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FEC FORM 3Y

REPORT OF RECEIPTS AND DISBURSEMENTS

TORIW 3X	For Other	Than An Aut	horized Commit	ee		Office Use Only	
NAME OF COMMITTEE (in f	TYPE OR ull)	PRINT ▼	Example: If typ over the lines.	ing, type	12FE4M5		
DIRECT VOICE,	THE POLITICA	L ACTION CO	OMMITTEE OF	THE DIRE	CT MARKE	ETING ASSO	CIATION
ADDRESS (number and	street) 1615 L S	TREET, NW					
Check if diffe than previous reported. (AC	ly washin	NGTON			DC	20036	-
2. FEC IDENTIFIC	ATION NUMBER V	CIT	Y 🛦		STATE A	ZIP CO	DE 🛦
C C00235309				NEW (N) OR	× AN (A)	IENDED	
4. TYPE OF REP (Choose One) (a) Quarterly Rep	Rep Due	oort On:	20 (M2) 20 (M3)	May 20 (M5) Jun 20 (M6)		20 (M8) 20 (M9)	Nov 20 (M11) (Non-Election Year Only) Dec 20 (M12) (Non-Election Year Only)
April 15 Quarterly	Report (Q1) (c)	Apr 12-Day	20 (M4) Primary (12	Jul 20 (M7)	Oct :	20 (M10)	Jan 31 (YE) Runoff (12R)
October 1	Report (Q2) 15 Report (Q3)	PRE -Election Report for the:	Convention	(12C)	Special (12S)	
January 3		Electio	n on	D D /	Y Y Y Y	in the State o	of
July 31 M Report (N Year Only	Ion-election	30-Day POST-Election Report for the:	General (30	G)	Runoff (3	30R)	Special (30S)
Terminatio (TER)	on Report	Electio	n on	D	Y = Y = Y = Y	in the State o	of
5. Covering Period	M M / D 01	2012	through	M M 01	31	2012	
I certify that I have ex-	-		my knowledge and	belief it is tru	ue, correct and	d complete.	
Type or Print Name of	Treasurer Linda W	oolley					
Signature of Treasurer	Linda Woolley		[Electronical	ly Filed] [Date 02	22 /	2013
NOTE: Submission of fa	ulse, erroneous, or inc	omplete information	n may subject the pe	rson signing t	his Report to th	ne penalties of 2	J.S.C. §437g.
Office Use Only						FEC FOR Rev. 12/2	

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	35454.29	
	(c) Total Receipts (from Line 19)	10450.00	10450.00
	(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	45904.29	45904.29
7.	Total Disbursements (from Line 31)	14.93	14.93
-	Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	45889.36	45889.36
	Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	
	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

11. Contributions (other than loans) From: (a) Individuals/Persons Other Than Political Committees (i) Itemized (use Schedule A)	I. Receipts	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date							
Than Political Committees (i) Itemized (use Schedule A)	11. Contributions (other than loans) From:	Total Tills Fellou								
(i) Itemized (use Schedule A)										
(ii) Unitermized		10250.00	10250.00							
(iii) TOTAL (add Lines 11(a)(i) and (ii)	(i) Itemized (use Schedule A)	10250.00	10230.00							
(iii) TOTAL (add Lines 11(a)(i) and (ii)	(ii) Unitemized	200.00	200.00							
Lines 11(a)(i) and (ii)	• /									
(c) Other Political Committees (such as PACs)	Lines 11(a)(i) and (ii)▶	10450.00	10450.00							
(c) Other Political Committees (such as PACs)	(b) Political Party Committees	0.00	0.00							
(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)										
11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5)	(such as PACs)	0.00	0.00							
Totals to Line 33, page 5)										
12. Transfers From Affiliated/Other Party Committees		10450.00	10450.00							
Party Committees	· - · · · · · · · · · · · · · · · · · ·	10430.00	10400.00							
13. All Loans Received		0.00	0.00							
14. Loan Repayments Received	rarty committees	0.00								
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)	13. All Loans Received	0.00	0.00							
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)										
(Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5)	14. Loan Repayments Received	0.00	0.00							
(Carry Totals to Line 37, page 5)	15. Offsets To Operating Expenditures									
16. Refunds of Contributions Made to Federal Candidates and Other Political Committees		0.00								
to Federal Candidates and Other Political Committees	· · · · · · · · · · · · · · · · · · ·	0.00	0.00							
Political Committees										
17. Other Federal Receipts (Dividends, Interest, etc.)		0.00	0.00							
(Dividends, Interest, etc.)										
(a) Non-Federal Account (from Schedule H3)		0.00	0.00							
(from Schedule H3)	18. Transfers from Non-Federal and Levin Funds		7							
(b) Levin Funds (from Schedule H5)	• •									
(c) Total Transfers (add 18(a) and 18(b)) 19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c)) 10450.00	(from Schedule H3)	0.00	0.00							
(c) Total Transfers (add 18(a) and 18(b)) 19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c)) 10450.00		0.00	0.00							
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 10450.00	(b) Levin Funds (from Schedule H5)	0.00	0.00							
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶ 10450.00	(c) Total Transfers (add 18(a) and 18(b))	0.00	0.00							
12, 13, 14, 15, 16, 17, and 18(c))▶ 10450.00			7 7 7							
	19. Total Receipts (add Lines 11(d),									
20. Total Federal Receipts	12, 13, 14, 15, 16, 17, and 18(c))▶	10450.00	10450.00							
	20. Total Federal Receipts									
	-	10450.00	10450.00							

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: — (a) Allocated Federal/Non-Federal	rotal filio i elloa	Calcilual Teal-to-Date
Activity (from Schedule H4)		
(i) Federal Share	0.00	0.00
(i) N 5 1 10	0.00	0.00
(ii) Non-Federal Share(b) Other Federal Operating	0.00	0.00
Expenditures	14.93	14.93
(c) Total Operating Expenditures		
(add 21(a)(i), (a)(ii), and (b)) ▶	14.93	14.93
Transfers to Affiliated/Other Party	0.00	0.00
Committees Contributions to	0.00	0.00
Federal Candidates/Committees and Other Political Committees	0.00	0.00
Independent Expenditures		
(use Schedule E)	0.00	0.00
Coordinated Party Expenditures (2 U.S.C. §441a(d)) (use Schedule F)	0.00	
(use Schedule F)	0.00	0.00
Loan Repayments Made	0.00	0.00
253 1002, 110.110 110.00		
Loans Made	0.00	0.00
Refunds of Contributions To: (a) Individuals/Persons Other		0.00
Than Political Committees	0.00	0.00
(b) Political Party Committees	0.00	0.00
(c) Other Political Committees	7 7 7	7
(such as PACs)	0.00	0.00
(d) Total Contribution Refunds		
(d) Total Contribution Refunds (add Lines 28(a), (b), and (c))▶	0.00	0.00
(444 211100 20(4), (3), 4114 (0),		
Other Disbursements	0.00	0.00
-	, , , , , , , , , , , , , , , , , , , ,	
Federal Election Activity (2 U.S.C. §431(20))		
(a) Allocated Federal Election Activity (from Schedule H6)		
(i) Federal Share	0.00	0.00
- i		
(ii) "Levin" Share	0.00	0.00
(b) Federal Election Activity Paid Entirely	0.00	0.00
With Federal Funds(c) Total Federal Election Activity (add	0.00	0.00
Lines 30(a)(i), 30(a)(ii) and 30(b))	0.00	0.00
Total Disbursements (add Lines 21(c), 22,		
23, 24, 25, 26, 27, 28(d), 29 and 30(c))	14.93	14.93
Total Federal Disbursements		
(subtract Line 21(a)(ii) and Line 30(a)(ii)		
from Line 31)	14.93	14.93

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003) III. Net Contributions/Operating Ex-

penditures

(from Line 11(d), page 3)

(from Line 28(d)).....

(subtract Line 34 from Line 33)

(add Line 21(a)(i) and Line 21(b))▶

(from Line 15, page 3).....

(subtract Line 37 from Line 36)

33. Total Contributions (other than loans)

35. Net Contributions (other than loans)

36. Total Federal Operating Expenditures

37. Offsets to Operating Expenditures

38. Net Operating Expenditures

34. Total Contribution Refunds

Page 5 **COLUMN A** COLUMN B **Total This Period** Calendar Year-to-Date 10450.00 10450.00 0.00 0.00 10450.00 10450.00 14.93 14.93 0.00 0.00

14.93

14.93

FI	F6	Α	N٥	12	6

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

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

FO	PAGE	6	OF	9				
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×	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.

Full Name (Last, First, Middle Initial) Victor Benson		Date of Receipt
Mailing Address 135 Madison Avenue		01 20 _ 2012 _
City	State Zip Code	Transaction ID : SA11AI.9018
New York	NY 10016	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	1000.00
Name of Employer	Occupation	Contribution to Direct Voice PAC
Holsted Marketing, Inc.	Chief Executive Officer	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General Other (specify) ▼	1000.00	
Full Name (Last, First, Middle Initial) 3. Matt Blumberg	I	Date of Receipt
Mailing Address 304 Park Avenue South 7th Floor		01 20 2012
City	State Zip Code	Transaction ID : SA11AI.9013
New York	NY 10010	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	2500.00
Name of Employer	Occupation	Contribution to Direct Voice PAC
Return Path	CEO & Chairman	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General		
Other (specify) ▼	2500.00	
Full Name (Last, First, Middle Initial) C. Kelly B. Browning		Date of Receipt
Mailing Address 800 Hermitage Court		01 20 2012
City	State Zip Code	Transaction ID : SA11AI.9021
Alexandria	VA 22302	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	500.00
Name of Employer	Occupation	 Contribution to Direct Voice earmarked for George Al for US Senate
Am. Inst. for Cancer Research	Executive Vice President & COO	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General Other (specify) ▼	500.00	
	L	4000.00

SCHEDULE A (FEC Form 3X) **ITEMIZED RECEIPTS**

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

FOR LINE NUMBER:					PAGE	7	OF	9
(che	ck only	or	ne)					
X	11a		11b		11c	12	2	
	13		14		15	16	6	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.
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL	ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial) Moses Foster Mailing Address 5 West Cary Street		Date of Receipt
City	State Zip Code	01 20 2012 Transaction ID : SA11AI.9004
Richmond	VA 23220	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	1000.00
Name of Employer West Cary Group	Occupation President & CEO	Contribution to Direct Voice PAC
Receipt For: Primary General Other (specify)	Aggregate Year-to-Date ▼ 1000.00	
Full Name (Last, First, Middle Initial) 3. Gary Laben Mailing Address 6310 Turner Way		Date of Receipt
City Dallas	State Zip Code TX 75230	Transaction ID : SA11AI.9010 Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	С	1000.00 Contribution to Direct Voice PAC
Name of Employer Knowledge Base Marketing	Occupation CEO	Contribution to blied voice FAC
Receipt For: Primary General Other (specify) ▼	Aggregate Year-to-Date ▼ 1000.00	
Full Name (Last, First, Middle Initial) C. Susan Loth		Date of Receipt
Mailing Address 3725 Alexandria		01 20 2012 _
City Cold Spring	State Zip Code KY 41076	Transaction ID : SA11AI.9007 Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	250.00
Name of Employer Disabled American Veterans	Occupation Chief Marketing Officer	Contribution to Direct Voice PAC
Receipt For: Primary General Other (specify)	Aggregate Year-to-Date ▼ 250.00	
SUBTOTAL of Receipts This Page (optional)	· · · · · · · · · · · · · · · · · · ·	2250.00
TOTAL This Period (last page this line numb	er only)	

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

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

FOR I	PAGE	8	OF	9			
(check	only or	ne)					
X 1	1a	11b		11c	12		
1	3	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	the name and address of any political committee to	o solicit contributions from such committee.
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL	L ACTION COMMITTEE OF THE DIRECT	T MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial) 1. Pamela McHugh		Date of Receipt
Mailing Address 351 W Hubbard St 8th Floor City	State Zip Code	01 20 2012 Transaction ID : SA11AI.9011
Chicago FEC ID number of contributing federal political committee. Name of Employer	C Occupation	Amount of Each Receipt this Period 1000.00 Contribution to Direct Voice PAC
Mintel Comperemedia Receipt For: Primary General Other (specify) ▼	Management Consultant Aggregate Year-to-Date ▼ 1000.00	_
Full Name (Last, First, Middle Initial) 3. John Papalia Mailing Address 69 Kenosia Avenue		Date of Receipt 01 20 2012
City Danbury FEC ID number of contributing federal political committee.	State Zip Code CT 06810	Transaction ID : SA11AI.9015 Amount of Each Receipt this Period 1000.00
Name of Employer Statlistics Receipt For: Primary General	Occupation President & CEO Aggregate Year-to-Date ▼	Contribution to Direct Voice PAC
Other (specify) ▼ Full Name (Last, First, Middle Initial) Beth Smith Mailing Address 45 Camielle Court	1000.00	Date of Receipt
City Sedona	State Zip Code AZ 86336	01 20 2012 Transaction ID : SA11AI.9020 Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	1000.00 Contribution to Direct Voice PAC
Name of Employer Smith Browning Direct Receipt For: Primary General Other (specify) ▼	Occupation Consultant Aggregate Year-to-Date ▼ 1000.00	-
SUBTOTAL of Receipts This Page (optional	l)	3000.00
TOTAL This Period (last page this line num	ber only)	

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

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

FOR LINE NUMBER:						PAGE	9	OF	9
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	X	11a		11b		11c	12	2	
		13		14		15	16	6	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 commercia	l purposes, other than using the	name and address of any political committee to	solicit contributions from such committee.	
	OMMITTEE (In Full) OICE, THE POLITICAL A	CTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION	
Tim Suthe	ast, First, Middle Initial) r ss 1501 Opus		Date of Receipt	
Name of Emp Acxiom Receipt For: Primary Other (s	er of contributing all committee.	State Zip Code IL 60515 C Occupation Chief Marketing Officer Aggregate Year-to-Date ▼ 1000.00	Transaction ID : SA11AI.9002 Amount of Each Receipt this Period 1000.00 Contribution to Direct Voice PAC	
Full Name (Last, First, Middle Initial) Mailing Address City State Zip Code			Date of Receipt	
FEC ID number of contributing federal political committee. Name of Employer		Occupation	Amount of Each Receipt this Period	
Receipt For: Primary Other (s	General pecify) ▼	Aggregate Year-to-Date ▼		
Full Name (Last, First, Middle Initial) Mailing Address City State Zip Code			Date of Receipt	
		C Occupation Aggregate Year-to-Date ▼	Amount of Each Receipt this Period	
SUBTOTAL of		<u> </u>	1000.00	
TOTAL This Pe	riod (last page this line number	only)	10230.00	