



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-2

December 23, 2010

Mary Rose Adkins, Treasurer  
National Rifle Association of America Political  
Victory Fund  
11250 Waples Mill Road  
Fairfax, VA 22030

**Response Due Date:**  
**January 27, 2011**

Identification Number: C00053553

Reference: Amended October Monthly Report (9/01/10 – 9/30/10), received  
10/18/10

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) 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 item:

-Schedule E of your report indicates that your committee may have failed to file one or more of the required 48 hour notices for independent expenditures (see attached). A political committee must file a 48 hour report with the Federal Election Commission as specified in 11 CFR §104.4(b), within 48 hours of any independent expenditures aggregating \$10,000 or more with respect to a given election, made any time during the calendar year up to and including the 20<sup>th</sup> day before an election. The notice must be received by the Commission by 11:59 p.m. on the second day following the date on which independent expenditures that aggregate \$10,000 or more are publicly distributed or disseminated. These expenditures must then be fully itemized on Schedule E, or as memo entries on Schedule E and reflected on Schedule D if distributed or disseminated prior to payment, of the next report required to be filed by the committee. Although the Commission may take further action concerning this matter, your prompt response will be taken into consideration. 11 CFR §104.3(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

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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 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) 694-1394.

Sincerely,



Marlene D. Colucci  
Senior Campaign Finance Analyst  
Reports Analysis Division

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Name of Payee	Date	Amount	Purpose	Candidate
OnMessage, Inc.	9/30/10	\$461,211.00	TV Advertising	Roy Blunt
OnMessage, Inc.	9/30/10	\$63,239.44	Radio Advertising	Roy Blunt
OnMessage, Inc.	9/30/10	\$33,475.56	TV & Radio Ad Production	Roy Blunt
Federal Capitol Communications Corporation	9/30/10	\$108,366.50	Radio Advertising	Barbara Boxer
OnMessage, Inc.	9/30/10	\$294,821.60	TV Advertising	Kenneth Buck
OnMessage, Inc.	9/30/10	\$18,818.40	TV Ad Production Cost	Kenneth Buck
OnMessage, Inc.	9/30/10	\$461,211.00	TV Advertising	Robin Carnahan
OnMessage, Inc.	9/30/10	\$63,239.44	Radio Advertising	Robin Carnahan
OnMessage, Inc.	9/30/10	\$33,475.56	TV & Radio Ad Production	Robin Carnahan
Federal Capitol Communications Corporation	9/30/10	\$53,061.25	Radio Advertising	Christopher Coons
Federal Capitol Communications Corporation	9/30/10	\$284,236.26	TV Advertising	Ronald Johnson
OnMessage, Inc.	9/30/10	\$481,811.64	TV Advertising	Rob Portman
OnMessage, Inc.	9/30/10	\$70,321.40	Radio Advertising	Rob Portman
OnMessage, Inc.	9/30/10	-\$37,741.96	TV & Radio Ad Production	Rob Portman
Federal Capitol Communications Corporation	9/30/10	\$138,193.00	TV Advertising	Dino Rossi
OnMessage, Inc.	9/30/10	\$77,610.16	Radio Advertising	Joseph Sestak
OnMessage, Inc.	9/30/10	\$10,773.96	Radio Ad Production	Joseph Sestak
OnMessage, Inc.	9/30/10	\$351,155.80	TV Advertising	Patrick Toomey
OnMessage, Inc.	9/30/10	\$77,610.16	Radio Advertising	Patrick Toomey
OnMessage, Inc.	9/30/10	\$21,547.92	TV & Radio Ad Production	Patrick Toomey

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