



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

May 18, 2012

DAN JOHNSON, TREASURER
REVOLUTION PAC
3149 DUNDEE RD SUITE 176
NORTHBROOK, IL 60062

Response Due Date
06/22/2012

IDENTIFICATION NUMBER: C00499335

REFERENCE: APRIL QUARTERLY REPORT (01/01/2012 - 03/31/2012)

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 5 item(s):

1. On Schedule B supporting Line 21(b) of your report, you have itemized disbursements for which you have failed to include the full mailing address and purpose. Please amend your report to include the missing information. (11 CFR § 104.3(b)(3))
2. Itemized disbursements must include a brief statement or description of why each disbursement was made. Please amend Schedule B supporting Line 21(b) of your report to clarify the following description(s): "Consult Fees," "Consulting," "Consulting Fee," "Entertainment expense," "Herobuilder Prototype #2," "Herobuilders Boxes," "Herobuilders Design" and "New Hampshire compassion." For further guidance regarding acceptable purposes of disbursement, please refer to 11 CFR 104.3(b)(3)(i).

Additional clarification regarding inadequate purposes of disbursement published in the Federal Register can be found at http://www.fec.gov/law/policy/purposeofdisbursement/inadequate_purpose_list_3507.pdf.

3. Schedule B of your report discloses in-kind contributions to your committee. Please be advised that the value of in-kind contributions must be added to the receipts and disbursements total in order to avoid either inflating or deflating the cash on hand amount, and itemized on the appropriate Schedules A and B. (11 CFR § 104.13(a)) Please amend your report by itemizing the in-kind

REVOLUTION PAC

Page 2 of 3

contributions on Schedule A.

4. The independent expenditure schedule (Schedule E) should disclose the following information: the name and mailing address of the payee, the purpose of the expenditure, the date of payment, the amount of payment, the name and office sought, state and district (if applicable) of the federal candidate, the calendar year-to-date, per election, for office sought total, the election designation, an indication of whether the candidate was supported or opposed and the signature of the treasurer. Please amend Schedule E by providing the state of the primary election for each independent expenditure. (11 CFR §104.3(b)(3)(vii)). Please be advised that the Commission determined in Advisory Opinion 2003-40 that each State's Presidential primary is considered a separate election for purposes of aggregating independent expenditures.

5. Schedule B discloses an expenditure(s) for possible public communications (see attached). If a portion or all of these expenditures were for public communications (as defined by 11 CFR §100.26) containing express advocacy as defined under 11 CFR §100.22, this would constitute an independent expenditure and should be properly disclosed on a Schedule E supporting Line 24. Public communications that refer to a clearly identified Federal candidate, but that do not expressly advocate the election or defeat of that candidate should be reported on Schedule B for Line 21(b) of the Detailed Summary Page. Please clarify whether this activity contained express advocacy and amend your report to properly disclose this activity, if necessary.

Please note, you will not receive an additional notice from the Commission on this matter. Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1147.

REVOLUTION PAC

Page 3 of 3

Sincerely,

A handwritten signature in black ink that reads "Maureen Benitz". The signature is written in a cursive, flowing style.

Maureen Benitz
Sr. Campaign Finance & Reviewing Analyst
Reports Analysis Division

294

**Public Communication Purposes
Revolution PAC (C00499335)**

Name	Date	Amount	Purpose
Viva Media	1/24/12	\$849.60	Advertising
Viva Media	1/27/12	\$4,401.15	Advertising
Iroots.org	2/7/12	\$1,500.00	air travel and video services
Sass, Christian	1/23/12	\$300.00	Audio Production
Sass, Christian	3/1/12	\$887.50	Audio Production
Ron Paul Forums	3/12/12	\$250.00	Banner Ad
Amazon.com	1/31/12	\$265.00	Banner Ads
Amazon.com	2/27/12	\$288.98	banner ads
Costco #348	2/24/12	\$381.08	broadcast- food
Impulse Networks	1/22/12	\$240.00	Broadcast Producer
Streamhoster.com	2/3/12	\$700.00	broadcast streaming
Streamhoster.com	2/6/12	\$850.92	broadcast streaming
Streamhoster.com	2/13/12	\$1,240.74	broadcast streaming
Streamhoster.com	3/6/12	\$773.25	broadcast streaming
Streamhoster.com	3/6/12	\$418.50	broadcast streaming
Streamhoster.com	3/12/12	\$604.68	broadcast streaming
Tiger Direct	2/8/12	\$220.43	broadcast supplies
Best Buy	1/6/12	\$950.45	camera/computer equipment
CTV Media	1/5/12	\$85,000.00	Commerical Television Ad
CTV Media	1/13/12	\$4,814.40	Commerical Television Ad
Best Buy	1/19/12	\$87.39	computer parts- media expense
Guitar Center	2/3/12	\$2,121.09	media equipment
Guitar Center	2/16/12	\$562.12	media equipment
Redhouse Motion Imaging	1/11/12	\$1,000.00	media production
Upper Crossing Communications	2/16/12	\$650.00	media services
Upper Crossing Communications	3/1/12	\$650.00	media services
River Cities Reader	1/4/12	\$500.00	Newspaper Ads
Rye Holdings LLC	2/1/12	\$400.00	Post video production
Rye Holdings LLC	2/8/12	\$200.00	post video production
Rye Holdings LLC	2/29/12	\$1,800.00	post video production
Rye Holdings LLC	3/5/12	\$600.00	post video production
KPODJ	2/17/12	\$267.98	Production Equipment
Cradle Point	2/6/12	\$318.71	Production Hardware
Case Club	2/13/12	\$358.36	Production hardware
Teradek LLC	2/29/12	\$5,056.27	Production Hardware
VariZoom	3/12/12	\$780.48	Production Hardware
Impulse Networks	2/1/12	\$580.00	Technical Production
Iroots.org	2/17/12	\$2,350.00	Travel and video services
EditLab Films	3/21/12	\$550.00	video editing
Ten-Eighty Inc	2/14/12	\$402.50	Video Editing
Ten-Eighty Inc	2/17/12	\$402.50	video editing
B & H	1/24/12	\$4,695.29	Video Equipment

**Public Communication Purposes
Revolution PAC (C00499335)**

Zoompoint	1/26/12	\$2,799.00	video equipment
Zoompoint	1/27/12	\$651.65	video equipment
AV Chicago Inc	1/23/12	\$529.20	video equipment rental
Impulse Networks	3/6/12	\$323.66	video production
Rick Riley Voiceover	2/2/12	\$250.00	Voice Actor
Rick Riley Voiceover	2/3/12	\$100.00	Voice Actor
Rick Riley Voiceover	2/13/12	\$100.00	Voice Actor
Rick Riley Voiceover	2/13/12	\$500.00	Voice Actor
Rick Riley Voiceover	2/13/12	\$250.00	Voice Actor
Rick Riley Voiceover	2/10/12	\$100.00	voice actor