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March 20, 2013

Mr. Christopher Morse  
Senior Campaign Finance Analyst  
Reports Analysis Division  
Federal Election Commission  
999 E Street NW  
Washington, DC 20463

Dear Mr. Morse:

Reinventing A New Direction - RANDPAC (FEC ID# C00493924) is in receipt of your Request for Additional Information dated March 11, 2013, referencing our 12 Day Pre-General Report.

With respect to the independent expenditures identified in your letter under issue one, please be advised that Reinventing A New Direction - RANDPAC reports independent expenditures as outlined in 11 CFR 104.4. Both of the independent expenditure media disbursements were publicly disseminated beginning 10/9/12. Reinventing A New Direction RANDPAC filed the 48 Hour Independent Expenditure Report on 10/9/12, the same day the media disbursements began their public dissemination. The actual payments to Strategic Media Placement Inc. were made on 10/5/12 as reflected in our FEC report, even though the dissemination date was not until 10/9/12.

With respect to the disbursement identified in your letter under issue two, the 12 Day Pre-General Report and 20 Day Post-General Reports have been amended to disclose the independent expenditure activity on Schedule D and Schedule E.

Sincerely,

Kevin Broghamer, Treasurer  
Reinventing A New Direction - RANDPAC

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