Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
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Washington, DC 20515	Washington, DC 20510

SECRETARY OF THE SE
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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, Inc.

2. Address ☐ Check if different than previously reported

1120 20th Street, NW, Suite 520-South, Washington, DC 20036

3. Principal Plac : of Business (if different from line 2)

City: State/zip (or Country)

4. Contact Name	Telephon	E-mail (optional)	5. Senate ID #
Daniel L. Jaffe	(202) 296-2359	djaffe@ana.net	4653-13

7. Client Name ☐ Self

6. House ID # 30505000

TYPE OF REPORT 8. Year 2003 Midyear (January 1-June 30) ☑ **OR** Year End (July 1-Decer

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

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 reporti period were:

Less than $10,000 ☐

$10,000 or more ☑ ⇨ $ $380,000.00
Expenses (nearest $20,000)

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

☐ **Method A.** Reporting amounts using LDA definitio

☐ **Method B.** Reporting amounts under section 6033(t Internal Revenue Code

☑ **Method C.** Reporting amounts under section 162(e) Internal Revenue Code

Signature _____ Date _____

Printed Name and Title _____

Registrant Name Association of National Advertisers, Inc Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues

Proposals concerning consumer privacy and e-mail marketing
S. 563 - "Computer Owner's Bill of Rights"
S. 745 - "Privacy Act of 2003"
S. 877 - "CAN-SPAM Act of 2003"
S. 1052- "Ban on Deceptive Unsolicited Bulk Electronic Mail Act of 2003"
S. 1231 - "Stop Pornography and Abusive Marketing (SPAM) Act"
S. 1293 - "Criminal Spam Act of 2003"
S. 1327 - "REDUCE Spam Act of 2003"

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues

H.R. 69 - "Online Privacy Protection Act of 2003"
H.R. 1636 - "Consumer Privacy Protection Act of 2003"
H.R. 1933 - REDUCE Spam Act of 2003"
H.R. 2214 - Reduction in Distribution of Spam Act (Rid Spam Act) of 2003"
H.R. 2515 - Anti-Spam Act of 2003"

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. Relations	

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

Signature _____ Date _____

Registrant Name Association of National Advertisers, Inc Client Name _____

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

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

16. Specific lobbying issues

Federal Trade Commission request for comments on the benefits and cost of the collection and use of consumer information

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

Federal Trade Commission

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Proposals at the FTC and FCC to create and implement a national "do-not-call" registry of consumers who wish to decline telemarketing calls

H.R. 395 - "Do-Not-Call Implementation Act"

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. Relations	

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

Signature _____ Date _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Concerns about the content of television programming, movies, video games and other entertainment products

S. 161 - "Children's Protection from Violent Programming Act"

FCC Review of Media Ownership Rules

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Proposals to change current tax treatment of marketing expenses as a business deduction, either across the board or for specific products

H.R. 149 - "Say No to Drug Ads Act"
H.R. 1694 - "America Rx Act of 2003"
H.R. 1733 - "Senior Bill of Rights Act of 2003"
H.R. 2640 - "Prescription Affordability and Medicine Safety Act of 2003"

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

United States Senate
United States House of Representatives

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scaroborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Potential proposals to restrict marketing of pharmaceutical products to consumers or physicians

S. 948 and H.R. 757 - "Drug Company Gift Disclosure Act"
S. Amdt. 945 to S. 1 - "To strengthen protections for consumers against misleading direct-to-consumer drug advertising"
S. Amdt. 1052 to S. 1 - "To strengthen protections for consumers against misleading direct-to-consumer drug advertising"

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

United States Senate
United States House of Representatives

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Restrictions on tobacco marketing and Federal regulatory authority over tobacco marketing

S. 448 and H.R. 936 - "Leave No Child Behind Act" - Title 1, Subtitle D, Chapter 3, Subchapter A transfers authority over tobacco products and advertising to the Food and Drug Administration
H.R. 140 - "Tobacco Livelihood and Economic Assistance for Our Farmers Act"

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. Relations	

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

Signature _____ Date _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Proposals to restrict the marketing of food products as a result of concerns about obesity.

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

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 _____

Registrant Name Association of National Advertisers, Inc Client Name _____

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

16. Specific lobbying issues

Proposals to restrict the marketing of alcohol beverage products

H.J. Res. 2 - "Consolidated Appropriations Resolution, 2003" - requires the FTC to conduct a study on the impact of advertising for malt beverages on underage consumers

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

Federal Trade Commission

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

Name	Covered Official Position (if applicable)
Daniel L. Jaffe, EVP, Government Relations	
Keith Scarborough, VP, State Govt. 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 Vice Pres

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