

# 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 People For the American Way		3. FEC Identification Number <b>C</b> C90012071
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported 2000 M Street, NW Suite 400		
(c) City, State and ZIP Code Washington DC 20036		
2. <b>Corporate filers only</b>	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Individual filers only</b>	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
1	0

 / 

D	D
2	6

 / 

Y	Y	Y	Y
2	0	1	0

THROUGH

M	M
1	0

 / 

D	D
2	8

 / 

Y	Y	Y	Y
2	0	1	0

6. TOTAL CONTRIBUTIONS ..... 

.00
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7. TOTAL INDEPENDENT EXPENDITURES..... 

260815.11
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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**

Deborah Liu

10/28/2010

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**

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 6 / 2 0 1 0

Mailing Address  
Dept. 33654, P.O. Box 39000

Amount

12.16

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery & video type

Category/  
Type

Office Sought:  House State: CO  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 6 / 2 0 1 0

Mailing Address  
Dept. No. 33654, P.O. Box 39000

Amount

14.89

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery Type

Category/  
Type

Office Sought:  House State: KY  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Rand Paul

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 6 / 2 0 1 0

Mailing Address  
Dept. No. 33654, P.O. Box 39000

Amount

2.05

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery Type

Category/  
Type

Office Sought:  House State: PA  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Pat Toome

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

29.10

(b) **SUBTOTAL** of Unitemized Independent Expenditures .....

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

**SCHEDULE 5-E**  
**ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee  
Facebook, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 6 / 2 0 1 0

Mailing Address  
1601 S. California Ave.

Amount

159.64

City State Zip Code  
Palo Alto CA 94304

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery & video type

Category/  
Type

Office Sought:  House State: CO  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Facebook, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 6 / 2 0 1 0

Mailing Address  
1601 S. California Ave.

Amount

90.36

City State Zip Code  
Palo Alto CA 94304

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery Type

Category/  
Type

Office Sought:  House State: PA  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Pat Toomey

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
Dept. No. 33654  
P.O. Box 3900

Amount

65.94

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery & cable type

Category/  
Type

Office Sought:  House State: CO  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

315.94

(b) SUBTOTAL of Unitemized Independent Expenditures .....

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

**SCHEDULE 5-E**  
**ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
Dept. No. 33654  
P.O. Box 39000

Amount

232.55

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery

Category/  
Type

Office Sought:  House State: KY  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Rand Paul

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Google, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
Dept. No. 33654, P.O. Box 39000

Amount

2.52

City State Zip Code  
San Francisco CA 94139

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery

Category/  
Type

Office Sought:  House State: PA  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Pat Toomey

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Facebook, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
1601 S. California Ave.

Amount

103.38

City State Zip Code  
Palo Alto CA 94304

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery

Category/  
Type

Office Sought:  House State: CO  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

338.45

(b) **SUBTOTAL** of Unitemized Independent Expenditures .....

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

**SCHEDULE 5-E**  
**ITEMIZED INDEPENDENT EXPENDITURES**

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee  
Facebook, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
1601 S. California Ave.

Amount

112.20

City State Zip Code  
Palo Alto CA 94304

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery

Category/  
Type

Office Sought:  House State: KY  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Rand Paul

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Facebook, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 2 7 / 2 0 1 0

Mailing Address  
1601 S. California Ave.

Amount

19.42

City State Zip Code  
Palo Alto CA 94304

Purpose of Expenditure  
internet ad to promote political ads; Rogues Gallery

Category/  
Type

Office Sought:  House State: PA  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
Pat Toomey

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

Date

M M / D D / Y Y Y Y  
1 0 / 2 8 / 2 0 1 0

Mailing Address  
1730 Rhode Island Avenue, NW  
Suite 410

Amount

260000.00

City State Zip Code  
Washington DC 20036

Purpose of Expenditure  
ad production for tv and radio; media buys for tv, cable & radio Portland, ME

Category/  
Type

Office Sought:  House State: ME  
 Senate District: 01  
 President

Name of Federal Candidate Supported or Opposed by Expenditure:  
Dean Scontras

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought .00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

260131.62

(b) **SUBTOTAL** of Unitemized Independent Expenditures .....

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

260815.11