



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

April 15, 2013

GERALD E. CERASALE, TREASURER
DIRECT VOICE, THE POLITICAL ACTION
COMMITTEE OF THE DIRECT MARKETING
ASSOCIATION
1615 L STREET, NW SUITE 1100
WASHINGTON, DC 20036

Response Due Date
05/20/2013

IDENTIFICATION NUMBER: C00235309

REFERENCE: AMENDED AUGUST MONTHLY REPORT (07/01/2012 - 07/31/2012),
RECEIVED 02/22/2013

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 2 item(s):

1. The beginning cash balance of this report does not equal the ending balance of your July Monthly Report (6/1/12-6/30/12). Please correct this discrepancy and amend all subsequent reports(s) that may be affected by the correction. (2 U.S.C. § 434)(b)(1))
2. The totals listed on Line(s) 6(c), 11(a)(i), 11(a)(iii), 11(d), 19, and 20, Column B of the Summary and Detailed Summary Page(s) appear to be incorrect. Column B figures for the Summary and Detailed Summary Pages should equal the sum of the Column B figures on your previous report and the Column A figures on this report. Please file an amendment to your report to correct the Column B discrepancies for this report and all subsequent report(s) which may be affected by this correction. Note that Column B should reflect only the Calendar Year-to-Date totals. (2 U.S.C. § 434(b))

Please note, you will not receive an additional notice from the Commission on this matter. Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also 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

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MARKETING ASSOCIATION

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taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. 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) 694-1164.

Sincerely,

A handwritten signature in black ink that reads "Nicole Miller". The signature is written in a cursive, flowing style.

Nicole Miller
Senior Campaign Finance Analyst
Reports Analysis Division