

LOBBYING REPORT

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

1. Registrant Name:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

2. Address:

1203 19TH ST NW 4TH FLOOR, WASHINGTON, DC 20036

3. Principal place of business (if different from line 2):

City: NEW YORK State/Zip(or Country): NY 10174

4. Contact Name: RICHARD F. O'BRIEN

Telephone: 202-331-7345

E-mail (optional): rfobrien@aaaadc.org

Senate ID #: 1502-12

House ID #: 30461000

7. Client Name: ☒ Self

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: 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): 200,000.00

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: ADV (one per page)

16. Specific lobbying issues:

H.R. 575 Say No to Drug Ads Act H.R. 1420 Families for ED Advertising Decency Act H.R. 1655 America Rx Act of 2005 H.R. 3950 Responsibility in Drug Advertising Act of 2005 H.R. 3696 Medical Advertising Reform Act H.R. 2090 Food and Drug Administration Improvement Act of 2005 H.R. 4429 Food and Drug Administration Safety Act of 2005 S. 1128 Pharmaceutical Advertising and Prudent Purchasing Act S. 930 Food and Drug Administration Safety Act of 2005 S. 1932 Deficit Reduction Omnibus Reconciliation Act of 2005 H.R. 554 Personal Responsibility in Food Consumption Act 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 S. 579 CAMRA Act S. 908 Commonsense Consumption Act of 2005 Oppose unconstitutional restrictions on advertisers' and publishers' commercial free speech on products such as Rx drugs, alcohol, also violence in the media, and children's advertising. FTC action regarding food advertising, including products and weight-loss. FTC study of television violent content. FTC action regarding SPAM. FCC action regarding telemarketing, DO NOT CALL, DO NOT FAX. FCC actions regarding advertising restriction on children's television. Rx drug advertising and promotion. Multicultural advertising issues. International advertising issues. Privacy and advertising issues.

17. House(s) of Congress and Federal agencies contacted:

Executive Office of the President
Federal Communications Commission (FCC)
Federal Trade Commission (FTC)
Food & Drug Administration (FDA)
HOUSE OF REPRESENTATIVES
SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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: AMERICAN ASSOCIATION OF ADVERTISING AGENCIES 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:

Monitored and tracked legislative developments impacting the use of advertising in all communications media, including radio, TV and the Internet.

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: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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: CPT (one per page)

16. Specific lobbying issues:

Monitored legislative activity impacting copyright law.

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: HOFFMAN, ADONIS

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: AMERICAN ASSOCIATION OF ADVERTISING AGENCIES 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:

Measures to reduce and/or eliminate the deductibility of advertising expense by changing the tax code.

17. House(s) of Congress and Federal agencies contacted:

Executive Office of the President
HOUSE OF REPRESENTATIVES
SENATE

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

Name: HOFFMAN, ADONIS

Covered Official Position (if applicable): N/A

Name: O'BRIEN, RICHARD F.

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: Aug 03, 2006

Printed Name and Title: RICHARD F. O'BRIEN - EXECUTIVE VICE PRESIDENT