

## 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-S, 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 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): 480,000.00

### 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:

Proposals to restrict the marketing of alcohol beverage products

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**

### 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: BUD (one per page)

16. Specific lobbying issues:

Lobbying for increased funding for Center for Disease Control and Prevention's Division of Nutrition, Physical Activity and Obesity

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**

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: COM (one per page)

16. Specific lobbying issues:

Amendments to Financial Services and General Government Appropriations bill to regulate indecent and violent television content  
Comments filed on FEC's proposed rulemaking regarding "electioneering communications" Letters sent to FCC in regard to a possible notice of proposed rulemaking on embedded advertising (or product placement) Violent and indecent media content: S. 602 - Child Safe Viewing Act of 2007 S. 948 - Children and Media Research Advancement Act (CAMRA Act) H.R. 2738 - Family and Consumer Choice Act of 2007

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: CPI (one per page)

16. Specific lobbying issues:

Participation in FTC Town Hall meeting on online behavioral advertising S. 49 - Protecting Children in the 21st Century Act H.R. 958 - Data Accountability and Trust Act (DATA) Act H.R. 964 - Securely Protect Yourself Against Cyber Trespass Act (SPY Act) H.R. 1525 - Internet Spyware (I-SPY) Prevention Act of 2007

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**

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:

Federal Trade Commission review of testimonial and endorsement guidelines

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**

## 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. Amdt. 3661 to H.R. 2419 - provisions requiring a study by the Institute of Medicine to set up guidelines for food advertising directed to children Participation on the Federal Communications Commission task force on media and childhood obesity Participation in the Federal Trade Commission/Department of Health and Human Services workshop on marketing and childhood obesity Proposals to restrict or ban food and beverage advertising, including limiting advertising directed to children S. 1342 - Healthy Lifestyles and Prevention America Act (HeLP America Act) H.R. 2278 - Children's Health Federal Trade Commission Authority Restoration Act H.R. 2633 - Healthy Lifestyles and Prevention America Act (HeLP America 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: PHA (one per page)

16. Specific lobbying issues:

S. 2311 - Non-Prescription Drug Modernization Act of 2007 H.R. 788 - Food and Drug Administration Safety Act of 2007 H.R. 1561 - Enhancing Drug Safety and Innovation Act of 2007 H.R. 2900 - Food and Drug Administration Amendments Act of 2007 H.R. 4083 - Non-Prescription Drug Modernization Act of 2007 FDA request for comments on verbal and visual presentations and "fair balance" in drug ads Proposals to ban or restrict advertising of prescription drugs S. 468 - Food and Drug Administration Safety Act of 2007 S. 484 - Enhancing Drug Safety and Innovation Act of 2007 S. 1082 - Food and Drug Administration Revitalization Act

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: 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: TAX (one per page)

16. Specific lobbying issues:

H.R. 2823 - Fair Balance Prescription Drug Advertisement Act of 2007 (prescription drug advertising) Proposals to end the tax deductibility for certain categories of advertising expenditures S. 334 - Healthy Americans Act (prescription drug advertising) S. 1342 - Healthy Lifestyles and Prevention America Act (HeLP America Act) (tobacco advertising) H.R. 2633 - Healthy Lifestyles and Prevention America Act (HeLP America Act) (tobacco advertising)

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**

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: T08 (one per page)

16. Specific lobbying issues:

Restrictions on tobacco marketing and regulatory authority over advertising S. 625 - Family Smoking Prevention and Tobacco Control Act H.R. 1108 - Family Smoking Prevention and Tobacco Control 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**

Signature: ON FILE Date: Feb 14, 2008

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

**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: Feb 14, 2008

Printed Name and Title: -