

Curriculum Vitae

ADONIS EDWARD HOFFMAN, J.D.

Georgetown University
Adjunct Professor
Graduate School of Arts & Science
Communications, Culture &
Technology Program
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Washington, DC 20057 | 703-627-0400

EDUCATION

J.D. Georgetown University Law Center, 1986 International Law
A.B. Princeton University, 1976 Politics

ACADEMIC APPOINTMENTS

Georgetown University. Graduate School of Arts & Science. Communication, Culture & Technology Program. Adjunct Lecturer, 2008 -

New School for Social Research. Public Policy, Distinguished Visitor, 1995-97

New School for Social Research. World Policy Institute. Senior Fellow, 1996-97

FIELDS OF INTERESTS AND TEACHING COMPETENCIES

Business Communication in a New Media World
Contemporary Corporate Communication
Corporate Responsibility and the Role of Business in Society
Democracy, Governance and the Rule of Law
Marketing, Advertising and Public Policy
Political Dimensions of American Foreign Policy

CERTIFICATIONS AND LICENSURES

Member of the Bar, United States Supreme Court
Member of the Bar, United States Court of International Trade
Member of the Bar, United States Court of Appeal for the District of Columbia Circuit
Member of the Bar, United States District Court for the District of Columbia
Member of the Bar, District of Columbia Court of Appeals
Member of the Bar, Commonwealth of Pennsylvania (inactive)

PUBLICATIONS

Books Authored

Doing Good--The New Rules of Corporate Responsibility, Conscience and Character,
2010 (Author House).

Diversity: How to Do It Right--A Handbook for Today's Business Leaders,
2007 (American Association of Advertising Agencies).

Elections in Nigeria, 1997 (Carnegie Endowment for International Peace).

Blogs and Website

www.businessleadershiptoday.blogspot.com

www.ad-vantage.blogspot.com

www.adonishoffman.com

Articles Authored, Journals

The New Rules of Responsible Marketing: What Should We Expect From Companies Today?
Business in Society-The Journal of Business Leadership and Corporate Responsibility, January 2008.

Marketing and Child Obesity: Questioning the Claimed Linkage, *Washington Legal Foundation, Legal Opinion Letter*, August 10, 2007.

Alcohol Advertising: Federal and State Regulators Should Tread Lightly (with David Versfelt)
Washington Legal Foundation, Legal Backgrounder, October 6, 2006.

Nigeria: The Policy Conundrum, *Foreign Policy*, Winter 1995-96.

Articles Authored, Periodicals

Business Need Not Fear Obama, *Broadcasting & Cable Magazine*, December 6, 2008.

Product Placement: Who's Fooled? *Broadcasting & Cable Magazine*, April 8, 2008.

Finally, Respect for the Ad Industry, *Broadcasting & Cable Magazine*, January 5, 2008.

Who Decides Responsible Advertising? *Broadcasting & Cable Magazine*, April 3, 2006.

EMPLOYMENT AND PROFESSIONAL EXPERIENCE

Adjunct Professor, Georgetown University, Graduate School of Arts & Science, Communication, Culture and Technology Program, 2008 -

Member of the Graduate faculty in an inter-disciplinary program focusing on media, communications technology. Courses taught include: Marketing, Advertising & Public Policy; Contemporary Corporate Communication; Corporate Responsibility--the Role of Business in Society; Business Communication in a New Media World.

Managing Director, 2010- Leadership Counsel, LLC, Washington, DC.

Provided high-level strategic and management consulting advice to corporations, government agencies, diplomats and national trade associations. Representative clients included Microsoft Corporation; Corporation for Public Broadcasting; American Association of Advertising Agencies, and Government of the Republic of Gabon (National Assembly). Focus areas included: antitrust and competition policy; consumer privacy; online advertising; diversity and inclusion; trade and commercial reform; communication and reputation management.

Senior Vice President & Counsel, American Association of Advertising Agencies, Washington, DC and New York, NY, 2000-2009

Served as the chief in-house legal officer for the national trade association for the advertising industry. Served as lead in-house lawyer and lobbyist for the national trade association representing advertising agencies and media buying firms on legislative, regulatory, governance, diversity and public policy matters and coordinated outside counsel.

Founder and Chairman, American Business Leadership Institute, Washington, DC, 2007 -

Founded a non-profit think tank focused on advancing the positive role of business in society, the global dimensions of corporate responsibility, and the critical requirements of corporate citizenship.

Deputy Bureau Chief, Cable (now Media) Bureau; International Policy Counsel, Federal Communications Commission, Washington, DC, 1997-2000

Deputy Chief of the Cable (now Media) Bureau and policy counsel to FCC Chairman Bill Kennard on international, media, internet and advertising issues. Supervised 100 attorneys, economists and engineers in bureau on major communications mergers and led the Interagency Task Force on Advertising Practices. Authored study on broadband deployment, international telecommunications regulation.

Distinguished Visitor, Public Policy, The New School of Social Research. Senior Fellow, World Policy Institute, New York, NY 1995-1997

Appointed one of the first Distinguished Visitors at The New School for Social Research in New York. Taught course on public policy to returning and continuing education students and conducted policy research at the World Policy Institute.

Senior Associate; Director of International Law Program, Carnegie Endowment for International Peace, 1994-1997

Policy analyst and media commentator on U.S. foreign policy in developing countries and the development of democracy, governance and the rule of law. Convened and conducted over 60 policy forums, seminars and symposia, traveled extensively throughout the region and advised several foreign nations on electoral, constitutional and commercial reforms. Published foreign policy commentary in *The Washington Post*, *Chicago Tribune*, *Los Angeles Times*, *Christian Science Monitor*, and *Foreign Policy*, and appeared on CNN, MSNBC, FOX, and NBC as an analyst.

Managing Director, Capitol Exchange Corporation, Washington, DC, 1993-1994

Provided consulting expertise to a new firm focused on international trade, communications and governance. Led delegations of jurists, attorneys, diplomats and journalists to electoral observations in developing nations. Advised foreign diplomats in the U.S. on effective communications strategies. Advised corporate boards on diversity and inclusion issues.

Staff Director and Counsel, Committee on Foreign Affairs, Subcommittee on Africa, United States House of Representatives, 1991-1993

Served as lead staff member for congressional subcommittee. Responsible for preparation, research and implementation of 50 congressional hearings on U.S. policy toward Africa. Prepared the subcommittee's recommendation for \$1 billion in foreign assistance to the Sub-Saharan Africa region to be included in the 1991-92 FY Foreign Assistance Authorization legislation. Extensive travel on behalf of U.S. government to Africa, Asia, Middle East and Europe. Extensive work with international organizations, the United Nations, foreign diplomats and leading NGOs.

Attorney, Hopkins & Sutter, Washington, DC, Chicago, IL, 1987-1991

Practiced law as part of the firm's Legislative and Regulatory Group, focusing on banking, savings and loan and financial services legislation, international trade, Foreign Corrupt Practices Act, transportation and communications legislation.

Senior Director, Capitol Exchange Corporation, Washington, DC, 1986-1987

Provided strategic advice to associations and boards of directors on communications, diversity and legislative matters, and communications advice to diplomats in Washington, DC.

Senior Account Executive, Gray & Company Public Communications International, Washington, DC, 1984-1986

Provided legislative representation and communications counsel to corporations and foreign governments in the area of trade, defense and commerce. Lobbied Members of Congress and the Reagan Administration on behalf of corporate and foreign clients.

Legislative Director / Legislative Assistant, U.S. House of Representatives, Office of Rep. Mervyn M. Dymally, Washington, DC, 1981-1984

Responsible for overall legislative direction of newly elected Member of Congress. Worked principally on Foreign Affairs, Science and Technology and Energy and Commerce matters.

Advisor, Administrative Assistant, Office of the Lieutenant Governor, California Legislature, Sacramento, CA, Los Angeles, CA, 1977-1980

Worked with the Lieutenant Governor and members of the California Legislature on education, immigration, economic development and housing issues.

Corporate Loan Officer, Bank of America National Trust & Savings Assoc., Los Angeles, CA, 1976-1977

Reviewed, recommended and approved commercial loans for small business, agriculture and consumers up to \$1million.

BOARDS

Nielsen Media, Advisory Council, 2010 -

Corporate Counsel Institute, Georgetown University Law Center, Advisory Board, 2004-

The Media Institute, First Amendment Advisory Council, 2004-

New England Broadband, Inc., Board of Directors, 2009-

Black Education Network, Incorporated, Board of Directors, 2000-2009

Smithsonian Institute, National Postal Museum, Board of Advisors, 2006-2010

Huntington Museum of the Native American Indian, Board of Trustees, 1991-2001

American Business Leadership Institute, 2005 - , Chairman

HONORS

Who's Who in American Law, 1992

Delegate, American Council of Young Political Leaders, Japan Delegation, 1981

DELIVERED SPEECHES

Public Policy, Public Opinion and Prescription Drugs: The View from Washington, DTC Advertising in the Age of Innovation, National Conference, New Jersey, October, 2007.

Danger Signs for Advertising Self-Regulation, The NAD Annual Conference, "What's New in Comparative Advertising, Claim Support and Self-Regulation, New York, September 2007.

The New Rules of Responsible Advertising, American Association of Advertising Agencies, National Media Conference and Trade Show, Las Vegas, March 2007.

The Role of Corporate Counsel in Crisis Management, 10th Annual Corporate Counsel Institute, Georgetown University Law Center, Washington, DC, March 10, 2006.

What's All This Talk About Privacy? American Association of Advertising Agencies, National Media Conference, Miami, March 2005.

View from the Hill - A Comment on Regulatory Policy, World Federation of Advertisers, New York, June 2004.

Democracy, Governance and Elections in Developing Countries, University of Paris, June 16, 1996.

Why Africa Matters: The Case for Continued U.S. Assistance to Africa. International Summit on African Aid, Geneva Switzerland, February 3, 1995.

TESTIMONY

United States House of Representatives. Congressional Black Caucus Annual Legislative Conference. "The Status of Advertising Revenue in Minority Communities", September 2010.

United States House of Representatives. Congressional Black Caucus Annual Legislative Conference. "Diversity in Advertising", September 2008.

New York City Council, Committee on Civil Rights, on behalf of the American Association of Advertising Agencies. September 26, 2006.

United States House of Representatives, Joint Hearing, Congressional Black Caucus, Committee on Foreign Affairs. The Status of Japan-African American Trade. October 6, 1988.

AUTHORED OP-EDS IN NEWSPAPERS AND MAGAZINES

1. More Than Money: Higher Expectations for Corporate Responsibility, *The Boule Journal*, Spring 1999.
2. The Historic Trip That Could Seal A Partnership, *Los Angeles Times*, March 29, 1998.
3. Don't Clear Cut the Forest of Corporate Subsidies, *The Christian Science Monitor*, February 25, 1997.
4. Increasingly, U.S. Finds Itself Whistling Alone, *The Christian Science Monitor*, December 13, 1996.
5. Another African State Rocks on the Precipice of Genocide, *Los Angeles Times*, July 28, 1996.
6. Nigeria Haltingly Marches Toward Democracy in 1998, *Los Angeles Times*, June 16, 1996.
7. Politics to Statesmanship: Moseley-Braun Does the Right Thing, *Chicago Tribune*, May 20, 1996.
8. U.S. Policy Should Refocus on Strategic North Africa, *The Christian Science Monitor*, December 20, 1995
9. The Destruction of Higher Education in Sub-Saharan Africa, *The Journal of Higher Education*, Winter 1995-96

10. Libya's Controversial Bid for Spot at UN's Table, *The Christian Science Monitor*, October 3, 1995.
11. Have Black Leaders Failed to Deliver? *Chicago Tribune*, August 16, 1995.
12. Colin Powell Isn't A Third Party-Player, *Los Angeles Times*, May 22, 1995.
13. Closing the Portfolio--Forecasting Ron Brown's Impending Resignation, *Chicago Tribune*, May 21, 1995
14. Bombing Had Racial Undertone, *Oklahoma Observer*, May 10, 1995.
15. The Racial Undertones of the Oklahoma Bombing, *Chicago Tribune*, April 28, 1995.
16. Will Burundi Prompt Africans to Save Themselves? *Chicago Tribune*, April 25, 1995.
17. Saving Burundi Requires That Africans Take the First Step, *Los Angeles Times*, April 9, 1995.
18. Missing the Message Because of the Messenger, *Chicago Tribune*, March 26, 1995.
19. Should U.S. Aid to Africa be Reduced? *Congressional Quarterly Researcher*, March 24, 1995.
20. Nigeria Must Face the Music: Its Oil Must be Embargoed, *Los Angeles Times*, December 4, 1994.
21. History Says No to Gramm's Race for the Presidency, *Chicago Tribune*, November 27, 1994.
22. Disorder in the House, *Chicago Tribune*, November 22, 1994.
23. Black Caucus Loses Clout, *The Dallas Morning News*, November 21, 1994.
24. Cold Shoulder for the Black Caucus, *Los Angeles Times*, November 11, 1994.
25. Another Cease-Fire Agreement in Angola--and Africa's Longest War Rages On, *Los Angeles Times*, November 6, 1994.
26. Oil and Politics Make for Dangerous Mix in Nigeria, *Los Angeles Times*, September 11, 1994.
27. U.S. Can Help African Nations by Forgiving Bilateral Debt, *The Christian Science Monitor*, August 31, 1994
28. Nigeria: What the U.S. Should Do, *Chicago Tribune*, August 26, 1994.
29. Nigeria Heads Toward Civil War, and the World Looks Elsewhere, *Los Angeles Times*, August 7, 1994.
30. Our Long-Term Interests in Africa, *Chicago Tribune*, May 27, 1994.
31. A Policy of Fine Words, No Action, *Los Angeles Times*, May 12, 1994.
32. Recognizing NAFTA's Racial Dimensions, *Legal Times*, November 8, 1993.
33. The Black-Latino Alliance Withers, *Los Angeles Times*, October 18, 1993.
34. The Politics of Jesse Jackson's Conspicuous Absence, *Chicago Tribune*, September 8, 1993.
35. Debunking the Myth of International Law Practice, *National Bar Association Magazine*, May 1989.
36. Japan-U.S. Trade Relations, *National Bar Association Magazine*, March 1989.
37. Why Japan Should Court Black Business, *Financial Independence*, September/October 1987.
38. View from the Hill: Balancing U.S. Exports and National Security--Congress Considers Legislation to Extend the Export Administration Act, *Golden West Purchaser*, July 1983.
39. View from the Hill, *Golden West Purchaser*, May 1983.

TELEVISION AND RADIO INTERVIEWS AND COMMENTARY

January 16, 2009, National Public Radio, "Morning Edition" interview on the power of branding as seen by the Obama presidential campaign. National broadcast.

December 25, 1995, FOX Morning News, "Off-the-Record" panel discussion on U.S. foreign policy and domestic politics. Washington, DC broadcast.

December 11, 1995, FOX Morning News, "Off-the-Record" panel discussion on U.S. foreign policy toward Bosnia. Washington, DC broadcast.

November 28, 1995, Canadian Broadcasting Corporation, "International Hour", commentary on the Central African Summit in Cairo to resolve Rwanda refugee crisis. International broadcast.

November 21, 1995, NBC News "Nightside", commentary and analysis on the Bosnia Peace Accord. National broadcast.

November 5, 1995, NBC News "Nightside", commentary on the assassination of Israeli Prime Minister Rabin and the implications for the Middle East region and the Arab-Israeli peace process. National broadcast.

October 31, 1995, Canadian Broadcasting Corporation, "International Hour", commentary on South Africa's local elections. International broadcast.

October 10, 1995, NBC News "Nightside", commentary on the cease-fire in Bosnia, the role of the U.S., NATO and the UN in brokering an agreement and the possible introduction of U.S. troops. National broadcast.

October 9, 1995, FOX Morning News, "Off-the-Record", panel discussion on Medicare policy and revisions and discussion of U.S. policy toward Cuba. Washington, DC broadcast.

September 25, 1995, Canadian Broadcast Corporation, "International Hour", interview on the involvement of international financial institutions in the reconstruction of war-torn countries in the developing world. International broadcast.

September 15, 1995, Canadian Broadcast Corporation, "International Hour", interview on recent developments in American foreign policy. International broadcast.

August 21, 1995, FOX Morning News, "Off-the-Record", panel discussion on the Iowa straw poll election; reports of troop buildup in Iraq, and U.S. foreign policy developments. Washington, DC broadcast.

July 24, 1995, FOX Morning News, "Off-the-Record", panel discussion on Bosnia and the domestic political implications for President Clinton. Washington, DC broadcast.

July 20, 1995, Canadian Broadcasting Corporation, "International Hour", interview on the political situation in Nigeria, particularly the trial of General Obasanjo and the detention of presidential candidate Moshood Abiola. International broadcast.

June 19, 1995, FOX Morning News, "Off-the-Record", panel discussion on the G-7 Summit, presidential candidates and Congressional budget proposals. Washington, DC broadcast.

June 9, 1995, Canadian Broadcasting Corporation, "International Hour", interview on developments in Nigeria, Zaire and the Organization of African Unity. International broadcast.

May 11, 1995, NBC News "Nightside", interview on the political and foreign policy implications of the Russia-U.S. summit. National broadcast.

April 24, 1995, FOX Morning News, "Off-the-Record", panel discussion on Senate proposals to address budget deficit, and on President Clinton's proposal to strengthen counter-terrorism measures. Washington, DC broadcast.

April 20, 1995, Canadian Broadcasting Corporation, "International Hour", interview on the refugee crisis in Rwanda and the international implications. International broadcast.

March 30, 1995, Canadian Broadcasting Corporation, "International Hour", interview on the political and military situation in Burundi. International broadcast.

March 29, 1995, NBC News "Nightside", interview on the international dimensions on crisis in Burundi. National broadcast.

March 27, 1995, FOX Morning News, "Off-the-Record", panel discussion on welfare reform, term limits, and the arrest of two Americans in Iraq. Washington, DC broadcast.

March 23, 1995, Voice of America Radio, "VOA Today", interview on political situation in Nigeria. Worldwide broadcast.

March 3, 2005, FOX Cable Television, "Under Scrutiny with Jane Wallace", interview on the foreign policy lessons of the U.S. intervention in Somalia. National broadcast.

February 23, 1995, NBC News "Nightside", interview on U.S. withdrawal from Haiti, and new directions in U.S. foreign policy. National broadcast.

February 20, 1995, FOX Morning News, "Off-the-Record", panel discussion on the presidential campaign, the "Contract with America" and U.S. foreign policy. Washington, DC broadcast.

January 16, 1995, FOX Morning News, "Off-the-Record", panel discussion on American foreign policy. Washington, DC broadcast.

January 13, 1995, Canadian Broadcasting Corporation, "International Hour", interview on the escalating political crisis in Algeria. International broadcast.

November 21, 1994, FOX Morning News, "Off-the-Record", panel discussion on American politics and foreign policy. Washington, DC broadcast.

November 16, 1994, Canadian Broadcasting Corporation, "International Hour", interview on the signing of a peace accord in the Angolan civil war. International broadcast.

November 9, 1994, Canadian Broadcasting Corporation, "International Hour", interview on the legal implications of the cease-fire in Angola. International broadcast.

October 18, 1994, FOX Morning News, "Off-the-Record", panel discussion on American politics and foreign policy. Washington, DC broadcast.

October 18, 1994, Canadian Broadcasting Corporation, "International Hour", interview on diplomatic developments in Angola. International broadcast.

September 21, 1994, NBC News "Nightside", interview on U.S. role in Haiti. National broadcast.

September 19, 1994, FOX Morning News, "Off-the-Record", panel discussion on U.S. policy toward Haiti. Washington, DC broadcast.

August 22, 1994, FOX Morning News, "Off-the-Record", panel discussion on U.S. immigration policy. Washington, DC broadcast.

August 1, 1994, FOX Morning News, "Off-the-Record", panel discussion on American politics and situation in Rwanda. Washington, DC broadcast.

July 26, 1994, NBC News "Nightside", interview on civil war and genocide in Rwanda. National broadcast.

April 25, 26, 30, 1994, NBC News "Nightside", three-night interview on South Africa's first all-race elections. National broadcast.

December 10, 1993, NBC News "Nightside", interview on South Africa's constitutional reforms. National broadcast.

CITATIONS, QUOTATIONS, REFERENCES IN PERIODICALS

1. TV Writers Want FCC to Expand Definition of Kids' Programming --Eye Imbedded Advertising Guidelines in Digital Age, *Multichannel News*, October 20, 2009.
2. When Technology Gets Ahead of Policy Makers, *Ad Map*, June 2009.
3. Media Lobbying: The New Era, *Broadcasting & Cable*, February 28, 2009.
4. How the Drug Business May Lose the Right to Advertise, *BNET Pharma*, November 10, 2008.
5. Adelstein Calls For Action To Ban Kid-Targeting Interactive Ads, *Broadcasting & Cable Magazine*, October 17, 2008.
6. AAAA Backs MMTC Request for Compliance Officer, *Broadcasting & Cable Magazine*, July 16, 2008.
7. AAAA: No Pop-Ups, Crawls, *Broadcasting & Cable Magazine*, June 27, 2008.
8. Eshoo Calls for CALM in TV Commercials, *Broadcasting & Cable Magazine*, June 13, 2008.
9. Industry Self-Regs Could Trump Task Force, *Broadcasting & Cable Magazine*, April 2008.
10. AAAA, ANA Push FCC on Product-Placement Rules, *Broadcasting & Cable Magazine*, February 5, 2008.
11. Advertising, Marketing and Promotions: What's on the Agenda for 2008? *Metropolitan Corporate Counsel*, January 2008.
12. FCC Preps Product-Integration Inquiry, *Broadcasting & Cable Magazine*, November 30, 2007.
13. Bill Would Allow FDA to Fine Over-the-Counter Drug Advertisers, *Broadcasting & Cable Magazine*, November 6, 2007.

14. Survey Says: Kids TV Ad Diet High In Sweets, Fats & Salt, *Broadcasting & Cable Magazine*, September 4, 2007.
15. Why So Many Smiles?, *Broadcasting & Cable Magazine*, August, 25, 2007.
16. The Advertiser's Advocate, *Broadcasting and Cable Magazine*, July 23, 2007.
17. Markey Says Marketers Won't Follow Kellogg's Lead, *Broadcasting & Cable Magazine*, July 11, 2007.
18. CAMY Releases Study on Alcohol Advertising, *Broadcasting & Cable Magazine*, June 29, 2007.
19. FTC Finds Fewer TV Food Ads, *The Washington Times*, June 2, 2007.
20. FTC: No Rise In Junk-Food Ads, *Broadcasting & Cable Magazine*, June 2, 2007.
21. FTC Says Kids Aren't Seeing More Junk Food Ads, *Broadcasting & Cable Magazine*, June 1, 2007.
22. Media Institute Adds First Amendment Advisers, *Broadcasting & Cable Magazine*, June 1, 2007.
23. New Twist in Obesity Debate: Kids Watch Less, Not More, Food Ads: FTC Study Says Number of Messages Seen Is Decreasing, *Advertising Age*, June 1, 2007.
24. 4As and ANA to FTC: We Want Answers, *Online Media Daily*, May 31, 2007.
25. Food-Marketing Debate Heats Up, *Broadcasting & Cable Magazine*, May 19, May 21, 2007.
26. Washington Loves to Hate Advertising, *Advertising Age*, March 2, 2007.
27. FCC's Tate Pushes For Media Diversity, *Broadcasting & Cable Magazine*, February 28, 2007.
28. Net Neutrality Debaters Agree on AT&T "Extortion", *Broadcasting & Cable Magazine*, January 24, 2007.
29. Task Force To Combat Childhood Obesity Plans First Meeting, *Broadcasting & Cable Magazine*, January 24, 2007.
30. Court Gets Some Kudos For Campaign Ad Call, *Broadcasting & Cable Magazine*, December 22, 2006.
31. Court Says Profanity Arguments Can Be Televised, *Broadcasting & Cable Magazine*, December 12, 2006.
32. Pediatricians Call for Less Advertising to Children, *USA Today*, December 3, 2006.
33. Fast Track, *Broadcasting & Cable Magazine*, November 18, 2006.
34. UK Bans Some Food Ads On Kids Shows, *Broadcasting & Cable Magazine*, November 17, 2006.
35. Democrats Set Sights on Drugs, Kids Advertising, *Advertising Age*, November 13, 2006.
36. Election Day Post Mortem for Marketers, *Media Post's Marketing Daily*, November 9, 2006.
37. Elections' Effect on Media, *Broadcasting & Cable Magazine*, October 28, 2006.
38. FTC Asked To Tread Lightly in Ad Space, *Broadcasting & Cable Magazine*, October 5, 2006.
39. AAAA's Praises Obesity Task Force, *Broadcasting & Cable Magazine*, September 28, 2006.
40. CAMY Calls For Alcohol Marketing Cutbacks, *Broadcasting & Cable Magazine*, March 27, 2006.
41. Spots in the Spotlight, *Broadcasting & Cable Magazine*, March 25, 2006.
42. Santorum Staffer Praises, Prods Cable, *Broadcasting & Cable Magazine*, March 21, 2006.
43. CSPI Suing Viacom, Kellogg For \$2B, *Broadcasting & Cable Magazine*, January 18, 2006.
44. Media Institute Opposes New Indecency Regs, *Broadcasting & Cable Magazine*, December 6, 2005.
45. FAST TRACK, *Broadcasting & Cable Magazine*, October 22, 2005.
46. ANA Joins Viacom Kids Rule Challenge, *Broadcasting & Cable Magazine*, October 17, 2005.
47. 4As Legal Counsel Defends Product Placement, *Media Week*, May 30, 2005.
48. FCC Commissioner Decries Commercialization of Media, *Adage.com*, May 25, 2005.
49. DTC Outlook--Changing Channels, *MM&M*, April 2005.

50. Operation Success: The Advertising Industry Faces the Diversity Challenge, *Metropolitan Corporate Counsel*, March 2005.
51. Kraft Pulling Kids' Ads, *Broadcasting & Cable Magazine*, January 12, 2005.
52. Edwards' Exit Removes DTC Critic, *Broadcasting & Cable Magazine*, November 4, 2004.
53. Alcohol Ads Up; Youth Drinking Flat, *Broadcasting & Cable Magazine*, October 12, 2004.
54. Lawyers See Pitfalls for Fast-Food, Alcohol, *Adweek.com*, September, 21, 2004.
55. States Push Anti-Smoking PSAs, *Broadcasting & Cable*, May 23, 2004.
56. Food Ads Fried by Watchdogs, *Broadcasting & Cable Magazine*, February 24, 2004.
57. The FDA May Ask Drug Advertisers to Make Information on Side Effects More Prominent, *New York Times*, February 5, 2004.
58. FDA Announces New Drug Ad Guidelines, *Ad Age.com*, February 4, 2004.
59. Probe Nielsen Fees, Ad Agencies Urge FTC, *Hollywood Reporter.com*, November 22, 2003.
60. DTC Ads Become Issue in Race for Democratic Nomination, *Advertising Age*, October 20, 2003.
61. Drug Ad Fight Looms in Congress--Industry Lobbyists on Offensive to Protect \$2 Billion Category, *Adweek*, January 27, 2003.
62. Supreme Court Overturns Pharmacist Drug Ad Ban, *Adage.com*, April 29, 2002.
63. Ad Lobby Group s Rally Against US Online Privacy Bill, *Adweek*, April 23, 2002.

PERSONAL CONTACT:

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AH@adonishoffman.com