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SECRETARY OF THE SENATE

05 AUG 15 PM 5:53
LOBBYING REPORT

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

1. Registrant name
National Media Inc

2. Address Check if different than previously reported
815 Slaters Lane
Alexandria VA 22314 USA

3. Principal place of business (if different than line 2)
City: _____ State/Zip or Country: _____

4a. Contact Name Mrs. Josie Martin	b. Telephone number (703) 683-4877	c. E-mail josiem@natmedia.com	5. Senate ID # 295474-12
7. Client Name <input type="checkbox"/> Self Swingvote LLC	6. House ID # 37456001		

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June 30) OR Year End (July 1-December 3)


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"/> ⇨ \$ _____</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 type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of option</p> <p><input 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 Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Revenue Code</p>
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Edit >

Signature  Date 8/12/05

Printed Name and Title Josephine Martin, Vice President - Public Affairs

2000392877

Registrant Name National Media Inc Client Name Swingvote LLC

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is 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 ACC - Accounting (one per page)

16. Specific lobbying issues

Electronic proxy voting of pension fund managers and electronic disclosure of same.

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

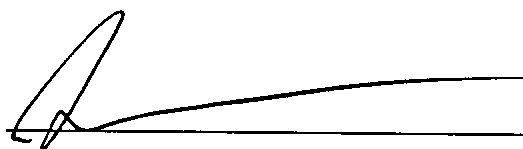
United States House of Representatives
United States Senate

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

Name			Covered Official Position (if applicable)
Josephine	Martin	Mrs	
Wyatt	Messinger	Mr	

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

0000392878

Signature  Date 8/12/05
Printed Name and Title Josephine Martin, Vice President - Public Affairs



Registrant Name National Media Inc Client Name Swingvote LLC

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is 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 FIN - Financial Institutions/Investments/Securities (one per page)

16. Specific lobbying issues

Electronic proxy voting of pension fund managers and electronic disclosure of same.

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

United States House of Representatives
United States Senate

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

Name			Covered Official Position (if applicable)
Josephine	Martin	Mrs	
Wyatt	Messinger	Mr.	

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

0000392880

Printed Name and Title Josephine Martin, Vice President - Public Affairs

