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MEMORANDUM

Date: October 12, 2000

To: Tom Henderson  
Michael Starr  
Dan Cohen  
Linda Lipsen  
Donna Shannon  
Kate Boyce  
Andy Rosenberg

Cc: File

From: Chris Koerner

Re: ATLA's List FEC Filing

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Attached for your information is a copy of the second quarter FEC report, detailing expenditures for our communications program with members (ATLA's List), mailed in compliance with FEC filing requirements. This report complies with the format and information previously filed for ATLA's List.

Should you have any questions or comments, please let me know. Thank you.

## REPORT OF COMMUNICATION COSTS BY CORPORATIONS AND MEMBERSHIP ORGANIZATIONS

(See reverse side for instructions.)

1. (a) NAME OF ORGANIZATION <b>Association of Trial Lawyers of America</b>	2. IDENTIFICATION NUMBER (Assigned by FEC) <b>C70003017</b>
(b) ADDRESS (Number and Street) <b>1050 31st Street, NW</b>	3. TYPE OF ORGANIZATION (Check Appropriate Box) <input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Trade Association <input type="checkbox"/> Labor Organization <input type="checkbox"/> Cooperative <input checked="" type="checkbox"/> Membership Organization <input type="checkbox"/> Corporation without capital stock
(c) CITY, STATE AND ZIP CODE <b>Washington, DC 20007</b>	

4. TYPE OF REPORT (Check One):  
 (a)  April 15 Quarterly Report     July 15 Quarterly Report     October 15 Quarterly Report

12 Day Pre-General Election Report held on \_\_\_\_\_ in the State of \_\_\_\_\_

January 31 Year End Report

(b) Is this Report an Amendment?     YES                       NO

5. THIS REPORT COVERS THE PERIOD **7/1/00** THROUGH **9/30/00**

### SUMMARY OF COMMUNICATION COSTS

Type of Communication	Class or Category Communicated With	Date(s) of Communication	Check One		Identify Candidate, Office Sought, District and State, and Whether for Primary or General Election	Cost of Communication (Per Candidate)
			Support	Oppose		
<input type="checkbox"/> Direct Mail <input checked="" type="checkbox"/> Telephone <input type="checkbox"/> Telegram <input type="checkbox"/> Other: (Specify) _____	<input type="checkbox"/> Executive/ Administrative Personnel <input type="checkbox"/> Stockholders <input checked="" type="checkbox"/> Members	See Attached	X		See Attached	\$136.46
<input type="checkbox"/> Direct Mail <input type="checkbox"/> Telephone <input type="checkbox"/> Telegram <input checked="" type="checkbox"/> Other: <b>FAX</b> (Specify) _____	<input type="checkbox"/> Executive/ Administrative Personnel <input type="checkbox"/> Stockholders <input checked="" type="checkbox"/> Members	See Attached	X		See Attached	\$ 57.07

(NOTE: For additional communications, attach separate sheets containing the same information as above.)

**TOTAL COMMUNICATION COSTS FOR THIS PERIOD \$ 13,935.41**

I certify that I have examined this report and, to the best of my knowledge and belief, it is true, correct and complete.

**Christine D. Koerner**

Type or Print Name

Signature and Title of Person Designated to Sign This Report

**10/12/00**

Date

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

**WHERE TO FILE:**

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

**FOR FURTHER INFORMATION CONTACT:**

Federal Election Commission  
 Toll Free: 800-424-9530  
 Local: 202-219-3420

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## ADDENDUM TO FEC FORM 7

Association of Trial Lawyers of America  
Political Action Management List Report  
of October 15, 2000

### MEMORANDUM

TO: Federal Election Commission

FROM: Christine D. Koerner  
Director, Political Outreach  
Association of Trial Lawyers of America

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ATLA is now reporting for the October 15, 2000 quarterly report.

Program expenses during this reporting period totaled approximately \$13,935.41, consisting of salaries and overhead for staff, printing and copying, postage, telephone, equipment, office supplies, and miscellaneous items (see attached budget and calculation explanation below).

Principal advocacy activities consist of direct mailings and direct distribution of information to ATLA members, with telephone and fax follow-up. The attached "Express Advocacy Staff Contacts with ATLA Members" identifies by date the number of ATLA members who were contacted by phone, the number who received additional written material about the program by mail or fax, and the average number of candidates to whom information was provided in each mailing. A total of 107 calls with ATLA members were completed, messages were left with another 349 members and materials were mailed or faxed to a universe of 3,282 individuals.

Given the nature of these communications, the number of candidates included in each communication and the difficulty in assigning general overhead costs to specific communications and thus to specific candidates, it is very difficult to assess a cost of communication per candidate for this activity category.

In an attempt to comply with the spirit and intention of the regulations for this internal express advocacy communications program, ATLA has determined that the most appropriate way to provide the FEC with information on cost per candidates is to assume that 50 percent of the costs of the program (for those days during which staff worked on the Express Advocacy to members- 23 days) are directly attributable to the election or defeat of a clearly identified candidate. ATLA estimates that the cost of communication per candidate was \$449.53 [50% of total department costs of \$59,081 multiplied by 35% (number of days this reporting period during which advocacy contact was done) divided by the total number of candidates in the communication, multiplied by the number of candidates receiving the communication for the general election.

We hope that the detailed and comprehensive disclosure provided here will satisfy the Commission's requirements.

Attachments

Expenses for Express Advocacy Communications, July 1 - September 30, 2000

Express Advocacy Staff Contact with ATLA Members

Endorsed Candidates, Office Sought, District & State

Schedule of Express Advocacy Communications (Fax and Telemarketing Distribution)

**ATLA's EXPENSES FOR  
EXPRESS ADVOCACY COMMUNICATIONS  
(for the period July 1, 2000 - September 30, 2000)**

<b>DESCRIPTION</b>	<b>ACTUAL EXPENSES</b>
Salaries	\$27,209
Payroll Overhead	\$8,046
Subscriptions	\$165
Postage	\$480
Staff Travel	\$5,662
Office Supplies	\$2,353
Telephone/Fax	\$11,577
Copying	\$2,579
Depreciation	\$1,010
<b>TOTAL:</b>	<b>\$59,081</b>

**ATLA's LIST**  
**EXPRESS ADVOCACY STAFF CONTACT WITH ATLA MEMBERS**  
**(for the period July 1, 2000 - September 30, 2000)**

<b>DATES</b>	<b>CALLS COMPLETED</b>	<b>MESSAGES LEFT</b>	<b>FOLLOW UP SENT</b>	<b>NUMBER OF CANDIDATES</b>
9/19/00 - 9/30/00	107	349	21	31

**ATLA's DIRECT FAX & DIRECT DISTRIBUTION  
SCHEDULE OF EXPRESS ADVOCACY COMMUNICATIONS  
WITH ATLA MEMBERS**

Fax Date	Segment	Quantity	Cost	Cost Per Piece	Per Candidate Cost	Candidates
9/18	Pledged	194	\$123.26	\$0.64	\$3.98	all 31 (see attached)
9/18	Non-Pledger	3,088	\$1,645.86	\$0.53	\$53.09	all 31 (see attached)
<b>TOTAL:</b>		<b>3,282</b>	<b>\$1,769.12</b>	<b>\$0.54</b>	<b>\$57.07</b>	

**ATLA's TELEMARKETING & DIRECT DISTRIBUTION  
SCHEDULE OF EXPRESS ADVOCACY COMMUNICATIONS  
WITH ATLA MEMBERS**

Call Made	Segment	Quantity	Cost	Per Call Cost	Per Candidate Cost	Candidates
9/19 to 9/30	Non-Pledgers	456 attempted	\$4,230.32	\$9.27	\$136.46	all 31 (see attached)




**ATLA's ENDORSED CANDIDATES  
FOR EXPRESS ADVOCACY COMMUNICATIONS**

<b><u>CANDIDATE</u></b>	<b><u>OFFICE SOUGHT</u></b>	<b><u>DISTRICT</u></b>	<b><u>STATE</u></b>	<b><u>ELECTION</u></b>
Bernstein, Ed	U.S. Senate	-	NV	General
Carnahan, Mel	U.S. Senate	-	MO	General
Clinton, Hillary Rodham	U.S. Senate	-	NY	General
Klink, Ron	U.S. Senate	-	PA	General
Miller, Zell	U.S. Senate	-	GA	General
Nelson, Bill	U.S. Senate	-	FL	General
Nelson, Ben	U.S. Senate	-	NE	General
Robb, Chuck	U.S. Senate	-	VA	General
Roth, Bill	U.S. Senate	-	DE	General
Schweitzer, Brian	U.S. Senate	-	MT	General
Stabenow, Debbie	U.S. Senate	-	MI	General
Baesler, Scotty	U.S. House	06	KY	General
Byrum, Dianne	U.S. House	08	MI	General
Brannen, Barney	U.S. House	02	NH	General
Coggins, Regina Montoya	U.S. House	05	TX	General
Danner, Steve	U.S. House	06	MS	General
Gash, Lauren Beth	U.S. House	10	IL	General
Humphreys, Jim	U.S. House	02	WV	General
Holt, Rush	U.S. House	12	NJ	General
Honda, Mike	U.S. House	15	CA	General
Inslee, Jay	U.S. House	01	WA	General
Keenan, Nancy	U.S. House	AL	MT	General
Maloney, Jim	U.S. House	05	CT	General
Marshall, Jim	U.S. House	08	GA	General
Moore, Dennis	U.S. House	03	KS	General
O'Shaughnessy, MaryEllen	U.S. House	12	OH	General
Perry, Paul	U.S. House	08	IN	General
Ross, Mike	U.S. House	04	AR	General
Settle, Bill	U.S. House	02	OK	General
Sublette, Bill	U.S. House	09	FL	General
Taylor, Mike	U.S. House	08	NC	General

Federal Election Commission

**ENVELOPE REPLACEMENT PAGE  
FOR INCOMING DOCUMENTS**

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

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