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Image# 13940555347

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS

For	Other Than An Au	thorized Committee	,		Office Use Only
1. NAME OF TY COMMITTEE (in full)	PE OR PRINT ▼	Example: If typing over the lines.	, type	12FE4M5	
DIRECT VOICE, THE POL	LITICAL ACTION C	OMMITTEE OF TH	IE DIRE	CT MARKE	TING ASSOCIATION
ADDRESS (number and street)	1615 L STREET, NW		1 1 1		
▼	SUITE 1100				
Check if different than previously reported. (ACC)	WASHINGTON			DC	20036
2. FEC IDENTIFICATION NUM	BER ▼ CI	TY▲		STATE A	ZIP CODE ▲
C C00235309		IS THIS NE REPORT (N)		× AME (A)	ENDED
4. TYPE OF REPORT (Choose One)	Report Due On:		ay 20 (M5) n 20 (M6)		20 (M8) Nov 20 (M11) (Non-Election Year Only) Dec 20 (M12) (Non-Election
(a) Quarterly Reports:	★ Ap	r 20 (M4) Ju	I 20 (M7)	Oct 2	Year Only) 0 (M10) Jan 31 (YE)
April 15 Quarterly Report (Q1)			. 20 (1117)		
July 15 Quarterly Report (Q2)	(c) 12-Day PRE-Election Report for the:	Primary (12P) Convention (12	2C)	General (1	
October 15 Quarterly Report (Q3)	'	LI .	,		,
January 31 Year-End Report (YE)	Electi	ion on	D D /	Y " Y " Y " Y	in the State of
July 31 Mid-Year Report (Non-election Year Only) (MY)	(d) 30-Day POST-Election Report for the:	General (30G)	[Runoff (30	OR) Special (30S)
Termination Report (TER)		ion on	D D /	Y I Y I Y I Y	in the State of
5. Covering Period 03	01 / 2012	through	03	31	2012
I certify that I have examined this	Report and to the best of	of my knowledge and be	lief it is tr	ue, correct and	complete.
Type or Print Name of Treasurer	Linda Woolley				
Signature of Treasurer Linda Wo	oolley	[Electronically F	Filed] [Date 04	16 / 2013
NOTE: Submission of false, erroneou	ıs, or incomplete informatio	on may subject the perso	n signing t	his Report to the	e penalties of 2 U.S.C. §437g.
Office Use Only					FEC FORM 3X Rev. 12/2004

SUMMARY PAGE OF RECEIPTS AND DISBURSEMENTS

FEC Form 3X (Rev. 02/2003)

Write or Type Committee Name

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

		COLUMN A This Period	COLUMN B Calendar Year-to-Date		
6.	(a) Cash on Hand January 1, 2012		35454.29		
	(b) Cash on Hand at Beginning of Reporting Period	58581.30			
	(c) Total Receipts (from Line 19)	0.00	25950.00		
	(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	58581.30	61404.29		
7 .	Total Disbursements (from Line 31)	21059.36	23882.35		
	Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	37521.94	37521.94		
	Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	0.00			
	Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	0.00			

For further information contact:

Federal Election Commission 999 E Street, NW Washington, DC 20463

Toll Free 800-424-9530 Local 202-694-1100

DETAILED SUMMARY PAGE

of Receipts

FEC Form 3X (Rev. 06/2004)

Write or Type Committee Name

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

Repo	rt Covering the Period: From: 03		03 31 2012
	I. Receipts	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
	Intributions (other than loans) From: Individuals/Persons Other Than Political Committees		
	(i) Itemized (use Schedule A)	0.00	14750.00
	(ii) Unitemized(iii) TOTAL (add	0.00	200.00
	Lines 11(a)(i) and (ii)▶	0.00	14950.00
(b)		0.00	0.00
(d)	(such as PACs)	0.00	11000.00
()	11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)	0.00	25950.00
	rty Committees	, 0.00	0.00
13. All	Loans Received	0.00	0.00
15. Off	an Repayments Receivedfsets To Operating Expenditures efunds, Rebates, etc.)	0.00	0.00
(Ca	arry Totals to Line 37, page 5)funds of Contributions Made	0.00	0.00
Po	Federal Candidates and Other litical Committeesher Federal Receipts	0.00	0.00
(Di 18. Tra	ividends, Interest, etc.)ansfers from Non-Federal and Levin Funds Non-Federal Account	0.00	0.00
(a)	(from Schedule H3)	0.00	0.00
(b)	Levin Funds (from Schedule H5)	0.00	0.00
(c)	Total Transfers (add 18(a) and 18(b))	0.00	0.00
	tal Receipts (add Lines 11(d), , 13, 14, 15, 16, 17, and 18(c))▶	0.00	25950.00
	tal Federal Receipts ubtract Line 18(c) from Line 19)▶	0.00	25950.00

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 4

II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date		
. Operating Expenditures: (a) Allocated Federal/Non-Federal		Jaionda Tour to Date		
Activity (from Schedule H4)	0.00	0.00		
(i) Federal Share	0.00	0.00		
(ii) Non-Federal Share	0.00	0.00		
(b) Other Federal Operating				
Expenditures	59.36	382.35		
(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b))▶	59.36	382.35		
. Transfers to Affiliated/Other Party				
CommitteesContributions to	0.00	0.00		
Federal Candidates/Committees and Other Political Committees	21000.00	23500.00		
Independent Expenditures (use Schedule E)	0.00	0.00		
Coordinated Party Expenditures	7 7 7			
(2 U.S.C. §441a(d)) (use Schedule F)	0.00	0.00		
Loan Repayments Made	0.00	0.00		
Loans MadeRefunds of Contributions To:	0.00	0.00		
(a) Individuals/Persons Other Than Political Committees	0.00	0.00		
(b) Political Party Committees	0.00	0.00		
(c) Other Political Committees (such as PACs)	0.00	0.00		
(I) Table Control (In 1977)				
(d) Total Contribution Refunds (add Lines 28(a), (b), and (c))▶	0.00	0.00		
(add Lines 20(a), (b), and (c))				
Other Disbursements	0.00	0.00		
Federal Election Activity (2 U.S.C. §431(20))				
(a) Allocated Federal Election Activity				
(from Schedule H6) (i) Federal Share	0.00	0.00		
(7)				
(ii) "Levin" Share	0.00	0.00		
(b) Federal Election Activity Paid Entirely With Federal Funds	0.00	0.00		
(c) Total Federal Election Activity (add				
Lines 30(a)(i), 30(a)(ii) and 30(b)) ▶	0.00	0.00		
Total Disbursements (add Lines 21(c), 22,				
23, 24, 25, 26, 27, 28(d), 29 and 30(c))	21059.36	23882.35		
Total Federal Disbursements				
(subtract Line 21(a)(ii) and Line 30(a)(ii) from Line 31)	21059.36	23882.35		

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

III. Net Contributions/Operating Expenditures					
3. Total Contributions (other than loans) (from Line 11(d), page 3)	0.00	25950.00			
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00			
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	0.00	25950.00			
6. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	59.36	382.35			
7. Offsets to Operating Expenditures (from Line 15, page 3)	0.00	0.00			
8. Net Operating Expenditures (subtract Line 37 from Line 36)	59.36	382.35			

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SC	CHEDULE B (FEC Form 3X)				או אור	- 611	NUMBER: PAGE 6 OF 8						
ITEMIZED DISBURSEMENTS		Use separate schedule(s)		\ I -	(check only			- NONDEIL.					<u> </u>
II LIVIIZED DISDUNSEMENTS		for each category of the Detailed Summary Page		``	X 21b			<i>'</i> — — — —				25	25 26
		Detailed	Summary Page		27	+	28a		28b		28c	29	30b
An	y information copied from such Reports and Staten	nents mav	not be sold or us	sed by	any per	son	for the	pur	pose	of so	olicitina	contrib	utions
	for commercial purposes, other than using the name												
	NAME OF COMMITTEE (In Full)												
$ \rangle$	DIRECT VOICE, THE POLITICAL ACTION	ON COM	IMITTEE OF	THE D	IREC	T	MARK	ETI	NG /	488	3OCIA	ATION	
	Full Name (Last, First, Middle Initial)												
A.	PNC Bank						Date of	of Dis	sburse	mer	nt		
							M M / D D / Y Y Y Y				Y		
	Mailing Address 1629 K Street, NW						03		0)1		2012	
	City	State	Zip Code				_						
	Washington	DC	20006				Iran	sact	ion ID	: SE	321B.90	J44	
	Purpose of Disbursement PNC Checking Account Fees				-		A			D:-1			Deviced
	Candidate Name						Amour	nt of	Eacn	DISK	ourseme	ent this	Period
	DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING A	ASSOCIATION		gory/ /pe		L		1		7	1	9.48
	Office Sought: House Disbursen	nent For:				7							
		Primary	General										
	President	Other (spe	cify) 🔻										
_	State: District:					+							
R	Full Name (Last, First, Middle Initial) PNC Bank						Date o	of Die	shurse	mer	nt		
٠.	FING BAILK						M = N			D		YY	V
	Mailing Address 1629 K Street, NW						03	' ')2		2012	- '
	,	State	Zip Code				Tran	sact	ion ID) : SI	B21B.9	045	
	Washington Purpose of Disbursement	DC	20006										
	PNC ACH Deduction Fees						Amour	nt of	Each	Disk	oursemo	ent this	Period
	Candidate Name		MARKETING ASSOCIATION Category/					-	-	_	-	_	
	DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	T MARKETING A	ASSOCIATION		pe			_	7			3	39.88
	Office Sought: House Disbursen	nent For:											
	Senate	Primary	General										
		Other (spe	cify) 🔻										
_	State: District: Full Name (Last, First, Middle Initial)					+							
C.	ruii Name (Last, First, Middle Initial)						Date o	of Dis	sburse	emer	nt		
•							M N			D		Y Y	V
	Mailing Address						Ľ.		L		Ĺ		
	City State Zip Code												
	Purpose of Disbursement												
	Candidate Name						Amour	nt of	Each	Disk	ourseme	ent this	Period
	Cardidate Name Category/ Type												
	Office Sought: House Disbursen	nent For:			~~	\dashv	-		7		7		
		Primary	General										
	President	Other (spe	cify) 🔻										
	State: District:												
										_			
S	UBTOTAL of Disbursements This Page (optional)				····· >			_	7			5	9.36
_	OTAL TIL D. 14											5	9.36
ΙT	OTAL This Period (last page this line number only)								m				

30	CHEDULE B (FEC Form 3X)			FOR LINE NUMBER: PAGE 7 OF						
IT	EMIZED DISBURSEMENTS	for eac	parate schedule(s) h category of the d Summary Page	(check only 21b 27						
	y information copied from such Reports and Statem for commercial purposes, other than using the nam									
	NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL ACTIO									
$\overline{}$	Full Name (Last, First, Middle Initial)									
Α.	MODERATE DEMOCRATS PAC				Date of Disbursement					
	Mailing Address 426 C STREET NE				03 29 2012					
	WASHINGTON	State DC	Zip Code 20002		Transaction ID : SB23.9052					
	Purpose of Disbursement Contribution from Direct Voice PAC				Amount of Each Disbursement this Period					
	Candidate Name DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING	ASSOCIATION	Category/ Type	5000.00					
	President	nent For: Primary Other (sp	X General							
_	State: District:									
В.	Full Name (Last, First, Middle Initial) NEW DEMOCRAT COALITION POLITICAL ACTION COMMITTEE AKA NDC PAC				Date of Disbursement					
	Mailing Address 607 14th Street NW Suite 800	03 28 2012								
	Washington	State DC	Zip Code 20005		Transaction ID : SB23.9051					
	Purpose of Disbursement Contribution from Direct Voice PAC				Amount of Each Disbursement this Period					
	Candidate Name DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING	G ASSOCIATION	Category/ Type	5000.00					
		nent For: Primary Other (sp	X General							
C.	Full Name (Last, First, Middle Initial) TEAM EMERSON FOR JO ANN E	MERS	ON		Date of Disbursement					
	Mailing Address P.O. BOX 822 400 BROADWAY, SUITE 501		03 28 2012							
	City State Zip Code CAPE GIRARDEAU MO 63702				Transaction ID : SB23.9048					
	Purpose of Disbursement Contribution from Direct Voice PAC	Amount of Each Disbursement this Period								
	Candidate Name DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT MARKETING ASSOCIATION				1000.00					
	President	nent For: Primary Other (sp	General	Туре						
	State: District:									
H	UBTOTAL of Disbursements This Page (optional) OTAL This Period (last page this line number only)				11000.00					

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SCHEDULE B (FEC Form 3X)	Lloo congrete cole = diule/-\	FOR LINE NUMBER: PAGE 8 OF					
ITEMIZED DISBURSEMENTS	Use separate schedule(s) for each category of the Detailed Summary Page	(check only 21b 27	one) 22 X 23 24 25 26 28a 28b 28c 29 30b				
Any information copied from such Reports and Statem or for commercial purposes, other than using the name							
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL ACTIO	ON COMMITTEE OF TH	HE DIRECT	MARKETING ASSOCIATION				
Full Name (Last, First, Middle Initial) A. TUESDAY GROUP POLITICAL AC			Date of Disbursement				
Mailing Address P. O. Box 11586	TION COMMITTEE		03 28 2012				
City	tate Zip Code						
Washington	DC 20008		Transaction ID : SB23.9050				
Purpose of Disbursement Contribution from Direct Voice PAC			Amount of Each Disbursement this Period				
Candidate Name DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION	Category/ Type	5000.00				
Senate President	ent For: 2012 Primary						
State: District:							
Full Name (Last, First, Middle Initial) B. UPTON FOR ALL OF US			Date of Disbursement				
Mailing Address P.O. BOX 490			03 06 2012				
ST. JOSEPH	tate Zip Code MI 49085		Transaction ID : SB23.9046				
Purpose of Disbursement Contribution from Direct Voice PAC			Amount of Each Disbursement this Period				
Candidate Name DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION	Category/ Type	5000.00				
Senate President	ent For: 2012 Primary						
State: District: Full Name (Last, First, Middle Initial)							
C.			Date of Disbursement				
Mailing Address							
City	tate Zip Code						
Purpose of Disbursement							
Candidate Name		Category/ Type	Amount of Each Disbursement this Period				
	ent For: Primary General Other (specify)						
orate. District.							
SUBTOTAL of Disbursements This Page (optional)		············•	10000.00				
<u> </u>							