



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-7

November 12, 2014

HUDSON, MARGARET, 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: PRE-GENERAL REPORT (10/01/2014 - 10/15/2014)

Dear Treasurer:

It has come to the attention of the Federal Election Commission that you may have failed to file the above referenced report of receipts and disbursements or failed to file a report covering the entire reporting period as required by the Federal Election Campaign Act, as amended. 52 U.S.C. §30104(a) (formerly 2 U.S.C. §434(a))

It is important that you file this report immediately with the Federal Election Commission, 999 E Street, N.W., Washington, DC 20463. Please note that electronic filers must submit their reports electronically, as per 11 CFR §104.18. A copy of the report or relevant portions must also be filed with the Secretary of State or equivalent State officer unless the State is exempt from the federal requirement to receive and maintain paper copies. You can verify the Commission's receipt of any documents submitted by your committee on the FEC website at [www.fec.gov](http://www.fec.gov).

The failure to timely file a complete report may result in civil money penalties, an audit or legal enforcement action. The civil money penalty calculation for late reports does not include a grace period and begins on the day following the due date for the report. Due to heightened security screening measures, delivery of mail by the US Postal Service may be delayed. The Commission recommends that you submit your report via overnight delivery or courier service.

If you have any questions regarding this matter, please contact David Garr in the Reports Analysis Division on our toll free number (800)424-9530. The analyst's direct number is (202)694-1137.

DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT  
MARKETING ASSOCIATION

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Sincerely,

*Debbie Chacona*

Deborah Chacona  
Assistant Staff Director  
Reports Analysis Division

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