

# FEC FORM 5

## 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 ARKANSANS FOR COMMON SENSE		3. FEC Identification Number <b>C</b> C90011222
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported PO BOX 26047		
(c) City, State and ZIP Code LITTLE ROCK AR 72221		
2. <b>Corporate filers only</b>	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Individual filers only</b>	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

(b) Is this Report an amendment? Yes  No

5. COVERING PERIOD: FROM 

M	M
0	4

 / 

D	D
0	1

 / 

Y	Y	Y	Y
2	0	1	0

THROUGH

M	M
0	6

 / 

D	D
3	0

 / 

Y	Y	Y	Y
2	0	1	0

6. TOTAL CONTRIBUTIONS .....	<table border="1" style="width: 100%;"><tr><td style="text-align: center;">0.00</td></tr></table>	0.00
0.00		
7. TOTAL INDEPENDENT EXPENDITURES.....	<table border="1" style="width: 100%;"><tr><td style="text-align: center;">637816.92</td></tr></table>	637816.92
637816.92		

Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or in constitution 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
Mitch Berry		07/13/2010

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**

NAME OF FILER (In Full)

ARKANSANS FOR COMMON SENSE

Full Name (Last, First, Middle Initial) of Payee  
Alchemy Audio Post Production LLC

Date

M M / D D / Y Y Y Y  
0 5 / 0 5 / 2 0 1 0

Mailing Address  
5672 Red Maple Ct

Amount

1049.40

City State Zip Code  
Warrenton VA 20186

Purpose of Expenditure  
Advertisement Creation and Production

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 1049.40

Disbursement For: 2010  Primary  General  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Alchemy Audio Post Production LLC

Date

M M / D D / Y Y Y Y  
0 5 / 0 8 / 2 0 1 0

Mailing Address  
5672 Red Maple Ct

Amount

1234.90

City State Zip Code  
Warrenton VA 20186

Purpose of Expenditure  
Creative and Production

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 2284.30

Disbursement For: 2010  Primary  General  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Alchemy Audio Post Production LLC

Date

M M / D D / Y Y Y Y  
0 5 / 3 1 / 2 0 1 0

Mailing Address  
5672 Red Maple Ct

Amount

1033.50

City State Zip Code  
Warrenton VA 20186

Purpose of Expenditure  
Creative, Production

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 3317.80

Disbursement For: 2010  Primary  General  
 Other (specify) Runoff

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

3317.80

(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)

ARKANSANS FOR COMMON SENSE

Full Name (Last, First, Middle Initial) of Payee  
Arkansas Democrat Gazette

Date

M M / D D / Y Y Y Y  
0 5 / 1 6 / 2 0 1 0

Mailing Address  
121 East Capitol Avenue

Amount

19802.04

City State Zip Code  
Little Rock AR 72201

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 19802.04

Disbursement For: 2010  Primary  General  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Cranford Johnson Robinson Woods

Date

M M / D D / Y Y Y Y  
0 5 / 1 6 / 2 0 1 0

Mailing Address  
303 West Capitol Avenue

Amount

2061.62

City State Zip Code  
Little Rock AR 72201

Purpose of Expenditure  
Creative Fee

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 2061.62

Disbursement For: 2010  Primary  General  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
Falcon Paymasters

Date

M M / D D / Y Y Y Y  
0 5 / 0 8 / 2 0 1 0

Mailing Address  
1350 West 5th Avenue  
Suite 224

Amount

367.47

City State Zip Code  
Columbus OH 43212

Purpose of Expenditure  
Creative and Production

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 367.47

Disbursement For: 2010  Primary  General  
 Other (specify) \_\_\_\_\_

(a) SUBTOTAL of Itemized Independent Expenditures .....

22231.13

(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)

ARKANSANS FOR COMMON SENSE

Full Name (Last, First, Middle Initial) of Payee  
Fort Smith Times Record

Date

M M / D D / Y Y Y Y  
0 5 / 1 6 / 2 0 1 0

Mailing Address  
3600 Wheeler Avenue

Amount

4916.47

City State Zip Code  
Fort Smith AR 72901

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 4916.47

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

Date

M M / D D / Y Y Y Y  
0 5 / 0 5 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

36000.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media buy

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 36000.00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

Date

M M / D D / Y Y Y Y  
0 5 / 0 8 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

120000.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 156000.00

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

(a) SUBTOTAL of Itemized Independent Expenditures .....

160916.47

(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)

ARKANSANS FOR COMMON SENSE

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

Date

M M / D D / Y Y Y Y  
0 5 / 2 7 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

150000.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 306000.00

Disbursement For:  Primary  General  
2010  
 Other (specify) Runoff

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

Date

M M / D D / Y Y Y Y  
0 5 / 3 1 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

26660.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 332660.00

Disbursement For:  Primary  General  
2010  
 Other (specify) Runoff

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

Date

M M / D D / Y Y Y Y  
0 6 / 0 2 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

70350.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 403010.00

Disbursement For:  Primary  General  
2010  
 Other (specify) Runoff

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

247010.00

(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**

NAME OF FILER (In Full)

ARKANSANS FOR COMMON SENSE

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

Date

M M / D D / Y Y Y Y  
0 6 / 0 3 / 2 0 1 0

Mailing Address  
527 Avenue B

Amount

190600.00

City State Zip Code  
Redondo Beach CA 90277

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 593610.00

Disbursement For:  Primary  General  
2010  
 Other (specify) Runoff

Full Name (Last, First, Middle Initial) of Payee  
Pine Bluff Commercial

Date

M M / D D / Y Y Y Y  
0 5 / 1 6 / 2 0 1 0

Mailing Address  
300 Beech Street

Amount

3126.59

City State Zip Code  
Pine Bluff AR 71611

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 3126.59

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

Full Name (Last, First, Middle Initial) of Payee  
SOCO Productions LLC

Date

M M / D D / Y Y Y Y  
0 5 / 2 7 / 2 0 1 0

Mailing Address  
3933 Tallow Tree Place

Amount

6897.00

City State Zip Code  
Fairfax VA 22033

Purpose of Expenditure  
Creative, Production

Category/  
Type

Office Sought:  House State: AR  
 Senate  
 President District: \_\_\_\_\_

Name of Federal Candidate Supported or Opposed by Expenditure:  
WILLIAM A HALTER

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 6897.00

Disbursement For:  Primary  General  
2010  
 Other (specify) Runoff

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

200623.59

(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)

ARKANSANS FOR COMMON SENSE

Full Name (Last, First, Middle Initial) of Payee  
Springdale Morning News/NWA Times

Date

/   /

Mailing Address  
212 North East Avenue

Amount

City State Zip Code  
Fayetteville AR 72701

Purpose of Expenditure  
Media Purchase

Category/  
Type

Office Sought:  House State: AR  
 Senate District: \_\_\_\_\_  
 President

Name of Federal Candidate Supported or Opposed by Expenditure:  
BLANCHE L LINCOLN

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought

Disbursement For:  Primary  General  
2010  
 Other (specify) \_\_\_\_\_

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

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

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