

## LOBBYING REPORT

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

1. Registrant Name:

**AMERICAN ASSN OF ADVERTISING AGENCIES, INC**

2. Address:

1203 19TH ST., NW, 4TH FLOOR, WASHINGTON, DC 20036

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

City: NEW YORK State/Zip(or Country): NY 10174

4. Contact Name: RICHARD F. O'BRIEN

Telephone: 2023317345

E-mail (optional): rfobrien@aaaadc.org

Senate ID #: 1502-12

House ID #: 30461000

7. Client Name: ☒ Self

## TYPE OF REPORT

8. Year 2006 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): 120,000.00

### 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

## 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: ADV (one per page)

16. Specific lobbying issues:

HR 554 Personal Responsibility in Food Consumption Act HR 575 Say No to Drug Ads Act HR 1145 Safe Rating Act HR 1420 Families for Advertising Decency Act HR 1655 America RX Act HR 4860 Childhood Obesity Reduction Act HR 5737 Children's Health Federal Trade Commission Authority Restoration S. 799 Prevention of Childhood Obesity Act S. 930 Food and Drug Administration Safety Act of 2005 S. 1074 HELP America Act S. 1128 Pharmaceutical Advertising and Prudent Purchasing Act S. 1324 Childhood Obesity Reduction Act S. 1325 IMPACT Act Oppose unconstitutional restrictions on advertisers' and publishers' commercial free speech on all lawful products, including such products as prescription medications, alcoholic beverages. Oppose restrictions on advertising lawful products to children. Oppose restrictions on media broadcasts. FTC actions regarding food advertising, including weight loss products. FTC review of violence on television. FTC actions pertaining to unsolicited commercial e-mail or SPAM. FCC action regarding telemarketing. FCC actions regarding children's television, including digital television. Advertising and promotion of prescription medicines. Multicultural advertising. International advertising issues. Data privacy and advertising issues. HR 3950 Responsibility in Drug Advertising Act of 2005 HR 3696 Medical Advertising Reform Act HR 4124 CAMRA Act HR 4395 Pharmaceutical Market Access Act of 2005

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

Executive Office of the President (EOP)  
Federal Communications Commission (FCC)  
Federal Trade Commission (FTC)  
Food & Drug Administration (FDA)  
HOUSE OF REPRESENTATIVES  
SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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: AMERICAN ASSN OF ADVERTISING AGENCIES, INC 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:

Legislative measures relating to the use of advertising in all communications media, including television, cable, radio and the Internet.

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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: AMERICAN ASSN OF ADVERTISING AGENCIES, INC 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: CPT (one per page)

16. Specific lobbying issues:

Legislative measures relating to intellectual property, including copyrights and patents

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

Covered Official Position (if applicable): N/A

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

**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: SMB (one per page)

16. Specific lobbying issues:

S. 1955 Health Insurance Marketplace Modernization and Affordability Act of 2005

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: O'BRIEN, RICHARD F.

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: AMERICAN ASSN OF ADVERTISING AGENCIES, INC 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:

Legislative measures to reduce or eliminate the deductibility of advertising expenses through changes in the tax code.

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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, 2007

Printed Name and Title: RICHARD F. O'BRIEN, EXECUTIVE VICE PRESIDENT -