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EDWARD D. COLEMAN
*NOT ADMITTED TO DC BAR

2013 FEB -4 AM 10:19

February 1, 2013

PRE-MUR # 553

BY HAND

Federal Election Commission
Office of the General Counsel
999 E Street, NW
Washington, DC 20463

Re: Sua Sponte Submission

To Whom It May Concern:

At the request of my client and as authorized counsel, American Principles in Action, I am bringing a matter to the attention of the Federal Election Commission pursuant to its Policy Regarding Self-Reporting of Campaign Finance Violations (Sua Sponte Submissions), 72 Fed. Reg. 16695 (April 5, 2007).

I respectfully request that the Commission take no action against American Principles in Action and dismiss this matter. If the Commission determines that formal proceedings are necessary to resolve this matter, I request that the Commission's alternative dispute resolution process be utilized.

Enclosed is a Sua Sponte Submission detailing the relevant facts as well as an executed Statement of Designation of Counsel form.

Sincerely,

Heidi K. Abegg
Heidi K. Abegg

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OFFICE OF GENERAL
COUNSEL
2013 FEB - 1 PM 12:16

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FEDERAL ELECTION COMMISSION
999 E Street, NW
Washington, DC 20463

2013 FEB -1 PM 12:16
OFFICE OF GENERAL
COUNSEL

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Statement of Designation of Counsel
(Respondent/Witness)

MUR: Sua Sponte Submission

Name of Counsel: Heidi Ahegg

Firm: Webster, Chamberlain and Bean, LLP

1747 Pennsylvania Ave, NW, Suite 1000
Washington, DC 20006

Telephone: (202) 785-9500

Fax: (202) 835-0243

The above named individual is hereby designated as my counsel and is authorized to receive any notifications and other communications from the Commission and to act on my behalf before the Commission.

1/31/2013
Date

Emmet J. McGearty
Signature

Name (Print): ~~THE~~ AMERICAN PRINCIPLES ACTION by Emmet McGearty

Address: 1420 K St, NW, Ste 300
Washington, DC 20005

Telephone: Home ()

Business (202) 503-2010

Information is being sought as part of an investigation being conducted by the Federal Election Commission and the confidentiality provisions of 2 U.S.C. §437g(e)(2)(A) apply. This section prohibits making public any investigation conducted by the Federal Election Commission without the express written consent of the person under investigation.

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BEFORE THE FEDERAL ELECTION COMMISSION

In the Matter of)
)
American Principles in Action)

OFFICE OF GENERAL
COUNSEL

2013 FEB - 1 PM 12: 17

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COMMISSION

SUA SPONTE SUBMISSION

American Principles in Action ("APIA") hereby provides the following sua sponte submission pursuant to the Federal Election Commission's Statement of Policy Regarding Self-Reporting of Campaign Finance Violations, 72 Fed. Reg. 16695 (April 5, 2007). On October 31, 2012, APIA received an email from the National Sales Manager of Entravision Las Vegas & Reno inquiring about the status of payment for an independent expenditure ad that ran the week of October 22, 2012. The amount in question was \$20,207.98. Upon research and consultation with Entravision (which continued after the election on November 6, 2012), APIA determined that the procedure followed for prior ads was not followed during the week of October 22 due to the absence from the office of the sales manager at Entravision responsible for the APIA account. As a result, APIA believed that the station ran the ad without specific authorization from APIA and without advance payment. Accordingly, APIA respectfully requests that the FEC dismiss this matter with no further action.

APIA is a § 501(c)(4) organization which has previously made independent expenditures and timely reported them.

On or about August 6, 2012, APIA reserved time for the weeks of August 6, 13, September 17, 24, October 8, 15 and 22, with the understanding that if advance payment was not received for that week, the station would not run the ad. This procedure was followed for all but the last week in the reserved time. The ad previously ran during the weeks of August 6, 2012, August 13, 2012, September 17, 2012 and September 24, 2012. For those weeks, APIA timely paid for the ads and filed independent expenditure reports with the Commission. Although APIA had also reserved time for the ad to run on October 15, 2012, APIA did not make advance payment and the station did not run the ad. However, unlike the previous week, the station ran the ad during the week of October 22, 2012.

Upon consulting the station, APIA learned that the individual responsible for handling APIA's account was unexpectedly out of the office during the week of October 22 due to a family matter, and therefore, the ad mistakenly ran even though advance payment had not been made.

Throughout November and December 2012, APIA negotiated with the station but ultimately decided to pay \$20,207.98, the full amount the station claimed was owed.

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As this sua sponte submission demonstrates, APIA took action once it learned that the station had broadcast the ad. APIA initiated the preparation of this sua sponte submission to fully inform the Commission.

This submission is voluntary and APIA is prepared to fully cooperate with the Commission to quickly and fairly resolve this matter. Given the fact that APIA had no knowledge of the fact that the ad had been broadcast, that it timely reported all other independent expenditures, and that the amount in question is small, APIA requests that the Commission take no action and dismiss this matter. If formal proceedings are required to resolve this matter, APIA requests the Commission's alternative dispute resolution process.

Respectfully submitted,



Heidi K. Abegg

Attorney for American Principles in Action

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