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SECRETARY OF THE SENATE
03 FEB 14 PM 4:29

LOBBYING REPORT

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

1. Registrant Name Van Scoyoc Associates, Inc.			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 101 Constitution Avenue, NW Suite 600 West City Washington State/Zip (or Country) DC 20001 USA			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name Lendell Porterfield			5. Senate ID # 39837-4074
Telephor 202-638-1950			E-mail (optional)
7. Client Name <input type="checkbox"/> Self Prudential Financial			6. House ID # 32802-281

TYPE OF REPORT 8. Year 2002 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 Lobb

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
<p>INCOME 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"/> >> \$ <u>\$40,000.00</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>EXPENSES 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"/> >> \$ _____ Expenses (nearest</p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definition</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6115 of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature _____ Date 2/14/2005

Printed Name and Title Lendell Porterfield - Vice President

Registrant Name: Van Scoyoc Associates, Inc.

Client Name: Prudential Financial

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 BAN (one per page)
- 16. Specific Lobbying issues
Monitor privacy issues.

- 17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
United States Senate

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

Name	Covered Official Position (if applicable)
.Porterfield, Lendell	Maj. Econ., U.S. Committee on Banking
Callaghan, Dawn Sears	
Van Scoyoc, H. Stewart	

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

Signature _____ Date _____

Printed Name and Title **Lendell Porterfield - Vice President** _____

Registrant Name: Van Scoyoc Associates, Inc.

Client Name: Prudential Financial

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 FIN (one per page)
- 16. Specific Lobbying issues
Monitor privacy issues.

- 17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
United States Senate

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

Name	Covered Official Position (if applicable)
.Porterfield, Lendell	Maj. Econ., U.S. Committee on Banking
Callaghan, Dawn Sears	
Van Scoyoc, H. Stewart	

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

Signature _____

Date 2/14/2005

Printed Name and Title

Lendell Porterfield - Vice President

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15. General issue area code INS (one per page)

16. Specific Lobbying issues
Monitor privacy issues.

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
United States Senate

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

Name	Covered Official Position (if applicable)
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15. General issue area code TAX (one per page)

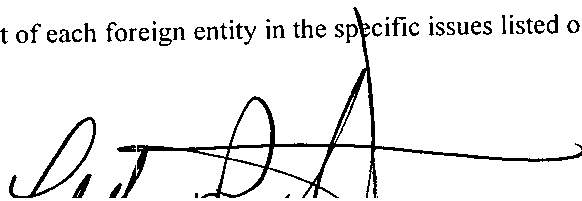
16. Specific Lobbying issues
No Lobbying Activity

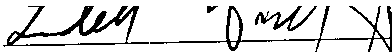
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Signature  Date 2/14/2005

Printed Name and Title Lendell Porterfield - Vice President