

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 Sierra Club		3. FEC Identification Number C C90011875
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported 85 Second St., 2nd Floor		
(c) City, State and ZIP Code San Francisco CA 94105		
2. Corporate filers only	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Individual filers only	Name of Employer Occupation	

4. TYPE OF REPORT (check appropriate boxes):

- (a) April 15 Quarterly Report 24-Hour Notice 48-Hour Notice
- July 15 Quarterly Report
- October Quarterly Report
- January 31 Year-End Report

(b) Is this Report an amendment? Yes No

5. COVERING PERIOD: FROM

M M / D D / Y Y Y Y

THROUGH

M M / D D / Y Y Y Y

6. TOTAL CONTRIBUTIONS

.00

7. TOTAL INDEPENDENT EXPENDITURES.....

36774.71

Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or in constitution 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

Gayle Sheehan

10/14/2010

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

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

Sierra Club

Full Name (Last, First, Middle Initial) of Payee
The New Media Firm

Date

/ /

Mailing Address

1730 Rhode Island NW Suite 410

Amount

36774.71

City

Washington

State

DC

Zip Code

20036

Purpose of Expenditure

TV Ad- Shocking

Category/
Type

Office Sought:

House

State: VA

House

Senate

District: 05

President

Check One:

Support

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Robert Hurt

Calendar Year-To-Date Per Election
for Office Sought

36774.71

Disbursement For:
2010

Primary

General

Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures

36774.71

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

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

36774.71