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Office of Public Records
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LOBBYING REPORT

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

1. Registrant Name
Association of National Advertisers

2. Address ☐ Check if different than previously reported
700 11th Street, NW, Suite 650

3. Principal Place of Business (if different from line 2)
City: Washington State/Zip (or Country) DC 20001

4. Contact Name: Daniel L. Jaffe
Telephone: (202) 626-7804
E-mail (optional):

5. Senate ID #: 4653-12

7. Client Name ☐ Self

6. House ID #: 30505000

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 ☒ ⇨ $300,000
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: D. L. Jaffe

Printed Name and Title: Daniel L. Jaffe, Executive Vice President, Government Relations

Registrant Name Association of National Advertisers 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 NAT (one per page)

16. Specific lobbying issues

Fees and restrictions on commercial filming in national parks
S. 568 and S. 338; H.R. 154

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

Senate and House
National Park Service
Fish & Wildlife Service
Bureau of Land Management

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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

Signature Date

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers 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

Proposals to change current tax treatment of advertising expenses as a business deduction

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

Senate and House

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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

Signature Date

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers 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 PHA (one per page)

16. Specific lobbying issues

Direct-to-consumer prescription drug advertising
Proposals to extend coverage for prescription drugs under Medicare program

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

Senate and House
Food and Drug Administration

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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Signature Date

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers Client Name

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15. General issue area code GAM (one per page)

16. Specific lobbying issues

Marketing recommendations of the National Gambling Impact Study Commission
S. 692 -- "Internet Gambling Prohibition Act of 1999".

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

Senate and House
Federal Communications Commission

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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

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Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers Client Name

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15. General issue area code POS (one per page)

16. Specific lobbying issues

Proposed restrictions on marketing practices of "sweepstakes"
S. 335 - "Deceptive Mail Prevention and Enforcement Act"
S. 301 - "Honesty in Sweepstakes Act of 1999"
S. 336 - "Deceptive Games of Chance Mailings Elimination Act of 1999"
H.R. 170 - "Honesty in Sweepstakes Act of 1999"

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

Senate and House

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
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Signature Date

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers Client Name

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15. General issue area code CPI (one per page)

16. Specific lobbying issues Online marketing and privacy practices; electronic commerce issues
S. 809 - "Online Privacy Protection Act"
S. 854 - "Electronic Rights for the 21st Century Act"
H.R. 369 - "Children's Privacy Protection and Parental Empowerment Act"
H.R. 1685 - "Internet Growth and Development Act"
FTC Rulemaking to implement "Children's Online Privacy Protection Act of 1998" (COPPA)
European Union Data Protection Directive
FTC proposal to issue Policy Statement on application of its rules and guides to new electronic media

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

Senate and House

Federal Trade Commission

Department of Commerce

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
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		☐
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19. Interest of each foreign entity in the specific issues listed on line 16 above ☐ Check if None

Signature Date

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Registrant Name Association of National Advertisers Client Name

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15. General issue area code TOB (one per page)

16. Specific lobbying issues

Proposal of FDA to restrict marketing of tobacco products (Docket No. 95N-0253)

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

Senate and House

Food and Drug Administration

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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Signature Date

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15. General issue area code COM (one per page)

16. Specific lobbying issues
Ratings systems and concerns about content of movies, video games, and television programming; Wamp-Stupak amendment to H.R. 1501, the juvenile justice bill; S. 1228 - "Media Violence Labeling Act of 1999"; S. 876 - "Children's Protection from Violent Programming Act"; S.J.Res.23; H.J.Res.47
Inquiry by Federal Trade Commission on marketing practices of entertainment industry
Advertising placement in minority-owned and minority-oriented media
Resolutions to support efforts to develop "family friendly TV programming" - S.Con.Res.49 and H.Con.Res.178

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

Senate and House

Federal Trade Commission

Federal Communications Commission

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
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		☐
		☐
		☐

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

Signature Date

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

Registrant Name Association of National Advertisers Client Name

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15. General issue area code BEV (one per page)

16. Specific lobbying issues

Proposals for rulemaking or inquiry by Federal Communications Commission on broadcast advertising for alcohol beverage products
Proposal by Bureau of Alcohol, Tobacco and Firearms to require health warnings in all advertising for alcohol beverage products
Inquiry by Federal Trade Commission on alcohol beverage advertising practices
S.433 - "Alcoholic Beverage Label Preservation Act of 1999"

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

Senate and House
Federal Trade Commission
Federal Communications Commission
Bureau of Alcohol, Tobacco and Firearms

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

Name	Covered Official Position (if applicable)	New
Daniel L. Jaffe Executive VP, Government Relations		☐
Keith A. Scarborough VP, State Government Relations		☐
James P. Bellis Manager, Government Relations		☐
		☐
		☐
		☐
		☐
		☐

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

Signature [signature] Date August 16, 1999

Printed Name and Title Daniel L. Jaffe, Executive VP Government Relations

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