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Legislative Resource Center  
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Washington, DC 20515

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Office of Public Records  
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Washington, DC 20510

SECRETARY OF THE SENATE  
06 AUG 21 PM 12:07

## LOBBYING REPORT

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

1. Registrant name			
Alliance for American Advertising			
2. Address <input type="checkbox"/> Check if different than previously reported			
555 12th Street, NW, Suite 710			
Washington		DC	20004 USA
3. Principal place of business (if different than line 2)			
City		State/Zip or Country	
4a. Contact Name		b. Telephone number	c. E-mail
Ms. Karen Blitz		202-638-1101	kgb@davidsondc.com
7. Client Name <input type="checkbox"/> Self		5. Senate ID #	
Kraft Foods, Inc.		293415-12	
		6. House ID #	
		37455001	

TYPE OF REPORT 8. Year 2005 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 ☐ ⇨ \$ \_\_\_\_\_

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 ☐ ⇨ \$ \_\_\_\_\_

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.



Edit Form >

File with

Senate Password

File with

Signature Karen Blitz

Digitally signed by Karen Blitz  
DN: cn = Karen Blitz, c = US, o = GST Associates, email = kgb@davidsondc.com  
Reason: I attest to the accuracy and integrity of this document  
Date: 2006.01.25 15:27:14 -0500

Date 1/25/2006

Printed Name and Title Karen Blitz Director  
Filing #4d330e77-0f6d-4ff0-8242-3f6404b7660f - Page 1 of 4

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Registrant Name Alliance for American Advertising

Client Name Kraft Foods, 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 ADV - Advertising (one per page)

16. Specific lobbying issues

H.R. 554 Personal Responsibility in Food Consumption Act  
H.R. 4124 CAMRA Act  
S. 1074 HELP America Act  
S. 799 Prevention of Childhood Obesity Act  
S. 1325 IMPACT Act  
S. 1324 Childhood Obesity Reduction Act

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

U.S. Senate  
U.S. House of Representatives  
Federal Trade Commission

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

Name	Covered Official Position (if applicable)
James Davidson	

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

Signature Document digitally signed on Page 1.

Date 1/25/2006

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Printed Name and Title Karen Blitz, Director

LD-2DS (Rev. 4.05MAC)

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