

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

01 AUG 13

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

TYPE OF REPORT 8. Year 2001 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 ☐

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input type="checkbox"/> ⇒ \$ _____ Income (nearest \$20,000) 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).	13. Organizations EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input checked="" type="checkbox"/> ⇒ \$ <u>420,000</u> Expenses (nearest \$20,000) 14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of <input type="checkbox"/> Method A. Reporting amounts using LDA definition <input type="checkbox"/> Method B. Reporting amounts under section 6033 Internal Revenue Code <input checked="" type="checkbox"/> Method C. Reporting amounts under section 162 Internal Revenue Code
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Signature

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 client was engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues Online marketing and privacy practices

S. 197 - "Spyware Control and Privacy Protection Act"

S. 630 - "CAN SPAM Act of 2001"

S. 851 - "Citizens' Privacy Commission Act"

S. 1055 - "Privacy Act of 2001"

H.R. 89 - "Online Privacy Protection Act of 2001"

H.R. 95 - "Unsolicited Commercial Electronic Mail Act of 2001"

H.R. 237 - "Consumer Internet Privacy Enhancement Act"

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)
Daniel L. Jaffe	
Executive VP, Government Relations	
Keith A. Scarborough	
VP, State Government Relations	
James P. Bellis	
Manager, Government Relations	

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



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Registrant Name National Advertisers Client Name _____

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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 ☐ Check if None

Senate and House

Federal Trade Commission

Department of Commerce

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Daniel L. Jaffe	
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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues

S. 290 - "Student Privacy Protection Act"

H.R. 1 - To reauthorize the Elementary and Secondary Education Act of 1965; Proposed amendments to restrict marketing and information collection activities in schools

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

Senate and House

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Daniel L. Jaffe	
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VP, State Government Relations	
James P. Bellis	
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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues Rating systems and concerns about the content television programming, movies, video games and other entertainment products

S. 124 - "Children's Protection from Violent Programming Act"

S. 341 and H.R. 1005 - "Children's Protection from Violent Programming Act"

S. 792 and H.R. 2246 - "Media Marketing Accountability Act of 20

H.R. 1916 - "21st Century Media Responsibility Act of 2001"

Inquiry by FTC on marketing practices of entertainment industry

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

Senate and House

Federal Trade Commission

Federal Communications Commission

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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues

Proposals to change current tax treatment of marketing expenses & business deduction, either across the board or for specific products

H.R. 2352 - "Fair Balance Prescription Drug Advertisement Act of

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

Senate and House

Food and Drug Administration

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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues

Proposals to restrict the marketing of pharmaceutical products directly to consumers

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House

Food and Drug Administration

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Keith A. Scarborough	
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James P. Bellis	
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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues Tobacco marketing and federal regulatory authority over tobacco marketing

S. 190 - "National Youth Smoking Reduction Act"
S. 247 - "Kids Deserve Freedom from Tobacco Act of 2001"
H.R. 1043 - "FDA Tobacco Jurisdiction Act of 2001"
H.R. 1044 - "Child Tobacco Use Prevention Act"
H.R. 1097 - "FDA Tobacco Authority Amendments Act"
H.R. 2180 - "National Youth Smoking Reduction Act"

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

Senate and House

Food and Drug Administration

Federal Trade Commission

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Keith A. Scarborough	
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Date _____

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Registrant Name National Advertisers Client Name _____

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information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues

Proposals to restrict the marketing of alcohol beverage product
FTC petition from Center for Science in the Public Interest(CSP
on flavored alcohol beverages

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

Senate and House

Federal Trade Commission

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Executive VP, Government Relations	
Keith A. Scarborough	
VP, State Government Relations	
James P. Bellis	
Manager, Government Relations	

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Signature _____ Date _____

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Association of
Registrant Name National Advertisers Client Name _____

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information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues

Proposals to restrict the marketing of food products as a resul
concern about obesity

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 this issue area

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Daniel L. Jaffe	
Executive VP, Government Relations	
Keith A. Scarborough	
VP, State Government Relations	
James P. Bellis	
Manager, Government Relations	

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

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Registrant Name National Advertisers Client Name _____

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

16. Specific lobbying issues

Fees and restrictions on commercial filming in national parks

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House
National Park Service

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

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Executive VP, Government Relations	
Keith A. Scarborough	
VP, State Government Relations	
James P. Bellis	
Manager, Government Relations	

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Signature _____ Date _____

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



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

NEW YORK EXPENSES

AMOUNT

Salaries	60,000.00
Benefits (Salaries x 30%)	18,000.00
Rent (3.5% of Total)	7,987.75
Annual 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	<u>413,022.75</u>
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Total Lobbying Expense	413,022.75
Total Dues Billing for 6 Months	2,761,737.00

Lobbying %	<u>15.0%</u>
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