

A-G79 @B9CI G'H9LH'fl 97 : cfa ' - - L

NAME OF COMMITTEE (In Full)  
LATINO VICTORY FUND

FEC IDENTIFICATION NUMBER  
C00562777

Mailing Address PO BOX 34104

City	State	ZIP Code
WASHINGTON	DC	20005

April 18, 2021

Ms. Terez Ray  
Reports Analysis Division  
FEDERAL ELECTION COMMISSION

BY ELECTRONIC SUBMISSION

IDENTIFICATION NUMBER: C00562777

REFERENCE: Amended 30-day Post-general Report (10/15/2020 - 11/23/2020)

Dear Ms. Ray:

This submission is in response to the Commission's review of the above referenced report.

1. The increase in receipts on the amended report is due to two transactions. The Committee received a contribution in the amount of \$ 50,000 from America Votes on 11/02/20 and an additional \$ 50,000 from America Votes on 11/03/20. Due to a clerical oversight only one of the payments was included on the original report. The Committee also received an in-kind contribution from one of the vendors, Hawkfish, for creative fees that was not reported on the original report.

2. --The Hamilton Campaign Network. The three Independent Expenditure transactions were filed late.

--Hawkfish. A 24-hour Independent Expenditure report was filed on 11/02/20 in the amount of \$ 879,319.00 in support of President Biden for Digital Advertising in Florida. The vendor did not provided the Committee with details of all of the ads including the first date of dissemination and the total cost until after the election. After the election when the vendor forwarded a schedule of their ads and the total costs for each ad through the election, the Committee reconciled the ads and Independent Expenditure costs. The amended report differs from the original report because the correct date of public dissemination is listed, as are the actual costs for the ads.

--76Words. The two \$ 800.00 payments each totaling \$ 1,600.00 in media production costs for NM-02 were not remitted to the vendor. The Committee had anticipated the expenditure, and filed a 24-hour report, but the full amount of the production was paid for by another organization the Committee partnered with on the ads.

--Media Fortitude. The two payments for \$ 6,700 each totaling \$ 13,400 for media for NM-02 were technically filed late. The vendor notified the Committee on 11/01/20 that the ads were disseminated on 10/30/20, a day earlier than the Committee had anticipated.

--Vilar Strategy Group. The transaction for radio ads in support of President Biden for \$ 50,000 was not filed on a 24-hour Independent Expenditure report.

--Hawkfish. The transaction for \$ 7,956.93 for digital ads in opposition to former President Trump was reported as part of the 24-hour Independent Expenditure report filed on 11/02/20 for \$ 879,319.00. It was not until after the election that the Committee learned from the vendor that one negative ad was placed.

3. The Independent Expenditure to Hawkfish for \$ 573,122.11 for digital advertising was filed as part of the 24-hour report on 11/02/20 for \$ 879,319.00. It was not until after the election when the vendor provided a schedule of the ads and total costs that the Committee learned that the associated ads first aired on 10/14/20.

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4. 76Words. As explained in item 2 above, the Committee ran a joint Independent Expenditure for NM-02 in coordination with another independent expenditure only committee. The Committee had anticipated paying \$ 1,600.00 for the production on the ads, but the partner committee paid all of the production costs. Both Committees were listed in the disclaimer on these ads.

5. The reports are being amended to re-calculate the aggregates for the Independent Expenditures for the presidential general election.

Please contact me if you require further information.

Maria R. Gonzalez  
Treasurer