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SECRETARY O
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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

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 USA

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

City State/Zip or Country

4a. Contact Name	b. Telephone number	c. E-mail	5. Senate ID #
Mr. Daniel L. Jaffe	202-296-2359	djaffe@ana.net	4653-13

7. Client Name ☒ Self

Association of National Advertisers, Inc.

6. House ID # 30505000

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June30) ☒ OR Year End (July 1-December 3

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 Activ

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 ☐ ⇨ $ _ ___

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 were:

Less than $10,000 ☐

$10,000 or more ☒ ⇨ $ _ 420,000

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

☐ **Method A.** Reporting amounts using LDA definitions on

☐ **Method B.** Reporting amounts under section 6033(b)(8) Internal Revenue Code

☒ **Method C.** Reporting amounts under section 162(e) of th Revenue Code

Edit >

Signature _____ Date August 15, 2

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

00004325881

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers, I

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

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

16. Specific lobbying issues

Proposals concerning online consumer privacy, data security, and computer software known as spyware
S. 116 - Privacy Act of 2005
S. 500 - Information Protection and Security Act
S. 687 - Software Principles Yielding Better Levels of Consumer Knowledge Act (Spyblock Act)
S. 768 - Comprehensive Identity Theft Prevention Act

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	
Keith Scarborough	
David P. Buzby	

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 President, Government Relations

10004325582

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

ADDENDUM for General Lobbying Issue Area CPI

16. Specific lobbying issues (continued from previous page)

S. 1326 - Notification of Risk to Personal Data Act
S. 1332 - Personal Data Privacy and Security Act of 2005
S. 1408 - Identity Theft Protection Act
S. 1461 - Consumer Identity Protection and Security Act
H.R. 29 - Securely Protect Yourself Against Cyber Trespass Act (SPY Act)
H.R. 84 - Online Privacy Protection Act of 2005
H.R. 744 - Internet Spyware (I-SPY) Prevention Act of 2005
H.R. 1080 - Information Protection and Security Act
H.R. 1263 - Consumer Privacy Protection Act of 2005

Federal Trade Commission rulemakings concerning children's online privacy.

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers, I

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** information as requested. Attach additional page(s) as needed.

15. General issue area code CSP - Consumer Issues/Safety/Protection (one per page)

16. Specific lobbying issues

Legislation pertaining to the regulation of unsolicited commercial faxes

S. 714 - Junk Fax Prevention Act of 2005

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	
Keith	Scarborough	
David P.	Buzby	

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

30004325884

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers, I

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 COM - Communications/Broadcasting/Radio/TV (one per page)

16. Specific lobbying issues

Concerns about the content of television programming, movies, video games and other entertainment products.
S. 579 - Children and Media Research Advancement Act (CAMRA Act)
S. 616 - Indecent and Gratuitous and Excessively Violent Programming Control Act of 2005
S. 946 - Kid Friendly TV Programming Act of 2005
H.R. 310 - Broadcast Indecency Enforcement Act of 2005

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

United States Senate
United States House of Representatives
Federal Communications Commission

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

Name		Covered Official Position (if applicable)
Daniel L.	Jaffe	
Keith	Scarborough	
David P.	Buzby	

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

0000432585

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

ADDENDUM for General Lobbying Issue Area COM

16. Specific lobbying issues (continued from previous page)

H.R. 1145 - Software Accuracy and Fraud Evaluation Rating Act (SAFE Rating Act)
H.R. 1420 - Families for ED Advertising Decency Act

Issues relating to the efficacy and accuracy of television rating services
S. 1372- Fairness, Accuracy, Inclusivity, and Responsiveness in Ratings Act of 2005 (FAIR Ratings Act)
H.R. 3298 - Television Viewer Consumer Protection Act of 2005

Response to Federal Communications Commission rulemaking on limiting advertising time and restricting cc
of advertising shown during children's programming.

10004325386

Add page to continue specific issues description for this i

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

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 TOB - Tobacco (one per page)

16. Specific lobbying issues

Restrictions on tobacco marketing and federal regulatory authority over tobacco products.
S. 666 - Family Smoking and Prevention and Tobacco Control Act
S. 1074 - Healthy Lifestyles and Prevention America Act (HeLP America Act)
H.R. 1376 - Family Smoking and Prevention and Tobacco Control Act

17. House(s) of Congress and Federal agencies contacted [X] 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	
Keith	Scarborough	
David P.	Buzby	

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

0000432587

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

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 BEV - Beverage Industry (one per page)

16. Specific lobbying issues

Proposals to restrict the marketing of alcohol beverage products.
S. 408 and H.R. 864 - STOP Underage Drinking Act
H. Res. 145 - Expressing the sense of the House of Representatives that the National Collegiate Athletic Association (NCAA) should affirm its commitment to a policy of discouraging alcohol use among underage students by ending all alcohol advertising during radio and television broadcasts of collegiate sporting events.

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

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	
Keith	Scarborough	
David P.	Buzby	

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

30043258

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers, I

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 TAX - Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

Proposals to change the current tax treatment of marketing expenses as a business deduction, either across the board or for specific products.
H.R. 575 - Say No to Drug Ads Act
H.R. 1655 - America Rx Act of 2005

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	
Keith	Scarborough	
David P.	Buzby	

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

0000432589

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

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 PHA - Pharmacy (one per page)

16. Specific lobbying issues

Proposals to restrict or limit the marketing of pharmaceutical products to consumers and physicians.
S. 930 - Food and Drug Administration Safety Act of 2005
S. 1128 - Pharmaceutical Advertising and Prudent Purchasing Act
H.R. 1420 - Families for ED Advertising Decency Act

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	
Keith	Scarborough	
David P.	Buzby	

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

00004325900

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

Registrant Name Association of National Advertisers, Inc. Client Name Association of National Advertisers,

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 FOO - Food Industry (Safety, Labeling, etc.) (one per page)

16. Specific lobbying issues

Proposals to restrict the marketing of food products as a result of concerns about obesity.
S. 799 - Prevention of Childhood Obesity Act
S. 1074 - Healthy Lifestyles and Prevention America Act (HeLP America Act)
S. 1324 - Childhood Obesity Reduction Act
S. 1325 - Improved Nutrition and Physical Activity Act (IMPACT Act)
Federal Trade Commission workshop on marketing to children.

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

United States Senate
United States House of Representatives
Federal Trade Commission

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

Name			Covered Official Position (if applicable)
First Name	Last Name	Suffix	
Daniel L.	Jaffe		
Keith	Scarborough		
David P.	Buzby		

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

00004325591

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