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#### FEC FORM 3X

# REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee

						Office Use Only
NAME OF TOMMITTEE (in full)	YPE OR PRINT		mple: If typir r the lines.	ng, type	12FE4M5	
DIRECT VOICE, THE PC	DLITICAL ACT	ION COMMIT	TEE OF T	HE DIRE	CT MARKE	ETING ASSOCIATION
ADDRESS (number and street)	1615 L STREET,	NW 				
Check if different	SUITE 1100					
than previously reported. (ACC)	WASHINGTON				DC	20036
2. FEC IDENTIFICATION NUM	MBER ▼	CITY 🛦		;	STATE A	ZIP CODE ▲
C C00235309		3. IS THIS REPORT		IEW N) <b>OR</b>	AN (A)	IENDED
4. TYPE OF REPORT (Choose One)	(b) Monthly Report Due On:	X Feb 20 (M2)	N	May 20 (M5)	Aug	20 (M8) Nov 20 (M11) (Non-Election Year Only)
(a) Quarterly Reports:	Due on.	Mar 20 (M3)		lun 20 (M6)	Η.	20 (M9) Dec 20 (M12) (Non-Election Year Only)
April 15 Quarterly Report (Q1	,	Apr 20 (M4)		Jul 20 (M7)	Oct 2	20 (M10) Jan 31 (YE)
July 15 Quarterly Report (Q2	(c) 12-Day PRE-EI	ection	Primary (12P		General	
October 15 Quarterly Report (Q3	·	for the:	Convention (	12C)	Special (	12S)
January 31 Year-End Report (YE		Election on	M = M /	D D /	Y   Y   Y   Y	in the State of
July 31 Mid-Year Report (Non-election Year Only) (MY)		Election for the:	General (30G	à)	Runoff (3	OR) Special (30S)
Termination Report (TER)	Перип	Election on	M = M /	D = D /	Y	in the State of
5. Covering Period 01	01	2012	through	M M	31	2012
I certify that I have examined this  Type or Print Name of Treasurer	Report and to th	e best of my know	wledge and b	pelief it is tru	ie, correct and	d complete.
., ps c Hamo of Hodouror						
Signature of Treasurer Linda V	Woolley		[Electronically	Filed]	oate 02	15 2012
NOTE: Submission of false, erroned	ous, or incomplete	information may su	bject the pers	son signing th	nis Report to th	ne penalties of 2 U.S.C. §437g.
Office Use Only						FEC FORM 3X Rev. 12/2004

### SUMMARY PAGE OF RECEIPTS AND DISBURSEMENTS

Page 2

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		32205.57
(	b) Cash on Hand at Beginning of Reporting Period	32205.57	
(	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)	42655.57	42655.57
7. 1	Total Disbursements (from Line 31)	14.93	14.93
F	Cash on Hand at Close of Reporting Period subtract Line 7 from Line 6(d))	42640.64	42640.64
t	Debts and Obligations Owed <b>TO</b> he Committee (Itemize all on Schedule C and/or Schedule D)	0.00	
t	Debts and Obligations Owed BY he 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:	IOIAI IIIIS FEIIUU	סמופוזעמו ופמו-נט-טמנפ
(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)

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II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
Operating Expenditures: (a) Allocated Federal/Non-Federal Activity (from Schedule H4)		Carriago Four to Buto
(i) Federal Share	0.00	0.00
(ii) Non-Federal Share	0.00	0.00
(b) Other Federal Operating		
Expenditures(c) Total Operating Expenditures	14.93	14.93
(add 21(a)(i), (a)(ii), and (b))▶	14.93	14.93
Transfers to Affiliated/Other Party Committees	0.00	0.00
Contributions to Federal Candidates/Committees and Other Political Committees	0.00	0.00
Independent Expenditures		
(use Schedule E)	0.00	0.00
(2 U.S.C. §441a(d)) (use Schedule F)	0.00	0.00
Loan Repayments Made	0.00	0.00
Loans MadeRefunds of Contributions To:	0.00	0.00
(a) Individuals/Persons Other Than Political Committees	0.00	0.00
(b) Political Party Committees	0.00	0.00
(c) Other Political Committees (such as PACs)	0.00	0.00
(d) Total Contribution Refunds		
(add Lines 28(a), (b), and (c))▶	0.00	0.00
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
(ii) "Lovin" Sharo	0.00	0.00
(ii) "Levin" Share(b) Federal Election Activity Paid Entirely	0.00	
With Federal Funds	0.00	0.00
(c) Total Federal Election Activity (add 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)

Page 5

III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
3. Total Contributions (other than loans) (from Line 11(d), page 3)	10450.00	10450.00
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	10450.00	10450.00
6. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	14.93	14.93
7. Offsets to Operating Expenditures (from Line 15, page 3)	0.00	0.00
3. Net Operating Expenditures (subtract Line 37 from Line 36)	14.93	14.93

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

_	LINE	PAGE	:	6	OF		9			
(check only one)										
X 11a 11b					11c		12			
	13		14		15		16	,		17

OI	for commercial purposes, other than using the	name and address of any political committee to	o solicit contributions from such committee.
$\rangle$	NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL A	CTION COMMITTEE OF THE DIRECT	T MARKETING ASSOCIATION
١.	Full Name (Last, First, Middle Initial) Victor Benson Mailing Address 135 Madison Avenue		Date of Receipt
	City New York	State Zip Code NY 10016	01 20 2012  Transaction ID : SA11AI.9018
	FEC ID number of contributing federal political committee.  Name of Employer	C	Amount of Each Receipt this Period  1000.00  Contribution to Direct Voice PAC
	Holsted Marketing, Inc.  Receipt For:  Primary  General  Other (specify)	Chief Executive Officer  Aggregate Year-to-Date ▼  1000.00	
3.	Full Name (Last, First, Middle Initial)  Matt Blumberg  Mailing Address 304 Park Avenue South 7th Floor  City	State Zip Code	Date of Receipt  01 20 2012  Transaction ID: SA11AI.9013
	New York  FEC ID number of contributing federal political committee.  Name of Employer Return Path	NY 10010  C Occupation CEO & Chairman	Amount of Each Receipt this Period  2500.00  Contribution to Direct Voice PAC
	Receipt For:  Primary General  Other (specify) ▼	Aggregate Year-to-Date ▼  2500.00	
Э.	Full Name (Last, First, Middle Initial) Kelly B. Browning  Mailing Address 800 Hermitage Court		Date of Receipt  O1 20 2012
	City Alexandria	State Zip Code VA 22302	Transaction ID : SA11AI.9021  Amount of Each Receipt this Period
	FEC ID number of contributing federal political committee.	С	500.00  Contribution to Direct Voice earmarked for George Allen
	Name of Employer  Am. Inst. for Cancer Research  Receipt For:  Primary General  Other (specify) ▼	Occupation Executive Vice President & COO  Aggregate Year-to-Date ▼  500.00	for US Senate
s	UBTOTAL of Receipts This Page (optional)	·····	4000.00
Т	OTAL This Period (last page this line number	only)	

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

FOR LINE NUMBER:						PAGE	7	OF	9
(check only one)									
	X	11a		11b		11c	12	2	
		13		14		15	16	6	17

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	ACTION COMMITTEE OF THE DIRECT	T MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial)  Moses Foster		Date of Receipt
Mailing Address 5 West Cary Street		01 20 2012
City	State Zip Code	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	Occupation	Contribution to Direct Voice PAC
West Cary Group	President & CEO	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General  Other (specify) ▼	1000.00	
Full Name (Last, First, Middle Initial)  3. Gary Laben		Date of Receipt
Mailing Address 6310 Turner Way		01 20 2012
City	State Zip Code	Transaction ID : SA11AI.9010
Dallas	TX 75230	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	С	1000.00
Name of Employer	Occupation	Contribution to Direct Voice PAC
Knowledge Base Marketing	CEO	
Receipt For:  Primary General  Other (specify) ▼	Aggregate Year-to-Date ▼ 1000.00	
Full Name (Last, First, Middle Initial)  Susan Loth		Date of Receipt
Mailing Address 3725 Alexandria		01 20 2012
City	State Zip Code	Transaction ID : SA11AI.9007
Cold Spring	KY 41076	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	C	250.00
Name of Employer	Occupation	Contribution to Direct Voice PAC
Disabled American Veterans	Chief Marketing Officer	
Receipt For:	Aggregate Year-to-Date ▼	
Primary General  Other (specify) ▼	250.00	
SUBTOTAL of Receipts This Page (optional)		2250.00
TOTAL This Period (last page this line numb	er only)	

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

_	LINE	PAGE		8	OF		9			
(check only one)										
×	11a		11b		11c		12			
	13		14		15		16	;		17

or for commercial purposes, other than using the	ne name and address of any political committee to	solicit contributions from such committee.
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL A	ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial)  Pamela McHugh  Mailing Address 351 W Hubbard St  8th Floor  City  Chicago  FEC ID number of contributing federal political committee.  Name of Employer  Mintel Comperemedia  Receipt For:  Primary  General  Other (specify)  Full Name (Last, First, Middle Initial)	State Zip Code IL 60654  C  Occupation  Management Consultant  Aggregate Year-to-Date ▼  1000.00	Date of Receipt  O1 20 2012  Transaction ID: SA11AI.9011  Amount of Each Receipt this Period  1000.00  Contribution to Direct Voice PAC
Mailing Address 69 Kenosia Avenue		Date of Receipt  O1 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 Other (specify) ▼	Occupation President & CEO  Aggregate Year-to-Date ▼  1000.00	Contribution to Direct Voice PAC
Full Name (Last, First, Middle Initial)  Beth Smith  Mailing Address 45 Camielle Court  City	State Zip Code	Date of Receipt  01 20 2012  Transaction ID: SA11AI.9020
Sedona  FEC ID number of contributing federal political committee.  Name of Employer  Smith Browning Direct  Receipt For:  □ Primary □ General  Other (specify) ▼	AZ 86336  C Occupation Consultant  Aggregate Year-to-Date ▼ 1000.00	Amount of Each Receipt this Period  1000.00  Contribution to Direct Voice PAC
SUBTOTAL of Receipts This Page (optional)		3000.00
TOTAL This Period (last page this line number	r only)	

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

FOR LINE NUMBER:						PAGE	9	OF	9
(check only one)									
	X	11a		11b		11c	12		
		13		14		15	16		17

or for commercial purp	oses, other than using the	name and address of any politi	cai committee to	solicit contributions from such committee.
NAME OF COMMIT DIRECT VOICE		CTION COMMITTEE OF	THE DIRECT	MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial)  Tim Suther  Mailing Address 1501 Opus				Date of Receipt
City Downers Grove FEC ID number of contributing		State Zip Code IL 60515		01 20 2012  Transaction ID : SA11AI.9002  Amount of Each Receipt this Period
Name of Employer  Acxiom  Receipt For:  Primary  Other (specify	nmittee.	Occupation Chief Marketing Officer  Aggregate Year-to-Date ▼	1000.00	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		C Occupation		Amount of Each Receipt this Period
Receipt For: Primary Other (specify	General // ▼	Aggregate Year-to-Date ▼		
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  Receipt For:		Occupation		Amount of Each Receipt this Period
Primary Other (specify	General /) ▼	Aggregate Year-to-Date ▼		
SUBTOTAL of Receip	ots This Page (optional)		·····•	1000.00
TOTAL This Period (I	ast page this line number	only)		10250.00