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LOBBYING REPORT

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

1. Registrant Name Greenberg Traurig, LLP			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 800 Connecticut Avenue, NW Suite 500 City Washington State/Zip (or Country) DC 20006			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name Jack A. Abramoff			5. Senate ID # 16896-1698
Telephone 202-331-3100			E-mail (optional)
7. Client Name <input type="checkbox"/> Self PRIMEDIA, Inc.			6. House ID # 31595134

TYPE OF REPORT 8. Year 2002 Midyear (January 1-June 30) **OR** Year End (July 1-Dec)

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 Lobbyi

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
<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>\$240,000.00</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>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 accounting method. See instructions for description of:</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definiti</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033 the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(Internal Revenue Code</p>

Signature _____

Date 8/8/2002

Registrant Name: Greenberg Traurig, LLPClient Name: PRIMEDIA, Inc.

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
Privacy issues.
Adolescent safety, education and health issues.

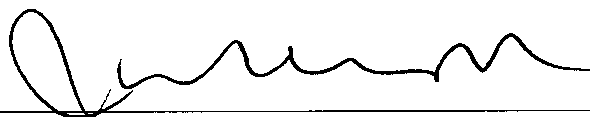
17. House(s) of Congress and Federal agencies contacted Check if None
Centers for Disease Control & Prevention
Department of Agriculture
Department of Education
House of Representatives
Senate
The White House

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

Name	Covered Official Position (if applicable)
Abramoff, Jack A.	
Ayoob, Edward P.	Legislative Counsel, Senator Harry Reid
Blagman, Diane J.	
Boulanger, Todd A.	
Gibson, Duane R.	Senior Counsel, Cmt. on Trans. & Infrastructure
Leger Short, Stephanie	Legislative Counsel, Senator John Breaux
Ring, Kevin A.	

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

Signature


Date 8/8/2002

Registrant Name: Greenberg Traurig, LLPClient Name: PRIMEDIA, Inc.

Item	Description	Data
18a	Lobbyist Name	Rudy, Tony C.
18b	Covered Official Position	Dep. CoS & Gen. Counsel, Majority Whip
18c	New Lobbyist	No
18a	Lobbyist Name	Slomowitz, Alan
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Smith, Michael D.
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Volz, Neil
18b	Covered Official Position	Chief of Staff, Representative Bob Ney
18c	New Lobbyist	No
18a	Lobbyist Name	Williams, Michael E.
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Wilson, Padgett R.
18b	Covered Official Position	
18c	New Lobbyist	No

Registrant Name: Greenberg Traurig, LLPClient Name: PRIMEDIA, Inc.

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 EDU (one per page)
16. Specific Lobbying issues
Privacy issues.
Adolescent safety, education and health issues.

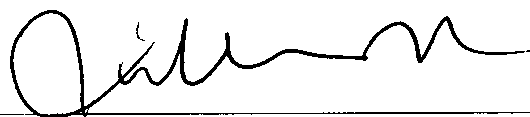
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18c	New Lobbyist	No
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18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Williams, Michael E.
18b	Covered Official Position	
18c	New Lobbyist	No
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18b	Covered Official Position	
18c	New Lobbyist	No

Registrant Name: Greenberg Traurig, LLP

Client Name: PRIMEDIA, Inc.

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)

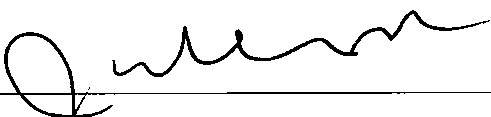
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18a	Lobbyist Name	Wilson, Padgett R.
18b	Covered Official Position	
18c	New Lobbyist	No

Registrant Name: Greenberg Traurig, LLPClient Name: PRIMEDIA, Inc.**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

22. New general description of client's business or activities

LOBBYIST UPDATE23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client
Vasell, Shawn**ISSUE UPDATE**24. General lobbying issues previously reported that **no longer** pertain**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Bus (city and state or cou

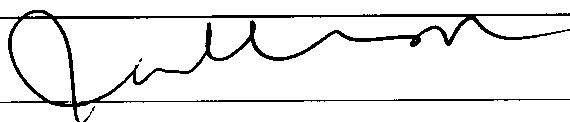
26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client**FOREIGN ENTITIES**

27. Add the following foreign entities

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrar or affiliated organization

Signature _____


Date 8/8/2002

