

LOBBYING REPORT

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

1. Registrant Name:

DIRECT MARKETING ASSN

2. Address:

1111 19TH ST. NW #1100, WASHINGTON, DC 20036

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

4. Contact Name: GERALD CERASALE

Telephone: 202-861-2423

E-mail (optional): jcerasale@the-dma.org

Senate ID #: 12301-12

House ID #: 32226000

7. Client Name: Self

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: Dec 30, 1899 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): 200,000.00

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: DIRECT MARKETING ASSN 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: COM (one per page)

16. Specific lobbying issues:

Potential amendments to P.L. 108-187, to regulate the transmission of unsolicited commercial electronic mail over the Internet (Can Spam Act) H.R.2929, to protect users of the Internet from unauthorized use of their personally identifiable information through the use of "spyware" program H.R.2971, to enhance Social Security Number privacy protection. H.R.4600, the Junk Fax Protection Act S.2145, to regulate the unauthorized installation of commercial software for the purpose of collecting personally identifiable information S.2160, the Children's List Broker Privacy Act S.2603, the Junk Fax Protection Act

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

Federal Communications Commission (FCC)
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE

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

Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: CONWAY, JAMES
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
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: DIRECT MARKETING ASSN 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:

Potential amendments to P.L.108-18, Postal Service Retirement System Funding Reform Act of 2003 H.R.1169, to amend Title 39, U.S.Code with respect to "cooperative mailings" H.R.4341, Postal Accountability and Enhancement Act H.R.4970, to reform the Postal Laws of the United States H.Res.154, resolution to ensure 6-day mail delivery S.1285, Postal Accountability and Enhancement Act S.1562, to amend Title 39, U.S. Code with respect to "cooperative mailings" S.2468, Postal Accountability and Enhancement Act S.Con.Res.95, An original concurrent resolution setting forth the congressional budget for the United States Government for the fiscal year 2005 and including the appropriate budgetary levels for fiscal years 2006 through 2009, Postal reform

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

HOUSE OF REPRESENTATIVES
Office of Management & Budget (OMB)
SENATE
Treasury, Dept of

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

Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: CONWAY, JAMES
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
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: DIRECT MARKETING ASSN 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:

H.R.49, Internet Tax Non-discrimination Act, Internet taxes S.52, Internet Tax Non-discrimination Act, Internet taxes S.150, Internet Tax Non-discrimination Act of 2003, Internet taxes S.2084, Internet Tax Ban Extension Improvement Act S.2348, a bill to extend the Internet Tax Freedom 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: CERASALE, GERALD

Covered Official Position (if applicable): N/A

Name: CONWAY, JAMES

Covered Official Position (if applicable): N/A

Name: MICALI, MARK

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 09, 2005

Printed Name and Title: GERALD CERASALE - SENIOR VICE PRESIDENT, GOVERNMENT AFFAIRS