

ETEXT ATTACHMENT

24961506666

06/02/2004 15 : 08

Federal Election Commission
999 E Street, NW
Washington, D.C. 20463

ID Number: C00340190

Ref: April Quarterly Report (1/1/04-3/31/04)

To Whom It May Concern:

Our committee is in receipt of the Commission's inquiry regarding the above referenced report. Please see below for our complete response.

We have tried to be as descriptive as possible when entering the purposes for our disbursements. We have added clarification in addition to simply "direct mail" as we had used in the past. To clarify, all of these expenditures in question are on behalf of our committee and are not made on behalf of any federal candidate. We simply rely on a large direct mail program to raise funds for our committee.

Please see below for a specific explanation for each description mentioned in the inquiry. Please advise if there is another, better description that you would like our committee to utilize.

Direct Mail - We have limited and will completely eliminate this description going forward and utilize one of the more specific ones.

Direct Mail Caging - Our direct mail returns are processed by an outside vendor, a process called caging.

Direct Mail Creatives - This describes the creative side of the process, the actual written text.

Direct Mail Postage - Postage used to pay for large mailings through our direct mail program.

Printing - This is sometimes used to describe small print jobs done for local mailings, letterhead and envelopes etc.... We will try to use Direct Mail Printing when it is in connection with a large, outsourced, fundraising mailing.

Please contact us if you need any further information or if you do have suggestions on how to describe our disbursements that will be more acceptable.

Thank you,

Bob Barr Leadership Fund