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LOBBYING REPORT

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

1. Registrant Name Greenberg Traurig, LLP			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 800 Connecticut Avenue, NW Suite 500 City Washington State/Zip (or Country) DC 20006			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name Telephone E-mail (optional) Jack A. Abramoff 202-331-3100			5. Senate ID #
7. Client Name <input type="checkbox"/> Self PRIMEDIA, Inc.			6. House ID #

TYPE OF REPORT 8. Year 2001 Midyear (January 1-June 30) OR Year End (July 1-Dec

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 Lobbyi

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input checked="" type="checkbox"/> >> \$ <u>\$360,000.00</u> Income (nearest \$20,000)	EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input type="checkbox"/> >> \$ _____ Expenses (nearest \$20,000)
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).	14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of: <input type="checkbox"/> Method A. Reporting amounts using LDA definiti <input type="checkbox"/> Method B. Reporting amounts under section 6033 the Internal Revenue Code <input type="checkbox"/> Method C. Reporting amounts under section 162(c) Internal Revenue Code

Signature _____

Date 8/9/2001

Printed Name and Title

Jack A. Abramoff - Senior Director of Government Affairs
Filing #a2e973c6-21d7-4303-866a-79414cc3a9fa - Page 1 of 16



Registrant Name: Greenberg Traurig, LLP

Client Name: PRIMEDIA, Inc.

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
S.1; S.290; S.7; S.79; S.98; HR1; HR340; HR345, HR611

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

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

Name	Covered Official Position (if applicable)
Abramoff, Jack A.	
Berger, Amy F.	
Blagman, Diane J.	
Boulanger, Todd A.	
Platt, Ronald L.	
Ring, Kevin A.	
Rizzo, Sara	

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

Signature  Date 8/9/2001



Registrant Name: Greenberg Traurig, LLP

Client Name: PRIMEDIA, Inc.

Item	Description	Data
18a	Lobbyist Name	Rudy, Tony C.
18b	Covered Official Position	Dep. CoS & Gen. Counsel, Majority Whip
18c	New Lobbyist	No
18a	Lobbyist Name	Shiffman, Gary M.
18b	Covered Official Position	Foreign Policy Advisor, Senator Connie Mack
18c	New Lobbyist	No
18a	Lobbyist Name	Slomowitz, Alan
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Smith, Michael D.
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Vasell, Shawn
18b	Covered Official Position	
18c	New Lobbyist	No



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15. General issue area code EDU (one per page)

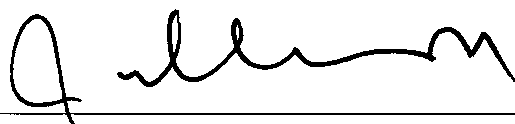
16. Specific Lobbying issues
S.1; S.290; S.7; S.79; S.98; HR1; HR340; HR345, HR611

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18a	Lobbyist Name	Rizzo, Sara
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18a	Lobbyist Name	Vasell, Shawn
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18c	New Lobbyist	No



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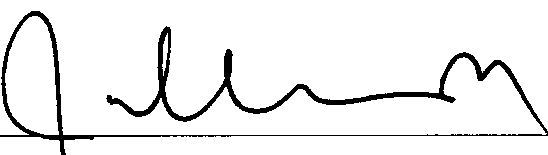
15. General issue area code MIA (one per page)
16. Specific Lobbying issues
S.1; S.290; S.7; S.79; S.98; HR1; HR340; HR345, HR611

17. House(s) of Congress and Federal agencies contacted Check if None
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18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Vasell, Shawn
18b	Covered Official Position	
18c	New Lobbyist	No



Registrant Name: Greenberg Traurig, LLP

Client Name: PRIMEDIA, Inc.

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

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

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

LOBBYIST UPDATE

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

Berger, Amy F.
Mueller, Russell J.
Rizzo, Sara

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 Bus (city and state or coun

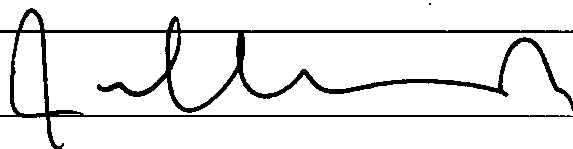
26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

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

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

Signature  Date 8/9/2001

