

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 SIERRA CLUB		3. FEC Identification Number C C90011875
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported 85 SECOND ST. 2ND FLOOR		
(c) City, State and ZIP Code SAN FRANCISCO CA 94105		
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 24-Hour Notice 48-Hour Notice
- July 15 Quarterly Report
- October Quarterly Report
- January 31 Year-End Report

(b) Is this Report an amendment? Yes No

5. COVERING PERIOD: FROM

M M / D D / Y Y Y Y
1 0 / 0 1 / 2 0 1 0

THROUGH

M M / D D / Y Y Y Y
1 2 / 3 1 / 2 0 1 0

6. TOTAL CONTRIBUTIONS

.00

7. TOTAL INDEPENDENT EXPENDITURES.....

1033582.13

Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or in constitution with, or at the request or suggestion of, a candidate or a candidate's agent or authorized committee or a 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

Gayle Sheehan

01/31/2011

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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

1966.38

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: NV
 Senate District: 03
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Dina Titus

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 123766.25

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

1654.62

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: VA
 Senate District: 05
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Tom Perriello

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 299806.03

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

426.50

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: AZ
 Senate District: 08
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Gabrielle Giffords

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 156711.67

Disbursement For: Primary General
2010
 Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures

4047.50

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

584.66

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: MI
 Senate District: 07
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Mark Schauer

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 187844.70

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

257.41

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: FL
 Senate District: 22
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron Klein

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 273270.74

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
Sierra Club

Date

M M / D D / Y Y Y Y
1 0 / 3 1 / 2 0 1 0

Mailing Address
85 2nd St., 2nd Floor

Amount

237.23

City State Zip Code
San Francisco CA 94105

Purpose of Expenditure
Staff Time

Category/
Type

Office Sought: House State: NV
 Senate District: _____
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Harry Reid

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 667.00

Disbursement For: Primary General
2010
 Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures

1079.30

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 1 6 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

36774.71

City State Zip Code
Washington DC 20036

Purpose of Expenditure
TV Ad - Shocking

Category/
Type

Office Sought: House State: VA
 Senate District: 05
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Robert Hurt

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 299806.03

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
Winning Connections

Date

M M / D D / Y Y Y Y
1 0 / 1 4 / 2 0 1 0

Mailing Address
317 Pennsylvania Ave, SE 2nd Flr

Amount

47969.00

City State Zip Code
Washington DC 20003

Purpose of Expenditure
Phone Banking

Category/
Type

Office Sought: House State: NV
 Senate District: 03
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Dina Titus

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 123766.25

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 2 0 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

1674.00

City State Zip Code
Washington DC 20036

Purpose of Expenditure
Radio Ad- Uranium

Category/
Type

Office Sought: House State: VA
 Senate District: 05
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Robert Hurt

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 299806.03

Disbursement For: Primary General
2010
 Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures

86417.71

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 2 2 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

251218.21

City State Zip Code
Washington DC 20036

Purpose of Expenditure
TV Ad - Clean

Category/
Type

Office Sought: House State: VA
 Senate District: 05
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Tom Perriello

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 299806.03

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 2 2 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

156285.17

City State Zip Code
Washington DC 20036

Purpose of Expenditure
TV Ad - Smart

Category/
Type

Office Sought: House State: AZ
 Senate District: 08
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Gabrielle Giffords

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 156711.67

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 2 2 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

187260.04

City State Zip Code
Washington DC 20036

Purpose of Expenditure
TV Ad - Fund

Category/
Type

Office Sought: House State: MI
 Senate District: 07
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Mark Schuauer

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 187844.70

Disbursement For: Primary General
2010
 Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures

594763.42

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

M M / D D / Y Y Y Y
1 0 / 2 2 / 2 0 1 0

Mailing Address
1730 Rhode Island NW Ste 410

Amount

273013.33

City State Zip Code
Washington DC 20036

Purpose of Expenditure
TV Ad - Spew

Category/
Type

Office Sought: House State: FL
 Senate District: 22
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron Klein

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 273270.74

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
MSHC Partners

Date

M M / D D / Y Y Y Y
1 0 / 1 8 / 2 0 1 0

Mailing Address
1155 15th St. NW

Amount

31910.31

City State Zip Code
Washington DC 20005

Purpose of Expenditure
Direct Mail

Category/
Type

Office Sought: House State: NV
 Senate District: 03
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Titus Titus

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 123766.25

Disbursement For: Primary General
2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee
MSHC Partners

Date

M M / D D / Y Y Y Y
1 0 / 2 5 / 2 0 1 0

Mailing Address
1155 15th St. NW

Amount

29059.56

City State Zip Code
Washington DC 20005

Purpose of Expenditure
Direct Mail

Category/
Type

Office Sought: House State: NV
 Senate District: 03
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Dina Titus

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 123766.25

Disbursement For: Primary General
2010
 Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures

333983.20

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
Winning Connections

Date

M M / D D / Y Y Y Y
1 0 / 3 0 / 2 0 1 0

Mailing Address

317 Pennsylvania Ave, SE 2nd Flr

Amount

11481.00

City

Washington

State

DC

Zip Code

20003

Purpose of Expenditure

Phonebank - GOTV

Category/
Type

Office Sought:

House

State: NV

House

Senate

District: 03

President

Check One:

Support

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Dina Titus

Calendar Year-To-Date Per Election
for Office Sought

123766.25

Disbursement For:

Primary

General

2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee

Arts of Peace

Date

M M / D D / Y Y Y Y
1 0 / 2 6 / 2 0 1 0

Mailing Address

854 9th St Ste B

Amount

500.00

City

Arcata

State

CA

Zip Code

95521

Purpose of Expenditure

Media Outreach

Category/
Type

Office Sought:

House

State: NV

House

Senate

District: 03

President

Check One:

Support

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Dina Titus

Calendar Year-To-Date Per Election
for Office Sought

123766.25

Disbursement For:

Primary

General

2010
 Other (specify)

Full Name (Last, First, Middle Initial) of Payee

Javier Sierra

Date

M M / D D / Y Y Y Y
1 1 / 0 8 / 2 0 1 0

Mailing Address

1600 N Oak St #715

Amount

430.00

City

Arlington

State

VA

Zip Code

22209

Purpose of Expenditure

Media Consultant

Category/
Type

Office Sought:

House

State: NV

House

Senate

District: 03

President

Check One:

Support

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Dina Titus

Calendar Year-To-Date Per Election
for Office Sought

123766.25

Disbursement For:

Primary

General

2010
 Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures

12411.00

(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)

SIERRA CLUB

Full Name (Last, First, Middle Initial) of Payee
Javier Sierra

Date

M M / D D / Y Y Y Y
1 1 / 0 8 / 2 0 1 0

Mailing Address
1600 N Oak St #715

Amount

430.00

City State Zip Code
Arlington VA 22209

Purpose of Expenditure
Media Consultant

Category/
Type

Office Sought: House State: NV
 Senate
 President District: _____

Name of Federal Candidate Supported or Opposed by Expenditure:
Harry Reid

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 667.00

Disbursement For: Primary General
2010
 Other (specify) _____

Full Name (Last, First, Middle Initial) of Payee
New Partners Consulting

Date

M M / D D / Y Y Y Y
1 2 / 2 1 / 2 0 1 0

Mailing Address
401 9th St NW Ste 725

Amount

450.00

City State Zip Code
Washington DC 20004

Purpose of Expenditure
Political Consulting

Category/
Type

Office Sought: House State: NV
 Senate District: 03
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Dina Titus

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 123766.25

Disbursement For: Primary General
2010
 Other (specify) _____

(a) SUBTOTAL of Itemized Independent Expenditures

880.00

(b) SUBTOTAL of Unitemized Independent Expenditures

(c) TOTAL Independent Expenditures
(carry total from last page forward to Line 7)

1033582.13