



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-2

April 19, 2013

REBECCA LAMBE, TREASURER  
SENATE MAJORITY PAC  
700 13TH STREET, NW SUITE 600  
WASHINGTON, DC 20005

**Response Due Date**  
**05/24/2013**

IDENTIFICATION NUMBER: C00484642

REFERENCE: 12 DAY PRE-GENERAL REPORT (10/01/2012 - 10/17/2012)

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report 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 2 item(s):

1. Schedule E of your report indicates that your committee may have failed to file or one or more of the required 48 hour report(s) for independent expenditures (see attached). A political committee must file a 48 hour report with the Federal Election Commission as specified in 11 CFR §104.4(b), within 48 hours of any independent expenditures aggregating \$10,000 or more with respect to a given election, made any time during the calendar year up to and including the 20th day before an election. The report must be received by the Commission by 11:59 p.m. on the second day following the date on which independent expenditures that aggregate \$10,000 or more are publicly distributed or disseminated. These expenditures must then be fully itemized on Schedule E, or as memo entries on Schedule E and reflected on Schedule D if distributed or disseminated prior to payment, of the next report required to be filed by the committee. Although the Commission may take further action concerning this matter, your prompt response will be taken into consideration. (11 CFR §104.3(b))
2. Your committee has filed a 48 hour report for an independent expenditure opposing "Linda McMahon" and an independent expenditure opposing "Richard A. Berg," (see attached) which have not been itemized on Schedule E supporting Line 24 of the Detailed Summary Page. Please be advised that independent expenditures disclosed on 48 hour reports must also be itemized on a corresponding Schedule E or MEMO Schedule E and Schedule D (if

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applicable), in the appropriate reporting period. Further, if the actual payment(s) for the independent expenditure(s) occurs after the date of dissemination, the appropriate report(s) should continue to show payment on Schedule E and Schedule D, until the debt is fully extinguished. Please amend your report and any subsequent reports that may be affected by this correction. (11 CFR §104.4)

- Schedule B of your report discloses an expenditure(s) for "Direct Mail," "Media Buy," "Media Production Costs" and "Online Advertising." For your information and consideration when preparing future filings, if a portion or all of these expenditures were for public communications (as defined by 11 CFR §100.26) containing express advocacy as defined under 11 CFR §100.22, this would constitute an independent expenditure and would be disclosed on a Schedule E supporting Line 24. Public communications that refer to a clearly identified Federal candidate, but that do not expressly advocate the election or defeat of that candidate would be reported on Schedule B for Line 21(b) of the Detailed Summary Page.

**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 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) 694-1172.

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Sincerely,

A handwritten signature in black ink, appearing to read 'AB', with a stylized, cursive flourish extending to the right.

Alexandra Broomhead  
Sr. Campaign Finance & Reviewing Analyst  
Reports Analysis Division

Name of Payee	Date	Amount	Candidate	Election
Waterfront Strategies	10/16/12	\$500,000.00	Linda McMahon	G2012
Waterfront Strategies	10/16/12	\$501,636.25	Linda McMahon	G2012
Struble Eichenbaum Communications	10/5/12	\$373.88	Richard A. Berg	G2012
Well & Lighthouse, LLC	10/10/12	\$37,882.00	Richard A. Berg	G2012
Well & Lighthouse, LLC	10/10/12	\$37,087.00	Richard A. Berg	G2012

Name of Payee	Date	Amount	Candidate	Election
Well & Lighthouse, LLC	10/10/12	\$75,000.00	Richard A. Berg	G2012
Waterfront Strategies	10/16/12	\$1,001,636.25	Linda McMahon	G2012