

LOBBYING REPORT

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

1. Registrant Name American Association of Advertising Agencies			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 1899 L Street, NW, Suite 700 City Washington State/Zip (or Country) DC 20036			
3. Principal Place of Business (if different from line 2) City New York State/Zip (or Country) NY 10174 1803			
4. Contact Name Harold Shoup	Telephone 202/331-7345	E-mail (optional) hshoup@aaaadc.org	5. Senate ID # 1502-12
7. Client Name <input checked="" type="checkbox"/> Self			6. House ID # 30461000

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 align="center">12. Lobbying Firms</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"/> >> \$ _____ Income (nearest \$20,000)</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 align="center">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 checked="" type="checkbox"/> >> \$ <u>\$160,000.00</u> Expenses (nearest \$20,000)</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 L.D.A. 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 _____ Date 2/14/01

Printed Name and Title Harold Shoup - Executive Vice President Page 1 of 6

Registrant Name: American Association of Advertising Agencies

Client Name: Self

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

H.R.4686, Fair Balance Prescription Drug Advertisement Act of 2006,

Oppose unconstitutional restrictions on advertisers' and publishers' commercial free speech; proposed report by FTC on youth violence; FTC tobacco advertising report; internet privacy/advertising issues; pharmaceutical advertising issues.

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

Executive Office of the President
Federal Trade Commission
House of Representatives
Office of the Vice President
Senate

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

Name	Covered Official Position (if applicable)	New
<u>Hoffman, Adonis</u>		<u>No</u>
<u>Shoup, Harold</u>		<u>No</u>

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

Signature _____ Date 2/14/01

Printed Name and Title Harold Shoup - Executive Vice President Page 2 of 6

Registrant Name: American Association of Advertising Agencies

Client Name: Self

Item	Description	Data
16	Lobbying Issues	FTC study of violence/youth/media FTC study of tobacco advertising Proposals to codify FDA tobacco advertising rules Rx drug advertising and promotion Multicultural advertising issues International advertising issues Internet privacy and advertising issues Efforts to streamline the RFP process

Registrant Name: American Association of Advertising Agencies

Client Name: Self

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 COM (one per page)

16. Specific Lobbying issues
Privacy, advertising on the internet, and e-commerce
Alcohol beverage advertising on broadcast media
Children's advertising

17. House(s) of Congress and Federal agencies contacted Check if None
Department of Commerce
Federal Communications Commission
Federal Trade Commission
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)	New
Shoup, Harold		No

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

Signature _____ Date 2/14/01

Printed Name and Title Harold Shoup - Executive Vice President Page 4 of 6

Registrant Name: American Association of Advertising Agencies

Client Name: Self

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 CPI (one per page)

16. Specific Lobbying issues

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

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

Name	Covered Official Position (if applicable)	New

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

Signature _____ Date 2/14/01

Printed Name and Title Harold Shoup - Executive Vice President Page 5 of 6

Registrant Name: American Association of Advertising Agencies

Client Name: Self

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 TAX (one per page)

16. Specific Lobbying issues

**H.CON.RES.290, Resolved by the House of Representatives (the Senate concurring),
H.R.4686, Fair Balance Prescription Drug Advertisement Act of 2000,
S.CON.RES.101, Setting forth the congressional budget for the United States Government for fiscal years 2001 through 2005 and revising the budgetary levels for fiscal year 2000,
Informal proposals to reduce and/or eliminate the deductibility of advertising expense by changing the tax code.**

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

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

Name	Covered Official Position (if applicable)	New
<u>Shoup, Harold</u>		<u>No</u>

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

Signature  Date 2/14/01

Printed Name and Title Harold Shoup - Executive Vice President Page 6 of 6