

SECRETARY  
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Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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# LOBBYING REPORT

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

1. Registrant name <p style="text-align: center;">Alliance for American Advertising</p>			
2. Address <input type="checkbox"/> Check if different than previously reported <p style="text-align: center;">555 12th Street, NW, Suite 710 N Washington DC 20004 USA</p>			
3. Principal place of business (if different than line 2) <p style="text-align: center;">City State/Zip or Country</p>			
4a. Contact Name	b. Telephone number	c. E-mail	5. Senate ID #
Ms. Karen Blitz	202-638-1101	kgb@davidsondc.com	293415-87
7. Client Name <input type="checkbox"/> Self			6. House ID #
General Mills			37455003

**TYPE OF REPORT** 8. Year 2006 Midyear (January 1-June30)  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

<p style="text-align: center;"><b>12. Lobbying Firms</b></p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>30,000</u></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 style="text-align: center;"><b>13. Organizations</b></p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(b)(8) of the Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) of the Int Revenue Code</p>
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Senate Password

Signature Karen Blitz Date 8/4/2006

Printed Name and Title Karen Blitz, Office Director

Digitally signed by Karen Blitz  
DN: cn=Karen Blitz, c=US, o=DST Access Unaffiliated Individual  
Reason: I attest to the accuracy and integrity of this document  
Date: 2006.08.04 15:22:48 -0400

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Registrant Name Alliance for American Advertising

Client Name General Mills

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the reg engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code,** p information as requested. Attach additional page(s) as needed.

15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

H.R. 4124 CAMRA Act  
H.R. 4860 Childhood Obesity Reduction Act  
H.R. 5737 Children's Health Federal Trade Commission Authority Restoration Act  
S. 799 Prevention of Childhood Obesity Act  
S. 1074 HELP America Act  
S. 1324 Childhood Obesity Reduction Act

17. House(s) of Congress and Federal agencies contacted  None  House  Senate  Other

[Empty box for listing contacted House(s) of Congress and Federal agencies]

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

Name	Covered Official Position (if applicable)
James Davidson	
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

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

Signature \_\_\_\_\_

Date 8/4/2006

Printed Name and Title Karen Blitz, Office Director

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Registrant Name Alliance for American Advertising

Client Name General Mills

**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different than line 20)

City

State/Zip

22. New general description of client's business or activities

**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 that **no longer** pertain

**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)

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

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage client

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, client affiliated organization

Signature \_\_\_\_\_

Date 8/4/2006

Printed Name and Title Karen Blitz, Office Director

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