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LOBBYING REPORT

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

1. Registrant name			
Organization	Fierce, Isakowitz & Blalock		
2. Address <input type="checkbox"/> Check if different than previously reported			
Address 1	600 New Hampshire Ave., NW	Suite	1000
City	Washington	State	DC Zip Code 20037 Country US
3. Principal place of business (if different than line 2)			
City		State	Zip Code Country
4a. Contact Name		b. Telephone number	c. E-mail
Prefix	Full Name		
Mr.	Mark Isakowitz	(202) 333-8667	misakowitz@fierce-isakowitz.com
7. Client Name <input type="checkbox"/> Self			5. Senate ID #
Viacom Inc.			44812-91
			6. House ID #
			31507052

TYPE OF REPORT 8. Year 2004 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 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 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 type="checkbox"/> ⇨ \$ _____</p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options</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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Form Con

Printed Name and Title Mark Isakowitz, President *Mark Isakowitz* 9/9/05

000472887



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each cod information as requested. Attach additional page(s) as needed.

15. General issue area code MIA - Media (Information/Publishing) (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

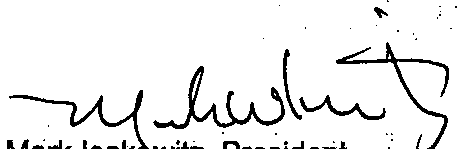
U.S. House of Representatives
 U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area Add a page to continue adding individuals for 18

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		<i>Spec ASST to the Pres of REPUBLIC PUBLIC Liaison</i>
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		<i>Spec ASST to the Pres of US AFFAIRS</i>
Diane	Moery		
Samantha	Poole		
Kate	Hull		<i>LA Hutchinson</i>
Mike	Chappell		<i>Rep COS Pickering</i>

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

0000472888



Printed Name and Title **Mark Isakowitz, President**



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each cod information as requested. Attach additional page(s) as needed.

15. General issue area code TEC - Telecommunications (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyists for if*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

0000472889

Printed Name and Title Mark Isakowitz, President

Add a page to continue



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyist data to*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

Mark Isakowitz

Printed Name and Title Mark Isakowitz, President

Add a page for a signature

0000472890



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod information as requested. Attach additional page(s) as needed.**

15. General issue area code COM - Communications/Broadcasting/Radio/TV (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; Indecency
intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyists for it*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

Printed Name and Title Mark Isakowitz, President

Add a page for each...

0000472891

Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code CPT - Copyright/Patent/Trademark (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyist information.*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

Printed Name and Title Mark Isakowitz, President

0000472892



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod information as requested. Attach additional page(s) as needed.**

15. General issue area code TAX - Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area Add a page to continue if filing with paper form.

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

Printed Name and Title Mark Isakowitz, President

0000472893



Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each cod information as requested. Attach additional page(s) as needed.

15. General issue area code RET - Retirement (one per page)

16. Specific lobbying issues

Media ownership; digital transition; rewrite of telecom act; indecency
Intellectual property rights

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

U.S. House of Representatives
U.S. Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyist names*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Mark	Isakowitz		
Kirk	Blalock		
Don	Fierce		
Katie	Huffard		
Kirsten	Chadwick		
Diane	Moery		
Samantha	Poole		
Kate	Hull		
Mike	Chappell		

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

Printed Name and Title Mark Isakowitz, President

4/20/11 10:00 AM EST

0000472894

Registrant Name Fierce, Isakowitz & Blalock

Client Name Viacom Inc.

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

20. Client new address

Address

City

State

Zip Code

Country

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

City

State

Zip Code

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

First Name	Last Name	Suffix	First Name	Last Name	Suf
1	Diane	Moery	3		
2			4		

ISSUE UPDATE

24. General lobbying issues that **no longer** pertain

Find the code to select below.

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)
	Address C/S/Z	City State Country
	Address C/S/Z	City State

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

1	2	3
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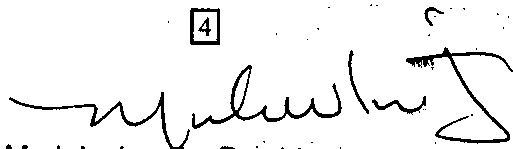
FOREIGN ENTITIES

27. Add the following foreign entities

Name	Street Address	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Owner percent client
	City	State/Province Country	City State Country		

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

1	3	5
2	4	6



Printed Name and Title Mark Isakowitz, President

Add a date for each sign

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