

24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES (Schedule E)

NAME OF COMMITTEE (In Full) Direct Selling Empowers Americans
FEC IDENTIFICATION NUMBER C C00564997
Check if 24-hour report 48-hour report New report Amends report filed on

Full Name of Payee Los Angeles Times
Mailing Address 202 W 1st St
City Los Angeles State CA Zip Code 90012
Purpose of Expenditure Media buy Category/Type 004
Name of Federal Candidate Tony Cardenas Support
Calendar Year-To-Date Per Election for Office Sought 42485.00

Date of Public Distribution/Dissemination 10/05/2014
Amount 36112.25
Transaction ID : SE.4212
Date of Disbursement or Obligation 09/24/2014
Office Sought: House District: 29 State: CA
Disbursement For: General 2014

Full Name of Payee San Diego Union Tribune
Mailing Address 350 Camino De La Reina
City San Diego State CA Zip Code 92108
Purpose of Expenditure Media Buy Category/Type 004
Name of Federal Candidate Juan Vargas Support
Calendar Year-To-Date Per Election for Office Sought 12382.35

Date of Public Distribution/Dissemination 10/05/2014
Amount 10525.00
Transaction ID : SE.4214
Date of Disbursement or Obligation 09/24/2014
Office Sought: House District: 51 State: CA
Disbursement For: General 2014

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 46637.25, (b) SUBTOTAL of Unitemized Independent Expenditures, (c) TOTAL Independent Expenditures

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.

Signature Adolfo Franco [Electronically Filed] Date 10/06/2014

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NAME OF COMMITTEE (In Full) Direct Selling Empowers Americans
FEC IDENTIFICATION NUMBER C C00564997
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Full Name of Payee Strategic Media Services
Mailing Address 1911 North Fort Myer Dr Suite 400
City Arlington State VA Zip Code 22209
Purpose of Expenditure Media Buy Category/Type 004
Name of Federal Candidate Tony Cardenas Support
Calendar Year-To-Date Per Election for Office Sought 6372.75

Date of Public Distribution/Dissemination 10/05/2014
Amount 6372.75
Transaction ID : SE.4213
Date of Disbursement or Obligation 09/24/2014
Office Sought: House District: 29 State: CA
Disbursement For: General 2014

Full Name of Payee Strategic Media Services
Mailing Address 1911 North Fort Myer Dr Suite 400
City Arlington State VA Zip Code 22209
Purpose of Expenditure Media buy Category/Type 004
Name of Federal Candidate Juan Vargas Support
Calendar Year-To-Date Per Election for Office Sought 1857.35

Date of Public Distribution/Dissemination 09/24/2014
Amount 1857.35
Transaction ID : SE.4215
Date of Disbursement or Obligation 09/24/2014
Office Sought: House District: 51 State: CA
Disbursement For: General 2014

Table with 2 columns: Description and Amount. (a) SUBTOTAL of Itemized Independent Expenditures 8230.10, (b) SUBTOTAL of Unitemized Independent Expenditures, (c) TOTAL Independent Expenditures 54867.35

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.
Signature Adolfo Franco [Electronically Filed] Date 10/06/2014