

Clerk of the House of Representatives  
Legislative Resource Center  
B-106 Cannon Building  
Washington, DC 20515

Secretary of the Senate  
Office of Public Records  
232 Hart Building  
Washington, DC 20510

RECEIVED  
SECRETARY OF THE S  
05 FEB 14 PM 5

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name <b>Cassidy &amp; Associates, Inc.</b>			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address <b>700 Thirteenth Street, NW, Suite 400</b> City <b>Washington</b> State/Zip (or Country) <b>DC 20005</b>			
3. Principal Place of Business (if different from line 2) City <b>** Same as Above**</b> State/Zip (or Country)			
4. Contact Name <b>Todd A. Boulanger</b>			5. Senate ID #
Telephone <b>(202) 585-2381</b>			E-mail (optional)
7. Client Name <input type="checkbox"/> Self <b>New Media Strategies</b>			6. House ID #

**TYPE OF REPORT** 8. Year 2004 Midyear (January 1-June 30)  OR Year End (July 1-D

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

### INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
<p><b>INCOME</b> relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> &gt;&gt; \$ <u>\$20,000.00</u> Income (nearest \$20,000)</p> <p>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).</p>	<p><b>EXPENSES</b> relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> &gt;&gt; \$ _____ Expenses (nearest \$20,000)</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate accounting method. See instructions for description</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA default</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6013 of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 1401 of the Internal Revenue Code</p>

Signature  Date 2/14/2005

Printed Name and Title Todd A. Boulanger - Senior Vice President

Registrant Name: Cassidy & Associates, Inc.

Client Name: New Media Strategies

**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 LAW (one per page)

16. Specific Lobbying issues  
**Federal Appropriations**  
**Law Enforcement**

17. House(s) of Congress and Federal agencies contacted  Check if None  
**Department of Justice**  
**House of Representatives**  
**Senate**

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

Name	Covered Official Position (if applicable)
<b>Boulanger, Todd A.</b>	
<b>Hartley, Gregg L.</b>	<b>COS, Whip Office of Congressman Roy Blunt</b>
<b>Hirni, James F.</b>	<b>Former LD to Senator Tim Hutchinson (R-AR)</b>

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



Signature  Date 4/14/2005

Printed Name and Title Todd A. Boulanger - Senior Vice President Pg