

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

SECRETARY L  
04 FEB 13

## 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>Gregg L. Hartley</b>		Telephone <b>202-585-2396</b>	E-mail (optional) 5. Senate ID #
7. Client Name <input type="checkbox"/> Self <b>VIACOM INC./CBS</b>		6. House ID #	

**TYPE OF REPORT** 8. Year 2003 Midyear (January 1-June 30)  OR Year End (July 1-December 31)

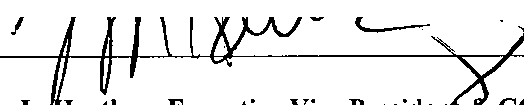
9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report  >> Termination Date 12/31/2003 11. No Lobbying Activities

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

<p align="center"><b>12. Lobbying Firms</b></p> <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"/> &gt;&gt; \$ <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 align="center"><b>13. Organizations</b></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"/> &gt;&gt; \$ _____ Expenses (nearest \$20,000)</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate reporting accounting method. See instructions for description of each method.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(e) of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>
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Signature \_\_\_\_\_



Date 2/13/2004

Printed Name and Title \_\_\_\_\_

**Gregg L. Hartley - Executive Vice President & COO**

Page \_\_\_\_\_

Registrant Name: Cassidy & Associates, Inc.

Client Name: VIACOM INC./CBS

**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 COM (one per page)

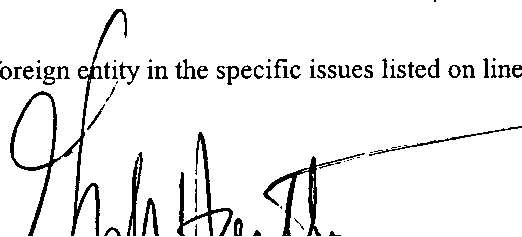
16. Specific Lobbying issues  
**Media Ownership**

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

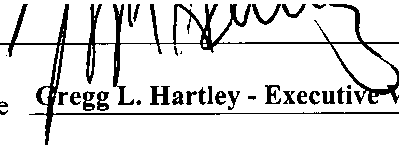
18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
<b>Craighead, Jared</b>	
<b>Hartley, Gregg L.</b>	<b>COS, Whip Office of Congressman Roy Blunt</b>
<b>Seale, C. Stevens</b>	
<b>Wentworth, Lellyett</b>	

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



Signature



Date 2/13/2004

Printed Name and Title

**Gregg L. Hartley - Executive Vice President & COO**

Pag

Registrant Name: Cassidy & Associates, Inc.

Client Name: VIACOM INC./CBS

**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different from line 20)

City State/Zip (or Country)

22. New general description of client's business or activities

**LOBBYIST UPDATE**

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client  
**Seale, C. Stevens**

**ISSUE UPDATE**

24. General lobbying issues previously reported that **no longer** pertain

**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)

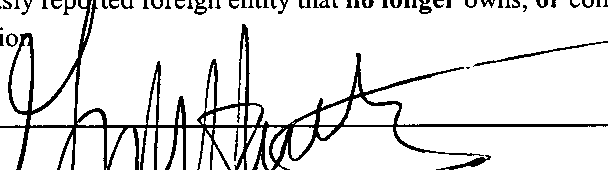
25. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

**FOREIGN ENTITIES**

27. Add the following foreign entities

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities	C

28. Name of each previously reported foreign entity that **no longer** owns, or controls, or is affiliated with the registrant or affiliated organization



Signature \_\_\_\_\_ Date 2/13/2004

Printed Name and Title Gregg L. Hartley - Executive Vice President & COO Page \_\_\_\_\_