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FEDERAL ELECTION  
COMMISSION

2010 MAY 17 AM 10:06

CELA

April 17, 2010

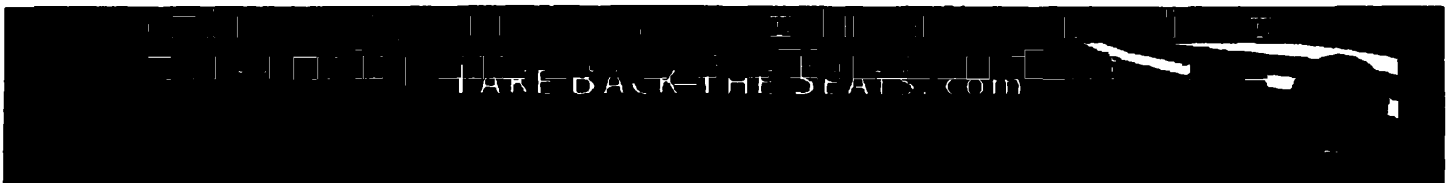
Office of Compliance and Complaints  
FEDERAL ELECTION COMMISSION  
999 East Street, N.W.  
Washington, D.C. 20563

MUR # 6291

Dear Sir or Madam:

This letter is to formally file a complaint against the organization: Founding Principles, LLC, P.O. Box 921762, Norcross GA 30010, that has been running an online advertising campaign and operates the website: [www.takebacktheseats.com](http://www.takebacktheseats.com)

This organization has been running :30 second streaming ads on the radio station website, [www.540wfla.com](http://www.540wfla.com). And they have been running an accompanying banner campaign on this same website with this graphic:



In the State of Georgia corporation's listings, the registered agent for this corporation is Jeff Feldhahn with an office address of 3635 Winters Hill Drive, Atlanta, Ga. 30360.

There is no disclosure on the website that this is a paid political ad. There is no disclosure on the web streaming ad (which I may be able to provide a copy) and there is no disclosure on the attached banner ad that is also running on the station's website.

In addition, I question whether or not this organization is in fact running as a political action committee. And if they are - aren't they supposed to disclose "which" candidates to whom they intend to contribute?

Genius! Advertising and Marketing, LLC  
864 Little Brand Rd  
Altamonte Springs, FL 32714

(407) 682-3037  
Fax: (407) 641-6444

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Page 2  
April 17, 2010  
FEC Complaint

I have no personal interest in this organization, nor do I know anyone involved in this organization. I am available for any questions regarding my complaint; I can be reached at the number below, which is my office number or on my cell:

Thank you for looking into this, and I look forward to hearing your opinion on the matter.

Sincerely,

*Kay Stelling*

Kay Stelling, Big Brain  
Genius! Advertising and Marketing, LLC

I swear that the contents of my complaint are true to the best of my knowledge.

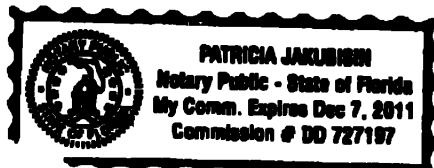
State of Florida, County of Seminole

Subscribed and sworn to, Before me,

*Patricia Jakubisin* on this day personally

appeared *Kay Stelling*, provided identity documentation and is the person whose name is scribed to this letter.

Given under my hand and seal of office this *11th* day of *May* 2010



*[Signature]*  
Notary Public's Signature

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