

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 REGISTRATION**

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an amended registration

1. Effective Date of Registration: July 5, 2004

2. House Identification Number \_\_\_\_\_

Senate Identification Number \_\_\_\_\_

**REGISTRANT**3. Registrant name BKSH & AssociatesAddress 1801 K Street, N.W., Ste. 901-LCity WashingtonState D.C.Zip 20006

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

City \_\_\_\_\_

State/Zip (or Country) \_\_\_\_\_

5. Telephone number and contact name

(202) 530-0400Contact Sharon Balkam6. General description of registrant's business or activities lobbying

**CLIENT** A lobbying firm is required to file a separate registration for each client. Organizations employing in-house should check the box labeled "Self" and proceed to line 10. ☐ Self

7. Client name Nielsen Media ResearchAddress 770 BroadwayCity New YorkState NYZip 10003

8. Principal place of business (if different from line 7)

City \_\_\_\_\_

State/Zip (or Country) \_\_\_\_\_

9. General description of client's business or activities: Media Research**LOBBYISTS**

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years acting as a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name	Covered Official Position (if applicable)
Charles Black	N/A
Katherine Friess	N/A



Registrant Name: BKSH & AssociatesClient Name: Nielsen Media Research**LOBBYING ISSUES**

11. General lobbying issue areas. Select applicable codes listed in instructions and on the reverse side of Form LD-1, p2

MIACOM

12. Specific lobbying issues (current and anticipated)

Potential federal regulation of media research services

**AFFILIATED ORGANIZATIONS**

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the semiannual period and in whole or in major part plans, supervises, or controls the registrant's lobbying activities?

☒ No 

Go to line 14.

Yes ☐ Complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

Name	Address	Principal place of business (city and state or county)

**FOREIGN ENTITIES**

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; or
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes activities of the client or any organization identified on line 13; or
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

No ☒ Sign and date the registration.☒ Yes

Complete the rest of this section for each entity matching the criteria above, then sign and date the registration

Name	Address	Principal place of business (city and state or county)	Amount of contribution for lobbying activities	Ownership percentage in client
VNU, nv	Ceylonpoort 5-25 2037 AA Haarlem	The Netherlands	0	100%

Signature

Date: August 26, 2004Printed Name and Title: Sharon Balkam,

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