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By Reading The ADviser

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Email the Washington Office anytime at washington@ana.net. We strongly encourage you to reach out to setup one-on-one meetings with the ANA DC Office.

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[ANA.net](#) which includes [The Marketer's Guide to Coronavirus Response](#), [The Marketing Knowledge Center](#), [ANA's Ask the Expert](#), and [More](#).

Federal Affairs

- [Congress In Process of Passing CARES Act, Largest Stimulus in History](#)
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News of Interest

- [The Association Of National Advertiser's CEO Bob Liodice Weighs In On Brands Being More Useful And Helpful, *Forbes*, March 25, 2020](#)
- [Watchdogs Want FTC To Demand Detailed Info About Children's Data, *MediaPost*, March 26, 2020](#)
- [Fed makes 'aggressive' move to back corporate debt markets, *Main St.*, *Yahoo*, March 23, 2020](#)

Word on the Street

- [Steph Curry does virtual coronavirus Q&A with Dr. Anthony Fauci](#)

Upcoming ANA Events

- **Now introducing the [ANA Daily Drop Webinar](#):**
 - A new daily webinar series launched for these extraordinary times to help keep marketers in touch and informed. Held Monday through Friday from 1-2 PM ET. Capacity is limited, but all webinars will be available on demand afterward! Upcoming editions include [Issues to Watch for in Washington & the States](#) and [COVID-19 Legal Impact on Brand Advertising and Marketing](#).

Federal Affairs

[Congress in Process of Passing CARES Act, Largest Stimulus in History](#)

The Senate has now passed the [Coronavirus Aid, Relief and Economic Security \(CARES\) Act](#) which includes US \$2 trillion dollars in economic aid for the American public and American businesses. A section by section summary is available [here](#).

Included in the act are plans for direct payments of up to \$1,200 to Americans making under a certain income threshold, an extended unemployment program for American workers, \$150 billion

to the nation's hospitals, \$350 billion in loans for small businesses, and \$50 billion to help the crippled airline industry.

The House is expected to approve the measure by voice vote today and it will then be sent to President Trump who is expected to sign it later today or this weekend.

ANA Holds FTC Endorsement Guides Call; Input Still Needed.

On Tuesday, ANA convened a call of its members to discuss the Federal Trade Commission's (FTC) request for input as they review their [Endorsement and Testimonial Guidelines](#). Lawyers from Reed Smith joined the call and discussed numerous important topics related to the FTC's request for comment.

ANA will begin to develop draft comments to the FTC and continues to need input from our member companies. Comments are due on April 21, 2020.

Please reach out to Dan Jaffe (djaffe@ana.net) with questions or comments.

State Affairs

ANA Submits Comments to California AG Regarding Proposed CCPA Regulations

Today the ANA submitted [comments](#) to the California Attorney General regarding his third set of proposed regulations for the California Consumer Privacy Act (CCPA). In those comments we encouraged the California AG to delay enforcement of the CCPA until January 2, 2021 due to the COVID-19 pandemic. We also asked for further clarification on several aspects of the proposed regulations which may lead negative impacts for both consumers and businesses.

To read our press release regarding these comments please click [here](#).

Last Chance – Sign onto Maryland Ad Tax Veto Letter

ANA continues to ask its member companies to consider signing on to The Advertising Coalition's [letter](#) which urges Maryland Governor Larry Hogan to veto HB 732.

This bill contains the first-in-the-nation digital ad tax and has numerous constitutional and legal issues. Furthermore, it is simply bad policy to burden a company's effort to sell given the current major disruptions due to coronavirus.

To sign onto the Maryland veto letter, please contact Travis Frazier (tfrazier@ana.net)

State Legislative Weekly Tracker

Click [here](#) for a summary report of this week's legislative activity in the states.

Contact Us

If you have questions on any of the issues mentioned in the ADviser, please feel free to contact ANA's Government Relations team in Washington, D.C.:

- Dan Jaffe, Group Executive Vice President, Government Relations (djaffe@ana.net)
- Chris Oswald, Senior Vice President, Government Relations (coswald@ana.net)
- David Buzby, Senior Director, Government Relations (dbuzby@ana.net)
- Meghan Salome, Director, Government Relations (msalome@ana.net)
- Travis Frazier, Coordinator, Government Relations (tfrazier@ana.net)

You can also reach the D.C. office at any time at 202.296.1883

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