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

SECRETARY OF THE OF AUG 21 PH 12. **LOBBYING REPOR**

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

1. Registrant name				
Alliance for American Advertising				
2. Address Check if different than previously reported	•••••••••••••••••••••••••••••••••••••••	••••••	••••••	
555 12th Street, NW, Suite 710				
Washington	DC	20004		USA
3. Principal place of business (if different than line 2)				
*****	Zip or Country			
4a. Contact Name b. Telephone number	number c. E-mail		5. Senate ID #	
	@davidsondc.com			293415-87
7. Client Name Self General Mills			6. House II)# 37455003
TYPE OF REPORT 8. Year 2005 Midyear (Janua	ry 1-June30)	OR Yea	ar End (July 1-	December 3
9. Check if this filing amends a previously filed version of this report	L]			
10. Check if this is a Termination Report 🛄 🖨 Termination Date	e	-	11. No Lob	bying Activ
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:	EXPENSES relating to lobbying activities for this reporting were:			
Less than \$10,000 🔀	Less than \$10,000			
\$10,000 or more 🔲 🖙 \$	\$10,000 or more		5_	
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).	14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of option			
	Method A. Reporting amounts using LDA definitions only Method B. Reporting amounts under section 6033(b)(8) of Internal Revenue Code			
	Method C. Reporting amounts under section 162(e) of the Revenue Code			
			Edit Form >	File with
	S	Senate Password	<u> </u>	File with
Signature Karen Blitz Best 2000 Control of the source with the source of	document Date	1/25/200)6	

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Printed Name and Title Karen Blitz, Director Filing #fcbb16fc-5674-43b4-a3ea-c96663b919a1 - Page 1 of 4



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Registrant Name ______ Alliance for American Advertising

Client Name ____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the 1 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	(one per page)		
16. Specific lobbying issues			
H.R. 554 Personal Responsibility in Food Consump H.R. 4124 CAMRA Act S. 1074 HELP America Act S. 799 Prevention of Childhood Obesity Act S. 1325 IMPACT Act S. 1324 Childhood Obesity Reduction Act	tion Act		
 17. House(s) of Congress and Federal agencies contact U.S. Senate U.S. House of Representatives Federal Trade Commission 			
18. Name of each individual who acted as a lobbyist in Name	this issue area 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 Document digitally signed on Page 1.	Date 1/25/2006		

Printed Name and Title Karen Blitz, Director LD-2DS (Rev. 4.05MAC)

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