24038541604

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FEC FORM 5

REPORT OF INDEPENDENT EXPENDITURES MADE AND CONTRIBUTIONS RECEIVED

To Be Used by Persons (Other than Political Committees) Including Qualified Nonprofit Corporations

1. (a) Name of Individual, Organization or Corporation
NARAL Pro-Choice America

(b) Address (number and street) ☐ check if different than previously reported
1155 15th Street, NW
Suite 200

(c) City, State and ZIP Code
Washington DC 20005

3. FEC Identification Number
C C00004185

2. Corporate filers only
Is the filer a qualified nonprofit corporation? ☒ Yes ☐ No

Individual filers only Name of Employer Occupation

4. TYPE OF REPORT (check appropriate boxes):

(a) ☐ April 15 Quarterly Report
☐ July 15 Quarterly Report
☒ October Quarterly Report
☐ January 31 Year-End Report

☐ 24-Hour Notice ☒ 48-Hour Notice

☐ 12-Day Report preceding the election
Type of Election Date of Election State

☐ 30-Day Report following the General Election
Date of Election State

(b) Is this Report an amendment? Yes ☒ No ☐

5. COVERING PERIOD: FROM 09 29 2004
THROUGH 10 01 2004

6. TOTAL CONTRIBUTIONS 0.00

7. TOTAL INDEPENDENT EXPENDITURES $44169.54

Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or in consultation with, or at the request or suggestion of, a candidate or a candidate's agent or authorized committee or a political party committee or its agent. In addition, if the independent expenditures reported herein were made by a corporation, I certify that the corporation is a qualified nonprofit corporation under the Commission's regulations.

TYPE OR PRINT NAME OF PERSON COMPLETING FORM	SIGNATURE	DATE
John Botts	John Botts	10/12/2004

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

For further information, contact:
Federal Election Commission, 999 E Street, N.W., Washington, D.C. 20463 Toll Free 800-424-9530, Local 202-694-1100

105AN041

24038541605

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)
NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee
Get Active Software, Inc.

Date: 09 29 2004
Amount: 132.93

Mailing Address
2855 Telegraph Street
Suite 800
City: Berkeley State: CA Zip Code: 94705

Purpose of Expenditure: Email Launch
Category/Type:

Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Check One: [ ] Support [X] Oppose
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Name of Federal Candidate Supported or Opposed by Expenditure:
George Bush

Calendar Year-To-Date Per Election for Office Sought: 954891.48

Full Name (Last, First, Middle Initial) of Payee
Donordigital

Date: 09 29 2004
Amount: 880.39

Mailing Address
152 Second Street
Suite 400
City: San Francisco State: CA Zip Code: 94105

Purpose of Expenditure: Email Design & Planning
Category/Type:

Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Check One: [ ] Support [X] Oppose
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Name of Federal Candidate Supported or Opposed by Expenditure:
George Bush

Calendar Year-To-Date Per Election for Office Sought: 954891.48

Full Name (Last, First, Middle Initial) of Payee
Media Strategies & Research

Date: 10 01 2004
Amount: 134100.00

Mailing Address
9990 Lee Highway
Suite 210
City: Fairfax State: VA Zip Code: 22030

Purpose of Expenditure: Cable TV Media Buy
Category/Type:

Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Check One: [ ] Support [X] Oppose
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Name of Federal Candidate Supported or Opposed by Expenditure:
George Bush

Calendar Year-To-Date Per Election for Office Sought: 954891.48

(a) SUBTOTAL of Itemized Independent Expenditures: 135512.72

(b) SUBTOTAL of Unitemized Independent Expenditures:

(c) TOTAL Independent Expenditures (carry total from last page forward to Line 7):

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SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)
NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee: Media Strategies & Research
Mailing Address: 9990 Lee Highway, Suite 210
City: Fairfax | State: VA | Zip Code: 22030
Date: 10 01 2004
Amount: 365812.00
Purpose of Expenditure: Cable TV Media Buy
Category/Type:
Office Sought: Presidential — House [ ] Senate [ ] President [X] | State: DC | District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: Support [ ] Oppose [X]
Disbursement For: 2004 — Primary [ ] General [X] Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 954891.48

Full Name (Last, First, Middle Initial) of Payee: LUC Media
Mailing Address: 25 Whitlock Place, Suite 201
City: Marietta | State: GA | Zip Code: 30064
Date: 10 01 2004
Amount: 95792.00
Purpose of Expenditure: Cable TV Media Buy
Category/Type:
Office Sought: Presidential — House [ ] Senate [ ] President [X] | State: DC | District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: Support [ ] Oppose [X]
Disbursement For: 2004 — Primary [ ] General [X] Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 954891.48

Full Name (Last, First, Middle Initial) of Payee: Malchow, Schlackman, Hoppey & Cooper
Mailing Address: 1101 14th Street, NW
City: Washington | State: DC | Zip Code: 20005
Date: 10 01 2004
Amount: 1450.00
Purpose of Expenditure: Stickers
Category/Type:
Office Sought: Presidential — House [ ] Senate [ ] President [X] | State: DC | District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: John Kerry
Check One: Support [X] Oppose [ ]
Disbursement For: 2004 — Primary [ ] General [X] Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 954891.48

(a) SUBTOTAL of Itemized Independent Expenditures	461154.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures (carry total from last page forward to Line 7)	

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)
NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee: Malchow, Schlackman, Hoppey & Cooper
Date: 10 / 01 / 2004
Mailing Address: 1101 14th Street, NW
Amount: $3139.84
City: Washington State: DC Zip Code: 20005
Purpose of Expenditure: Direct Mail
Category/Type:
Office Sought: Presidential — House / Senate / [X] President — State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 Primary [X] General Other (specify)

Full Name (Last, First, Middle Initial) of Payee: Get Active Software, Inc.
Date: 09 / 30 / 2004
Mailing Address: 2855 Telegraph Street, Suite 500
Amount: 62.40
City: Berkeley State: CA Zip Code: 94705
Purpose of Expenditure: Email Launch
Category/Type:
Office Sought: Presidential — House / Senate / [X] President — State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 Primary [X] General Other (specify)

Full Name (Last, First, Middle Initial) of Payee: DonordigitAl
Date: 09 / 30 / 2004
Mailing Address: 182 Second Street, Suite 400
Amount: 2884.86
City: San Francisco State: CA Zip Code: 94105
Purpose of Expenditure: Email Design & Planning
Category/Type:
Office Sought: Presidential — House / Senate / [X] President — State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 Primary [X] General Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 35061.10

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures ..... (carry total from last page forward to Line 7)

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)
NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee: Get Active Software, Inc
Date: 10 01 2004
Mailing Address: 2655 Telegraph Street, Suite 600
City: Berkeley State: CA Zip Code: 94705
Amount: 1807.47
Purpose of Expenditure: Email Launch
Category/Type:
Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 01
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Full Name (Last, First, Middle Initial) of Payee: NARAL Pro-Choice America Foundation
Date: 09 30 2004
Mailing Address: 1156 15th Street, NW, Suite 700
City: Washington State: DC Zip Code: 20005
Amount: 49.50
Purpose of Expenditure: List Rental
Category/Type:
Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Full Name (Last, First, Middle Initial) of Payee: NARAL Pro-Choice America Foundation
Date: 10 01 2004
Mailing Address: 1156 15th Street, NW, Suite 700
City: Washington State: DC Zip Code: 20005
Amount: 8888.75
Purpose of Expenditure: List Rental
Category/Type:
Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: George Bush
Check One: [ ] Support [X] Oppose
Calendar Year-To-Date Per Election for Office Sought: 954891.48
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

(a) SUBTOTAL of Itemized Independent Expenditures 10711.72

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures ..... (carry total from last page forward to Line 7)

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

PAGE 6 / 8
FOR USE 7 FOR FORM 5

NAME OF FILER (In Full)
NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee
Magic Box Editorial

Date
10 01 2004

Mailing Address
100 North High Street
Suite 6

Amount
750.00

City: Dublin
State: OH
Zip Code: 43017

Purpose of Expenditure
Shipping & Dubbing for Ad reported 10/1

Category/Type

Office Sought: Presidential
House / Senate / [X] President
State: DC
District: 00

Name of Federal Candidate Supported or Opposed by Expenditure:
George Bush

Check One: [ ] Support [X] Oppose

Disbursement For 2004: [ ] Primary [X] General [ ] Other (specify)

Calendar Year-To-Date Per Election for Office Sought: 954691.48

(a) SUBTOTAL of Itemized Independent Expenditures: 750.00

(b) SUBTOTAL of Unitemized Independent Expenditures: 644159.54

(c) TOTAL Independent Expenditures (carry total from last page forward to Line 7): 644909.54

FEC Schedule 5-E (Rev. 02/2003)

FE3AN043

24038541610

Federal Election Commission

ENVELOPE REPLACEMENT PAGE FOR INCOMING DOCUMENTS

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

[✓] Hand Delivered	Date of Receipt 10-12-04
[ ] USPS First Class Mail	Postmarked
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[ ] USPS Priority Mail	Postmarked Delivery Confirmation ™ Label [ ]
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[ ] No Postmark	
[ ] Overnight Delivery Service (Specify):	Shipping Date
[ ] Received from House Records & Registration Office	Date of Receipt
[ ] Received from Senate Public Records Office	Date of Receipt
[ ] Received from Electronic Filing Office	Date of Receipt
[ ] Other (Specify):	Date of Receipt or Postmarked
PREPARER	10-13-04 DATE PREPARED

(5/2004)