



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

September 11, 2013

PEOPLE FOR THE AMERICAN WAY
1101 15TH STREET NW SUITE 600
WASHINGTON, DC 20005

IDENTIFICATION NUMBER: C90012071

Response Due Date
10/16/2013

REFERENCE: YEAR-END REPORT (10/01/2012 - 12/31/2012)

Dear Filer:

This letter is prompted by the Commission's preliminary review of the Report of Independent Expenditures Made and Contributions Received (FEC Form 5) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **An adequate response must be received at the Commission by the response date noted above.** Additional information is needed for the following 2 item(s):

1. Your 24 hour report filed on 10/19/12 and your 48 hour report filed on 10/17/12 disclosed independent expenditures that do not appear on Schedule 5-E of your quarterly filing (see attached). Please amend your report to include these expenditures or provide an explanation of this apparent discrepancy. (11 CFR § 109.10(b))
2. Your quarterly report discloses an independent expenditure to Resonate for internet ads on 11/2/12. This expenditure does not appear on your 24-hour reports.

Please be advised that Commission regulations require that you file 48-hour reports once you make independent expenditures aggregating \$10,000 or more with respect to a given election during the calendar year up to and including the 20th day before the election. The report must be received at the Commission 11:59 p.m. Eastern Standard/Daylight Time by the second day after the communication was publicly distributed or otherwise disseminated. In the report, you must include information for all independent expenditures that have not been previously reported. Each time you make subsequent independent expenditures relating to the same election that aggregate \$10,000 or more, you must file another 48-hour report disclosing these independent expenditures. (11 CFR § 109.10(c) and (e))

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In addition, you are required to file 24-hour reports once your independent expenditures aggregate \$1,000 or more after the 20th day but more than 24 hours before 12:01 a.m. of the day of the election. The report must be received at the Commission by 11:59 p.m. Eastern Standard/Daylight Time of the day following the date on which the communication was publicly distributed or otherwise disseminated. In the report, you must include information for all independent expenditures that have not been previously reported. Each time you make subsequent independent expenditures relating to the same election that aggregate \$1,000 or more, you must file another 24-hour report disclosing these independent expenditures. (11 CFR § 109.10(d) and (e))

Please provide clarification regarding whether a 24/48-hour report was required but not filed. If the date disclosed on your Form 5 was the date of payment, rather than the date of public dissemination or distribution, please provide the date of dissemination or distribution.

Please note, you will not receive an additional notice from the Commission on this matter. Requests for extensions of time in which to respond will not be considered. Failure to comply with the provisions of the Act may 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.

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) 694-1154.

Sincerely,



Jill Sugarman
Sr. Campaign Finance & Reviewing Analyst
Reports Analysis Division

Missing Schedule E
People for the American Way (C90012071)

Name	Date	Amount	Purpose	Candidate
Adelante Media Group - WDDW-FM	10/16/12	\$40,528.00	Latino media ad buy	Mitt Romney
Chambers Lopez LLC	10/16/12	\$67,417.90	Latino media fees	Mitt Romney
Davidson Media Group WVNZ	10/16/12	\$6,120.00	Latino media ad buy	Mitt Romney
Lotus Communications	10/16/12	\$7,310.00	Latino media ad buy	Mitt Romney
Mack Crouse Group	10/16/12	\$7,867.77	Latino direct mail	Mitt Romney
Mack Crouse Group	10/16/12	\$12,314.77	Latino direct mail	Mitt Romney
Mack Crouse Group	10/16/12	\$14,025.16	Latino direct mail	Mitt Romney
National Cable Communications	10/16/12	\$3,066.80	Latino media ad buy	Mitt Romney
National Cable Communications	10/16/12	\$58,983.20	Latino media ad buy	Mitt Romney
TSI Radio, LLC - WVKO-FM	10/16/12	\$6,120.00	Latino media ad buy	Mitt Romney
Univision Radio - Las Vegas KISF	10/16/12	\$3,009.00	Latino media ad buy	Mitt Romney
Univision Radio - Las Vegas KRGT	10/16/12	\$1,530.00	Latino media ad buy	Mitt Romney
WACA-AM/AC Acquisitions	10/16/12	\$5,848.00	Latino media ad buy	Mitt Romney
WBTK-AM Mount Rich Media	10/16/12	\$6,120.00	Latino media ad buy	Mitt Romney
WDCN-FM/Media One	10/16/12	\$8,296.00	Latino media ad buy	Mitt Romney
WDLR-AM/ICS Holdings	10/16/12	\$6,120.00	Latino media ad buy	Mitt Romney
WILC-AM/ZGS	10/16/12	\$5,848.00	Latino media ad buy	Mitt Romney
WJTI-AM	10/16/12	\$2,176.00	Latino media ad buy	Mitt Romney
WLZL-FM/CBS	10/16/12	\$24,140.00	Latino media ad buy	Mitt Romney
Chambers Lopez LLC	10/19/12	\$2,291.00	media buy fees	Mitt Romney
WGSP-FM/NORSAN	10/19/12	\$7,990.00	radio ad buy	Mitt Romney
WOLS-FM/NORSAN	10/19/12	\$9,716.00	radio ad buy	Mitt Romney