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LOBBYING REPORT

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

1. Registrant Name <u>Association of National Advertisers</u>			
2. Address <input type="checkbox"/> Check if different than previously reported <u>1120 20th Street, NW 520-South</u>			
3. Principal Place of Business (if different from line 2) City: <u>Washington</u> State/Zip (or Country) <u>DC 20036</u>			
4. Contact Name <u>Daniel L. Jaffe</u>		Telephone <u>(202) 296-2359</u>	5. Sena <u>465</u>
		E-mail (optional) <u>djaffe@ana.net</u>	
7. Client Name <input type="checkbox"/> Self		6. House <u>3050</u>	

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

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 Lc

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:	EXPENSES relating to lobbying activities for 1 period were:
Less than \$10,000 <input type="checkbox"/>	Less than \$10,000 <input type="checkbox"/>
\$10,000 or more <input type="checkbox"/> ⇒ \$ _____ Income (nearest \$20,000)	\$10,000 or more <input checked="" type="checkbox"/> ⇒ \$ <u>420,000</u> 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. <input type="checkbox"/> Method A. Reporting amounts using LDA <input type="checkbox"/> Method B. Reporting amounts under section 162(e)(2)(B) Internal Revenue Code <input checked="" type="checkbox"/> Method C. Reporting amounts under section 162(e)(2)(A) Internal Revenue Code

Signature

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations



Registrant Name Association of National Advertisers Client Name _____

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

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

16. Specific lobbying issues

Online marketing and privacy practices

S. 197 - "Spyware Control and Privacy Protection Act"

S. 630 - "CAN SPAM Act of 2001"

S. 851 - "Citizens' Privacy Commission Act"

S. 1055 - "Privacy Act of 2001"

S. 1881 - "Telemarketing Intrusive Practices Act of 2001"

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House

Federal Trade Commission

Department of Commerce

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Govt. Rel.	
Keith Scarborough, VP, State Govt. Rel.	
James Bellis, Manager, Govt. Rel.	

19. Interest of each foreign entity in the specific issues listed on line 16 above

☐ Check if None

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive Vice President, Government Relations



Registrant Name Association of National Advertisers Client Name _____

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16. Specific lobbying issues

H.R. 89 - "Online Privacy Protection Act of 2001"
H.R. 95 - "Unsolicited Commercial Electronic Mail Act of 2001"
H.R. 237 - "Consumer Online Privacy and Disclosure Act"
H.R. 583 - "Privacy Commission Act"
H.R. 718 - "Unsolicited Commercial Electronic Mail Act of 2001"
H.R. 1017 - "Anti-Spamming Act of 2001"

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

Senate and House
Federal Trade Commission
Department of Commerce

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

16. Specific lobbying issues

H.R. 1478 - "Personal Information Privacy Act of 2001"
H.R. 2135 - "Consumer Privacy Protection Act"
H.R. 2472 - "Protect Children from E-mail Smut Act of 2001"

FTC proposed to amend Children's Online Privacy Protection Rule (COPPA)

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

Senate and House

Federal Trade Commission

Department of Commerce

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Printed Name and Title Daniel L. Jaffe, Executive Vice President, Government Relations

[REDACTED]

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

16. Specific lobbying issues

S. 290 - "Student Privacy Protection Act"
H.R. 1 - To reauthorize the Elementary and Secondary Education Act of 1965; proposed amendments to restrict marketing and information collection activities in schools.

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

Senate and House

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

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

16. Specific lobbying issues

Rating systems and concerns about the content of television programming, movies, video games and other entertainment products.

S. 124 - "Children's Protection Act of 2001"

S. 341 and H.R. 1005 - "Children's Protection from Violent Programming Act"

S. 792 and H.R. 2246 - "Media Marketing Accountability Act of 2001"

H.R. 1916 - "21st Century Media Responsibility Act of 2001"

Inquiry by FTC on marketing practices of entertainment industry.

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

Senate and House

Federal Trade Commission

Federal Communications Commission

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

16. Specific lobbying issues

Proposals to change current tax treatment of marketing expenses as a business deduction, either across the board or for specific products.

H.R. 2352 - "Fair Balance Prescription Drug Advertisement Act of 2001"

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

Senate and House

Food and Drug Administration

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

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James Bellis, Manager, Govt. Rel.	

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[REDACTED]

Registrant Name Association of National Advertisers Client Name _____

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

16. Specific lobbying issues

Proposals to restrict marketing and pharmaceutical products directly to consumers.

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House

Food and Drug Administration

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

16. Specific lobbying issues

Dietary Supplements

H.R. 2265 - "Foods are not Drugs Act"

H.R. 3066 - "Ephedrine Alkaloid Consumer Protection Act"

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House

Food and Drug Administration

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

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Daniel L. Jaffe, EVP, Govt. Rel.	
Keith Scarborough, VP, State Govt. Rel.	
James Bellis, Manager, Govt. Rel.	

19. Interest of each foreign entity in the specific issues listed on line 16 above

☐ Check if None

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Registrant Name Association of National Advertisers Client Name _____

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

16. Specific lobbying issues

Tobacco marketing and federal regulatory authority over tobacco marketing

S. 190 - "National Youth Smoking Reduction Act"

S. 247 - "Kids Deserve Freedom from Tobacco Act of 2001"

H.R. 1043 - "FDA Tobacco Jurisdiction Act of 2001"

H.R. 1044 - "Child Tobacco Use Prevention Act"

H.R. 1097 - "FDA Tobacco Authority Amendments Act"

H.R. 2180 - "National Youth Smoking Reduction Act"

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House

Food and Drug Administration

Federal Trade Commission

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Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Govt. Rel.	
Keith Scarborough, VP, State Govt. Rel.	
James Bellis, Manager, Govt. Rel.	

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

16. Specific lobbying issues

Proposals to restrict the marketing of alcohol beverage products
FTC petition from Center for Science in the Public Interest (CSPI) on flavored alcohol beverages

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

Senate and House
Federal Trade Commission

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Govt. Rel.	
Keith Scarborough, VP, State Govt. Rel.	
James Bellis, Manager, Govt. Rel.	

19. Interest of each foreign entity in the specific issues listed on line 16 above

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Signature _____ Date _____

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Registrant Name Association of National Advertisers Client Name _____

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

16. Specific lobbying issues

Proposals to restrict the marketing of food products as a result of concern about obesity

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

Senate and House

Federal Trade Commission

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Govt. Rel.	
Keith Scarborough, VP, State Govt. Rel.	
James Bellis, Manager, Govt. Rel.	

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

Signature _____ Date _____

Printed Name and Title Daniel L. Jaffe, Executive Vice President, Government Relations



Association of
Registrant Name National Advertisers Client Name _____

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

James Bellis, Manager Govt. Relations

ISSUE UPDATE

24. General lobbying issues previously reported that no longer pertain

NAT

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)

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 registrant affiliated organization

Signature _____ Date _____

Printed Name and Title _____



