

RECEIVED
SECRETARY OF THE SEN

05 FEB -4 PM 2:4

Clerk of the House of Representatives Legislative Resource Center B-105 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
---	--

LOBBYING REPORT

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

1. Registrant Name <u>Primedia</u>			
2. Address <input type="checkbox"/> Check if different than previously reported <u>450 5th Avenue, New York, NY 10151</u>			
3. Principal/Type of Business (if different from line 2) City: _____ State/Zip (or Country) _____			
4. Contact Name <u>Jeffrey Ballaban</u>		Telephone <u>212-615-6300</u>	E-mail (optional) _____
7. Client Name <input checked="" type="checkbox"/> Self		5. Senate ID # <u>71621</u>	
		6. House ID # _____	

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December)

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

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p>12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Income (nearest \$20,000)</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>13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definition</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 603 Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162 Internal Revenue Code</p>
--	---

Signature [Handwritten Signature]

Printed Name and Title Executive Vice President of Network 11

LD-2 (REV. 6-98)

PAGE 02

BALLABON

12126186301

15:39

Registrant Name Prime dia Client Name Prime dia

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, information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues
EDUCATION ISSUES

17. House(s) of Congress and Federal agencies contacted Check if None
Department of Education
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
<u>Balaban, Jeffrey</u>	

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

Signature [Signature] Date 1/26/05

Printed Name and Title Jerry Ballaban, Executive Vice President
Network Affairs

Form FD-203 (Rev. 10-10-90)

Page

PAGE 03

BALLABON

12126186301

15:39