

## LOBBYING REPORT

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

1. Registrant Name:

**ASSN OF NATL ADVERTISERS**

2. Address:

1120 20TH STREET, NW 520 SOUTH, WASHINGTON, DC 20036

3. Principal place of business (if different from line 2):

4. Contact Name: DANIEL L. JAFFE

Telephone: 2022962359

E-mail (optional): djaffe@ana.net

Senate ID #: 4653-12

House ID #:

7. Client Name: ☒ Self

## TYPE OF REPORT

8. Year 2006 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

### 12. Lobbying Firms

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (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).

### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 440,000.00

### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☐ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☒ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

## 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: BEV (one per page)

16. Specific lobbying issues:

H. Res. 145 - Expressing the sense of the House of Representatives that the National Collegiate Athletic Association (NCAA) should affirm its commitment to a policy of discouraging alcohol use among underage students by ending all alcohol advertising during radio and television broadcasts of collegiate sporting events. Proposals to restrict the marketing of alcohol beverage products. S. 408 and H.R. 864 - STOP Underage Drinking Act

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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

## 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:

S. 616 - Indecent and Gratuitous and Excessively Violent S. 946 - Kid Friendly TV Programming Act of 2005 S. 1902 - Children and Media Research Advancement Act (CAMRA Act) H.R. 310 - Broadcast Indecency Enforcement Act of 2005 H.R. 1145 - Software Accuracy and Fraud Evaluation Rating Act (SAFE Rating Act) H.R. 1420 - Families for ED Advertising Decency Act H.R. 3132 - Children's Safety Act of 2005 H.R. 3726 - Child Pornography Prevention Act of 2005 H.R. 4124 - Children and Media Research Advancement Act (CAMRA Act) H.R. 5252 - Advanced Telecommunications and Opportunity Reform Act (amendments added in Senate Commerce, Science and Transportation markup by Senator Jay Rockefeller (2) and Senators Mark Pryor and Bill Nelson) Concerns about the content of television programming, movies, video games and other entertainment products. S. 193 - Broadcast Indecency Enforcement Act S. 579 - Children and Media Research Advancement Act (CAMRA Act)

17. House(s) of Congress and Federal agencies contacted:  
Federal Communications Commission (FCC)  
HOUSE OF REPRESENTATIVES  
SENATE

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

Name: BUZBY, DAVID P.  
Covered Official Position (if applicable): N/A  
Name: JAFFE, DANIEL L.  
Covered Official Position (if applicable): N/A  
Name: SCARBOROUGH, KEITH A.  
Covered Official Position (if applicable): N/A

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

## 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:

S. 1326 - Notification of Risk to Personal Data Act S. 1332 - Personal Data Privacy and Security Act of 2005 S. 1408 - Identity Theft Protection Act S. 1461 - Consumer Identity Protection and Security Act S. 1789 - Personal Data Privacy and Security Act of 2005 S. 3568 - Data Security Act of 2006 S. 3713 - Privacy Rights and Oversight for Electronic and Commercial Transactions Act of 2006 (PROTECT Act) H.R. 29 - Securely Protect Yourself Against Cyber Trespass Act (SPY Act) H.R. 744 - Internet Spyware (I-SPY) Prevention Act of 2005 H.R. 1080 - Information Protection and Security Act H.R. 1263 - Consumer Privacy Protection Act of 2005 H.R. 3997 - Financial Data Protection Act H.R. 4127 - Data Accountability and Trust Act H.R. 4731 - Eliminate Warehousing of Consumer Internet Data Act of 2006 Federal Trade Commission rulemakings concerning children's online privacy and implementation of the Children's Online Privacy Protection Act. S. 116 - Privacy Act of 2005 S. 500 - Information Protection and Security Act S. 687 - Software Principles Yielding Better Levels of Consumer Knowledge Act (Spyblock Act) S. 768 - Comprehensive Identity Theft Prevention Act

17. House(s) of Congress and Federal agencies contacted:  
Federal Trade Commission (FTC)

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

Name: BUZBY, DAVID P.  
Covered Official Position (if applicable): N/A  
Name: JAFFE, DANIEL L.  
Covered Official Position (if applicable): N/A  
Name: SCARBOROUGH, KEITH A.  
Covered Official Position (if applicable): N/A

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

Registrant Name: ASSN OF NATL ADVERTISERS 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: CSP (one per page)

16. Specific lobbying issues:

FCC Implementation of the Junk Fax Prevention Act of 2005

17. House(s) of Congress and Federal agencies contacted:  
Federal Communications Commission (FCC)

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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

## 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: F00 (one per page)

16. Specific lobbying issues:

S. 1325 - Improved Nutrition and Physical Activity Act (IMPACT Act) S. 2592 - Child Nutrition Promotion and School Lunch Protection Act of 2006 H. Res. 696 - Expressing the sense of the House of Representatives that there should be established a National Physical Education and Sports Week and a National Physical Education and Sports Month H.R. 5167 - Child Nutrition Promotion and School Lunch Protection Act of 2006 H.R. 5737 - Children's Health Federal Trade Commission Authority Restoration Act Federal Trade Commission report on self-regulation in the advertising industry and obesity. Proposals to restrict the marketing of food products as a result of concerns about obesity. S. 799 - Prevention of Childhood Obesity Act S. 1074 - Healthy Lifestyles and Prevention America Act (HeLP America Act) S. 1324 - Childhood Obesity Reduction Act

17. House(s) of Congress and Federal agencies contacted:  
Federal Trade Commission (FTC)  
HOUSE OF REPRESENTATIVES  
SENATE

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

Name: BUZBY, DAVID P.  
Covered Official Position (if applicable): N/A  
Name: JAFFE, DANIEL L.  
Covered Official Position (if applicable): N/A  
Name: SCARBOROUGH, KEITH A.  
Covered Official Position (if applicable): N/A

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

## 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: PHA (one per page)

16. Specific lobbying issues:

S. 3807 - Enhancing Drug Safety and Innovation Act of 2006 H.R. 1420 - Families for ED Advertising Decency Act H.R. 3696 - Medical Advertising Reform Act H.R. 3950 - Responsibility in Drug Advertising Act of 2005 H.R. 4429 - Food and Drug Administration Safety Act of 2005 Responded to GAO report on prescription drug advertising. Proposals to end, restrict, or limit the marketing of pharmaceutical products to consumers and physicians. S. 930 - Food and Drug Administration Safety Act of 2005 S. 1128 - Pharmaceutical Advertising and Prudent Purchasing Act

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

HOUSE OF REPRESENTATIVES  
SENATE

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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

## 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:

Amdt. No. 3065 to S. Con Res 83 - Sense of the Senate Resolution requiring pharmaceutical companies to take a deduction for advertising expenditures that equals only half their previous year's budget for research and development. Proposals to change the current tax treatment of marketing expenses as a business deduction, either across the board or for specific products. H.R. 575 - Say No to Drug Ads Act H.R. 1655 - America Rx Act of 2005

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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



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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: TOB (one per page)

16. Specific lobbying issues:

Restrictions on tobacco marketing and federal regulatory authority over tobacco products. S. 666 - Family Smoking and Prevention and Tobacco Control Act S. 1074 - Healthy Lifestyles and Prevention America Act (HeLP America Act) H.R. 1376 - Family Smoking and Prevention and Tobacco Control Act

17. House(s) of Congress and Federal agencies contacted: **None**

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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

Registrant Name: ASSN OF NATL ADVERTISERS Client Name: Self

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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: TRA (one per page)

16. Specific lobbying issues:

H.R. 4939 - Emergency Supplemental Appropriations Act for Defense, the Global War on Terror, and Hurricane Recovery, 2006  
(Senate amendment to facilitate reconstruction of billboards damaged or destroyed by last year's hurricanes)

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

HOUSE OF REPRESENTATIVES

SENATE

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

Name: BUZBY, DAVID P.

Covered Official Position (if applicable): N/A

Name: JAFFE, DANIEL L.

Covered Official Position (if applicable): N/A

Name: SCARBOROUGH, KEITH A.

Covered Official Position (if applicable): N/A

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

Signature: ON FILE Date: Feb 13, 2007

Printed Name and Title: DANIEL L. JAFFE, EXECUTIVE VICE PRESIDENT, GOVERNMENT