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SECRETARY OF THE SENATE

04 SEP 23 AM 9: 5

LOBBYING REPORT

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

1. Registrant Name Policy Impact Strategic Communications, Inc			
2. Address <input type="checkbox"/> Check if different than previously reported 1275 Pennsylvania Avenue, NW 10th Floor			
3. Principal Place of Business (if different from line 2) Washington DC City: State/zip (or Country)			
4. Contact Name William Nixon	Telephone (202) 661-6323	E-mail (optional)	5. Senate ID #
7. Client Name <input type="checkbox"/> Self Pacific Institute for Research and Evaluation			6. House ID # 33755015

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December)
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**

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>60,000.00</u> Income (nearest \$20,000)</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 align="center">13. Organizations</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"/> ⇨ \$ _____ Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate exp accounting method. See instructions for description of opti</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitior</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b) Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code</p>
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Signature



Date

8/13/04

Printed Name and Title William Nixon - President

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PAGE 1 of

Registrant Name Policy Impact Strategic Communication, Inc. Client Name Pacific Institute for Research and Evaluation

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 ALC (one per page)

16. Specific lobbying issues

Please See Attachment.

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature *William Nixon* Date 8/13/04

Attachment for Question 16 (Specific Lobbying Issues, Issue Code ALC)

Underage drinking prevention and alcohol-related issues in general.

New legislation related to underage drinking prevention (bill not yet introduced).

Enforcement of underage drinking laws program at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Training and technical assistance program for state law enforcement personnel in the enforcement of underage drinking laws at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Community-based underage drinking prevention initiative at the U.S. Department of Health and Human Services within Title II of the FY 2005 Labor, Health and Human Services, and Education Appropriations Act (bill number not yet assigned).

Issues related to the Alcohol Policy Information System at the National Institute for Alcohol Abuse and Alcoholism.

Issues related to the Personal Responsibility and Values: Education and Training (PREVENT) program within the U.S. Department of Navy and the FY 2005 Defense Appropriations Act (H.R.4613/S. 2559).

Repeal of the Special Occupation Tax on alcohol. Specifically, Section 5431 of S.1072, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act of 2005 and H.R.3550, The Highway Reauthorization Tax Act of 2004. In addition, Section 293 of H.R.4520, the American Jobs Creation Act of 2004 and S. 1637, the Jumpstart Our Business Strength Jobs Act of 2004.

Registrant Name Policy Impact Strategic Communications Client Name Pacific Institute for Research and Evaluation

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 BEV (one per page)

16. Specific lobbying issues

Please See Attachment.

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature *William Nixon* Date 8/13/04
William Nixon - President

Printed Name and Title _____

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Attachment for Question 16 (Specific Lobbying Issues, Issue Code BEV)

Underage drinking prevention and alcohol-related issues in general.

New legislation related to underage drinking prevention (bill not yet introduced).

Enforcement of underage drinking laws program at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Training and technical assistance program for state law enforcement personnel in the enforcement of underage drinking laws at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

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Repeal of the Special Occupation Tax on alcohol. Specifically, Section 5431 of S.1072, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act of 2005 and H.R.3550, The Highway Reauthorization Tax Act of 2004. In addition, Section 293 of H.R.4520, the American Jobs Creation Act of 2004 and S. 1637, the Jumpstart Our Business Strength Jobs Act of 2004.

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Registrant Name Policy Impact Strategic Communications, Inc. Client Name Pacific Institute for Research and Evaluation

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 LAW (one per page)

16. Specific lobbying issues

Please See Attachment.

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature *William Nixon* Date 8-13-04

Printed Name and Title William Nixon - President

Attachment for Question 16 (Specific Lobbying Issues, Issue Code LAW)

New legislation related to underage drinking prevention (bill not yet introduced).

Enforcement of underage drinking laws program at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Training and technical assistance program for state law enforcement personnel in the enforcement of underage drinking laws at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Issues related to the Alcohol Policy Information System at the National Institute for Alcohol Abuse and Alcoholism.

Gang-related crime prevention issues in general

Training and technical assistance program for local law enforcement related to combatting gang-related crime and violence at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Registrant Name Policy Impact Strategic Communications, Inc. Client Name Pacific Institute for Research and Evaluation

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

16. Specific lobbying issues

Please See Attachment.

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature *Bill Hersh* Date 8/13/04

Printed Name and Title _____

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Attachment for Question 16 (Specific Lobbying Issues, Issue Code HCR)

Underage drinking prevention and alcohol-related issues in general.

New legislation related to underage drinking prevention (bill not yet introduced).

Enforcement of underage drinking laws program at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Training and technical assistance program for state law enforcement personnel in the enforcement of underage drinking laws at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

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Issues related to the Personal Responsibility and Values: Education and Training (PREVENT) program within the U.S. Department of Navy and the FY 2005 Defense Appropriations Act (H.R.4613/S. 2559).

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Registrant Name Policy Impact Strategic Communications, LLC Client Name Pacific Institute for Research and Evaluation

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

16. Specific lobbying issues

Please See Attachment.

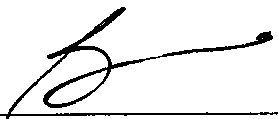
17. House(s) of Congress and Federal agencies contacted Check if None

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature  Date 8/13/04

Printed Name and Title _____

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Attachment for Question 16 (Specific Lobbying Issues, Issue Code BUD)

Enforcement of underage drinking laws program at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

National education campaign focused on underage drinking prevention at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

Community-based underage drinking prevention initiative at the U.S. Department of Health and Human Services within Title II of the FY 2005 Labor, Health and Human Services, and Education Appropriations Act (bill number not yet assigned).

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Training and technical assistance program for local law enforcement related to combatin gang-related crime and violence at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.

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Registrant Name Policy Impact Strategic Communications, LLC Client Name Pacific Institute for Research and Evaluation

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is 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 SMB (one per page)

16. Specific lobbying issues

New legislation related to underage drinking prevention (bill not yet introduced).

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature  Date 8/13/04

Printed Name and Title _____

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Registrant Name Policy Impact Strategic Communications, Inc. Client Name Pacific Institute for Research and Evaluation

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 TAX (one per page)

16. Specific lobbying issues

Repeal of the Special Occupation Tax on alcohol. Specifically, Section 5431 of S.1072, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act of 2005 and H.R.3550, The Highway Reauthorization Tax Act of 2004. In addition, Section 293 of H.R.4520, the American Jobs Creation Act of 2004 and S. 1637, the Jumpstart Our Business Strength Jobs Act of 2004.


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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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Name	Covered Official Position (if applicable)
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Hiatt, Drew	

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

Signature  Date 8/13/04

Printed Name and Title WILLIAM J. ROBERTS, JR.

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Registrant Name Policy Impact Strategic Communications, Inc Client Name Pacific Institute for Research and Evaluation

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

16. Specific lobbying issues

Repeal of the Special Occupation Tax on alcohol. Specifically, Section 5431 of S.1072, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act of 2005 and H.R.3550, The Highway Reauthorization Tax Act of 2004. In addition, Section 293 of H.R.4520, the American Jobs Creation Act of 2004 and S.1637, the Jumpstart Our Business Strength Jobs Act of 2004.

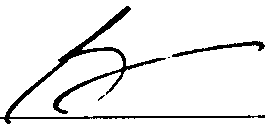
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Hiatt, Drew	

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Signature  Date 8/13/04

Printed Name and Title William Nixon - President

Registrant Name Policy Impact Strategic Communications LLC Client Name Pacific Institute for Research and Evaluation

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

16. Specific lobbying issues

National education campaign focused on underage drinking prevention at the U.S. Department of Justice within Title I of H.R.4754, the FY 2005 Commerce, Justice, State, Judiciary and Related Agencies Appropriations Act.
Issues related to the Personal Responsibility and Values: Education and Training (PREVENT) program within the U.S. Department of NAVY and the FY 2005 Defense Appropriations Act (H.R.4613/S.2559).

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

Executive Office of the President
U.S. House of Representatives
U.S. Senate

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

Name	Covered Official Position (if applicable)
Nixon, William	
Hiatt, Drew	

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

Signature  Date 8/13/04

Printed Name and Title WILLIAM TORRES - PRESIDENT

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