

## LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration

1. Effective Date of Registration Jan 01, 2008

2. House Identification Number 39128

Senate Identification Number 313271-342

### REGISTRANT

3. Registrant Name: ELMENDORF STRATEGIES LLC  
Address: 900 7th Street NW Suite 750  
City: Washington State: DC Zip: 20001

4. Principal place of business (if different from line 3):

5. Telephone number and contact name:  
2027371010 Contact: JACKIE WHISMAN  
E-mail(optional): jackie@elmendorfstrategies.com

6. General description of registrant's business or activities:  
Government Relations

### CLIENT

A Lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10.

Self

7. Client name: MAGAZINE PUBLISHERS OF AMERICA  
Address: 810 SEVENTH AVENUE  
City: NEW YORK State: NY Zip: 10019

8. Principal place of business (if different from line 7):

9. General description of client's business or activities:  
Industry association for consumer magazines

### LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first acting as a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name: ELMENDORF, STEVEN

Covered Official Position (if applicable): COS, ADMIN ASST, RICHARD GEPHARDT; ADMIN ASST, DENNIS ECKART

Name: ELMENDORF, STEVEN

Covered Official Position (if applicable): EXEC ASST, SEN. BROCK ADAMS

Name: HOUTON, JAMES

Covered Official Position (if applicable): ASSOC. DIRECTOR, SENATE DEMOCRATIC STEERING CMTE;

Name: HOUTON, JAMES

Covered Official Position (if applicable): LEG. CORRESPONDENT, JOHN KERRY; FELLOW, EDWARD KENNEDY

Name: KENNEDY, KRISTINA

Covered Official Position (if applicable): COUNSEL AND LEGISLATIVE DIRECTOR, SEN. PAUL SARBANES

Name: STANTON, SHANTI

Covered Official Position (if applicable): STAFF ASST, SPECIAL ASST, DEP. FLOOR ASST, FLOOR ASST.,

Name: STANTON, SHANTI

Covered Official Position (if applicable): RICHARD GEPHARDT; SPECIAL ASSISTANT, NANCY PELOSI

### LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, page 1:

MIA

Registrant Name: ELMENDORF STRATEGIES LLC Client Name: MAGAZINE PUBLISHERS OF AMERICA

12. Specific lobbying issues (current and anticipated):

Legislation affecting the publishing industry

### AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semi-annual period **and** 13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semi-annual period in whole or in major part plans, supervises or controls the registrant's lobbying activities?

No, then go to line 14.

Yes, then complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

### FOREIGN ENTITIES

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; **OR**
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes activities of the client or any organization identified on line 13; **OR**
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

No, then sign and date the registration.

Yes, then complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Signature: ON FILE Date: Feb 13, 2008

Printed Name and Title: STEVEN ELMENDORF, PRESIDENT -