

# REPORT OF COMMUNICATION COSTS BY CORPORATIONS AND MEMBERSHIP ORGANIZATIONS

(See reverse side for instructions.)

RECEIVED  
FEDERAL ELECTION  
COMMISSION

1. (a) NAME OF ORGANIZATION  Association of Trial Lawyers of America	2. IDENTIFICATION NUMBER (Assigned by FEC)  C70003017    Nov 26 2 10 PM '96
(b) ADDRESS (Number and Street)  1050 31st Street, N.W.	3. TYPE OF ORGANIZATION (Check Appropriate Box)  <input type="checkbox"/> Corporation <input type="checkbox"/> Trade Association <input type="checkbox"/> Labor Organization <input type="checkbox"/> Cooperative <input checked="" type="checkbox"/> Membership Organization <input type="checkbox"/> Corporation without capital stock
(c) CITY, STATE AND ZIP CODE  Washington, DC 20007	

4. TYPE OF REPORT (Check One):

(a)  April 15 Quarterly Report     July 15 Quarterly Report     October 15 Quarterly Report

Pre-Run-off

12 Day ~~Pre-Run-off~~ Election Report held on 12/10/96 In the State of Texas

(Date)

January 31 Year End Report

(b) Is this Report an Amendment?     YES     NO

5. THIS REPORT COVERS THE PERIOD 10/17/96 THROUGH 11/20/96

### SUMMARY OF COMMUNICATION COSTS

Type of Communication	Class or Category Communicated With	Date(s) of Communication	Check One		Identify Candidate, Office Sought, District and State, and Whether for Primary or General Election	Cost of Communication (Per Candidate)
			Support	Oppose		
<input type="checkbox"/> Direct Mail <input checked="" type="checkbox"/> Telephone <input type="checkbox"/> Telegram <input checked="" type="checkbox"/> Other: (Specify)	<input type="checkbox"/> Executive/Administrative Personnel <input type="checkbox"/> Stockholders <input type="checkbox"/> Members	See Attached	<input checked="" type="checkbox"/>		See Attached	\$519.94
<input type="checkbox"/> Direct Mail <input type="checkbox"/> Telephone <input type="checkbox"/> Telegram <input type="checkbox"/> Other: (Specify)	<input type="checkbox"/> Executive/Administrative Personnel <input type="checkbox"/> Stockholders <input type="checkbox"/> Members					

(NOTE: For additional communications, attach separate sheets containing the same information as above.)

TOTAL COMMUNICATION COSTS FOR THIS PERIOD    \$ 50,954.40

I certify that I have examined this report and, to the best of my knowledge and belief, it is true, correct and complete.

Tom Henderson, Exec. Director  
Type or Print Name

*Tom Henderson*  
Signature and Title of Person Designated to Sign This Report

11/26/96  
Date

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this report to penalties of 2 U.S.C. §437g.

WHERE TO FILE:  
Federal Election Commission  
999 E Street, N.W.  
Washington, D.C. 20463

FOR FURTHER INFORMATION CONTACT:  
Federal Election Commission  
Toll Free: 800-424-9530  
Local: 202-219-3420

## ADDENDUM TO FEC FORM 7

Association of Trial Lawyers of America  
Internal Express Advocacy Communications  
FCC ID No. C70003017

of November 29, 1996

### MEMORANDUM

TO: Federal Election Commission

FROM: Tom Henderson, Association of Trial Lawyers of America

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ATLA is now reporting for the Texas run-off elections in accordance with the enclosed letter of November 22, 1996 from Jeffrey L. Ross of Patton Boggs, L.L.P. to Erica McMahon, F.E.C. Information Specialist.

ATLA's expenses for express advocacy communications from October 17 to November 20, 1996 totaled approximately \$63,693. Costs consist of salaries and overhead for staff and contractors, printing and copying, postage, telephone, equipment, office supplies, and miscellaneous items (see attached budget).

Principal advocacy activities consist of direct mailings and direct distribution of information to ATLA members, with telephone and fax follow-up. The attached "Direct Mail & Direct Distribution Schedule of Express Advocacy Communications with ATLA Members" identifies by date when materials were mailed to or faxed by contractor to ATLA members, including the number of recipients, the number of candidates, the total mailing cost and the approximate cost per candidate of the communication. A total of 3,497 mailings and "contract" faxes were sent to members.

The attached "Express Advocacy Staff Contacts with ATLA Members" identifies by date the number of ATLA members who were contacted by phone, the number who received additional written material about the program by mail or fax, and the average number of candidates to whom information was provided in each mailing. A total of 767 calls with ATLA members was completed, messages were left with another 2,600, and materials were mailed or faxed to 1,224 individuals.

Given the nature of these communications, the wide range in the number of candidates included in each communication and the difficulty in assigning general overhead costs to specific communications, and thus to specific candidates, it is very difficult to assess a cost of communication per candidate for this activity category. In an attempt to comply with the spirit and intention of the regulations for this internal express advocacy communications program, ATLA has determined that the most appropriate way to provide the FEC with

information on cost per candidate is to assume that 80 percent of the costs of the program are directly attributable to the election or defeat of a clearly identified candidate. ATLA estimates that the cost of communication per candidate was \$519.94 (80% of total program costs of \$63,693 divided by 98 candidates).

We hope that the detailed and comprehensive disclosure provided here will satisfy the Commission's requirements.

A comprehensive list of the 98 endorsed candidates, the offices they seek, etc. entitled "Endorsed Candidates for Express Advocacy Communications," is also attached. Our 12 day pre-general election report covering October 1, 1996 - October 16, 1996 inadvertently omitted Joe Keefe, U.S. House candidate for the 1st District of New Hampshire, who was added to the list on October 5. Mr. Keefe has been added to the attached list.

Attachments

Expenses for Express Advocacy Communications, October 17 - November 20, 1996  
Direct Mail & Direct Distribution Schedule of Express Advocacy Communications with  
ATLA members  
Express Advocacy Staff Contact with ATLA Members  
Endorsed Candidates for Express Advocacy Communications

PATTON BOGGS, L.L.P.  
2550 M STREET, N.W.  
WASHINGTON, D.C. 20037-1350  
(202) 457-8000  
FACSIMILE: (202) 457-6328

WRITER'S DIRECT DIAL  
(202) 457-6328

November 22, 1996

Ms. Erica McMahon  
Information Specialist  
Federal Election Commission  
999 E Street, N.W.  
Washington, DC 20463

Re: Filing Deadlines for FEC Form 7 Reports Listing Internal  
Communications Activities for the Texas Run-off Elections on December  
10, 1996.

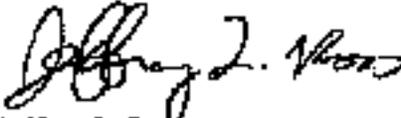
Dear Ms. McMahon:

Thank you for taking the time to speak with me about the internal communication program of the Association of Trial Lawyers of America ("ATLA"). I want to confirm that its your recommendation that membership organizations should file their reports for internal communications activities (FEC Form 7) in connection with the Texas run-off election according to the schedule to be used by political committees filing quarterly reports for the run-off election.

Specifically, you recommended following schedule number two on page 7 of the October 1996 *Record*. Accordingly, ATLA plans to file its Pre-Runoff Report by November 29, 1996 to cover internal communications activities from October 17, 1996 through November 20, 1996. ATLA also plans to file a combined Post-Runoff/Year-End Report by January 9, 1997 to cover internal communications activities from November 21, 1996 through December 31, 1996.

Thank you for your continued valuable advice and your assistance in this matter.

Sincerely,

  
Jeffrey L. Ross

**ATLA'S EXPENSES FOR  
EXPRESS ADVOCACY COMMUNICATIONS  
(for the Period October 17 - November 20, 1996)**

<b>DESCRIPTION</b>	<b>ACTUAL EXPENSES</b>
Salaries	2,409.00
Payroll Overhead	389.00
Independent Contractors	54,029.00
Temporary Help	1,511.00
Postage	1,035.00
Copying	1,577.00
Meals & Functions	122.00
Office Supplies	2,526.00
Telephone/Fax	95.00
<b>TOTAL:</b>	<b>\$ 63,693.00</b>

admin.budgr.11

**ATLA's DIRECT MAIL & DIRECT DISTRIBUTION  
SCHEDULE OF EXPRESS ADVOCACY COMMUNICATIONS  
WITH ATLA MEMBERS**

<b>MAIL/FAX</b>	<b>NUMBER OF PIECES</b>	<b>NUMBER OF CANDIDATES</b>
10/17	78	5
10/17	76	4
10/17	105	5
10/17	102	5
10/18	122	7
10/18	54	5
10/21	62	5
10/21	101	6
10/21	107	7
10/21	121	4
10/22	14	5
10/22	21	5
10/23	107	5
10/24	29	8
10/25	63	8
10/27	1,328	5
10/28	243	5
10/28	41	5
10/28	11	5
10/28	63	5
10/29	202	5
10/30	137	5
10/31	310	5
	<b>3,497</b>	

**ATLA'S POLITICAL ACTION MANAGEMENT LIST  
 EXPRESS ADVOCACY STAFF CONTACT WITH ATLA MEMBERS  
 October 17, 1996 - November 20, 1996**

DATE	CALLS COMPLETED	MESSAGES LEFT	INFO SENT BY MAIL AND/OR FAX	AVERAGE NUMBER OF CANDIDATES
10/17/96	47	116	50	4-7
10/18/96	29	143	82	4-7
10/21/96	63	167	122	4-7
10/22/96	44	193	145	4-7
10/23/96	75	246	88	4-7
10/24/96	64	195	97	4-7
10/25/96	38	194	93	4-7
10/28/96	69	200	143	4-7
10/29/96	70	208	38	4-7
10/30/96	69	255	85	4-7
10/31/96	59	218	62	4-7
11/1/96	55	182	72	4-7
11/4/96	58	178	59	4-7
11/5/96	25	82	28	4-7
11/6/96	0	0	0	0
11/7/96	0	0	0	0
11/8/96	0	0	0	0
11/11/96	0	0	0	0
11/12/96	0	0	0	0
11/13/96	0	0	0	0
11/14/96	0	0	0	0
11/15/96	0	0	0	0
11/18/96	0	0	0	0
11/19/96	0	0	20	2
11/20/96	2	23	40	2
<b>TOTAL:</b>	<b>767</b>	<b>2600</b>	<b>1224</b>	

**ATLA'S ENDORSED CANDIDATES  
FOR EXPRESS ADVOCACY COMMUNICATIONS  
October 17, 1996 - November 20, 1996**

<u>CANDIDATE</u>	<u>OFFICE SOUGHT</u>	<u>DISTRICT</u>	<u>STATE</u>	<u>ELECTION</u>	<u>DATE ADDED TO LIST</u>
Alioto, Michela	U.S. House	01	CA	General	July 27, 1996
Allen, Tom	U.S. House	01	ME	General	July 27, 1996
Ameson, "Amie"	U.S. House	02	NH	General	October 4, 1996
Baird, Brian	U.S. House	03	WA	General	October 4, 1996
Baucus, Max	U.S. Senate	MT	MT	General	July 27, 1996
Bedford, Roger	U.S. Senate	AL	AL	General	July 27, 1996
Beli, David	U.S. House	10	GA	General	July 27, 1996
Bentsen, Ken	U.S. House	25	TX	General & Runoff	Sept. 10, 1996
Beshear, Steve	U.S. Senate	KY	KY	General	July 27, 1996
Biden, Joe	U.S. Senate	DE	DE	Primary & General	July 27, 1996
Bishop, Sanford	U.S. House	02	GA	Primary & General	July 27, 1996
Blagojevich, Rod	U.S. House	05	IL	General	July 27, 1996
Bonior, David	U.S. House	10	MI	General	July 27, 1996
Boswell, Leonard	U.S. House	03	IA	General	October 4, 1996
Brennan, Joe	U.S. Senate	ME	ME	General	October 4, 1996
Brown, George	U.S. House	42	CA	General	July 27, 1996
Bruggere, Tom	U.S. Senate	OR	OR	General	July 27, 1996
Bryant, Winston	U.S. Senate	AR	AR	General	July 27, 1996
Byron, John	U.S. House	15	FL	General	July 27, 1996
Capps, Walter	U.S. House	22	CA	General	July 27, 1996
Carson, Julia	U.S. House	10	IN	General	July 27, 1996
Cleland, Max	U.S. Senate	GA	GA	General	July 27, 1996
Coble, Howard	U.S. House	06	NC	General	July 27, 1996
Coffin, Bob	U.S. House	01	NV	General	July 27, 1996
Coopersmith, Jeff	U.S. House	01	WA	General	October 4, 1996
Davis, James Martin	U.S. House	02	NE	General	July 27, 1996
Davis, Jim	U.S. House	11	FL	General	October 4, 1996
DeGette, Diana	U.S. House	01	CO	General	October 4, 1996
Delahunt, Bill	U.S. House	10	MA	General	October 11, 1996
Docking, Jill	U.S. Senate	K5	KS	General	October 4, 1996
Durbin, Richard	U.S. Senate	IL	IL	General	July 27, 1996
Etheridge, Bobby	U.S. House	02	NC	General	July 27, 1996
Fazio, Vic	U.S. House	03	CA	General	July 27, 1996
Frieden, John	U.S. House	02	KS	General	July 27, 1996
Frost, Martin	U.S. House	24	TX	General	July 27, 1996
Furse, Elizabeth	U.S. House	01	OR	General	July 27, 1996
Gantt, Harvey	U.S. Senate	NC	NC	General	July 27, 1996
Gejdenson, Sam	U.S. House	02	CT	Primary & General	July 27, 1996
Hancock, Judy	U.S. House	03	KS	General	July 27, 1996

<u>CANDIDATE</u>	<u>OFFICE SOUGHT</u>	<u>DISTRICT</u>	<u>STATE</u>	<u>ELECTION</u>	<u>DATE ADDED TO LIST</u>
Harkin, Tom	U.S. Senate	IA	IA	General	July 27, 1996
Hinchey, Maurice	U.S. House	26	NY	Primary & General	July 27, 1996
Hoeffel, Joe	U.S. House	13	PA	General	July 27, 1996
Hoffman, Jay	U.S. House	20	IL	General	July 27, 1996
Holley, Darlene	U.S. House	05	OR	General	July 27, 1996
Johnson, Glen D.	U.S. House	02	OK	General	July 27, 1996
Johnson, Tim	U.S. Senate	5D	SD	General	July 27, 1996
Karpan, Kathy	U.S. Senate	WY	WY	General	October 4, 1996
Keefe, Joe	U.S. House	01	NH	General	October 5, 1996
Kerry, John	U.S. Senate	MA	MA	Primary & General	July 27, 1996
King, Peter	U.S. House	03	NY	Primary & General	July 27, 1996
Kuchinich, Dennis	U.S. House	10	OH	General	July 27, 1996
Lampson, Nick	U.S. House	09	TX	General and Run-off	July 27, 1996
Landrieu, Mary	U.S. Senate	LA	LA	General	October 4, 1996
Levin, Carl	U.S. Senate	MI	MI	General	July 27, 1996
Little, Ted	U.S. House	03	AL	General	Sept. 10, 1996
Martini, Bill	U.S. House	08	NJ	General	July 27, 1996
McBurney, Connie	U.S. House	04	IA	General	July 27, 1996
McCarthy, Carolyn	U.S. House	04	NY	General	Sept. 10, 1996
McGovern, Jim	U.S. House	03	MA	General	October 28, 1996
McHale, Paul	U.S. House	15	PA	General	July 27, 1996
McIntyre, Mike	U.S. House	07	NC	General	July 27, 1996
McKinney, Cynthia	U.S. House	04	GA	General	July 27, 1996
Morris, Charles "Lefty"	U.S. House	14	TX	General	July 27, 1996
Nelson, Ben	U.S. Senate	NE	NE	General	July 27, 1996
Null, Dennis	U.S. House	01	KY	General	October 4, 1996
Obey, David	U.S. House	07	WI	Primary & General	July 27, 1996
Orton, Bill	U.S. House	03	UT	General	July 27, 1996
Owens, Steve	U.S. House	06	AZ	Primary & General	July 27, 1996
Pomeroy, Earl	U.S. House	AL	ND	General	July 27, 1996
Price, David	U.S. House	04	NC	General	July 27, 1996
Rathbun, Randall	U.S. House	04	KS	General	July 27, 1996
Reed, Jack	U.S. Senate	RI	RI	Primary & General	July 27, 1996
Rivers, Lynn	U.S. House	13	MI	General	Sept. 10, 1996
Roberts, Darryl	U.S. House	03	OK	General	October 4, 1996
Sanders, Bernie	U.S. House	AL	VT	Primary & General	July 27, 1996
Sawyer, Tom	U.S. House	14	OH	General	July 27, 1996
Sherman, Brad	U.S. House	24	CA	General	July 27, 1996
Skelton, Ike	U.S. House	04	MO	General	July 27, 1996
Smith, Adam	U.S. House	09	WA	Primary & General	July 27, 1996
Snyder, Vic	U.S. House	02	AR	General	October 28, 1996
Spottswood, Lydia	U.S. House	01	WI	General	October 4, 1996
Stabenow, Debbie	U.S. House	08	MI	General	July 27, 1996
Stewart, Mark	U.S. House	04	TN	General	October 4, 1996
Strickland, Ted	U.S. House	06	OH	General	July 27, 1996

<u>CANDIDATE</u>	<u>OFFICE SOUGHT</u>	<u>DISTRICT</u>	<u>STATE</u>	<u>ELECTION</u>	<u>DATE ADDED TO LIST</u>
Strickland, Tom	U.S. Senate	CO	CO	General	Sept. 10, 1996
Swett, Dick	U.S. Senate	NH	NH	General	October 4, 1996
Thurman, Karen	U.S. House	05	FL	Primary & General	July 27, 1996
Tierney, John	U.S. House	06	MA	Primary & General	July 27, 1996
Toricelli, Bob	U.S. Senate	NJ	NJ	General	July 27, 1996
Turner, Jim	U.S. House	02	TX	General	October 4, 1996
Volkmer, Harold	U.S. House	08	MO	General	July 27, 1996
Ward, Mike	U.S. House	03	KY	General	July 27, 1996
Weiland, Rick	U.S. House	AL	SD	General	July 27, 1996
Weinzapfel, Jon	U.S. House	08	IN	General	Sept. 10, 1996
Wellstone, Paul	U.S. Senate	MN	MN	Primary & General	July 27, 1996
Williams, Dan	U.S. House	01	ID	General	July 27, 1996
Bob Wilson, Jr.	U.S. House	04	AL	General	October 4, 1996
Yellowtail, Bill	U.S. House	AL	MT	General	Sept. 10, 1996

Federal Election Commission  
**ENVELOPE REPLACEMENT PAGE  
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JMW

PREPARER

11/26/96

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