



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

MS-O

February 9, 2007

Mark A. Micali, Treasurer
Direct Voice the Political Action Committee
of the Direct Marketing Association
1615 L Street NW Suite 1100
Washington, DC 20036

Identification Number: C00235309

Reference: Change in Filing Frequency

Dear Treasurer:

The Commission has received notification of your request, dated 1/30/2007, to change from a monthly filer to a quarterly filer of receipts and disbursements. Please note that during years that have no scheduled federal election, quarterly filers are required only to file semi-annually. Please be advised that under Section 104.5(c) of the Commission regulations, a committee may change its filing frequency no more than once per calendar year. A reporting schedule is provided below for the 2007 calendar year.

Report Type	Coverage Dates	Report Due For Filing
Mid-Year Report	1/1/07-6/30/07	July 31, 2007
Year End Report	7/1/07-12/31/07	January 31, 2008

If you have any further questions, please contact Kim Doughty in the Reports Analysis Division on the toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division). Her local number is (202) 694-1151.

Sincerely,

Patricia Carmona
Chief, Compliance Branch
Reports Analysis Division

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