

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

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

SECRETARY OF THE SENATE
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LOBBYING REGISTRATION

Lobby Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration

1. Effective Date of Registration April 1, 2

2. House Identification Number _____

Senate Identification Number _____

REGISTRANT

3. Registrant name Wexler & Walker Public Policy Associates

Address 1317 F Street, NW, Suite 600

City Washington

State DC

Zip 20004

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

City _____

State/Zip (or Country) _____

5. Telephone number and contact name

(202) 662-3710

Contact Mary Montelle Tripp, General Counsel

E-mail (optional) tripp@we

6. General description of registrant's business or activities

Lobbying firm

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

7. Client name

Nielson Media Research, Inc.

770 Broadway

City _____

New York

State NY

Zip 10003

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

City _____

State/Zip (or Country) _____

9. General description of client's business or activities

Measurement of TV audiences by channel

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	Covered Official Position (if applicable)
Dale Snape	
Patric Link	
Jack Howard	Deputy Assistant to the President for Legislative Affairs House Office of Public Affairs
Joel Malina	
Sena Fitzmaurice	
Timothy Hannegan	

Robert Healy

Form LD-1 (Rev. 06/98)

Registrant Name Wexler & Walker Public Policy Associates Client Name Nielson Media Rese

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.

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12. Specific lobbying issues (current and anticipated)

None; educating Congress and the Executive Branch on TV audiences measurement issues.

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 semiannual period and in whole or in major part plans, supervises or controls the registrant's lobbying activities?

No ⇒ Go to line 14.

Yes ↓

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

Name	Address	Principal Place of Bu (city and state or cot

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 ⇒ Sign and date the registration.

Yes ↓

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

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ov pe ii

Signature Mary M. Lupis Date 4-5-2004

Printed Name and Title Mary Montelle Tripp, General Counsel

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