

REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee
(Summary Page)

RECEIVED
FEDERAL ELECTION
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Oct 18 10:45 AM '96

USE FEC MAILING LABEL
OR
TYPE OR PRINT

1. NAME OF COMMITTEE (in full) Direct Marketing Association Political Action Committee	
ADDRESS (number and street) <input type="checkbox"/> Check if different than previously reported 1111 19th Street, N.W., Suite 1100	
CITY, STATE and ZIP CODE Washington, D.C. 20036	
2. FEC IDENTIFICATION NUMBER C00235309	3. <input checked="" type="checkbox"/> This committee has qualified as a multicandidate committee. (see FEC FORM 1M)

4. TYPE OF REPORT

- (a) April 15 Quarterly Report
 July 15 Quarterly Report
 October 15 Quarterly Report
 January 31 Year End Report
 July 31 Mid Year Report (Non-eligible)
 Termination Report
- (b) Is this Report an Amendment?

On: June 20 October 20
 July 20 November 20
 August 20 December 20
 September 20 January 31

preceding _____ (Type of Election)
in the State of _____
following the General Election on _____
the State of _____

Original

SUMMARY	COLUMN A This Period	COLUMN B Calendar Year-to-Date
5. Covering Period 09/01/96 through 09/30/96		
6. (a) Cash on Hand January 1, 19 96		\$ 28,173.61
(b) Cash on Hand at Beginning of Reporting Period	\$ 16,013.73	
(c) Total Receipts (from Line 18)	\$ 3,085.00	\$ 30,734.00
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	\$ 19,098.73	\$ 58,907.61
7. Total Disbursements (from Line 30)	\$ 10,000.00	\$ 49,808.88
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	\$ 9,098.73	\$ 9,098.73
9. Debts and Obligations Owed TO 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 800-424-9630 Local 202-218-3420
10. Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	\$ 0.00	

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer Ass't Treasurer: MARK A. MICALI

Signature of Treasurer Ass't Treasurer: *Mark A. Micali* Date: 10/17/96

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Report to the penalties of 2 U.S.C. §437g.

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FEC FORM 3X
(revised 9/93)

**DETAILED SUMMARY PAGE
OF RECEIPTS AND DISBURSEMENTS
PAGE 2, FEC FORM 3X**

(revised 1/1/91)

NAME OF COMMITTEE		REPORT COVERING PERIOD		
Direct Marketing Association Political Action Committee		FROM	TO	
		09/01/96	09/30/96	
		COLUMN A	COLUMN B	
		Total This Period	Calendar Year	
I. Receipts				
11.	Contributions (other than loans) From:			
a.	Individual/Persons Other Than Political Committees	2,050.00	21,300.00	11(a)(i)
i.	Itemized (use Schedule A)	1,035.00	8,059.00	11(a)(ii)
ii.	Unitemized	3,085.00	29,359.00	11a(ii)
iii.	Total (add i and ii) >	0.00	0.00	11(b)
b.	Political Party Committees	0.00	1,000.00	11(c)
c.	Other Political Committees (such as PACs)	3,085.00	30,359.00	11(d)
d.	Total Contributions (add a ii, b and c) >	0.00	0.00	12
12.	Transfers From Affiliated/Other Party Committees	0.00	0.00	13
13.	All Loans Received	0.00	0.00	14
14.	Loan Repayments Received	0.00	0.00	15
15.	Offsets To Operating Expenditures (Refunds, Rebates, etc.)	0.00	375.00	16
16.	Refunds of Contributions Made to Federal Candidates and Other Political Committees	0.00	0.00	17
17.	Other Federal Receipts (Dividends, Interest, etc.)	0.00	0.00	18
18.	Transfers from Nonfederal Account for Joint Activity	3,085.00	30,734.00	19
19.	Total Receipts (add 11d, 12, 13, 14, 15, 16, 17, and 18) >	3,085.00	30,734.00	20
20.	Total Federal Receipts (subtract line 18 from line 19) >			
II. Disbursements				
21.	Operating Expenditures:			
a.	Shared Federal/Non-Federal Activity (from Schedule H4)	0.00	0.00	21(a)(i)
i.	Federal Share	0.00	0.00	21(a)(ii)
ii.	Non-Federal Share	0.00	0.00	21(b)
b.	Other Federal Operating Expenditures	0.00	0.00	21(c)
c.	Total Operating Expenditures (add a i, a ii, and b) >	0.00	0.00	22
22.	Transfers to Affiliated/Other Party Committees	10,000.00	49,808.88	23
23.	Contributions to Federal Candidates/Committees and Other Political Committees	0.00	0.00	24
24.	Independent Expenditures (use Schedule E)	0.00	0.00	25
25.	Coordinated Expenditures Made by Party Committees (2 U.S.C. 441e(d)) (use Schedule F)	0.00	0.00	26
26.	Loan Repayments Made	0.00	0.00	27
27.	Loans Made			
28.	Refunds of Contributions To:	0.00	0.00	28(a)
a.	Individuals/Persons Other Than Political Committees	0.00	0.00	28(b)
b.	Political Party Committees	0.00	0.00	28(c)
c.	Other Political Committees (such as PACs)	0.00	0.00	28(d)
d.	Total Contribution Refunds (add a, b and c) >	0.00	0.00	29
29.	Other Disbursements	10,000.00	49,808.88	30
30.	Total Disbursements (add 21c, 22, 23, 24, 25, 26, 27, 28d, and 29) >	10,000.00	49,808.88	31
31.	Total Federal Disbursements (subtract line 21 a ii from line 30) >			
III. Net Contributions/Operating Expenditures				
32.	Total Contributions (other than loans)(from line 11d)	3,085.00	30,359.00	32
33.	Total Contribution Refunds (from line 28d)	0.00	0.00	33
34.	Net Contributions (other than loans)(subtract line 33 from 32)	3,085.00	30,359.00	34
35.	Total Federal Operating Expenditures (add 21 a i and 21 b) >	0.00	0.00	35
36.	Offsets to Operating Expenditures (from line 15)	0.00	0.00	36
37.	Net Operating Expenditures (subtract line 36 from 35) >	0.00	0.00	37

SCHEDULE A

ITEMIZED RECEIPTS

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

PAGE 1 OF 1
FOR LINE NUMBER 11a(i)

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 Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Mary Beth Colucci 73-37 Austin Street, Apt. 9D Forest Hills, N.Y. 11375	Columbia House	09/03/96	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: Vice President	Aggregate Year-to-Date > \$ 250.00	
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Max L. Hart P.O. Box 43264 Cincinnati, OH 45243	Disabled American Veterans	09/03/96	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: Director	Aggregate Year-to-Date > \$ 500.00	
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Patrick C. Kerrigan 311 Crag Burn Road East Aurora, N.Y. 14052	Niagara Lumber Inc.	09/03/96	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: President	Aggregate Year-to-Date > \$ 250.00	
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Evelyn Deitz 1221 Avenue of the Americas New York, N.Y. 10020	List Marketing & Mailing Services	09/20/96	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: Vice President	Aggregate Year-to-Date > \$ 250.00	
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Christopher G. Callagher 3308 N. George Mason Drive Arlington, VA 22207	Direct Marketing Association	09/26/96	300.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: Sr. Vice President	Aggregate Year-to-Date > \$ 300.00	
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Jonah Gitlitz 3916 Highwood Court, N.W. Washington, D.C. 20007	Direct Marketing Association	09/26/96	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation: President & C.E.O.	Aggregate Year-to-Date > \$ 500.00	
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation:	Aggregate Year-to-Date > \$	

SUBTOTAL of Receipts This Page (optional) 2,050.00

TOTAL This Period (last page this line number only) 2,050.00

SCHEDULE B

ITEMIZED DISBURSEMENTS

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

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NAME OF COMMITTEE (In Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Reed Committee P.O. Box 8628 Cranston, R.I. 02920	Jack Reed Senate (D-R.I.) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/04/96	500.00
Ieyoub for Senate Committee P.O. Box 66901 Baton Rouge, LA 70896	Richard Ieyoub Senate (D-LA) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/05/96	500.00
Friends of Tom Davis P.O. Box 483 Dunn Loring, VA 22027	Thomas M. Davis, III House (R-VA, 11th) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/05/96	500.00
Friends of Phil Gramm P.O. Box 565087 Dallas, TX 75356	Phil Gramm Senate (R-TX) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/06/96	1,000.00
Pickering for Congress 661 Highway 51, North Ridgeland, MS 39157	Charles W. Pickering, Jr. House (R-MS, 3rd) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/10/96	500.00
Chabot for Congress 105 W. Fourth Street Cincinnati, OH 45202	Steve Chabot House (R-OH, 1st) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/11/96	500.00
Nelson for Senate 2912 S. 84th Street, Suite B Omaha, NE 68124	Ben Nelson Senate (D-NE) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/16/96	500.00
Porter for Congress P.O. Box 7126 Decfield, IL 60015	John Edward Porter House (R-IL, 10th) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/17/96	500.00
People for Weiland P.O. Box 761 Sioux Falls, SD 57101	Rick Weiland House (D-SD, 1st) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/17/96	500.00

SUBTOTAL of Disbursements This Page (optional)

5,000.00

TOTAL This Period (last page this line number only)

SCHEDULE B

ITEMIZED DISBURSEMENTS

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

PAGE 2 OF 2
FOR LINE NUMBER 23

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NAME OF COMMITTEE (in Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Lightfoot for Senate 2711 Grand Avenue Des Moines, IA 51601	Jim Lightfoot Senate (R-IA) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/18/96	500.00
Murkowski '98 P.O. Box 240468 Anchorage, AK 99524	Frank H. Murkowski Senate (R-AK) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	09/23/96	1,000.00
Effective Government Committee 635-B Pennsylvania Avenue, S.E. Washington, D.C. 20003	Effective Gov't Cmte Multicandidate PAC Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input checked="" type="checkbox"/> Other (specify) 1996	09/23/96	1,000.00
Radanovich for Congress 4451 Brookfield Corporate Drive Chantilly, VA 20151	George P. Radanovich House (R-CA, 19th) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/25/96	500.00
Bob Smith for U.S. Senate 425 Second Street, N.E. Washington, D.C. 20002	Robert C. Smith Senate (R-N.H.) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/26/96	1,000.00
Bill McCollum for Congress 1212 N. Vernon Street Arlington, VA 22201	Bill McCollum House (R-FL, 8th) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	09/27/96	1,000.00
	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period

SUBTOTAL of Disbursements This Page (optional) 5,000.00

TOTAL This Period (last page this line number only) 10,000.00

Federal Election Commission
ENVELOPE REPLACEMENT PAGE
FOR INCOMING DOCUMENTS

The Commission has added this page to the end of this filing to indicate how it was received.

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DATE OF RECEIPT

10-18-96

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and Registration

DATE OF RECEIPT

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Records

DATE OF RECEIPT

Other (Specify):

POSTMARKED

and/or DATE OF RECEIPT

MAN
PREPARER

10-18-96
DATE PREPARED