

FEC FORM 5

REPORT OF INDEPENDENT EXPENDITURES MADE AND CONTRIBUTIONS RECEIVED

To Be Used by Persons (Other than Political Committees) including Qualified Nonprofit Corporations

1. (a) Name of Individual, Organization or Corporation PEOPLE FOR THE AMERICAN WAY		3. FEC Identification Number C C90012071
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported 1101 15th Street, NW Suite 600		
(c) City, State and ZIP Code WASHINGTON DC 20005		
2. Corporate filers only	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Individual filers only	Name of Employer	Occupation

4. TYPE OF REPORT (check appropriate boxes):

(a) April 15 Quarterly Report
 July 15 Quarterly Report
 October 15 Quarterly Report
 January 31 Year-End Report

24-Hour Report
 48-Hour Report

b) Is this Report an amendment? Yes No

5. COVERING PERIOD: FROM

/ /

THROUGH

/ /

6. TOTAL CONTRIBUTIONS

7. TOTAL INDEPENDENT EXPENDITURES

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or any political party committee or its agent. In addition, (if the independent expenditures reported herein were made by a corporation) I certify that the corporation is a qualified nonprofit corporation under the Commission's regulations.

TYPE OR PRINT NAME OF PERSON COMPLETING FORM	SIGNATURE	DATE
Deborah Liu	<i>Deborah Liu</i>	04/03/2013

[Electronically Filed]

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

For further information, contact:
Federal Election Commission, 999 E Street, N.W., Washington, D.C. 20463 Toll Free 800-424-9530, Local 202-694-1100

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee Google		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 1600 Amphitheatre Pkwy.		Amount 619.56 Transaction ID : F57.000001
City Mountain View	State CA	
Zip Code 94043	Purpose of Expenditure online ads on Romney Court	Category/ Type 004
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input checked="" type="checkbox"/> President	State: OH District: _____
Calendar Year-To-Date Per Election for Office Sought 1247046.68	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	Disbursement For: 2012 <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____

Full Name (Last, First, Middle Initial) of Payee Chambers Lopez Strategies		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address P.O. Box 5539		Amount 412.50 Transaction ID : F57.000002
City Arlington	State VA	
Zip Code 22205	Purpose of Expenditure Latino radio ads	Category/ Type 004
Name of Federal Candidate Supported or Opposed by Expenditure: Steve King	Office Sought: <input checked="" type="checkbox"/> House <input type="checkbox"/> Senate <input type="checkbox"/> President	State: IA District: 04
Calendar Year-To-Date Per Election for Office Sought 412.50	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	Disbursement For: 2012 <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____

Full Name (Last, First, Middle Initial) of Payee KMMQ-AM/NRG Media		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 5011 Capitol Avenue		Amount 1593.75 Transaction ID : F57.000003
City Omaha	State NB	
Zip Code 68132	Purpose of Expenditure Iowa Latino radio ads	Category/ Type 004
Name of Federal Candidate Supported or Opposed by Expenditure: Steve King	Office Sought: <input checked="" type="checkbox"/> House <input type="checkbox"/> Senate <input type="checkbox"/> President	State: IA District: 04
Calendar Year-To-Date Per Election for Office Sought 2006.25	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	Disbursement For: 2012 <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____

(a) SUBTOTAL of Itemized Independent Expenditures.....	▶	2625.81
(b) SUBTOTAL of Unitemized Independent Expenditures.....	▶	
(c) TOTAL Independent Expenditures	▶	
(carry total from last page forward to Line 7)		

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee KDLF-AM		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 924 W. Second Street		Amount 1593.75 Transaction ID : F57.000004
City Boone	State IA	
Zip Code 50036		
Purpose of Expenditure Iowa Latino radio ads	Category/Type 004	Office Sought: <input checked="" type="checkbox"/> House State: IA <input type="checkbox"/> Senate District: 04 <input type="checkbox"/> President
Name of Federal Candidate Supported or Opposed by Expenditure: Steve King		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 3600.00		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 10050.00 Transaction ID : F57.000005
City Alexandria	State VA	
Zip Code 22311		
Purpose of Expenditure Latino direct mail	Category/Type 004	Office Sought: <input type="checkbox"/> House State: NC <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 1257096.68		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 6535.58 Transaction ID : F57.000006
City Alexandria	State VA	
Zip Code 22311		
Purpose of Expenditure latino direct mail	Category/Type 004	Office Sought: <input type="checkbox"/> House State: OH <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 1263632.26		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures.....	▶	18179.33
(b) SUBTOTAL of Unitemized Independent Expenditures.....	▶	
(c) TOTAL Independent Expenditures	▶	
(carry total from last page forward to Line 7)		

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 10548.09 Transaction ID : F57.000007
City Alexandria	State VA	
Zip Code 22311	Category/Type 004	Office Sought: <input type="checkbox"/> House State: WI <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino direct mail		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1274180.35		

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 11831.07 Transaction ID : F57.000008
City Alexandria	State VA	
Zip Code 22311	Category/Type 004	Office Sought: <input type="checkbox"/> House State: VA <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino direct mail		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1286011.42		

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 7949.28 Transaction ID : F57.000009
City Alexandria	State VA	
Zip Code 22311	Category/Type 004	Office Sought: <input type="checkbox"/> House State: NC <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino direct mail		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1293960.70		

(a) SUBTOTAL of Itemized Independent Expenditures.....	▶	30328.44
(b) SUBTOTAL of Unitemized Independent Expenditures.....	▶	
(c) TOTAL Independent Expenditures	▶	
(carry total from last page forward to Line 7)		

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee Mack Crouse Group		Date MM / DD / YYYY 10 / 31 / 2012
Mailing Address 2001 N. Beauregard Street		Amount 26410.34 Transaction ID : F57.000010
City Alexandria	State VA	
Zip Code 22311	Category/ Type 004	Office Sought: <input type="checkbox"/> House State: OH <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino direct mail		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1320371.04		

Full Name (Last, First, Middle Initial) of Payee KCEC/Univision		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address Glen Pointe Centre West 500 Frank W. Burr Blvd., Suite 19		Amount 63775.50 Transaction ID : F57.000011
City Teaneck	State NJ	
Zip Code 07666	Category/ Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino radio ads		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1384146.54		

Full Name (Last, First, Middle Initial) of Payee KTFD/Univision Communications		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address Glen Pointe Centre West 500 Frank W. Burr Blvd., Suite 19		Amount 5503.75 Transaction ID : F57.000012
City Teaneck	State NJ	
Zip Code 07666	Category/ Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino television ads		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1389650.29		

(a) SUBTOTAL of Itemized Independent Expenditures.....	95689.59
(b) SUBTOTAL of Unitemized Independent Expenditures.....	
(c) TOTAL Independent Expenditures..... (carry total from last page forward to Line 7)	

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee KDEN/Telemundo Denver		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 2851 South Parker Street Suite 1150		Amount 12027.50 Transaction ID : F57.000013
City Denver	State CO	
Zip Code 80014	Category/Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino television ad		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1401677.79		

Full Name (Last, First, Middle Initial) of Payee KVSU/Univision Communications		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address Glen Pointe Centre West 500 Frank W. Burr Blvd., Suite 19		Amount 4432.75 Transaction ID : F57.000014
City Teaneck	State NJ	
Zip Code 07666	Category/Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino television ad		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1406110.54		

Full Name (Last, First, Middle Initial) of Payee KGHB/Univision Communications		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address Glen Pointe Centre West 500 Frank W. Burr Blvd., Suite 19		Amount 799.00 Transaction ID : F57.000015
City Teaneck	State NJ	
Zip Code 07666	Category/Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino television ads		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1406909.54		

(a) SUBTOTAL of Itemized Independent Expenditures.....	▶	17259.25
(b) SUBTOTAL of Unitemized Independent Expenditures.....	▶	
(c) TOTAL Independent Expenditures..... (carry total from last page forward to Line 7)	▶	

**SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)
PEOPLE FOR THE AMERICAN WAY

Full Name (Last, First, Middle Initial) of Payee KTLO		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address 399 S. 8th Street		Amount 2567.00 Transaction ID : F57.000016
City Colorado Springs	State CO	
Zip Code 80905	Category/ Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Latino television ads		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1412043.54		

Full Name (Last, First, Middle Initial) of Payee Chambers Lopez Strategies		Date MM / DD / YYYY 10 / 30 / 2012
Mailing Address P.O. Box 5539		Amount 11531.30 Transaction ID : F57.000017
City Alexandria	State VA	
Zip Code 22205	Category/ Type 004	Office Sought: <input type="checkbox"/> House State: CO <input type="checkbox"/> Senate District: _____ <input checked="" type="checkbox"/> President
Purpose of Expenditure Media buy fees		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought 1423574.84		

Full Name (Last, First, Middle Initial) of Payee		Date MM / DD / YYYY
Mailing Address		Amount
City	State	
Zip Code	Category/ Type	Office Sought: <input type="checkbox"/> House State: _____ <input type="checkbox"/> Senate District: _____ <input type="checkbox"/> President
Purpose of Expenditure		Check One: <input type="checkbox"/> Support <input type="checkbox"/> Oppose
Name of Federal Candidate Supported or Opposed by Expenditure:		Disbursement For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) _____
Calendar Year-To-Date Per Election for Office Sought		

(a) SUBTOTAL of Itemized Independent Expenditures.....	▶	14098.30
(b) SUBTOTAL of Unitemized Independent Expenditures.....	▶	
(c) TOTAL Independent Expenditures	▶	178180.72
(carry total from last page forward to Line 7)		