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LOBBYING REPORT

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

1. Registrant Name
Direct Marketing Association, Inc.

2. Address ☐ Check if different than previously reported
1111 19th Street, NW, Suite 1100
Washington, DC 20036-3603

3. Principal Place of Business (if different from line 2)
City: Same State/Zip (or Country)

4. Contact Name: Gerald Cerasale
Telephone: (202) 955-5030
E-mail (optional):

5. Senate ID #: 12301-12

6. House ID #: 32226000

7. Client Name ☐ Self

TYPE OF REPORT 8. Year 1999 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 ☐ ⇨ $ 180,000
Expenses (nearest $20,000)

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

Signature _____ 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs

LD-2 (REV. 6/98)

PAGE 1 of 1

Registrant Name Direct Marketing Assoc. Client Name

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 BAN (one per page)

16. Specific lobbying issues

H.R. 10, Financial Services Act of 1999, as it relates to consumer privacy

S. 900, Financial Services Act of 1999, as it relates to consumer privacy

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

House of Representatives

Senate

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

Name	Covered Official Position (if applicable)	New
Gerald Cerasale		☐
Richard Barton		☐
Roscoe Starek	Commissioner, Federal Trade Commission	☐
Mark Micali		☐
		☐
		☐
		☐
		☐

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

Signature [signature] Date 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs

Registrant Name Direct Marketing Assoc. Client Name

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

See Attached Page

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

House of Representatives	Office of the Vice President
Senate	Department of Health & Human Services
Federal Trade Commission	Federal Communication Commission
Department of Commerce	Executive office of the President
Department of State	United States Postal Service

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

Name	Covered Official Position (if applicable)	New
Gerald Cerasale		☐
Richard Barton		☐
Roscoe Starek	Commissioner, Federal Trade Commissioner	☐
Mark Micali		☐
		☐
		☐
		☐
		☐

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

Signature [signature] Date 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs

Attachment to Page 3 – COM Issues (Direct Marketing Association, Inc. – Year end 1999 Lobbying Report)

Specific Lobbying Issues:

H.R. 1685, Internet Growth and Development Act of 999 – Internet Regulation

H.R. 1686, Internet Freedom Act – Internet Regulation

H.R. 1910, Electronic Mail User Protection Act-Internet Regulation

H.R. 2031, Direct Shipment of Alcohol Act – Internet Regulation

H.R. 2162, Regulation of Electronic Mail – Internet Regulation

H.R. 3113, Unsolicited Electronic Mail Act of 1999 – Internet Regulation

S. 578, Healthcare Personal Information Non-Disclosure Act – Consumer Privacy

S. 759, Regulation of Electronic Mail – Internet Regulation

S. 809, Online Privacy Protection Act of 1999 – Internet Regulation

S. 1084, Telecommunications Competition and Consumer Protection Act of 1999 – Consumer Privacy

State Department, Commerce Department, and U.S. Postal Service: Preparation, Attendance, and Follow-up for Universal Postal Union Meeting in China

Federal Trade Commission:
- Rulemaking for Children's Online Privacy Protection Act
- Participation in Privacy Online Workshops
- Online Profiling Workshop
- Workshop on Advertising for Long Distance Telephone Service

Office of the Vice President: Online Privacy Issues

Executive Office of the President: Online Privacy Issues

Federal Communications Commission:
- Workshop on Advertising for Long Distance Telephone Service

Department of Commerce
- Online Profiling Workshop
- European Union Data Directive

Department of Health & Human Services
- Online Medical Privacy Rules

Registrant Name Direct Marketing Assoc. Client Name

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

H.CON.RES.190, Whereas electronic commerce is not bound by geography and its borders are not easily discernible, Internet Taxes
H.R. 3252, Internet Tax Elimination Act, Internet Taxes
S. 1611, To amend the Internet Tax Freedom Act to broaden its scope and make the moratorium permanent, Internet Taxes
S. 328, To make permanent the moratorium on the imposition of taxes on Internet access-Internet Taxes
Proposal(no specific bills intoduced) to limit tax deductibility of ad. expenses

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

House of Representatives
Senate

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

Name	Covered Official Position (if applicable)	New
Gerald Cerasale		☐
Richard Barton		☐
Roscoe Starek	Commissioner, Federal Trade Commission	☐
Mark Micali		☐
		☐
		☐
		☐
		☐

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

Signature [signature] Date 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs

Registrant Name Direct Marketing Assoc. Client Name

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 POS (one per page)

16. Specific lobbying issues

See Attached Page

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

House of Representatives
Senate

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

Name	Covered Official Position (if applicable)	New
Gerald Cerasale		☐
Richard Barton		☐
Roscoe Starek	Commissioner, Federal Trade Commission	☐
Mark Micali		☐
		☐
		☐
		☐
		☐

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

Signature _____ Date 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs

Form LD-2 (Rev.6/98) Page 5 of 6

Attachment to Page 5—Com Issues (Direct Marketing Association, Inc. –Year End 1999 Lobbying report)

Specific Lobbying Issues:

H.R. 22, Postal Modernization Act of 1999—Postal Reform

H.R. 170, Honesty in Sweepstakes Act of 1999—Sweepstakes

H.R. 237, To amend title 39, United States Code, to require certain notices in any mailing using a game of chance for the promotion of a product or service, and for other purposes—Sweepstakes

S. 26, Campaign Finance Reform Act of 1999, as it relates to reduced rate mail for election campaigns

S. 301, Honesty in Sweepstakes Act of 1999—Sweepstakes

S. 335, Deceptive Mail Prevention and Enforcement Act—Sweepstakes

S. 336, Deceptive Games of Chance Mailings Elimination Act of 1999-- Sweepstakes

Registrant Name Direct Marketing Assoc. Client Name

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 TRA (one per page)

16. Specific lobbying issues

S. 1143, Department of Transportation Appropriations Act of FY 2000, as it relates to amending the Driver's Privacy Protection Act

H.R. 2084, Department of Transportation Appropriations Act of FY 2000, as it relates to amending the Driver's Privacy Protection Act

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

House of Representatives
Senate

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

Name	Covered Official Position (if applicable)	New
Gerald Cerasale		☐
Richard Barton		☐
Roscoe Starek	Commissioner, Federal Trade Commission	☐
Mark Micali		☐
		☐
		☐
		☐
		☐

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

Signature [signature] Date 2/11/00

Printed Name and Title Gerald Cerasale-Senior Vice President, Government Affairs