

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 SENATE

00 AUG 14 PM 2:00

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required To Complete This Page

1. Registrant Name Association of National Advertisers			
2. Address <input checked="" type="checkbox"/> Check if different than previously reported 1120 20th Street, NW Suite 520-S			
3. Principal Place of Business (if different from line 2) City: Washington State/Zip (or Country) DC 20036			
4. Contact Name Daniel L. Jaffe	Telephone (202) 296-2359	E-mail (optional) djaffe@ana.net	5. Senate ID # 4653-12
7. Client Name <input type="checkbox"/> Self			6. House ID # 30505000

TYPE OF REPORT 8. Year 2000 Midyear (January 1-June 30) OR Year End (July 1-December 31)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇒ Termination Date _____ 11. No Lobbying Activity

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13	
<p>12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇒ \$ _____ <small>Income (nearest \$20,000)</small></p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p>13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇒ \$ <u>400,000.00</u> <small>Expenses (nearest \$20,000)</small></p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code</p> <p><input checked="" type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature

Printed Name and Title Daniel L. Jaffe, Executive VP, Government Relations

LD-2 (REV. 6/98)

PAGE 1 of 13

Association of
 Registrant Name: National Advertising Client Name: _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: CFI (one per page)

16. Specific lobbying issues: Online marketing and privacy practices; electronic commerce issues
- S. 809 - "Online Privacy Protection Act"
 - S. 854 - "Electronic Rights for the 21st Century Act"
 - H.R. 369 - "Children's Privacy Protection and Parental Empowerment Act"
 - H.R. 1685 - "Internet Growth and Development Act"
 - FTC Rulemaking to implement "Children's Online Privacy Protection Act of 1998" (COPPA)
 - European Union Data Protection Directive
 - FTC proposal to issue Policy Statement on application of its rules and guides to new electronic media

17. (Name(s) of Congress and Federal agencies contacted) Check if None

- Senate and House
- Federal Trade Commission
- Department of Commerce

18. Name of each individual who acted as a lobbyist in this issue area.

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe		<input type="checkbox"/>
Executive VP, Government Relations		
Keith A. Scarborough		<input type="checkbox"/>
VP, State Government Relations		
James S. Hallis		<input type="checkbox"/>
Manager, Government Relations		
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Name of each foreign entity in the specific issue listed on line 16 above: Check if None

 Name: Daniel L. Jaffe, Executive VP Government Relations

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code CPI (one per page)

16. Specific lobbying issues S. 2606, "The Consumer Privacy Protection Act"
Workshop on online profiling sponsored by FTC and Department of Commerce
FTC Advisory Committee on Online Access and Security
Comments to FTC in support of "safe harbor" application of Children's
Advertising Review under COPPA
H.R. 4049, "The Privacy Commission Act"
S. 2063, "The Secure Online Communication Enforcement Act of 2000"
H.R. 3321, "The Electronic Privacy Bill of Rights Act of 1999"
S. 2448, "The Internet Integrity and Critical Infrastructure Protection
Act of 2000"

17. House(s) of Congress and Federal agencies contacted Check if None
 Senate and House

Federal Trade Commission

Department of Commerce

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
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		<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertisers Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code TEC (one per page)

16. Specific lobbying issues

Marketing of Dial-Around and other Long Distance Services to Consumers
 (Public forum sponsored by FTC and FCC)

17. House(s) of Congress and Federal agencies contacted Check if None

Federal Trade Commission

Federal Communications Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		0
Keith A. Scarborough VP, State Government Relations		0
James P. Bellis Manager, Government Relations		0
		0
		0
		0
		0
		0

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertisers Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code BEV (one per page)

16. Specific lobbying issues

Proposals for rulemaking or inquiry by Federal Communications Commission on broadcast advertising for alcohol beverage products
 Proposal by Bureau of Alcohol, Tobacco and Firearms to require health warnings in all advertising for alcohol beverage products
 Inquiry by Federal Trade Commission on alcohol beverage advertising practices

S.433 - "Alcoholic Beverage Label Preservation Act of 1999"
 Proposed rulemaking by ATF on health claims in alcohol beverage labeling and advertising (10-25-99, Federal Register notice)

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House
 Alcohol, Tobacco, and Firearms

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
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		<input type="checkbox"/>
		<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name: National Advertisers Client Name: _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code NAT (one per page)

16. Specific lobbying issues

Fees and restrictions on commercial filming in national parks
 S. 568 and S. 338; H.R. 154

17. Branch(es) of Congress and Federal agencies contacted Check if None

Senate and House
 National Park Service
 Fish & Wildlife Service
 Bureau of Land Management

18. Name of each individual who acted as a lobbyist in this issue area

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Names of non-Foreign entities in the specific issue listed on line 18 above Check if None

Signature: _____ Date: _____

Name of the Registrant: Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertisers Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code TAX (one per page)

16. Specific lobbying issues

Proposals to change current tax treatment of advertising expenses as a business deduction

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House

18. Name of each individual who acted as a lobbyist in this issue area

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
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		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Amount of cash foreign entity in the specific issue listed on line 16 above Check if None

 Date

and Name of Signatory Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertisers Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

14. General issue area code PHA (one per page)

15. Specific lobbying issues

Direct-to-consumer prescription drug advertising
 Proposals to extend coverage for prescription drugs under Medicare program
 H.R. 4686, the "Fair Balance Prescription Drug Advertisement Act"

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House
 Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James F. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Names of each foreign entity in the specific issue listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advantage Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of its client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code GAM (one per page)

16. Specific lobbying issues

Marketing recommendations of the National Gambling Impact Study Commission
 S. 692 -- "Internet Gambling Prohibition Act of 1999"
 S. 2340, "The Amateur Sports Integrity Act"
 H.R. 3575, "The Student Athlete Protection Act"
 Proposals to restrict companies from offering promotions or sweepstakes based on amateur athletic events

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House
 Federal Communications Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellina Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Number of each foreign entity in the specific issue listed on line 18 above Check if None

Signature _____ Date _____
 Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertising Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code POS (one per page)

16. Specific lobbying issues

- Proposed restrictions on marketing practices of "sweepstakes"
- S. 335 - "Deceptive Mail Prevention and Enforcement Act"
- S. 301 - "Honesty in Sweepstakes Act of 1999"
- S. 336 - "Deceptive Games of Chance Mailings Elimination Act of 1999"
- H.R. 170 - "Honesty in Sweepstakes Act of 1999"

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House

18. Name of each individual who acted as a lobbyist in this issue area.

Name	Current Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

19. Amount of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of
 Reporting Name National Advancement Client Name _____

LOBBYING ACTIVITY. Select primary codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code TOB (one per page)

16. Specific lobbying issues

- Proposal of FDA to restrict marketing of tobacco products (Docket No. 95N-023)
- H.R. 4207, "FDA Tobacco Authority Amendments Act"
- H.R. 4041, "Child Tobacco Use Prevention Act of 2000"
- H.R. 4042, "FDA Tobacco Jurisdiction Act of 2000"
- S. 2379, "Kids Act" or "Kids Deserve Freedom from Tobacco Act of 2000"
- S. 2125, "Smoker's Right to Know and Truth in Tobacco Labeling Act"
- S. 2568, "Youth Smoking Prevention and Public Health Protection Act"
- S. 2566, "National Youth Smoking Reduction Act"

17. House(s) of Congress and Federal agencies contacted Check if None

- Senate and House
- Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Current Official Position (if applicable)	New
Daniel E. Jaffe		<input type="checkbox"/>
Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough		<input type="checkbox"/>
VP, State Government Relations		<input type="checkbox"/>
James P. Bellis		<input type="checkbox"/>
Manager, Government Relations		<input type="checkbox"/>
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		<input type="checkbox"/>
		<input type="checkbox"/>

Number of each foreign entity in the specific issue listed on line 16 above Check if None

 Title
 Daniel E. Jaffe, Executive VP Government Relations

Association of
 Registrant Name National Advertisers Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code EDU (one per page)

16. Specific lobbying issues

H.R. 2915 and S. 1908, "The Student Privacy Protection Act"

S. 2 and H.R. 3616, to Reauthorize the Elementary and Secondary Education Act of 1965; proposed amendments to restrict marketing activities in schools

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
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		<input type="checkbox"/>
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		<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code COM (one per page)

16. Specific lobbying issues
 Ratings Systems and concerns about content of movies, video games, and television programming; Wamp-Stupak amendment to H.R. 1501, the juvenile justice bill; S. 1228- "Media Violence Labeling Act of 1999"; S. 876- "Children's Protection from Violent Programming Act"; S.J.Res.23; H.J.Res.47
 Inquiry by Federal Trade Commission on marketing practices of entertainment industry
 Advertising placement in minority-owned and minority-oriented media
 Resolutions to support efforts to develop "family friendly" TV programming"- S.Con.Res.49 and H.Con.Res.178

17. House(s) of Congress and Federal agencies contacted Check if None

Senate and House
 Federal Trade Commission
 Federal Communications Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		<input type="checkbox"/>
Keith A. Scarborough VP, State Government Relations		<input type="checkbox"/>
James P. Bellis Manager, Government Relations		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
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		<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature *D L Jaffe* Date August 19, 2000
 Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations