



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

October 25, 2015

J MATTHEW YUSKEWICH CPA, TREASURER
NEW DAY FOR AMERICA
4679 WINTERSET DRIVE
COLUMBUS, OH 43220-8113

Response Due Date

11/30/2015

IDENTIFICATION NUMBER: C00581868

REFERENCE: 48-HOUR NOTIFICATION REPORT, RECEIVED 08/18/2015

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 1 item(s):

- Your committee filed a 48 Hour Report (see attached) informing the Commission of independent expenditures made in support or opposition of federal candidates. Please be advised that itemized independent expenditures disclosed on 24 and 48 Hour Reports should disclose the following information: the name and mailing address of the payee, the purpose of the expenditure, the date the communication is publicly disseminated or distributed, the amount, the name and office sought, state and district (if applicable) of the federal candidate, the calendar year-to-date, per election, for office sought total, the election designation, an indication of whether the candidate was supported or opposed and the signature of the treasurer. Please amend the 48 Hour Report by providing the state. (11 CFR §104.4(b) and (c)) Please be advised that each State's Presidential primary is considered a separate election for purposes of aggregating independent expenditures. Advisory Opinion 2003-40.

Please note, you will not receive an additional notice from the Commission on this matter. Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will**

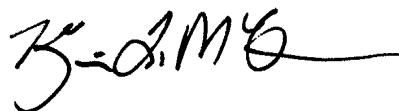
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not be considered.

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1173.

Sincerely,

A handwritten signature in black ink, appearing to read "K. McQueen", with a long horizontal flourish extending to the right.

Kevin McQueen
Campaign Finance Analyst
Reports Analysis Division

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24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES (Schedule E)

PAGE 1 OF 1 FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) New Day for America
FEC IDENTIFICATION NUMBER C C00581868
Check if 24-hour report 48-hour report New report Amends report filed on

Full Name of Payee King Strategic Communications, Inc.

Date of Public Distribution/Dissemination 08 / 17 / 2015

Mailing Address 750 Cross Pointe Blvd

Amount 9300.00 Transaction ID : SE.4125

City Gahanna State OH Zip Code 43230

Date of Disbursement or Obligation 08 / 18 / 2015

Purpose of Expenditure Literature Category/Type

Name of Federal Candidate JOHN R KASICH Support Oppose

Office Sought: House Senate State: President

Calendar Year-To-Date Per Election for Office Sought 0.00

Disbursement For: Primary General Other (specify)

Full Name of Payee Mailing Address

Date of Public Distribution/Dissemination

Mailing Address

Amount

City State Zip Code

Date of Disbursement or Obligation

Purpose of Expenditure Category/Type

Name of Federal Candidate Support Oppose

Office Sought: House Senate State: President

Calendar Year-To-Date Per Election for Office Sought

Disbursement For: Primary General Other (specify)

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 9300.00, (b) SUBTOTAL of Unitemized Independent Expenditures, (c) TOTAL Independent Expenditures 9300.00

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 (if the reporting entity is not a political party committee) any political party committee or its agent.

J. Matthew Yuskewich [Electronically Filed] Date 08 / 18 / 2015 Signature