

## 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 Street 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@aaaa.org

Senate ID #: 1502-12

House ID #: 30461000

7. Client Name: ☒ Self

## TYPE OF REPORT

8. Year 2007 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): 125,000.00

### 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: 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: ADV (one per page)

16. Specific lobbying issues:

S 100; S. 334; S. 484; S. 468; S 948; S. 1031; HR 1224; HR 1561; HR 2045; HR 2117; HR 2633 Legislation and regulations relating to the advertising, marketing and promotion of goods and services. Measures relating to restrictions and limitations on advertisers' rights to advertise any lawful products, including: food, beverages, prescription medications, alcohol, tobacco and video content. Legislative measures and regulations relating to advertising, marketing and promotion in media, including radio, TV, print and online.

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

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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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: 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:

Federal Communications Commission (FCC)

Federal Trade Commission (FTC)

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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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: CON (one per page)

16. Specific lobbying issues:

Legislative measures relating to the First Amendment of the Constitutions, especially measures relating to commercial speech

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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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: MIA (one per page)

16. Specific lobbying issues:

Legislative measures relating to advertising in broadcast and online media; and measres relating to information privacy

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

Federal Communications Commission (FCC)

Federal Trade Commission (FTC)

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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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 relating to the reduction or elimination of the deductibility of advertising expenses as recognized in the U.S. 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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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: TOB (one per page)

16. Specific lobbying issues:

Legislative measures relating to the advertising of tobacco products

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): COUNSEL, HOUSE FOREIGN AFFAIRS COMMITTEE

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: Jan 27, 2009

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

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

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

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

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

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE      Date: Jan 27, 2009

Printed Name and Title: -