

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 C 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. Corporate filers only	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Individual filers only	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	1

 /

D	D
0	1

 /

Y	Y	Y	Y
2	0	1	0

THROUGH

M	M
1	1

 /

D	D
0	1

 /

Y	Y	Y	Y
2	0	1	0

6. TOTAL CONTRIBUTIONS

.00

7. TOTAL INDEPENDENT EXPENDITURES.....

7360.95

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		11/02/2010

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 1 / 0 1 / 2 0 1 0

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

Amount

376.11

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 1 / 0 1 / 2 0 1 0

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

Amount

54.65

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 1 / 0 1 / 2 0 1 0

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

Amount

5.11

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
 Presidential
 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) _____

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

435.87

(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 1 / 0 1 / 2 0 1 0

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

Amount

65.64

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: WI
 Senate
 President District: _____

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron Johnson

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 1 / 0 1 / 2 0 1 0

Mailing Address
1601 S. California Ave.

Amount

15.55

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: AK
 Senate
 President District: _____

Name of Federal Candidate Supported or Opposed by Expenditure:
Lisa Murkowski

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 1 / 0 1 / 2 0 1 0

Mailing Address
1601 S. California Ave.

Amount

261.82

City State Zip Code
Palo Alto 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

343.01

(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 1 / 0 1 / 2 0 1 0

Mailing Address
1601 S. California Ave.

Amount

16.94

City State Zip Code
Palo Alto 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
Facebook, Inc.

Date

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

Mailing Address
1601 S. California Ave.

Amount

28.48

City State Zip Code
Palo Alto 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 1 / 0 1 / 2 0 1 0

Mailing Address
1601 S. California Ave.

Amount

12.46

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: WI
 Senate
 President District: _____

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron Johnson

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

57.88

(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
Shaun Kadlec

Date

/ /

Mailing Address
7119 W. Sunset Blvd., #195

Amount

6377.94

City State Zip Code
Los Angeles CA 90046

Purpose of Expenditure
internet video ad production costs; 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

Disbursement For: Primary General
2010
 Other (specify) _____

Full Name (Last, First, Middle Initial) of Payee
Strategic Consulting Group

Date

/ /

Mailing Address
4318 N. Elston Ave

Amount

87.99

City State Zip Code
Chicago IL 60641

Purpose of Expenditure
automated calls to FL members

Category/
Type

Office Sought: House State: FL
 Senate District: 22
 President

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron Klein

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought

Disbursement For: Primary General
2010
 Other (specify) _____

Full Name (Last, First, Middle Initial) of Payee
Strategic Consulting Group

Date

/ /

Mailing Address
4318 N. Elston Ave.

Amount

58.26

City State Zip Code
Chicago IL 60641

Purpose of Expenditure
automated calls to IL members

Category/
Type

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

Name of Federal Candidate Supported or Opposed by Expenditure:
Chellie Pingree

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought

Disbursement For: Primary General
2010
 Other (specify) _____

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

6524.19

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

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

7360.95