| Clerk of the House of Representatives | Secretary of the Senate |
|---|---|
| Legislative Resource Center | Office of Public Records |
| B-106 Cannon Building | 232 Hart Building |
| Washington, DC 20515 | Washington, DC 20510 |

**Secretary of the Senate**
**Received: Aug 04, 2005**

# LOBBYING REPORT

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

1. Registrant Name:

**ALLIANCE FOR AMERICAN ADVERTISING**

2. Address:
555 12TH STREET, NW, SUITE 710, WASHINGTON, DC 20004

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

4. Contact Name: KAREN BLITZ
Telephone: 202638-1101
E-mail (optional): kgb@davidsondc.com

Senate ID #: 293415-63
House ID #: 37455004

7. Client Name: ☐ Self

**ASSOCIATION OF NATIONAL ADVERTISERS**

## 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): 12,000.00

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): _____

**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

Registrant Name: ALLIANCE FOR AMERICAN ADVERTISING Client Name: ASSOCIATION OF NATIONAL ADVERTISERS

## 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. 554 Personal Responsibility in Food Consumption Act S. 579 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. 908 Common Sense Consumption Act

17. House(s) of Congress and Federal agencies contacted:
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE

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

Name: DAVIDSON, JAMES
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 04, 2005

Printed Name and Title: KAREN BLITZ - DIRECTOR