 p.m. Lunch

Welcome

JODY POWELL
Chairman, The Advertising Council Washington Committee
Chairman and CEO, Powell-Tate

1:35 p.m. Depart Department of State

1:45 p.m. Arrive Columbus Club at Union Station - *Sen Dole*

Speakers Forum

Emcee

JODY POWELL
Chairman, The Advertising Council Washington Committee
Chairman and CEO, Powell-Tate

Introducer

HERB BAUM
President, Campbell U.S.A.
Campbell Soup Company

Speaker

CLAYTON YEUTTER
Counselor to the President for Domestic Policy

Introducer

BOB WEHLING
Vice President, Public Affairs
The Procter & Gamble Company

Speaker

LOUIS SULLIVAN
Secretary, Department of Health and Human Services

Introducer

CAROLINE JONES
President, Caroline Jones Advertising, Inc.

Speaker

ADMIRAL JAMES D. WATKINS
Secretary, Department of Energy

3:15 p.m. Board buses for The White House

The Advertising Council inc

- 3:25 p.m. Arrive White House
- 3:30 p.m. White House Reception
- BARBARA BUSH**
First Lady
- 4:45 p.m. Board buses for Willard Inter-Continental Hotel
- 6:30 p.m. Depart Willard Inter-Continental Hotel to Senate Caucus Room
- 6:45 p.m. Arrive Senate Caucus Room (325 Russell Senate Office Building)
- 7:30 p.m. Dinner
- Council Presentation*
RUTH WOODEN
President, The Advertising Council Inc.
- 8:45 p.m. Presentation of the Excellence in Government Communicator Awards
- Presenter*
CATHLEEN BLACK
Co-Chairman, The Advertising Council
Washington Committee
President and CEO, American Newspaper
Publishers Association
- Recipient*
JOHN ROCKEFELLER, IV
Senator, West Virginia
- Presenter*
JOHN ELLIOTT, JR.
Member, The Advertising Council Advisory
Committee on Public Policy
Chairman Emeritus, Ogilvy & Mather
- Recipient*
RICHARD CHENEY
Secretary, Department of Defense
- 9:25 p.m. U.S. Navy Sea Chanters Perform
- 10:00 p.m. Buses leave for Willard Inter-Continental Hotel
- 10:15 p.m. Nightcap Suite