

## LOBBYING REPORT

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

1. Registrant Name:

**NEWSPAPER ASSN OF AMERICA**

2. Address:

529 14TH STREET, NW, #440, WASHINGTON, DC 20045

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

4. Contact Name: PAUL BOYLE

Telephone: 2026384784

E-mail (optional): Paul.Boyle@naa.org

Senate ID #: 29298-12

House ID #: 31218000

7. Client Name:  Self

## TYPE OF REPORT

8. Year 2007 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): 775,000.00

### 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

Registrant Name: NEWSPAPER ASSN OF AMERICA 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:

Direct-to-Consumer Advertising of Prescription Drugs (Prescription Drug User Fee Act; FDA reauthorization bill)

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

Food & Drug Administration (FDA)  
HOUSE OF REPRESENTATIVES  
SENATE

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

Name: BOYLE, PAUL

Covered Official Position (if applicable): N/A

Name: HOFFMAN, LORI

Covered Official Position (if applicable): N/A

Name: MASON, KATHERINE

Covered Official Position (if applicable): N/A

Name: STRUM, JOHN F.

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: NEWSPAPER ASSN OF AMERICA 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: CON (one per page)

16. Specific lobbying issues:

Free Flow of Information Act (H.R. 2102/S. 1267) S. 849 Openness Promotes Effectiveness in our National (OPEN) Government Act

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

HOUSE OF REPRESENTATIVES  
Justice, Dept of (DOJ)  
SENATE

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

Name: BOYLE, PAUL

Covered Official Position (if applicable): N/A

Name: HOFFMAN, LORI

Covered Official Position (if applicable): N/A

Name: MASON, KATHERINE

Covered Official Position (if applicable): N/A

Name: RYCHAK, LAURA

Covered Official Position (if applicable): N/A

Name: STRUM, JOHN F.

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: NEWSPAPER ASSN OF AMERICA 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: MIA (one per page)

16. Specific lobbying issues:

Media ownership Federal Communications Commission - Further Notice of Proposed Rulemaking on Media Ownership

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: BOYLE, PAUL

Covered Official Position (if applicable): N/A

Name: RYCHAK, LAURA

Covered Official Position (if applicable): N/A

Name: STRUM, JOHN F.

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: NEWSPAPER ASSN OF AMERICA 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: POS (one per page)

16. Specific lobbying issues:

Postal Regulatory Commission implementation of the Postal Accountability and Enhancement Act. Congressional oversight of U.S. Postal Service

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

HOUSE OF REPRESENTATIVES

Postal Regulatory Commission

SENATE

U.S. Postal Service (USPS)

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

Name: BOYLE, PAUL

Covered Official Position (if applicable): N/A

Name: STRUM, JOHN F.

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: NEWSPAPER ASSN OF AMERICA 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:

Estate Tax Repeal Deductibility of Advertising Expenses Worker Classification Issues Trade legislation

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

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

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

Name: BOYLE, PAUL

Covered Official Position (if applicable): N/A

Name: MASON, KATHERINE

Covered Official Position (if applicable): N/A

Name: STRUM, JOHN F.

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: NEWSPAPER ASSN OF AMERICA 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: TEC (one per page)

16. Specific lobbying issues:

Use of prerecorded sales and informational messages

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: BOYLE, PAUL  
Covered Official Position (if applicable): N/A  
Name: RYCHAK, LAURA  
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: Jul 25, 2007

Printed Name and Title: PAUL J. BOYLE, SENIOR VICE PRESIDENT/PUBLIC POLICY -

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

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

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**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**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE      Date: Jul 25, 2007

Printed Name and Title: -