

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
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SECRETARY OF THE SENATE

05 FEB 24 AM 10:57

# LOBBYING REPORT

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

1. Registrant name  
 Organization **Fierce, Isakowitz & Blalock**

2. Address  Check if different than previously reported  
 Address1 **600 New Hampshire Ave., NW** Suite **1000**  
 City **Washington** State **DC** Zip Code **20037** Country **U**

3. Principal place of business (if different than line 2)  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_  
 State/Zip or Country

4a. Contact Name Prefix Full Name	b. Telephone number	c. E-mail	5. Senate ID #
<b>Mr. Mark Isakowitz</b>	<b>(202) 333-8667</b>	<b>misakowitz@fierce-isakowitz.com</b>	<b>44812-4</b>
7. Client Name <input type="checkbox"/> Self			6. House ID #
<b>Viacom Inc.</b>			<b>315070</b>

**TYPE OF REPORT** 8. Year 2004 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 Activities

## INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p><b>12. Lobbying Firms</b></p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</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><b>13. Organizations</b></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 type="checkbox"/> ⇨ \$ _____</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate accounting method. See instructions for description of method.</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definition</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(f) Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) Internal Revenue Code</p>
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Printed Name and Title Mark Isakowitz, President



Registrant Name Fierce, Isakowitz & Blalock Client Name Viacom Inc.

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

15. General issue area code MIA - Media (Information/Publishing) (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency  
*Intellectual property rights*

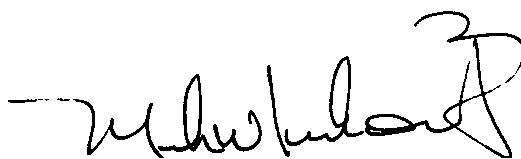
17. House(s) of Congress and Federal agencies contacted  Check if None

U.S. House of Representatives  
 U.S. Senate

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

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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





Registrant Name Fierce, Isakowitz & Blalock Client Name Viacom Inc.

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

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency  
*Intellectual property rights*

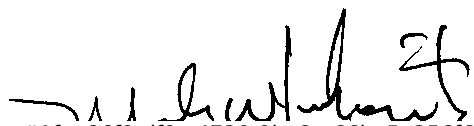
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15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

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15. General issue area code COM - Communications/Broadcasting/Radio/TV (one per page)

16. Specific lobbying issues

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15. General issue area code CPT - Copyright/Patent/Trademark (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency  
*Intellectual property rights*

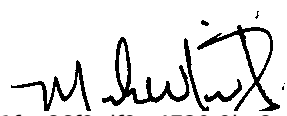
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Printed Name and Title Mark Isakowitz, President

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15. General issue area code TAX - Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

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15. General issue area code RET - Retirement (one per page)

16. Specific lobbying issues

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Registrant Name Fierce, Isakowitz & Blalock Client Name Viacom Inc.

**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

Address

City

State

Zip Code

Country

21. Client new principal place of business (if different than line 20)

City

State

Zip Code

Country

22. New general description of client's business or activities

**LOBBYIST UPDATE**

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

First Name

Last Name

Suffix

First Name

Last Name

**1** Diane Moery

**3**

**2**

**4**

**ISSUE UPDATE**

Find the code to select below.

24. General lobbying issues that **no longer** pertain

**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)
	Address	City
	C/S/Z	State
	Address	City
	C/S/Z	State
		Country

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

**1**

**2**

**3**

**FOREIGN ENTITIES**

27. Add the following foreign entities

Name	Street Address	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Other
	City	State/Province	Country		
			City		
			State		
			Country		

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant or affiliated organization

**1**

**3**

**5**

**2**

**4**

**6**

Printed Name and Title **Mark Isakowitz, President**

