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LOBBYING REPORT

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

1. Registrant name BKSH & Associates			
2. Address <input type="checkbox"/> Check if different than previously reported 1801 K Street, N.W. Suite 901-L Washington DC 20006 USA			
3. Principal place of business (if different than line 2) City State/Zip or Country			
4a. Contact Name Ms. Theresa Weber		b. Telephone number (202) 530-4816	c. E-mail theresa_weber@was.bm.com
5. Senate ID # 6291-3553			
7. Client Name <input type="checkbox"/> Self NIELSEN MEDIA RESEARCH			6. House ID # 33118225

TYPE OF REPORT 8. Year 2005 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 12/31/2005 11. No Lobbying Activity ☐

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>80,000</u> 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).	EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input type="checkbox"/> ⇨ \$ _____ 14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options. <input type="checkbox"/> Method A. Reporting amounts using LDA definitions only <input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code <input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Edit Form >

Signature *R. Scott Pastrick*
Printed Name and Title R. Scott Pastrick, President and CEO

Date 2/14/06

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Registrant Name BKSH & Associates

Client Name NIELSEN MEDIA RESEARCH

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 - Communications/Broadcasting/Radio/TV (one per page)

16. Specific lobbying issues

Broadcast ratings

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

Senate and House of Representatives

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

Name		Covered Official Position (if applicable)
Charles	Black	N/A
Paul	Brown	N/A
Katherine	Friess	N/A
Rich	Meade	Chief of Staff, House Budget Committee
Patrick	Templeton	N/A

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

Signature

R. Scott Pastrick

Date

2/14/06

Printed Name and Title R. Scott Pastrick, President and CEO

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