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**LOBBYING REPORT**

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

1. Registrant Name <b>American Advertising Federation</b>			
2. Address <input type="checkbox"/> Check if different than previously reported <b>1101 Vermont Ave., NW, Suite 500, Washington, DC 20005</b>			
3. Principal Place of Business (if different from line 2) City: _____ State/Zip (or Country): _____			
4. Contact Name <b>Clark Rector</b>	Telephone <b>202.898.0089</b>	E-mail (optional) <b>crector@aaf.org</b>	5. Senate ID #
7. Client Name <input checked="" type="checkbox"/> Self			6. House ID # <b>32152000</b>

**TYPE OF REPORT** 8. Year 2000 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	
<p><b>12. Lobbying Firms</b></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 type="checkbox"/> ⇒ \$ _____  <small>Income (nearest \$20,000)</small></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><b>13. Organizations</b></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 checked="" type="checkbox"/> ⇒ \$ <u>140,000</u>  <small>Expenses (nearest \$20,000)</small></p> <p><b>14. REPORTING METHOD.</b> Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input checked="" type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature:

Printed Name and Title Clark Rector VP-State Government Affairs

Registrant Name American Advertising Federation Client Name \_\_\_\_\_

**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

Advertising Content Restrictions (Tobacco, Alcohol, Gaming, etc.)

H.R. 3209 Online Copyright Infringement Liability Limitation Act- to provide legal protection to online service providers when unauthorized copyrighted materials are transmitted over their networks.

Student Privacy Protection Act  
(MORE-SEE ATTACHED SHEET)

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

United States House of Representatives  
United States Senate

Federal Trade Commission  
Federal Communications Commission

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

Name	Covered Official Position (if applicable)	New
Wallace Snyder	President/CEO	<input type="checkbox"/>
Jeffrey Perlman	SVP-Government Affairs	<input type="checkbox"/>
Clark Rector	VP-State Government Affairs	<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

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

Signature  Date \_\_\_\_\_

Printed Name and Title Clark Rector VP-State Government Affairs

Lobbying Report  
(American Advertising Federation)

Specific lobbying issues (Continued-ADV issue code)

- Online Privacy
- H.R. 1685- to require posting of privacy policies on Web pages with no requirements as to what those policies should be.
- S. 2125- disclosure of information relating to tobacco products and requiring labels for tobacco products.
- S. 1611- a permanent ban of Internet taxes.