



5th Annual
MPA-IMAG
Independent Publishers Conference
May 14-16, 2008 | Hotel Orrington | Evanston, IL

IMAG Government Affairs Presentation

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Legislative and Regulatory Policy



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2008 Front Burner Issues

- Digital Issues
 - Privacy/Consumer Protection
 - Especially Behavioral Advertising
- Intellectual Property/ First Amendment
- Advertising Restrictions
 - Prescription drug advertising, tobacco
- Postal
 - Rate increases
 - Future processing changes
- Environment
- Do-not-mail
- Taxes



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Behavioral Advertising

- Congressional interest spurred by Google acquisition of Doubleclick
- FTC workshop/proposed “guidelines”
- MPA comments
 - Part of a large coalition of content providers/advertising associations
 - Letter of Support for comments of Online Publishers Association
- Next steps
 - Education
 - Increased transparency



Intellectual Property/First Amendment

- Pro-IP bill
 - Passed in the House 407 – 11
 - Pending in Senate Judiciary Committee
- Shield legislation
 - Passed House 398 – 21
 - Awaiting Senate action
 - Congressional visits by Legal Affairs Committee, Editors in June
- Orphan Works
 - Passed House Subcommittee



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Advertising Issues

- Direct-to-Consumer (DTC) Pharmaceutical Advertising
 - Energy and Commerce Oversight and Investigations Subcommittee Hearing (May 8)
 - New regulations for print advertisements went into effect March 25, 2008
- Tobacco legislation passed House committee



Postal Issues

- 2.9% increase May 12
- Need to increase periodicals cost coverage
- Upcoming changes
 - Flat sequencing
 - Intelligent Mail Barcode



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Environmental Issues

- Recycling
 - *Please Recycle* campaign
 - ReMix
 - Carper Amendment to Climate Change bill
 - Increase municipal recycling infrastructure
- Postal Service Greening of the Mail Taskforce
- MPA initiatives
 - Carbon Footprint/Lifecycle analysis
 - Increase use of certified fiber
 - Newsstand efficiency



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State Issues

- **Do Not Mail**
- **Taxes**
 - Sales tax on magazines
 - Nexus
 - Tax on advertising
- **Behavioral Advertising**



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Do Not Mail Legislation

- HI, MI, NY, NC, RI, VT and WA carried over legislation from their 2007 session.
- Four new states (IL, MD, NH and TN)
- Mail Moves America coalition
 - 50 companies and associations
 - Active legislative effort
 - Plan to focus proactively on NY, CA, IL



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Behavioral Advertising - State

- **New York**
 - Lots of press coverage
 - Not moving currently
- **Connecticut**
 - Bill supported by Microsoft
 - Legislature adjourned



Taxes

■ Florida

- “Tax swap” plan to reduce property taxes
 - Will be on November ballot
 - Needs 60% to pass
- Legislature to determine offset
 - sales tax increase
 - elimination of exemptions
 - Tax on services

■ New York

- New definition of nexus
- Amazon challenging



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