

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 <div style="border: 1px solid black; padding: 2px; display: inline-block;"> C C90011875 </div> | | | |
| (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 | | | | |
| <table style="width: 100%; border: none;"> <tr> <td style="width: 5%; border: none;">Individual filers only</td> <td style="border: none; width: 65%;">Name of Employer</td> <td style="border: none; width: 30%;">Occupation</td> </tr> </table> | | | Individual filers only | Name of Employer | Occupation |
| 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

THROUGH

M M

 /

D D

 /

Y Y Y Y

6. TOTAL CONTRIBUTIONS

.00

7. TOTAL INDEPENDENT EXPENDITURES.....

898766.44

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

10/22/2010

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

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FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

SIERRA CLUB

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

Date

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

Mailing Address

1730 Rhode Island Ave, NW Ste 410

Amount

275591.35

City

Washington

State

DC

Zip Code

20036

Purpose of Expenditure

TV Ad - Clean

Category/
Type

Office Sought:

☒ House

State: VA

House

☐ Senate☐ President

District: 05

Check One:

☒ Support☐ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Tom PerrielloDisbursement For:
2010☐ Primary☒ General☐ Other (specify)Calendar Year-To-Date Per Election
for Office Sought

314040.06

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

Date

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

Mailing Address

1730 Rhode Island Ave, NW Ste 410

Amount

189246.53

City

Washington

State

DC

Zip Code

20036

Purpose of Expenditure

TV Ad - Fund

Category/
Type

Office Sought:

☒ House

State: MI

House

☐ Senate☐ President

District: 07

Check One:

☒ Support☐ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Mark SchauerDisbursement For:
2010☐ Primary☒ General☐ Other (specify)Calendar Year-To-Date Per Election
for Office Sought

189246.53

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 Ave, NW Ste 410

Amount

180361.33

City

Washington

State

DC

Zip Code

20036

Purpose of Expenditure

TV Ad - Smart

Category/
Type

Office Sought:

☒ House

State: AZ

House

☐ Senate☐ President

District: 08

Check One:

☒ Support☐ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Gabrielle GiffordsDisbursement For:
2010☐ Primary☒ General☐ Other (specify)Calendar Year-To-Date Per Election
for Office Sought

180361.33

(a) SUBTOTAL of Itemized Independent Expenditures

645199.21

(b) SUBTOTAL of Unitemized Independent Expenditures

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

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURESPAGE **3 / 3**

FOR LINE 7 FOR FORM 5

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 | 1 | | 2 | 0 | 1 | 0 |

Mailing Address

1730 Rhode Island Ave, NW Ste 410

Amount

253567.23

City

Washington

State

DC

Zip Code

20036

Purpose of Expenditure

TV Ad - Spew

Category/
Type

Office Sought:

☒

House

State: FL

House

☐

Senate

☐

President

District: 22

Check One:

☒

Support

☐

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Ron Klein

Disbursement For:

☐

Primary

☒

General

2010

☐ Other (specify)Calendar Year-To-Date Per Election
for Office Sought

253567.23

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

253567.23

(b) **SUBTOTAL** of Unitemized Independent Expenditures(c) **TOTAL** Independent Expenditures
(carry total from last page forward to Line 7)

898766.44