

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

SECRETARY OF THE
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LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration 1. Effective Date of Registration 10/26/05
2. House Identification Number 30842- Senate Identification Number 18262-

REGISTRANT

3. Registrant name: Hill & Knowlton, Inc.

Address 600 New Hampshire Avenue, NW, Suite 601
City Washington State DC Zip 2003

4. Principal place of business (if different from line 3)

City: New York State/Zip (or Country) NY 10017

5. Telephone number and contact name

(202) 944-5125 Contact Kelli Parsons E-mail kparsons@hillandknowlton.com

6. General description of registrant's business or activities

Public Relations/Public Affairs

CLIENT *A Lobbying firm is required to file a separate registration for each client. Organization employing in-house lobbyists should box labeled "Self" and proceed to line 10.* Self

7. Client name Nielsen Media Research, Inc.

Address 770 Broadway 14th Floor
City New York State NY Zip 1000

8. Principal place of business (if different from line 7)
City _____ State/Zip (or Country) _____

9. General description of client's business or activities

TV Ratings

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If listed in this section has served as a "covered executive branch official" or "covered legislative branch official" two years of first acting as a lobbyist for the client, state the executive and/or legislative position(s) in which t served.

Name	Covered Official Position (if applicable)
<u>Peter Jeffries</u>	

1000422325

Registrant Name Hill and Knowlton, Inc Client Name Nielsen Media Research, Inc.

LOBBYING ISSUES

11. General lobbying issues areas. Select all applicable codes listed in instructions and on the reverse side of Form

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12. Specific lobbying issues (current and anticipated)
TV ratings legislation in Congress. Provisions related to HR 3298 and S 1372.

AFFILIATE ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant during the semiannual period and in whole or in major part plans, supervises or controls the registrant's lobbying activities

No Go to line 14. Yes Complete the rest of this section for each entity matching the above, then proceed to line 14.

Name	Address	Principal Place of Business (city and state or country)

FOREIGN ENTITIES

14. Is there any foreign entity that:
a) holds at least 20% equitable ownership in the client or any organization identified on line 13; **or**
b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes the lobbying activities of the client or any organization identified on line 13; **or**
c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

No Sign and date the registration. Yes Complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client

Signature Kelli Parsons Date 11-16-05

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