



October 18, 2010

Mr. Raymond Davis
Secretary of the Senate-Public Records
232 Hart Senate Building
Washington, DC 20510

Dear Mr. Davis:

Attached are 2 independent expenditures for the Friends of John McCain, Inc. Cmtee
FEC ID C00341891.

Please let me know if you have any questions 703-650-5624.

Thanks

A handwritten signature in black ink, appearing to read "Salvatore Purpura", is written over the typed name and title.

Salvatore Purpura
Director of Treasury
Friends of John McCain

24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on : 10/19/2010

FRIENDS OF JOHN MCCAIN

PO BOX 16664

ARLINGTON

VA 22215

FEC ID No. C00341891

24-Hour Notice 48-Hour Notice

SCHEDULE E (FEC Form 3X)

ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 1 / 1
FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) FRIENDS OF JOHN MCCAIN	FEC IDENTIFICATION NUMBER C C00341891
Check if <input checked="" type="checkbox"/> 24-hour notice <input type="checkbox"/> 48-hour notice	

Full Name (Last, First, Middle, Initial) of Payee TARGET ENTERPRISES	Date M M / D D / Y Y Y Y 10 / 19 / 2010
Mailing Address 16501 VENTURA BLVD	Amount 80000.00

City ENCINO	State CA	Zip Code 91436	Office Sought: <input checked="" type="checkbox"/> House State: AZ <input type="checkbox"/> Senate District: 07 <input type="checkbox"/> Presidential
Purpose of Expenditure MEDIA	Category/ Type		

Name of Federal Candidate supported or Opposed by expenditure: RUTH MCCLUNG	Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):
	Transaction ID: SE3

Full Name (Last, First, Middle, Initial) of Payee STRATEGIC PERCEPTION, INC.	Date M M / D D / Y Y Y Y 10 / 19 / 2010
Mailing Address 6158 MULHOLLAND HWY	Amount 11872.00

City HOLLYWOOD	State CA	Zip Code 90068	Office Sought: <input checked="" type="checkbox"/> House State: AZ <input type="checkbox"/> Senate District: 07 <input type="checkbox"/> Presidential
Purpose of Expenditure MEDIA PRODUCTION	Category/ Type		

Name of Federal Candidate supported or Opposed by expenditure: RUTH MCCLUNG	Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):
	Transaction ID: SE4

(a) SUBTOTAL of Itemized Independent Expenditures	91872.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	91872.00

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

SAL PURPURA
Signature

M M / D D / Y Y Y Y
10 / 19 / 2010

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PAGE OF 1/1
FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) FRIENDS OF JOHN MCCAIN		FEC IDENTIFICATION NUMBER C C00341891	
Check if <input checked="" type="checkbox"/> 24-hour notice <input type="checkbox"/> 48-hour notice			
Full Name (Last, First, Middle, Initial) of Payee TARGET ENTERPRISES		Date MM / DD / YYYY 10 / 19 / 2010	
Mailing Address 16501 VENTURA BLVD.		Amount 80000.00	
City ENCINO	State CA	Zip Code 91436	Office Sought: <input checked="" type="checkbox"/> House <input type="checkbox"/> Senate <input type="checkbox"/> Presidential State: AZ District: 08
Purpose of Expenditure MEDIA		Category/ Type	Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose
Name of Federal Candidate supported or Opposed by expenditure: JESSE KELLY		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):	
Calendar Year-To-Date Per Election for Office Sought		91872.00 Transaction ID: SE1	

Full Name (Last, First, Middle, Initial) of Payee STRATEGIC PERCEPTION, INC.		Date MM / DD / YYYY 10 / 19 / 2010	
Mailing Address 6155 MULHOLLAND HWY		Amount 11872.00	
City HOLLYWOOD	State CA	Zip Code 90068	Office Sought: <input checked="" type="checkbox"/> House <input type="checkbox"/> Senate <input type="checkbox"/> Presidential State: AZ District: 08
Purpose of Expenditure MEDIA PRODUCTION		Category/ Type	Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose
Name of Federal Candidate supported or Opposed by expenditure: JESSE KELLY		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):	
Calendar Year-To-Date Per Election for Office Sought		91872.00 Transaction ID: SE2	

(a) SUBTOTAL of Itemized Independent Expenditures	91872.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	91872.00

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SAL PURPURA
Signature

MM / DD / YYYY
10 / 19 / 2010