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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

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04 NOV 29 AM 11:

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. Registrant Address ☐ Check if different than previously reported
Address **1203 19th Street, NW, 4th Floor**
City **Washington** State/Zip (or Country) **DC 20036**

3. Principal Place of Business (if different from line 2)
City **New York** State/Zip (or Country) **NY 10174 1801**

4. Contact Name	Telephone	E-mail (optional)	5. Senate ID #
Richard F. O'Brien	**202/331-7345**	**dobrien@aaaadc.org**	**1502-12**

7. Client Name ☒ Self — 6. House ID # **30461000**

TYPE OF REPORT

8. Year **2004** Midyear (January 1-June 30) ☒ **OR** Year End (July 1-Dec

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 Lobby

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 rep period were:

Less than $10,000 ☐

$10,000 or more ☒ >> $ **$280,000.00**
Expenses (nearest $2(

14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of

☒ **Method A.** Reporting amounts using LDA definit

☐ **Method B.** Reporting amounts under section 603 the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162 Internal Revenue Code

11/22/2004

Signature _____ Date 11/22/2004

Printed Name and Title **Richard F. O'Brien - Executive Vice President** Pa

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 **ADV** (one per page)

16. Specific Lobbying issues
S.7 , Prescription Drug Benefit and Cost Containment Act of 2003, Direct-to-Consumer Advertising of presc durgs.
Oppose unconstitutional restrictions on advertisers' and publishers' commercial free speech on products such drugs, alcohol, tobacco, also violence in the media, and children's advertising.

17. House(s) of Congress and Federal agencies contacted ☐ Check if None
Executive Office of the President
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
Hoffman, Adonis	
O'Brien, Richard F.	

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

Signature _____ Date 11/22/2004

Printed Name and Title **Richard F. O'Brien - Executive Vice President** Pag

Registrant Name: **American Association of Advertising Agencies**

Client Name: **Self**

Item	Description	Data
16	**Lobbying Issues**	**FTC study of tobacco advertising** **Rx drug advertising and promotion** **Multicultural advertising issues** **International advertising issues** **Privacy and advertising issues** **Tobacco advertising restrictions**

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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 a potential movement in legislation impacting the use of advertising in all communica including radio, TV and the Internet.

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)
Hoffman, Adonis	
O'Brien, Richard F.	

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

Signature Date **11/22/2004**

Signature _____ Date _____

Printed Name and Title **Richard F. O'Brien - Executive Vice President** Pag

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 **CPT** (one per page)

16. Specific Lobbying issues
Monitored legislation and agency activity impacting copyright law.

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)
Hoffman, Adonis	

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

Signature Date **11/22/2004**

Signature _____ Date _____

Printed Name and Title **Richard F. O'Brien - Executive Vice President** Pag

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

S. 2053, Medicare Enhancements for Needed Drugs Act of 2004, Direct-to-Consumer advertising of prescript
S. 2307, Reliable Entry for Medicines at Everyday Discounts through Importation with Effective Safeguards Direct-to-Consumer advertising of prescription drugs
S. 2445, Direct to Consumer Prescription Drug Advertising Act of 2004, Direct-to-Consumer advertising of p drugs
S. 2461, Family Smoking Prevention and Tobacco Control Act, Deductibility of advertising expenses
S. 2493, Safe IMPORT Act of 2004, Direct-to-Consumer advertising of prescription drugs
S. 2558, HeLP America Act, Disallowance of deduction for tobacco advertising and marketing expenses.
Informal proposals to reduce and/or eliminate the deductibility of advertising expense by changing the tax co

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

Executive Office of the President
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
Hoffman, Adonis	
O'Brien, Richard F.	

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

Signature _____ Date **11/22/2004**

Signature _____ Date _____

Printed Name and Title **Richard F. O'Brien - Executive Vice President** Page