FEC FORM 5

10/21/2004 17 : 31

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

1156 15th Street, NW

Suite 700

(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 ☒ 24-Hour Notice ☐ 48-Hour Notice

☐ July 15 Quarterly Report

☐ October Quarterly Report

☐ January 31 Year-End Report

X 12-Day Report preceding the election

Type of Election	Date of Election	State
General	11/02/2004	DC

☐ 30-Day Report following the General Election

Date of Election	State

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

5. COVERING PERIOD: FROM 10 01 2004

THROUGH

10 13 2004

6. TOTAL CONTRIBUTIONS 0.00

7. TOTAL INDEPENDENT EXPENDITURES..... 805928.74

Under penalty of perjury, I certify that this independent expenditure reported herein was 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		10/21/2004

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

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: Media Strategies & Research

Date: 10 / 01 / 2004

Mailing Address: 9990 Lee Highway, Suite 210

City: Fairfax | State: VA | Zip Code: 22030

Amount: 134700.00

Purpose of Expenditure: Cable TV Media Buy

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

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

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

Date: 10 / 01 / 2004

Mailing Address: 9990 Lee Highway, Suite 210

City: Fairfax | State: VA | Zip Code: 22030

Amount: 363912.00

Purpose of Expenditure: Cable TV Media Buy

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

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

Full Name (Last, First, Middle Initial) of Payee: LUC Media

Date: 10 / 01 / 2004

Mailing Address: 25 Whitlock Place, Suite 201

City: Marietta | State: GA | Zip Code: 30064

Amount: 95792.00

Purpose of Expenditure: Cable TV Media Buy

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

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures 594404.00

(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

FOR LINE 7 FOR FORM 5

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: 1450.00

City: Washington | State: DC | Zip Code: 20005

Purpose of Expenditure: Stickers

Category/Type:

Office Sought: Presidential — House / Senate / [X] President

State: DC

District: 00

Name of Federal Candidate Supported or Opposed by Expenditure: John Kerry

Check One: [X] Support [ ] Oppose

Disbursement For: 2004 [ ] Primary [X] General

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

Full Name (Last, First, Middle Initial) of Payee: Malchow, Schlackman, Hoppey & Cooper

Date: 10 / 01 / 2004

Mailing Address: 1101 14th Street, NW

Amount: 33139.84

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

Disbursement For: 2004 [ ] Primary [X] General

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

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

Date: 10 / 01 / 2004

Mailing Address: 2855 Telegraph Street, Suite 600

Amount: 1807.47

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

Disbursement For: 2004 [ ] Primary [X] General

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures 36397.31

(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: NARAL Pro-Choice America Foundation
Mailing Address: 1156 15th Street, NW, Suite 700
City: Washington | State: DC | Zip Code: 20005
Date: 10 / 01 / 2004
Amount: 8855.75
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
Disbursement For: 2004 — Primary / [X] General / Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 1111628.70

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 / 04 / 2004
Amount: 47244.45
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
Disbursement For: 2004 — Primary / [X] General / Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 1111628.70

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 / 08 / 2004
Amount: 47244.45
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
Disbursement For: 2004 — Primary / [X] General / Other (specify)
Calendar Year-To-Date Per Election for Office Sought: 1111628.70

(a) **SUBTOTAL** of Itemized Independent Expenditures 103344.65

(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 / 07 / 2004

Mailing Address
2855 Telegraph Street
Suite 600

City: Berkeley | State: CA | Zip Code: 94705

Amount: 1265.62

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

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

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Full Name (Last, First, Middle Initial) of Payee
NARAL Pro-Choice America Foundation

Date: 10 / 07 / 2004

Mailing Address
1156 15th Street, NW
Suite 700

City: Washington | State: DC | Zip Code: 20005

Amount: 7223.88

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

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

Calendar Year-To-Date Per Election for Office Sought: 1111628.70

Full Name (Last, First, Middle Initial) of Payee
Jessica Valenti

Date: 10 / 07 / 2004

Mailing Address
85 N 3rd Street
Suite 13A

City: Brooklyn | State: NY | Zip Code: 11211

Amount: 1500.00

Purpose of Expenditure: Blog

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: 1111628.70

(a) **SUBTOTAL** of Itemized Independent Expenditures 9969.50

(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: NI Solutions Group, Inc.
Date: 10 / 07 / 2004
Mailing Address: PO Box 77590, RPO Sheppard Plaza
City: Toronto State: ZZ Zip Code: 367
Amount: 43.98
Purpose of Expenditure: Website Host
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: 1111628.70
Disbursement For: 2004 — Primary / [X] General / Other (specify)

Full Name (Last, First, Middle Initial) of Payee: TypePad
Date: 10 / 07 / 2004
Mailing Address: Six Apart LTD, 88 Bovet Road
City: San Mateo State: CA Zip Code: 94402
Amount: 14.95
Purpose of Expenditure: Software
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: 1111628.70
Disbursement For: 2004 — Primary / [X] General / Other (specify)

Full Name (Last, First, Middle Initial) of Payee: Donordigital
Date: 10 / 07 / 2004
Mailing Address: 182 Second Street, Suite 400
City: San Francisco State: CA Zip Code: 94105
Amount: 1666.67
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: 1111628.70
Disbursement For: 2004 — Primary / [X] General / Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures 1725.60

(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 / 08 / 2004
Mailing Address: 1101 14th Street, NW
Amount: 43808.49
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: 1111628.70
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Full Name (Last, First, Middle Initial) of Payee: LSG Strategies Services Corporation
Date: 10 / 08 / 2004
Mailing Address: 2120 L Street, NW Suite 305
Amount: 6722.73
City: Washington State: DC Zip Code: 20037
Purpose of Expenditure: Persuasion Call
Category/Type:
Office Sought: Presidential [ ] House [ ] Senate [X] President State: DC District: 00
Name of Federal Candidate Supported or Opposed by Expenditure: John Kerry
Check One: [X] Support [ ] Oppose
Calendar Year-To-Date Per Election for Office Sought: 1111628.70
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

Full Name (Last, First, Middle Initial) of Payee: Magic Box Editorial
Date: 10 / 01 / 2004
Mailing Address: 100 North High Street Suite B
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
Calendar Year-To-Date Per Election for Office Sought: 1111628.70
Disbursement For: 2004 [ ] Primary [X] General [ ] Other (specify)

(a) **SUBTOTAL** of Itemized Independent Expenditures 51261.22

(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

FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

NARAL Pro-Choice America

Full Name (Last, First, Middle Initial) of Payee
Direct Mail Center

Date
10 / 12 / 2004

Mailing Address
1099 Mariposa Street

Amount
8561.46

City: San Francisco | State: CA | Zip Code: 94104-7

Purpose of Expenditure: Direct Mail

Category/Type

Office Sought: Senate — [ ] House [X] Senate [ ] President — State: CA — District: 00

Name of Federal Candidate Supported or Opposed by Expenditure:
Barbara Boxer

Check One: [X] Support [ ] Oppose

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

Calendar Year-To-Date Per Election for Office Sought: 9667.46

Full Name (Last, First, Middle Initial) of Payee
Starfish Design

Date
10 / 12 / 2004

Mailing Address
106 Kidwell Avenue

Amount
225.00

City: Centreville | State: MD | Zip Code: 21617

Purpose of Expenditure: Direct Mail

Category/Type

Office Sought: Senate — [ ] House [X] Senate [ ] President — State: CA — District: 00

Name of Federal Candidate Supported or Opposed by Expenditure:
Barbara Boxer

Check One: [X] Support [ ] Oppose

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

Calendar Year-To-Date Per Election for Office Sought: 9667.46

(a) **SUBTOTAL** of Itemized Independent Expenditures 8786.46

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

(c) **TOTAL** Independent Expenditures 605926.74
(carry total from last page forward to Line 7)