

LOBBYING REPORT

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

1. Registrant Name:

DIRECT MARKETING ASSN

2. Address:

1111 19TH ST NW #1100, WASHINGTON, DC 20036

3. Principal place of business (if different from line 2):

4. Contact Name: GERALD CERASALE

Telephone: 202-861-2423

E-mail (optional): jcerasale@the-dma.org

Senate ID #: 12301-12

House ID #: 32226000

7. Client Name: ☒ Self

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 Activity: ☐

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: ☐

\$10,000 or more: ☐ => 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: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 200,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

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: BAN (one per page)

16. Specific lobbying issues:

S.30, to strengthen control by consumers over the use of personal financial or health information S.324, to amend Gramm/Leach/Bliley to prohibit the sale of Social Security numbers by banks S.450, to amend Gramm/Leach/Bliley to change privacy provision from "opt-out" to "opt-in" S.536, to amend Gramm/Leach/Bliley from "opt-out" to "opt-in" for certain provisions S.891, to restrict the use of credit cards for those under 21

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

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

Name: CERASALE, GERALD

Covered Official Position (if applicable): N/A

Name: CONWAY, JAMES

Covered Official Position (if applicable): N/A

Name: FEIN, RICHARD

Covered Official Position (if applicable): N/A

Name: MICALI, MARK

Covered Official Position (if applicable): N/A

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

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

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:

H.R.1, No child left behind Act of 2001; H.R. 89, to require the Federal Trade Commission to improve Children's Online Privacy Protection Act (COPPA) protections; H.R. 90, Know Your Caller Act; H.R. 91, Regulation of Social Security Numbers Online; H.R. 260, to require consent to release wireless call location information; H.R. 340, As it relates to "opt-in" system for collecting personally identifiable information; H.R. 583, to establish a privacy protection commission; H.R. 718, to regulate unsolicited commercial e-mail; H.R. 1017, to regulate unsolicited commercial e-mail; H.R. 2036, social security regulation; H.R. 2136, to restrict the use of consumer data gathered by government sources for statistical analysis; S.1, Better Education for Teachers and Students Act; S.197, to provide for the disclosure of the collection of information through computer software; S.290, "opt-in" bill for collecting personally identifiable information from students; S.451, to prohibit the sale or purchase of social security numbers; S.630, to regulate unsolicited commercial e-mail; S.722, Telemarketer Identification Act; S.848, to restrict the use of social security numbers; S.851, to establish a privacy protection commission; S.1055, to restrict the sale of personally identifiable information; S.1881, to create a national do not call registry

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

Commerce, Dept of (DOC)
Federal Communications Commission (FCC)
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
Health & Human Services, Dept of (HHS)
SENATE
U.S. Postal Service (USPS)

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

Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: CONWAY, JAMES
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A

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

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

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:

Proposal(no specific bills introduced)to reform the operation of the U.S. Postal Service; H.R.1169, To amend title 39, United States Code, with respect to 'cooperative mailings'; S.861, to alter procedures for the relocation of post offices; H.Res.154, resolution to ensure 6 day postal delivery; H.R.2590, Treasury and General Government Appropriation Act, 2002, Postal funding; H.R.3338, Emergency Supplemental Act, 2002 Department of Defense Appropriations Act, 2002 SHORT TITLE(S) REPORTED TO HOUSE: Emergency Supplemental Act, 2002 Department of Defense Appropriations Act, 2002 SHORT TITLE(S) AS PASSED HOUSE: Department of Defense Appr, Postal funding; S.1398, Treasury and General Government Appropriations Act, 2002,Postal funding

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

Commerce, Dept of (DOC)
HOUSE OF REPRESENTATIVES
SENATE
U.S. Postal Service (USPS)

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

Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: CONWAY, JAMES
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A

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

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

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:

H.R.1410, Internet Tax Moratorium and Equity Act H.R.1552, Internet Tax Non-Discrimination Act S.288, Internet Tax Non-Discrimination Act S.512, Internet Tax Moratorium and Equity Act S.589, to make permanent the moratorium on the imposition of taxes on the Internet S.777 to make permanent th moratorium on Internet Taxes Proposal (no specific bills introduced) to limit the tax deductibility of advertising expenses S.1525, Defense of Internet Tax Freedom Act, Internet tax moratorium

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

Executive Office of the President

HOUSE OF REPRESENTATIVES

Office of the Vice President of the United States

SENATE

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

Name: CERASALE, GERALD

Covered Official Position (if applicable): N/A

Name: CONWAY, JAMES

Covered Official Position (if applicable): N/A

Name: FEIN, RICHARD

Covered Official Position (if applicable): N/A

Name: MICALI, MARK

Covered Official Position (if applicable): N/A

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

Signature: ON FILE Date: Feb 13, 2002

Printed Name and Title: GERALD CERASALE - SENIOR VICE PRESIDENT, GOVERNMENT AFFAIRS