



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-1

July 18, 2008

Thomas A. Foulkes, Treasurer  
Direct Voice, the Political Action Committee  
of the Direct Marketing Association  
1615 L Street, NW Suite 1100  
Washington, DC 20036

**Response Due Date:  
August 18, 2008**

Identification Number: C00235309

Reference: Amended Statement of Organization, received 6/26/08

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) 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 item:

-Your Statement of Organization does not include an email address for your Committee. Please be advised that beginning January 1, 2007, the FEC will send all courtesy materials to committees exclusively by electronic mail. Courtesy materials include reporting reminders and mailings concerning changes in the law. In addition, mandatory electronic filers are required to provide an electronic mail address, if such an address exists. 11 CFR §102.2(a)(1)(vii) Please amend your Statement of Organization to disclose a current email address.

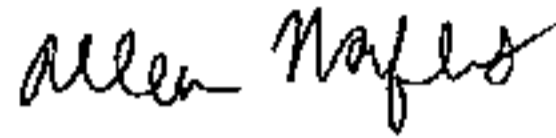
**Please note, you will not receive an additional notice from the Commission on this matter.** Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions 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 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

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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) 694-1159.

Sincerely,



Allen Norfleet  
Campaign Finance Analyst  
Reports Analysis Division

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