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 SENA
02 MAR 25 AM 9:48

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 **1899 L Street, NW, Suite 700**
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 **2001** 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 Lobbyi

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 repo period were:

Less than $10,000 ☐

$10,000 or more ☒ >> $ **$140,000.00**
Expenses (nearest $20,(

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

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

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

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

Signature _____ Date **2/14/02**

[redacted]

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
Oppose unconstitutional restrictions on advertisers' and publishers' commercial free speech; proposed report youth violence; FTC tobacco advertising report; internet privacy/advertising issues; pharmaceutical advertis

17. House(s) of Congress and Federal agencies contacted ☐ Check if None
Executive Office of the President
Federal Trade Commission
Food & Drug Administration
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 **2/14/02**

[redacted]

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

Client Name: **Self**

Item	Description	Data
16	**Lobbying Issues**	**FTC study of violence/youth/media** **FTC study of tobacco advertising** **Proposals to codify FDA tobacco advertising rules** **Rx drug advertising and promotion** **Multicultural advertising issues** **International advertising issues** **Internet privacy and advertising issues**

[redacted]

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

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)

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

Signature _____ Date **2/14/02**

[redacted]

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

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)

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

Signature _____ Date **2/14/02**

[redacted]

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
H.CON.RES.83, Establishing the congressional budget for the United States Government for fiscal year 2002, congressional budget for the United States Government for fiscal year 2001, and setting forth appropriate bu levels for each of fiscal years 2,
H.R.2352, Fair Balance Prescription Drug Advertisement Act of 2001,
S.10, Medicare Prescription Drug Coverage Act of 2001,
S.CON.RES.20, A concurrent resolution setting forth the congressional budget for the United States Governn fiscal year 2002,
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
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 **2/14/02**

Richard F. O'Brien, Executive Vice President

[redacted]