

**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on : 09/04/2008**  
Democratic Senatorial Campaign Committee

120 Maryland Avenue, NE

Washington

DC

20002

FEC ID No. C00042366

☐ 24-Hour Notice ☒ 48-Hour Notice**SCHEDULE E (FEC Form 3X)**  
**ITEMIZED INDEPENDENT EXPENDITURES**

PAGE OF 1/9

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

M M / D D / Y Y Y Y  
09 / 02 / 2008

Amount

9139.00

Mailing Address

PO Box 7777

City

Philadelphia

State

PA

Zip Code

19175-0061

Purpose of Expenditure

Media Buy Radio

Category/  
Type

Office Sought:

☐ House

State: OR

☒ Senate

District: 00

☐ Presidential

Check One:

☐ Support☒ Oppose

Disbursement For:

☐ Primary☒ General 2008☐ Other (specify):

Transaction ID: SE-53166

Calendar Year-To-Date Per Election

3207990.87

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

M M / D D / Y Y Y Y  
09 / 02 / 2008

Amount

322295.97

Mailing Address

PO Box 7777

City

Philadelphia

State

PA

Zip Code

19175-0061

Purpose of Expenditure

Media Buy TV

Category/  
Type

Office Sought:

☐ House

State: OR

☒ Senate

District: 00

☐ Presidential

Check One:

☐ Support☒ Oppose

Disbursement For:

☐ Primary☒ General 2008☐ Other (specify):

Transaction ID: SE-53167

Calendar Year-To-Date Per Election

3207990.87

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures

331434.97

(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.

John B Poersch, Jr.

Signature

M M / D D / Y Y Y Y  
09 / 04 / 2008

28039824292

**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :**

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice**SCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURES**

PAGE OF 2 / 9

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check If ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

13654.58

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy InternetCategory/  
TypeOffice Sought: ☐ House State: OR  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
Gordon SmithCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53168

Calendar Year-To-Date Per Election  
for Office Sought 3207990.87Full Name (Last, First, Middle, Initial) of Payee  
Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

399971.08

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy TVCategory/  
TypeOffice Sought: ☐ House State: MS  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
Roger WickerCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53170

Calendar Year-To-Date Per Election  
for Office Sought 1168719.36

(a) SUBTOTAL of Itemized Independent Expenditures

413625.66

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

FEC Schedule E (Form 24) (Revised 02/2003)

28039824293

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour NoticeSCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURESPAGE OF 3/9  
FOR LINE 24 OF FORM 3XNAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

169895.84

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy TVCategory/  
TypeOffice Sought: ☐ House State: NH  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
John SununuCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53172

Calendar Year-To-Date Per Election  
for Office Sought 2188074.60

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

1999978.76

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy TVCategory/  
TypeOffice Sought: ☐ House State: NH  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
John SununuCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53175

Calendar Year-To-Date Per Election  
for Office Sought 2188074.60

(a) SUBTOTAL of Itemized Independent Expenditures

2169874.60

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

28039824294

**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :**

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice**SCHEDULE E (FEC Form 3X)****ITEMIZED INDEPENDENT EXPENDITURES**

PAGE OF 4 / 9

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (in Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

**C** C00042366Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

419891.36

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy TVCategory/  
TypeOffice Sought: ☐ House State: NC  
☒ Senate District: 00  
☐ PresidentialCheck: One: ☐ Support ☒ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Elizabeth DoleDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify): \_\_\_\_\_

Transaction ID: SE-53177

Calendar Year-To-Data Per Election  
for Office Sought 2006112.32Full Name (Last, First, Middle, Initial) of Payee  
Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

15062.20

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Buy InternetCategory/  
TypeOffice Sought: ☐ House State: NC  
☒ Senate District: 00  
☐ PresidentialCheck: One: ☐ Support ☒ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Elizabeth DoleDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify): \_\_\_\_\_

Transaction ID: SE-53178

Calendar Year-To-Data Per Election  
for Office Sought 2006112.32

(a) SUBTOTAL of Itemized Independent Expenditures .....

434953.56

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

28039824295

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour NoticeSCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURESPAGE OF 5/9  
FOR LINE 24 OF FORM 3XNAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

364780.44

Mailing Address  
PO Box 7777City  
PhiladelphiaState  
PAZip Code  
19175-0061Office Sought: ☐ House State: CO  
☒ Senate District: 00  
☐ PresidentialPurpose of Expenditure  
Media Buy TVCategory/  
TypeName of Federal Candidate supported or Opposed by expenditure:  
Bob SchafferCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53180

Calendar Year-To-Date Per Election  
for Office Sought

987552.17

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

74533.11

Mailing Address  
PO Box 7777City  
PhiladelphiaState  
PAZip Code  
19175-0061Office Sought: ☐ House State: ME  
☒ Senate District: 00  
☐ PresidentialPurpose of Expenditure  
Media Buy TVCategory/  
TypeName of Federal Candidate supported or Opposed by expenditure:  
Tom AllenCheck One: ☒ Support ☐ OpposeDisbursement For: ☐ Primary ☒ General 2008☐ Other (specify):

Transaction ID: SE-53182

Calendar Year-To-Date Per Election  
for Office Sought

94491.11

(a) SUBTOTAL of Itemized Independent Expenditures

439313.55

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

28039824296

**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :**

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice**SCHEDULE E (FEC Form 3X)**

PAGE OF 6 / 9

**ITEMIZED INDEPENDENT EXPENDITURES**

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee		FEC IDENTIFICATION NUMBER <b>C</b> C00042366	
Check if <input type="checkbox"/> 24-hour notice <input checked="" type="checkbox"/> 48-hour notice		Date MM / DD / YYYY 09 / 02 / 2008	
Full Name (Last, First, Middle, Initial) of Payee Great American Media-GMMB		Amount 349492.92	
Mailing Address PO Box 7777		Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> Presidential State: MN District: 00	
City Philadelphia	State PA	Zip Code 19175-0061	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Purpose of Expenditure Media Buy TV	Category/ Type		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2008 <input type="checkbox"/> Other (specify):
Name of Federal Candidate supported or Opposed by expenditure: Norm Coleman		Transaction ID: SE-53184	
Calendar Year-To-Date Per Election for Office Sought		377564.22	

Full Name (Last, First, Middle, Initial) of Payee Great American Media-GMMB		Date MM / DD / YYYY 09 / 02 / 2008	
Mailing Address PO Box 7777		Amount 10812.91	
City Philadelphia	State PA	Zip Code 19175-0061	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> Presidential State: MN District: 00
Purpose of Expenditure Media Production	Category/ Type		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Name of Federal Candidate supported or Opposed by expenditure: Norm Coleman		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2008 <input type="checkbox"/> Other (specify):	
Calendar Year-To-Date Per Election for Office Sought		Transaction ID: SE-53219	
		377564.22	

(a) SUBTOTAL of Itemized Independent Expenditures ..... 360305.83

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice

## SCHEDULE E (FEC Form 3X)

## ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 7 / 9

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

17258.39

Mailing Address  
PO Box 7777City  
PhiladelphiaState  
PAZip Code  
19175-0081Office Sought: ☐ House State: MN  
☒ Senate District: 00  
☐ PresidentialPurpose of Expenditure  
Media Production EstimateCategory/  
TypeCheck One: ☐ Support ☒ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Norm ColemanDisbursement For: ☐ Primary ☒ General 2008  
☐ Other (specify) : \_\_\_\_\_Calendar Year-To-Date Per Election  
for Office Sought

377564.22

Transaction ID: SE-53220

Full Name (Last, First, Middle, Initial) of Payee  
Bright Idea Creative, Inc.

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

19145.00

Mailing Address  
1824 Swann Street, NWCity  
WashingtonState  
DCZip Code  
20009Office Sought: ☐ House State: CO  
☒ Senate District: 00  
☐ PresidentialPurpose of Expenditure  
Media ProductionCategory/  
TypeCheck One: ☐ Support ☒ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Bob SchafferDisbursement For: ☐ Primary ☒ General 2008  
☐ Other (specify) : \_\_\_\_\_Calendar Year-To-Date Per Election  
for Office Sought

987552.17

Transaction ID: SE-53222

(a) SUBTOTAL of Itemized Independent Expenditures .....

36403.39

(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.

John B Poersch, Jr.  
SignatureMM / DD / YYYY  
09 / 04 / 2008

**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :**

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice**SCHEDULE E (FEC Form 3X)****ITEMIZED INDEPENDENT EXPENDITURES**

PAGE OF 8/9

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Great American Media-GMMB

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

19958.00

Mailing Address  
PO Box 7777City State Zip Code  
Philadelphia PA 19175-0061Purpose of Expenditure  
Media Production EstimateCategory/  
TypeOffice Sought: ☐ House State: ME  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
Tom AllenCheck One: ☒ Support ☐ OpposeDisbursement For: ☐ Primary ☒ General 2008  
☐ Other (specify):

Transaction ID: SE-53224

Calendar Year-To-Date Per Election  
for Office Sought 94491.11Full Name (Last, First, Middle, Initial) of Payee  
Bright Idea Creative, Inc.

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

12000.00

Mailing Address  
1824 Swann Street, NWCity State Zip Code  
Washington DC 20009Purpose of Expenditure  
Media ProductionCategory/  
TypeOffice Sought: ☐ House State: NH  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
John SununuCheck One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008  
☐ Other (specify):

Transaction ID: SE-53281

Calendar Year-To-Date Per Election  
for Office Sought 2188074.60

(a) SUBTOTAL of Itemized Independent Expenditures

31958.00

(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.

John B Poersch, Jr.

Signature

MM / DD / YYYY  
09 / 04 / 2008

28039824299



**24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :**

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour Notice**SCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURES**PAGE OF 9/9  
FOR LINE 24 OF FORM 3XNAME OF COMMITTEE (In Full)  
Democratic Senatorial Campaign Committee

FEC IDENTIFICATION NUMBER

C C00042366

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

Bright Idea Creative, Inc.

Date

MM / DD / YYYY  
09 / 02 / 2008

Amount

6200.00

Mailing Address

1824 Swann Street, NW

City State Zip Code  
Washington DC 20009Purpose of Expenditure  
Media ProductionCategory/  
TypeOffice Sought: ☐ House State: NH  
☒ Senate District: 00  
☐ PresidentialName of Federal Candidate supported or Opposed by expenditure:  
John SununuChad: One: ☐ Support ☒ OpposeDisbursement For: ☐ Primary ☒ General 2008  
☐ Other (specify):Calendar Year-To-Date Per Election  
for Office Sought

2188074.60

Transaction ID: SE-53282

(a) SUBTOTAL of Itemized Independent Expenditures .....

6200.00

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

4224069.56

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.

John B Poersch, Jr.  
SignatureMM / DD / YYYY  
09 / 04 / 2008

FEC Schedule E (Form 24) (Revised 02/2002)

28039824300

Federal Election Commission  
**ENVELOPE REPLACEMENT PAGE  
FOR INCOMING DOCUMENTS**

The FEC added this page to the end of this filing to indicate how it was received.

<input type="checkbox"/> Hand Delivered	Date of Receipt
<input type="checkbox"/> USPS First Class Mail	Postmarked
<input type="checkbox"/> USPS Registered/Certified	Postmarked (R/C)
<input type="checkbox"/> USPS Priority Mail	Postmarked Delivery Confirmation™ Label <input type="checkbox"/>
<input type="checkbox"/> USPS Express Mail	Postmarked
<input type="checkbox"/> Postmark Illegible	
<input type="checkbox"/> No Postmark	
<input type="checkbox"/> Overnight Delivery Service (Specify):	Shipping Date
<input type="checkbox"/> Received from House Records & Registration Office	Date of Receipt
<input type="checkbox"/> Received from Senate Public Records Office	Date of Receipt
<input type="checkbox"/> Received from Electronic Filing Office	Date of Receipt
<input checked="" type="checkbox"/> Other (Specify):	Date of Receipt or Postmarked

The document preceding this page was received by FAX at the FEC. The receiving FAX machine has printed at the bottom of each page the date and time of receipt, the phone number of the transmitting machine and the sequential page numbers.

N/A  
PREPARER

N/A  
DATE PREPARED

(5/2004)

28039824301