

REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee
(Summary Page)

RECEIVED
FEDERAL ELECTION
COMMISSION

JUL 17 2 38 PM '97

USE FEC MAILING LABEL
OR
TYPE OR PRINT

1. NAME OF COMMITTEE (in full) Direct Marketing Association Political Action Committee		2. FEC IDENTIFICATION NUMBER C00235309
ADDRESS (number and street) <input type="checkbox"/> Check if different than previously reported 1111 19th Street, N.W., Suite 1100		
CITY, STATE and ZIP CODE Washington, DC 20036		
3. <input checked="" type="checkbox"/> This committee has qualified as a multicandidate committee. (see FEC FORM 1M)		

4. TYPE OF REPORT

- (a) April 15 Quarterly Report
 July 15 Quarterly Report
 October 15 Quarterly Report
 January 31 Year End Report
 July 31 Mid Year Report (Non-election Year Only)
 Termination Report
- Monthly Report Due On:
 February 20 June 20 October 20
 March 20 July 20 November 20
 April 20 August 20 December 20
 May 20 September 20 January 31
- Twelfth day report preceding _____ (Type of Election)
election on _____ in the State of _____
- Thirtieth day report following the General Election on _____
in the State of _____
- (b) Is this Report an Amendment? YES NO

SUMMARY		COLUMN A This Period	COLUMN B Calendar Year-to-Date
5. Covering Period	06/01/97 through 06/30/97		
6. (a) Cash on Hand January 1, 19 97			\$ 16,876.38
(b) Cash on Hand at Beginning of Reporting Period		\$ 5,779.15	
(c) Total Receipts (from Line 19)		\$ 15,074.00	\$ 28,251.78
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)		\$ 20,853.15	\$ 45,128.16
7. Total Disbursements (from Line 20)		\$ 7,500.00	\$ 31,775.01
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))		\$ 13,353.15	\$ 13,353.15
9. Debts and Obligations Owed TO the Committee (itemize all on Schedule C and/or Schedule D)		\$ 0.00	For further information contact: Federal Election Commission 999 E Street, NW Washington, DC 20465 Toll Free 800-424-9530 Local 202-218-3420
10. Debts and Obligations Owed BY the Committee (itemize all on Schedule C and/or Schedule D)		\$ 0.00	
I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.			

Type or Print Name of Treasurer	ASST'T TREASURER MARK A. MICALI
Signature of Treasurer	ASS'T TREASURER <i>Mark A. Micali</i>
Date	7/17/97

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

DETAILED SUMMARY PAGE

OF RECEIPTS AND DISBURSEMENTS

PAGE 2, FEC FORM 3X

(revised 1/1/91)

NAME OF COMMITTEE Direct Marketing Association Political Action Committee		REPORT COVERING PERIOD FROM 06/01/97 TO 06/30/97	
		COLUMN A Total This Period	COLUMN B Calendar Year
I. Receipts			
11. Contributions (other than loans) From:			
a. Individual/Persons Other Than Political Committees			
i. Itemized (use Schedule A)	11,850.00	22,650.00	11(a)(i)
ii. Unitemized	3,224.00	4,349.00	11(a)(ii)
iii. Total (add i and ii) >	15,074.00	26,999.00	11(a)(iii)
b. Political Party Committees	0.00	0.00	11(b)
c. Other Political Committees (such as PACs)	0.00	252.78	11(c)
d. Total Contributions (add a iii, b and c) >	15,074.00	27,251.78	11(d)
12. Transfers From Affiliated/Other Party Committees	0.00	0.00	12
13. All Loans Received	0.00	0.00	13
14. Loan Repayments Received	0.00	0.00	14
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.)	0.00	0.00	15
16. Refunds of Contributions Made to Federal Candidates and Other Political Committees	0.00	1,000.00	16
17. Other Federal Receipts (Dividends, Interest, etc.)	0.00	0.00	17
18. Transfers from Nonfederal Account for Joint Activity	0.00	0.00	18
19. Total Receipts (add 11d, 12, 13, 14, 15, 16, 17, and 18) >	15,074.00	28,251.78	19
20. Total Federal Receipts (subtract line 16 from line 19) >	15,074.00	28,251.78	20
II. Disbursements			
21. Operating Expenditures:			
a. Shared Federal/Non-Federal Activity (from Schedule H4)			
i. Federal Share	0.00	0.00	21(a)(i)
ii. Non-Federal Share	0.00	0.00	21(a)(ii)
b. Other Federal Operating Expenditures	0.00	25.00	21(b)
c. Total Operating Expenditures (add a i, a ii, and b) >	0.00	25.00	21(c)
22. Transfers to Affiliated/Other Party Committees	0.00	0.00	22
23. Contributions to Federal Candidates/Committees and Other Political Committees	7,500.00	30,750.01	23
24. Independent Expenditures (use Schedule E)	0.00	0.00	24
25. Coordinated Expenditures Made by Party Committees (2 U.S.C. 441a(d)) (use Schedule F)	0.00	0.00	25
26. Loan Repayments Made	0.00	0.00	26
27. Loans Made	0.00	0.00	27
28. Refunds of Contributions To:			
a. Individuals/Persons Other Than Political Committees	0.00	0.00	28(a)
b. Political Party Committees	0.00	0.00	28(b)
c. Other Political Committees (such as PACs)	0.00	0.00	28(c)
d. Total Contribution Refunds (add a, b and c) >	0.00	0.00	28(d)
29. Other Disbursements	0.00	1,000.00	29
30. Total Disbursements (add 21c, 22, 23, 24, 25, 26, 27, 28d, and 29) >	7,500.00	31,775.01	30
31. Total Federal Disbursements (subtract line 21 a ii from line 30) >	7,500.00	31,775.01	31
III. Net Contributions/Operating Expenditures			
32. Total Contributions (other than loans) (from line 11d)	15,074.00	27,251.78	32
33. Total Contribution Refunds (from line 28d)	0.00	0.00	33
34. Net Contributions (other than loans) (subtract line 33 from 32)	15,074.00	27,251.78	34
35. Total Federal Operating Expenditures (add 21 a i and 21 b) >	0.00	25.00	35
36. Offsets to Operating Expenditures (from line 15)	0.00	0.00	36
37. Net Operating Expenditures (subtract line 36 from 35) >	0.00	25.00	37

SCHEDULE A

ITEMIZED RECEIPTS

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 1 OF 3
FOR LINE NUMBER 11a(i)

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code Max L. Hart P.O. Box 43264 Cincinnati, OH 45243	Name of Employer Disabled American Veterans Occupation Director Aggregate Year-to-Date > \$ 500.00	Date (month, day, year) 06/02/97	Amount of Each Receipt This Period 500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Name of Employer Reader's Digest Association Occupation President Aggregate Year-to-Date > \$ 500.00	Date (month, day, year) 06/03/97	Amount of Each Receipt This Period 500.00
B. Full Name, Mailing Address and ZIP Code William John Totten 6 Highfield Drive Danbury, CT 06811	Name of Employer DINAC Direct Occupation President Aggregate Year-to-Date > \$ 1,000.00	Date (month, day, year) 06/03/97	Amount of Each Receipt This Period 1,000.00
C. Full Name, Mailing Address and ZIP Code M.T. McSweeney 12818 Topping Manor Drive Town & Country, MO 63131	Name of Employer National Wholesale Company, Inc. Occupation President Aggregate Year-to-Date > \$ 500.00	Date (month, day, year) 06/03/97	Amount of Each Receipt This Period 500.00
D. Full Name, Mailing Address and ZIP Code Eddie Smith 400 National Boulevard Lexington, NC 27292	Name of Employer Lillian Vernon Corporation Occupation Vice President Aggregate Year-to-Date > \$ 1,000.00	Date (month, day, year) 06/05/97	Amount of Each Receipt This Period 1,000.00
E. Full Name, Mailing Address and ZIP Code David Charles Hochberg 1385 York Avenue New York, NY 10021	Name of Employer RE Polk & Company Occupation Chairman Aggregate Year-to-Date > \$ 1,000.00	Date (month, day, year) 06/09/97	Amount of Each Receipt This Period 1,000.00
F. Full Name, Mailing Address and ZIP Code Stephen R. Polk 1155 Brewery Park Blvd., Box 56 Detroit, MI 48207-2697	Name of Employer ACXIOM Corporation Occupation President Aggregate Year-to-Date > \$ 500.00	Date (month, day, year) 06/09/97	Amount of Each Receipt This Period 500.00

SUBTOTAL of Receipts This Page (optional) 5,000.00

TOTAL This Period (last page this line number only)

SCHEDULE A

ITEMIZED RECEIPTS

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 2 OF 3
FOR LINE NUMBER 11a(i)

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NAME OF COMMITTEE (In Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Susan Kerrigan 311 Crag Burn Road East Aurora, NY 14052	Marketing Resources of New York, Inc.	06/09/97	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Chairman		
	Aggregate Year-to-Date > \$ 250.00		
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Jean M. Konstantino 1215 Wolf Hill Road Cheshire, CT 06410	Fosdick Corporation	06/09/97	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Treasurer		
	Aggregate Year-to-Date > \$ 500.00		
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Alan M. Glazer 207 Byram Shore Road Greenwich, CT 06830	Bedford Fair	06/10/97	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President & CEO		
	Aggregate Year-to-Date > \$ 500.00		
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
W. Grant Williams, III 2025 Concourse Drive St. Louis, MO 63146-4118	Knight's Ltd. Catalogs	06/13/97	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President		
	Aggregate Year-to-Date > \$ 250.00		
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Robert D. Kestnbaum 55 West Wacker Drive Chicago, IL 60601-1612	Kestnbaum & Company	06/13/97	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President		
	Aggregate Year-to-Date > \$ 500.00		
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Richard Hochhauser 1025 5th Avenue New York, NY 10028	Harte-Hanks	06/13/97	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President		
	Aggregate Year-to-Date > \$ 250.00		
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Jerry Cersale 1111 19th Street, N.W., Suite 1100 Washington, DC 20036	Direct Marketing Association	06/27/97	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Sr. Vice President		
	Aggregate Year-to-Date > \$ 250.00		

SUBTOTAL of Receipts This Page (optional) 2,500.00

TOTAL This Period (last page this line number only)

SCHEDULE A

ITEMIZED RECEIPTS

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 3 OF 3

FOR LINE NUMBER 11a(i)

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NAME OF COMMITTEE (in Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
David Savitch 18121 Daybreak Drive Boca Raton, FL 33496	Publisher Inquiry Services, Inc.	06/27/97	2,000.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President & CEO		
	Aggregate Year-to-Date > \$ 2,000.00		
B. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Benjamin Perez 40 Longview Road Peterborough, NH 03458	The Millard Group	06/27/97	250.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation President		
	Aggregate Year-to-Date > \$ 250.00		
C. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
John A. Cleary 10 Lakeside Drive Weston, CT 06883	Donnelley Marketing, Inc.	06/27/97	1,000.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Vice Chairman		
	Aggregate Year-to-Date > \$ 1,000.00		
D. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Jo Franzblau 1102 N. Culbreath Isles Drive Tampa, FL 33629	Thompson & Co.	06/27/97	500.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Executive Assistant		
	Aggregate Year-to-Date > \$ 500.00		
E. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Williams O. Dillingham 325 Hillsborough Boulevard Hillsborough, CA 94010	Lawrence Research Group	06/27/97	300.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Chief Financial Officer		
	Aggregate Year-to-Date > \$ 300.00		
F. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Richard Barton 3101 N. Military Road Arlington, VA 22207	Direct Marketing Association	06/30/97	300.00
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation Sr. Vice President		
	Aggregate Year-to-Date > \$ 300.00		
G. Full Name, Mailing Address and ZIP Code	Name of Employer	Date (month, day, year)	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify):	Occupation		
	Aggregate Year-to-Date > \$		

SUBTOTAL of Receipts This Page (optional) 4,350.00

TOTAL This Period (last page this line number only) 11,850.00

SCHEDULE B

ITEMIZED DISBURSEMENTS

Use separate schedule(s) for each category of this Detailed Summary Page

PAGE 1 OF 2
FOR LINE NUMBER 23

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NAME OF COMMITTEE (In Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Schumer '98 432 Park Avenue South, Suite 1206 New York, NY 10016	Charles E. Schumer House (D-NY, 09) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/03/97	500.00
B. Full Name, Mailing Address and ZIP Code Tim Johnson for South Dakota P.O. Box 88113 Sioux Falls, SD 57104	Tim Johnson Senate (D-SD) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996 Debt Retirement	06/04/97	1,000.00
C. Full Name, Mailing Address and ZIP Code Blagojevich for Congress 110 B East Broad Street Falls Church, VA 22046	Rod R. Blagojevich House (D-IL, 05) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/10/97	500.00
D. Full Name, Mailing Address and ZIP Code Moran for Congress 1225 19th Street, N.W., 5th Floor Washington, DC 20036	James P. Moran House (D-VA, 08) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/10/97	1,000.00
E. Full Name, Mailing Address and ZIP Code Independent Action 645 Pennsylvania Avenue, S.E. Washington, DC 20003	PAC Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input checked="" type="checkbox"/> Other (specify) 1997	06/10/97	500.00
F. Full Name, Mailing Address and ZIP Code Minge for Congress P.O. Box 71 Franite Falls, MN 56241	David Minge House (D-MN, 02) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/12/97	500.00
G. Full Name, Mailing Address and ZIP Code The Grassley Committee P.O. Box 6193 Alexandria, VA 22306	Charles E. Grassley Senate (R-IA) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/13/97	1,000.00
H. Full Name, Mailing Address and ZIP Code Lampson for Congress 38 Ivy Street, S.E. Washington, DC 20003	Nicholas V. Lampson House (D-TX, 09) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/13/97	500.00
I. Full Name, Mailing Address and ZIP Code Chabot for Congress 320 First Street, S.E. Washington, DC 20003	Steve Chabot House (R-OH, 01) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/25/97	500.00

SUBTOTAL of Disbursements This Page (optional)

6,000.00

TOTAL This Period (last page this line number only)

SCHEDULE B

ITEMIZED DISBURSEMENTS

Use separate schedule(s) for each category of the Detailed Summary Page

PAGE 2 OF 2
FOR LINE NUMBER 23

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NAME OF COMMITTEE (in Full)

Direct Marketing Association Political Action Committee

A. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement	Date (month, day, year)	Amount of Each Disbursement This Period
Citizens for Arlen Specter 300 I Street, N.E., Suite 100 B Washington, DC 20002	Arlen Specter Senate (R-PA) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/25/97	500.00
B. Full Name, Mailing Address and ZIP Code Pickering for Congress 811 Chetworth Place Alexandria, VA 22314	Charles Pickering, Jr. House (R-MS, 03) Disbursement for: <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) 1998	06/25/97	500.00
C. Full Name, Mailing Address and ZIP Code Louisiana Contested Election Fund 3421 N. Causeway Blvd., Suite 101 Metairie, LA 70002	Political Contribution Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input checked="" type="checkbox"/> Other (specify) 1997	06/26/97	1,000.00
D. Full Name, Mailing Address and ZIP Code Moran for Congress 5115 Franconia Road Alexandria, VA 22310	James P. Moran House (D-VA, 08) Disbursement for: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) 1996	06/10/97	(500.00) VOIDED CHECK OF 11/06/96
E. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
F. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
G. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
H. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period
I. Full Name, Mailing Address and ZIP Code	Purpose of Disbursement Disbursement for: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify)	Date (month, day, year)	Amount of Each Disbursement This Period

SUBTOTAL of Disbursements This Page (optional)

1,500.00

TOTAL This Period (last page this line number only)

7,500.00

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.

Hand Delivered

DATE OF RECEIPT

7/17/97

First Class Mail

POSTMARKED

Registered/Certified Mail

POSTMARKED

No Postmark

Postmark illegible

Received from the House Office of Records
and Registration

DATE OF RECEIPT

Received from the Senate Office of Public
Records

DATE OF RECEIPT

Other (Specify):

POSTMARKED

and/or DATE OF RECEIPT

E.S.

PREPARER

7/17/97

DATE PREPARED