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 OI AUG 13

LOBBYING REPORT

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

<u></u>		
1. Registrant Name		
Association of National Advertise:	CS	
2. Address Check if different than previously reported		
1120 20th Street, NW 520-South		
3. Principal Place of Business (if different from line 2)	01 24 C-14-14-15-15-15-15-15-15-15-15-15-15-15-15-15-	a de principal de la composición de la La composición de la compos
City: Washington State/2	Zip (or Country) DC 20036	
4. Contact Name Telephone	E-mail (optional)	5. Senate ID#
Daniel L. Jaffe (202) 296-23	59 djaffe@ana.net	4653-12
7. Client Name Self		6. House ID#
	•	130303000
10. Check if this is a Termination Report □ ⇒ Termination INCOME OR EXPENSES - Complete Either		1. No Lobbying
12. Lobbying Firms	13. Organiza	tions
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying active period were:	
Less than \$10,000 🔲	Less than \$10,000 🔲	•
\$10,000 or more □ ⇒ \$	\$10,000 or more $\Box \Rightarrow 5420$,	000
Income (nearest \$20,000)	Expe 14. REPORTING METHOD. Chec.	nses (nearest \$20,00
Provide a good faith estimate, rounded to the nearest \$20,000,	accounting method. See instructions f	
of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying	Method A. Reporting amounts us	ing LDA definit
activities on behalf of the client).	Method B. Reporting amounts us Internal Revenue Coo	
	Method C. Reporting amounts us Internal Revenue Coo	
Signature		

Association of Registrant Name National Advertisers Client N	ame
LOBBYING ACTIVITY. Select as many codes as necess engaged in lobbying on behalf of the client during the report information as requested. Attach additional page(s) as need	ting period. Using a senarate page for each ac
15. General issue area code CPI (one per page)	
16. Specific lobbying issues Online marketing	and privacy practices
S. 197 - "Spyware Control and Priva S. 630 - "CAN SPAM Act of 2001" S. 851 - "Citizens' Privacy Commiss S. 1055 - "Privacy Act of 2001" H.R. 89 - "Online Privacy Protection H.R. 95 - "Unsolicited Commercial E. H.R. 237 - "Consumer Internet Privac	cy Protection Act" ion Act" n Act of 2001" lectronic Mail Act of 2001"
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	TECHO gran
Name Daniel L. Jaffe	Covered Official Position (if applicable)
Executive VP, Government Relations	
Keith A. Scarborough VP, State Government Relations	produces programme of the second seco
James P. Bellis	10 10 10 10 10 10 10 10 10 10 10 10 10 1
Manager, Government Relations	m aatoka mee oo uu kaassa sagamaan sagamaan sagamaan ja maa ja sada saga kuu maa maada magaa sagaa sagaa sagaa
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19. Interest of each foreign entity in the specific issues listed on l	ine 16 above
	 -
Signature	Date
Printed Name and Title Daniel L. Jaffe, Execu	

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 engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each coinformation as requested. Attach additional page(s) as needed.
15. General issue area code <u>CPI</u> (one per page)
16. Specific lobbying issues Online marketing and privacy practices
H.R. 347 - "Consumer Online Privacy and Disclosure Act" H.R. 583 - "Privacy Commission Act" H.R. 718 - "Unsolicited Commercial Electronic Mail Act of 2001" H.R. 1017 - "Anti-Spamming Act of 2001" H.R. 1478 - "Personal Information Privacy Act of 2001" H.R. 2135 - "Consumer Privacy Protection Act"
17. House(s) of Congress and Federal agencies contacted
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) Daniel L. Jaffe
Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations
James P. Bellis Manager, Government Relations
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19. Interest of each foreign entity in the specific issues listed on line 16 above
SignatureDate
Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Association of Registrant Name National Advertisers Client Na	lme	·	
LOBBYING ACTIVITY. Select as many codes as necessar engaged in lobbying on behalf of the client during the report information as requested. Attach additional page(s) as needed.	ing period. Us	e general issue a ing a separate p	reas in which the age for each cor
15. General issue area code EDU (one per page)			
16. Specific lobbying issues	• • • • • • • • • • • • • • • • • • •	.	
S. 290 - "Student Privacy Protection H.R. 1 - To reauthorize the Elementa of 1965; Proposed amendments information collection activ	ry and Se s to rest	rict marke	ucation Ac ting and
17 Times(a) af (1)			•
17. House(s) of Congress and Federal agencies contacted	Ch.	cck if None	
Senate and House			
	•		
		4	
18. Name of each individual who acted as a lobbyist in this	issue area		
Name Daniel L. Jaffe		Covered Official Positio	n (if applicable)
Executive VP, Government Relations			
Keith A. Scarborough	10 (18 6 19 19 19 19 19 19 19 19 19 19 19 19 19	á Pús su su s pá 400 ú dio a puapa e a mango.	20 p 2 q 6 q 40 p 20 p 20 p 40 p 4 p 2 q 60 mma p 2 q00 dd
VP, State Government Relations James P. Bellis	52000 240 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 Weing prog 2 2000 to Step 2 200 200 the en cod 200	
Manager, Government Relations			
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19. Interest of each foreign entity in the specific issues listed on li	ne 16 above	□ Check if No	
19. Interest of each foreign entity in the specific issues listed on li	ne 16 above	□ Check if No	
19. Interest of each foreign entity in the specific issues listed on li	ne 16 above	☐ Check if No	
19. Interest of each foreign entity in the specific issues listed on li	ne 16 above	☐ Check if No	

	ociation of ional Advertisers Client Name
engaged in lobbying c	TTY. Select as many codes as necessary to reflect the general issue areas in which the model behalf of the client during the reporting period. Using a separate page for each costed. Attach additional page(s) as needed.
15. General issue are	a code COM (one per page)
16. Specific lobbying	Rating systems and concerns about the content television programming, movies, video games and other entertainment products
S. 341 and H. S. 792 and H. H.R. 1916 - "	lldren's Protection from Violent Programming Act" R. 1005 - "Children's Protection from Violent Programming Act" R. 2246 - "Media Marketing Accountability Act of 20' '21st Century Media Responsibility Act of 2001" Con marketing practices of entertainment industry
17. House(s) of Cong	gress and Federal agencies contacted
Senate and	House
	ade Commission mmunications Commission
18 Name of each ind	lividual who acted as a lobbyist in this issue area
io. Haine of each mo	nvictual with acteu as a loodyist in this issue area
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VP, State Got James P. Beli	vernment Relations
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) pacamana pip 40 tibu uu anaba 3 1000 uu uu uu aapaba kuun masaa 19 tibu uu aa karaa aa karaa aa
19. Interest of each for	eign entity in the specific issues listed on line 16 above
	Check II None
-	
Signature	Date
Printed Name and Title	Daniel L. Jaffe, Executive VP Government Relations
Form LD-2 (Rev.6/98) Filing	g #1dda3b85-dcbc-453c-a8c4-0cba5b88cbee - Page 9 of 24

OBBYING ACTIVITY. Select as many codes as a nagaged in lobbying on behalf of the client during the information as requested. Attach additional page(s) a	necessary to reflect the general issue areas in which the reporting period. Using a separate page for each coas needed.
5. General issue area code TAX (one per p	page)
6. Specific lobbying issues	
Proposals to change current tax business deduction, either acros	treatment of marketing expenses sthe board or for specific prod
	ription Drug Advertisement Act of
7. House(s) of Congress and Federal agencies conta	acted 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	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relati Keith A. Scarborough	
VP, State Government Relations James P. Bellis	
Manager, Government Relations	· Paracturo da procazione de compando de des desenco e esta e esta esta esta el compando de la c
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19. Interest of each foreign entity in the specific issues list	ted on line 16 above

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Registrant Name National Advertiser	S Client Name_		
LOBBYING ACTIVITY. Select as many code agaged in lobbying on behalf of the client during a requested. Attach additional pages	ig the reporting p	reflect the general period. Using a se	al issue areas in which the parate page for each co
5. General issue area code PHA (one	per page)		
6. Specific lobbying issues			
Proposals to restrict the mar directly to consumers	keting of	pharmaceut.	ical products
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	÷		
17. House(s) of Congress and Federal agencies	contacted	☐ Check if No	one
Senate and House			
Food and Drug Administrati	on		
18. Name of each individual who acted as a lob	byist in this issue	area	
Name		Correct Of	Elita in the same of the same
Daniel L. Jaffe		Covered O1	ficial Position (if applicable)
Executive VP, Government Rel	ations		
Keith A. Scarborough VP, State Government Relatio	ns	•	
James P. Bellis		######################################	7 20 1 34 44 440 60 624 3444 7 2622 6 7 7 7 7 2 1 20 1 6 7 7 7 7 8 164 6 25 1
Manager, Government Relation	S	7 7 6 4 6 8 8 8 8 6 6 6 6 6 6 6 6 6 6 6 6 6	ran a 40 649 úil ann 84 66 mar 22 14 úil a 200 na 4 66 úil 12 66 úil 12 40 66 úil 12 40 66 úil 12 40 66 úil 12
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19. Interest of each foreign entity in the specific issu	es listed on line 16	above 🚨 C	ieck if None
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Signature		Da	

Association of Registrant Name National Advertisers Client Na	ume
LOBBYING ACTIVITY. Select as many codes as necessaring engaged in lobbying on behalf of the client during the report information as requested. Attach additional page(s) as needed.	ing period. Using a senarate peep for analysis
15. General issue area code TOB (one per page)	
16 Pariso labbring in Tobaggo marketing	and fadamal
16. Specific lobbying issues Tobacco marketing over tobacco market	and federal regulatory authoring
S. 190 - "National Youth Smoking Redu S. 247 - "Kids Deserve Freedom from 19 H.R. 1043 - "FDA Tobacco Jurisdiction H.R. 1044 - "Child Tobacco Use Preven H.R. 1097 - "FDA Tobacco Authority And H.R. 2180 - "National Youth Smoking I	Tobacco Act of 2001" Act of 2001" Ation Act" Mendments Act"
17. House(s) of Congress and Federal agencies contacted	☐ Check if None
Senate and House	
Food and Drug Administration	
Federal Trade Commission	
18. Name of each individual who acted as a lobbyist in this	ssue area
Name	County Official Parish Co. 11
Daniel L. Jaffe	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis	Covered Official Position (if applicable)
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis	Covered Official Position (if applicable)
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Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis	Covered Official Position (if applicable)
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Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations James P. Bellis Manager, Government Relations	
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Association of Registrant Name National Advertisers Client Name	
LOBBYING ACTIVITY. Select as many codes as necessary to reflect engaged in lobbying on behalf of the client during the reporting period. I information as requested. Attach additional page(s) as needed.	the general issue areas in which t Using a separate page for each c
15. General issue area code BEV (one per page)	
16. Specific lobbying issues	
Proposals to restrict the marketing of alco FTC petition from Center for Science in the on flavored alcohol beverages	hol beverage product Public Interest(CSP
17. House(s) of Congress and Federal agencies contacted	Theck if None
Senate and House	
Federal Trade Commission	
18. Name of each individual who acted as a lobbyist in this issue area	
Name	Covered Official Position (if applicable)
Daniel L. Jaffe	
Executive VP, Government Relations Keith A. Scarborough	
VP. State Government Relations	
James P. Bellis	a gain anns a' an àigean an an gu san an 1 àig na an 1 an Anna an Annas an Chàrann an Annas an Annas an Annas a
Manager, Government Relations	
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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	

Registrant Name National Advertisers Client	Name
LOBBYING ACTIVITY. Select as many codes as necessing engaged in lobbying on behalf of the client during the reprinformation as requested. Attach additional page(s) as necessing the reprinformation as requested.	orting period Tising a senarate page for and
15. General issue area code FOO (one per page)	
16. Specific lobbying issues	
Proposals to restrict the marketing concern about obesity	of food products as a resul
17. House(s) of Congress and Federal agencies contacted	Check if None
Senate and House	
Federal Trade Commission	
18. Name of each individual who acted as a lobbyist in th	is issue area
Name Daniel L. Jaffe	Covered Official Position (if applicable)
Executive VP, Government Relations	
Keith A. Scarborough	o de la company
VP, State Government Relations	
James P. Bellis Manager, Government Relations	
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19. Interest of each foreign entity in the specific issues listed or	line 16 above
Signature	
	Date
Printed Name and Title Daniel L. Jaffe, Exec	cutive VP Government Relations

Registrant Name National Advertisers Client Name LOBBYING ACTIVITY. Select as many codes as necessary engaged in lobbying on behalf of the client during the reporting information as requested. Attach additional page(s) as needed as needed. Seneral issue area code NAT (one per page) 16. Specific lobbying issues Fees and restrictions on commercial Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues Name Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	to reflect the general issue areas in which to period. Using a separate page for each o
Interporting on behalf of the client during the reporting 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 commercia 17. House(s) of Congress and Federal agencies contacted Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues Name Daniel L. Jaffe Executive VP. Government Relations Keith A. Scarborough VP. State Government Relations	period. Using a separate page for each of the page
Fees and restrictions on commercia 17. House(s) of Congress and Federal agencies contacted Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this iss Name Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	
Fees and restrictions on commercia 17. House(s) of Congress and Federal agencies contacted Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues Name Daniel L. Jaffe Executive VP. Government Relations Keith A. Scarborough VP. State Government Relations	
Fees and restrictions on commercia 17. House(s) of Congress and Federal agencies contacted Senate and House National Park Service Name Name Daniel L. Jaffe Executive VP. Government Relations Keith A. Scarborough VP. State Government Relations	
17. House(s) of Congress and Federal agencies contacted Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this iss Name Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	
Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues that the second is a lobbyist in this is a lobbyist in the second is a lobbyist in this is a lobbyist in this is a lobbyist in the second is a lobbyist in the second is a lobbyist in th	☐ Check if None
Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues that the second is a lobbyist in this issues that it is a lobby is a	☐ Check if None
Senate and House National Park Service 18. Name of each individual who acted as a lobbyist in this issues that the second is a lobbyist in this is a lobbyist in the second is a lobbyist in this is a lobbyist in this is a lobbyist in the second is a lobbyist in the second is a lobbyist in th	☐ Check if None
National Park Service 18. Name of each individual who acted as a lobbyist in this iss Name Daniel L. Jaffe Executive VP. Government Relations Keith A. Scarborough VP. State Government Relations	
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Name Daniel L. Jaffe Executive VP. Government Relations Keith A. Scarborough VP. State Government Relations	ue area
Daniel L. Jaffe Executive VP, Government Relations Keith A. Scarborough VP, State Government Relations	
Keith A. Scarborough VP, State Government Relations	Covered Official Position (if applicable)
James P. Bellis	
Manager, Government Relations	**************************************
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19. Interest of each foreign entity in the specific issues listed on line	6 above Check if None
Simmum	
Signature	Date
Printed Name and Title Daniel L. Jaffe, Executi	•

ANA Analysis of Washington Expenses For the Six Months Ended June 30, 2001 8/10/01

NEW YOR	K EXPENSES		:	AMOUNT
Salari	PC			60 000 00
Benefi	•			60,000.00
			•	. 18,000.00
Rent	(3.5% of Total)			7,987.75
	al Reports/ Compendiums			3,000.00
Board	Expense	•	•	22,000.00
	Total New York Lobbying Expenses			110,987.75
	Total Washington Lobbying Expenses			302,035.00
	Total Lobbying Expense			413,022.75
	1			
	Total Lobbying Expense			413,022.75
	Total Dues Billing for 6 Months			2,761,737.00
	I abbesies = 0/			
	Lobbying %			15.0%