



Association for Interactive Media

SECRETARY OF THE SENATE

00 MAY 22 AM 8:26

H. D.

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

To Whom It May Concern:

This letter is to explain the delinquency with the filing of the Lobbying Report for Ben Isaacson, Executive Director of the Association for Interactive Media (AIM).

Since the last filing, a number of progressive situations have occurred which have prevented me from filling out the appropriate paperwork.

1. The resignation of Andrew L. Sernovitz, the former President and CEO of AIM. Please remove his name from any affiliated lobbyist information associated with AIM.
2. Additionally coordinated activities with AIM's new parent organization, the Direct Marketing Association. Please note their affiliation in the filed documents.
3. AIM recently moved headquarters from Washington, DC to our new address, 1430 Broadway, 8th Floor, New York, NY 10018. Please update all contact records affiliated with AIM to the new address.

I sincerely apologize for the delay in filing and from this point forward will make sure the appropriate documentation is filed in a timely fashion. I urge you to contact either myself or the Direct Marketing Association to verify any of the information provided or if there is any other need for additional information.

Regards,

Ben Isaacson
Executive Director
ben@interactivehq.org

1430 Broadway 8th Floor, New York, NY 10018
888-337-0008 Fax) 212-391-9233
www.interactivehq.org

00 MAY 22 AM 8:26

H.O.

LOBBYING REPORT

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

1. Registrant Name <u>Ben Isaacson</u>	
2. Address <input checked="" type="checkbox"/> Check if different than previously reported <u>1430 Broadway 8th Floor</u>	
3. Principal Place of Business (if different from line 2) City: <u>New York</u> State/Zip (or Country) <u>Ny 10018</u>	
4. Contact Name <u>Ben Isaacson</u>	Telephone <u>212-790-1405</u>
E-mail (optional) <u>ben@interactive.org</u>	5. Senate ID # <u>47382-12</u>
7. Client Name <input type="checkbox"/> Self <u>ASSOCIATION for Interactive Media</u>	6. House ID # <u>30076000</u>

TYPE OF REPORT 8. Year 99 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>12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input checked="" 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>13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇒ \$ _____ <small>Expenses (nearest \$20,000)</small></p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input 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 [Signature]
 Printed Name and Title BEN ISAACSON Executive Director

Registrant Name Ben Seaman Client Name Association for Internet & Media

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 TFC (one per page)

16. Specific lobbying issues
 Internet TATAM: HR 2362, S 2251, HR 4217, HR 3701
 Internet Privacy: S 809, NR 313, NR 4049, NR 2882, NR 3566
 Commercial Email: HR 4555, HR 1910, S 759, NR 3113, HR 2162
 Internet Censorship: HR 2031, S 577

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

House of Representatives: Dept. of Treasury
 Senate: Dept. of US Trade Rep.
 Dept. of Commerce
 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
Stan Sokol, Davidson R Co.	Internet TATAM	<input type="checkbox"/>
		<input type="checkbox"/>
		<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 [Signature] Date 5/16/00
 Printed Name and Title Ben Seaman Executive Director

Registrant Name Bruce Isomson Client Name Association for Interactive Media

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address
1430 Broadway 8th Floor

21. Client new principal place of business (if different from line 20)
City New York State/Zip (or Country) NY 10018

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

LOBBYIST UPDATE

23. Name of each previously reported individual who is no longer expected to act as a lobbyist for the client
Andrew L. Semovitz

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 Business (city and state or country)
<u>Direct Marketing Assn</u>	<u>111 14th St. 11th floor</u>	<u>Washington, DC 20036</u>

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	Ownership percentage in client

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

Signature Bruce Isomson Date 5/14/06

Printed Name and Title Bruce Isomson Executive Director