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LOBBYING REPORT

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

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

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

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 Lobby

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 checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> >> \$ _____ 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 \$2)</p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definit</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 603: the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162: Internal Revenue Code</p>

Signature Todd A. Boulanger Date 01/13/2004

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

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)

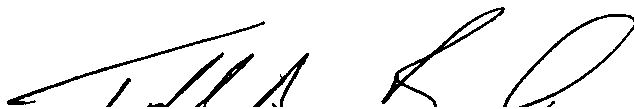
16. Specific Lobbying issues
Federal Appropriations
Law Enforcement

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)
Boulanger, Todd A.	
Hirni, James F.	Former LD to Senator Tim Hutchinson (R-AR)

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



Signature  Date 01/13/2004

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