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Image# 13940555374

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee

	Other man An Aut	nonzea committe			Office Use Only
NAME OF TYPE COMMITTEE (in full)	PE OR PRINT ▼	Example: If typir over the lines.	ng, type	12FE4M5	
DIRECT VOICE, THE POL	ITICAL ACTION CO	DMMITTEE OF T	HE DIREC	CT MARKE	ETING ASSOCIATION
ADDRESS (number and street)	615 L STREET, NW				
Check if different	SUITE 1100			DC .	20026
reported. (ACC)	WASHINGTON				20036
2. FEC IDENTIFICATION NUME	BER ▼ CIT	Y A	S	STATE A	ZIP CODE ▲
C C00235309			IEW N) OR	× AM (A)	ENDED
4. TYPE OF REPORT (Choose One)	(b) Monthly Feb Report Due On:	20 (M2)	May 20 (M5)	Aug	20 (M8) Nov 20 (M11 (Non-Election Year Only)
(a) Quarterly Reports:	Mar	20 (M3)	lun 20 (M6)	X Sep :	20 (M9) Dec 20 (M12 (Non-Election Year Only)
April 15 Quarterly Report (Q1)	Apr	20 (M4)	lul 20 (M7)	Oct 2	20 (M10) Jan 31 (YE)
July 15 Quarterly Report (Q2)	(c) 12-Day PRE-Election	Primary (12P)	General ((12G) Runoff (12R)
October 15 Quarterly Report (Q3)	Report for the:	Convention (12C)	Special (1	12S)
January 31 Year-End Report (YE)	Election	n 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 (300	à)	Runoff (3	0R) Special (30S)
Termination Report (TER)	Election	n on	D D /	Y " Y " Y " Y	in the State of
5. Covering Period 08	01 2012	through	08	/ 31 /	2012
I certify that I have examined this F Type or Print Name of Treasurer	Report and to the best of Linda Woolley	my knowledge and b	pelief it is true	e, correct and	I complete.
Signature of Treasurer Linda Wo	olley	[Electronically	Filed] Da	ate 04	/ 16 / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
NOTE: Submission of false, erroneous	s, or incomplete information	n may subject the pers	son signing thi	s Report to th	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	26749.73	
	(c) Total Receipts (from Line 19)	1200.00	33630.00
	(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	27949.73	69084.29
7.	Total Disbursements (from Line 31)	545.99	41680.55
3.	Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	27403.74	27403.74
).	Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	
0.	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

	I. Dessints	COLUMN A	COLUMN B				
	I. Receipts	Total This Period	Calendar Year-to-Date				
	ontributions (other than loans) From:						
(a	,						
	Than Political Committees	1000.00	21600.00				
	(i) Itemized (use Schedule A)						
	(ii) Unitemized	200.00	1030.00				
	(iii) TOTAL (add						
	Lines 11(a)(i) and (ii)▶	1200.00	22630.00				
(b	Political Party Committees	0.00	0.00				
(c							
	(such as PACs)	0.00	11000.00				
(d	,						
	11(a)(iii), (b), and (c)) (Carry	1000.00	22620.00				
	Totals to Line 33, page 5)	1200.00	33630.00				
	ransfers From Affiliated/Other	0.00	0.00				
P	arty Committees	0.00	0.00				
13 AI	Il Loans Received	0.00	0.00				
		7					
14. Lo	pan Repayments Received	0.00	0.00				
	ffsets To Operating Expenditures		7				
(F	Refunds, Rebates, etc.)						
(C	Carry Totals to Line 37, page 5)	0.00	0.00				
	efunds of Contributions Made						
	Federal Candidates and Other	0.00	0.00				
	olitical Committees	0.00	0.00				
	ther Federal Receipts Dividends, Interest, etc.)	0.00	0.00				
	ransfers from Non-Federal and Levin Funds	0.00	0.00				
	Non-Federal Account						
((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				
19. To	otal Receipts (add Lines 11(d),						
	2, 13, 14, 15, 16, 17, and 18(c))	1200.00	33630.00				
		7	7 7				
	otal Federal Receipts						
	ubtract Line 18(c) from Line 19)▶	1200.00	33630.00				

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:	iotai iilis reliou	Calellual Teal-10-Date
(a) Allocated Federal/Non-Federal Activity (from Schedule H4)		
(i) Federal Share	0.00	0.00
	0.00	0.00
(ii) Non-Federal Share	0.00	0.00
(b) Other Federal Operating Expenditures	45.99	680.55
(c) Total Operating Expenditures	10.00	000.00
(add 21(a)(i), (a)(ii), and (b))▶	45.99	680.55
Transfers to Affiliated/Other Party		
Committees Contributions to	0.00	0.00
Federal Candidates/Committees	0.00	40500.00
and Other Political Committees	0.00	40500.00
Independent Expenditures (use Schedule E)	0.00	0.00
Coordinated Party Expenditures	7 7	
(2 U.S.C. §441a(d)) (use Schedule F)	0.00	0.00
Loan Repayments Made	0.00	0.00
Lasas Mada	0.00	0.00
Loans Made Refunds 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
(d) Total Contribution Refunds		
(add Lines 28(a), (b), and (c))▶	0.00	0.00
Other Disbursements	500.00	500.00
Federal Election Activity (2 U.S.C. §431(20))		
(a) Allocated Federal Election Activity (from Schedule H6)		
(i) Federal Share	0.00	0.00
· ·		
(ii) "Levin" Share	0.00	0.00
(b) Federal Election Activity Paid Entirely		0.00
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
Emico 00(a)(i), 00(a)(ii) and 00(b))	3.00	0.00
Total Disbursements (add Lines 21(c), 22,		
23, 24, 25, 26, 27, 28(d), 29 and 30(c))	545.99	41680.55
Total Federal Disbursements		
(subtract Line 21(a)(ii) and Line 30(a)(ii)	545.99	41680.55
from Line 31)	343.33	41000.33

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
3. Total Contributions (other than loans) (from Line 11(d), page 3)	1200.00	33630.00
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	1200.00	33630.00
6. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	45.99	680.55
7. Offsets to Operating Expenditures (from Line 15, page 3)	0.00	0.00
8. Net Operating Expenditures (subtract Line 37 from Line 36)	45.99	680.55

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

Use separate schedule(s) for each category of the Detailed Summary Page

_	FOR LINE NUMBER: (check only one)					6	OF	8
(ch	eck only	or	ne)					
×	11a		11b		11c	12		
	13		14		15	16		17

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

or for commercial purposes, other than using	g the name and address of any political committee	to solicit contributions from such committee.
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICA	L ACTION COMMITTEE OF THE DIREC	T MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial) Ken Dawson		Date of Receipt
Mailing Address 453 S High Street	08 10 2012	
City	State Zip Code	Transaction ID : SA11AI.9098
Akron	OH 44311	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	250.00
Name of Employer	Occupation	Individual contribution to Direct Voice PAC
eleventy marketing group	President	
Receipt For:	Aggregate Year-to-Date ▼	
Primary	250.00	
Full Name (Last, First, Middle Initial) Gretchen Littlefield		Date of Receipt
Mailing Address 2714 King Street		M M / D D / Y Y Y Y
		08 10 2012
City	State Zip Code	Transaction ID : SA11AI.9102
Alexandria	VA 22302	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	500.00
Name of Employer	Occupation	Individual Contribution to Direct Voice PAC
Infogroup	President, Nonprofit	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General Other (specify) ▼	500.00	
Full Name (Last, First, Middle Initial) Martin Stone		Date of Receipt
Mailing Address 4113 Oliver Street		08 10 _ 2012 _
City	State Zip Code	Transaction ID : SA11AI.9104
Chevy Chase	MD 20815	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	250.00
Name of Employer	Occupation	Individual contribution to Direct Voice PAC
Stones' Phone	Chief Finacial Officer	
Receipt For:	Aggregate Year-to-Date ▼	+
Primary General	Aggregate rear-to-bate ¥	
Other (specify) ▼	250.00	
SUBTOTAL of Receipts This Page (optional	al)	1000.00
TOTAL This Period (last page this line nun	nber only)	1000.00

S 17

S	CHEDULE B (FEC Form 3X)		F05 : :::-	NUMBER: PAGE 7 OF 8				
	•	Use separate schedule(s) FOR LINE (check only	NONDELL.				
П	EMIZED DISBURSEMENTS	for each category of the	(check only					
		Detailed Summary Page	27	28a 28b 28c 29 30b				
_								
	ny information copied from such Reports and Statem							
or	for commercial purposes, other than using the name	ne and address of any pol	itical committee to	o solicit contributions from such committee.				
	NAME OF COMMITTEE (In Full)							
$ \; angle$	DIRECT VOICE, THE POLITICAL ACTION	ON COMMITTEE OF	THE DIRECT	Γ MARKETING ASSOCIATION				
\angle								
	Full Name (Last, First, Middle Initial)							
Α.	PNC Bank			Date of Disbursement				
		M M / D D / Y Y Y						
	Mailing Address 1629 K Street, NW	08 01 2012						
	City	State Zip Code		Towns of low ID ODOAD 0407				
	Washington	DC 20006		Transaction ID : SB21B.9107				
	Purpose of Disbursement							
	PNC Serive Charges for Checking			Amount of Each Disbursement this Period				
	Candidate Name		Cotogony					
	DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION	Category/ Type	20.40				
	Office Sought: House Disbursen	nent For:	1 .760					
		Primary General						
		Other (specify)						
	State: District:	other (apoeny) ▼						
_								
_	Full Name (Last, First, Middle Initial)			5 . (5:1				
В.	PNC Bank			Date of Disbursement				
				M M / D D / Y Y Y Y				
	Mailing Address 1629 K Street, NW		08 21 2012					
	•	State Zip Code		Transaction ID : SB21B.9108				
	Washington	DC 20006						
	Purpose of Disbursement PNC Merchant Fee for Credit Cards							
				Amount of Each Disbursement this Period				
	Candidate Name	F MARKETING ASSOCIATION	Category/	25.50				
	DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT	WARRETING ASSOCIATION	Type	25.59				
	Office Sought: House Disbursen	nent For:						
	Senate	Primary General						
	President	Other (specify) ▼						
	State: District:							
_	Full Name (Last, First, Middle Initial)							
C.	(Date of Disbursement				
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	Purpose of Disbursement			1				
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	Candidate Name	 	Amount of Each Disbursement this Period					
	Carra Carra		Category/					
	Office Sought: House Disbursen	aont For:	Туре					
		Primary General						
		Other (specify) ▼						
	State: District:							
Γ		<u> </u>						
s	UBTOTAL of Disbursements This Page (optional)			45.99				
\vdash								
				45.99				

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S	CHEDULE B (FEC Form 3X)		I INIE NI	E NUMBER: PAGE 8 OF 8							
	EMIZED DISBURSEMENTS	Use separate schedule(s) (check			check only one)						
••		for each category of the Detailed Summary Page			21b	22		23	24	25	
_					27	28a		28b	280		
	ny information copied from such Reports and Staten for commercial purposes, other than using the nam										
or		ne and address of any political	ai com	ımıtt	tee to s	SOIICIT CO	ntribi	utions	from su	icn comr	nittee.
$ \rangle$	NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL ACTIO	ON COMMITTEE OF T	LIE P	NDI	ECTI	MADKI	ETIN	NG /	SSOC	חדאוי	NI
/	DIRECT VOICE, THE POLITICAL ACTIV	ON COMMITTEE OF T	ПЕ	וחול	ECII	VIARNI	<u> </u>	NG F	13300	JATIO	IN
_	Full Name (Last, First, Middle Initial)										
A.	Friends of Doug Gansler					Date of	f Dis	burse	ment		
						M = M	/	D		Y	
	Mailing Address P.O. Box 31102					08		10)	2012	
	City	State Zip Code									
	-	MD 20824				Trans	sactio	on ID	: SB29.	9111	
	Purpose of Disbursement Contribution to Friends of Doug Gansler, MD Attorn	ov Conorol		_							
	Candidate Name	ey General				Amoun	t of I	Each	Disburse	ement th	is Period
	Candidate Name		Cate		y/					į	500.00
	Office Sought: House Disbursen	nent For:	1 y	/pe				,	,		
	Senate	Primary General									
	President	Other (specify) ▼									
_	State: District:										
_	Full Name (Last, First, Middle Initial)										
В.						Date of					
	Mailing Address					M = M	/	D	D /	Y	Y
	Walling Address										
	City	State Zip Code									
	Durana of Dishumanan										
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	Candidate Name		Cate	~~~	24	, uniouni		Laon	Biobaro		101100
			у/			,					
	Office Sought: House Disbursen	nent For:									
		Primary General									
	President State: District:	Other (specify) ▼									
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						M M		D	D /	Y Y	Y
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	City	State Zip Code									
	Purpose of Disbursement			-	_						
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	Candidate Name										
	Office Sought: House Disbursen	nont For:	Ту	/pe			_	7			
	Senate Disbursen	Primary General									
		Other (specify)									
	State: District:	• • • •									
							-	-			
s	SUBTOTAL of Disbursements This Page (optional)				•			, ,		5	500.00
								-		-	500.00
ΙΤ	OTAL This Period (last page this line number only)							,			.55.55