

24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on : 10/07/2010

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 1/7

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee		FEC IDENTIFICATION NUMBER C C00042366
Check if <input type="checkbox"/> 24-hour notice <input checked="" type="checkbox"/> 48-hour notice		

Full Name (Last, First, Middle, Initial) of Payee Great American Media-GMMB	Date MM / DD / YYYY 10 / 05 / 2010
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Mailing Address PO Box 7777	Amount 700076.00
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City Philadelphia	State PA	Zip Code 19175-0061	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> Presidential	State: <u>CO</u> District: <u>00</u>
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Purpose of Expenditure Media Buy TV	Category/ Type	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
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Name of Federal Candidate supported or Opposed by expenditure: Ken Buck	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):
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Calendar Year-To-Date Per Election for Office Sought	3823250.61	Transaction ID: SE-66456
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Full Name (Last, First, Middle, Initial) of Payee Great American Media-GMMB	Date MM / DD / YYYY 10 / 05 / 2010
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Mailing Address PO Box 7777	Amount 758537.00
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City Philadelphia	State PA	Zip Code 19175-0061	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> Presidential	State: <u>IL</u> District: <u>00</u>
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Purpose of Expenditure Media Buy TV	Category/ Type	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
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Name of Federal Candidate supported or Opposed by expenditure: Mark Kirk	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify):
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Calendar Year-To-Date Per Election for Office Sought	1766505.23	Transaction ID: SE-66458
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(a) SUBTOTAL of Itemized Independent Expenditures	1458613.00
(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. Peersch, Jr.
Signature

Date: MM / DD / YYYY
10 / 07 / 2010

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PAGE OF 2/7
FOR LINE 24 OF FORM 3X

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Check if <input type="checkbox"/> 24-hour notice <input checked="" type="checkbox"/> 48-hour notice		

Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
M M / D D / Y Y Y Y
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount
269002.00

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: KY
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV

Category/
Type

Name of Federal Candidate supported or Opposed by expenditure:
Rand Paul

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 339104.19

Disbursement For: Primary General 2010

Other (specify):

Transaction ID: SE-68481

Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
M M / D D / Y Y Y Y
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount
55998.00

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: KY
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy Radio

Category/
Type

Name of Federal Candidate supported or Opposed by expenditure:
Rand Paul

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 339104.19

Disbursement For: Primary General 2010

Other (specify):

Transaction ID: SE-66462

(a) SUBTOTAL of Itemized Independent Expenditures	325000.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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John B. Poersch, Jr.
Signature

M M / D D / Y Y Y Y
10 / 07 / 2010

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SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 3/7
FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER C C00042366
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Check if 24-hour notice 48-hour notice
Full Name (Last, First, Middle, Initial) of Payee
Murphy Putman Media LLC

Date
MM / DD / YYYY
10 / 05 / 2010

Mailing Address
901 N. Washington St., Ste 400

Amount
14104.19

City State Zip Code
Alexandria VA 22314

Office Sought: House State: KY
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Production Estimate
Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
Rand Paul

Check One: Support Oppose

Calendar Year-To-Date Per Election for Office Sought
339104.19

Disbursement For: Primary General 2010
 Other (specify):

Transaction ID: SE-66463

Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
MM / DD / YYYY
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount
335000.00

City State Zip Code
Philadelphia PA 19175-0061

Office Sought: House State: MO
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV
Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
Roy Blunt

Check One: Support Oppose

Calendar Year-To-Date Per Election for Office Sought
2206346.66

Disbursement For: Primary General 2010
 Other (specify):

Transaction ID: SE-66465

(a) SUBTOTAL of Itemized Independent Expenditures	349104.19
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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Signature: John B Poersch, Jr.
Date: MM / DD / YYYY
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SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 4/7
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
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount
241032.00

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: PA
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV

Category/
Type

Name of Federal Candidate supported or Opposed by expenditure:
Pat Toomey

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 3974766.39

Disbursement For: Primary General 2010
 Other (specify):
Transaction ID: SE-66467

Full Name (Last, First, Middle, Initial) of Payee
Shorr Johnson Magnus

Date
M M / D D / Y Y Y Y
10 / 05 / 2010

Mailing Address
1831 Chestnut Street, 8th FL

Amount
15000.00

City Philadelphia State PA Zip Code 19103

Office Sought: House State: PA
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Production Estimate

Category/
Type

Name of Federal Candidate supported or Opposed by expenditure:
Pat Toomey

Check One: Support Oppose

Calendar Year-To-Date Per Election
for Office Sought 3974766.39

Disbursement For: Primary General 2010
 Other (specify):
Transaction ID: SE-66468

(a) SUBTOTAL of Itemized Independent Expenditures	256032.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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Signature
John B Pearson, Jr.

Date
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SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 5/7
FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER C C00042366
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Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
MM / DD / YYYY
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount
389345.00

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: WA
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV Category/ Type

Name of Federal Candidate supported or Opposed by expenditure:
Dino Rossi

Check One: Support Oppose

Calendar Year-To-Date Per Election for Office Sought
399053.74

Disbursement For: Primary General 2010
 Other (specify):
Transaction ID: SE-66470

Full Name (Last, First, Middle, Initial) of Payee
Shorr Johnson Magnus

Date
MM / DD / YYYY
10 / 05 / 2010

Mailing Address
1831 Chestnut Street, 8th FL

Amount
9708.74

City Philadelphia State PA Zip Code 19103

Office Sought: House State: WA
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Production Category/ Type

Name of Federal Candidate supported or Opposed by expenditure:
Dino Rossi

Check One: Support Oppose

Calendar Year-To-Date Per Election for Office Sought
399053.74

Disbursement For: Primary General 2010
 Other (specify):
Transaction ID: SE-66472

(e) SUBTOTAL of Itemized Independent Expenditures	399053.74
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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Signature

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PAGE OF 6/7
FOR LINE 24 OF FORM 3X

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Check if 24-hour notice 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
MM / DD / YYYY
10 / 05 / 2010

Amount
585079.00

Mailing Address
PO Box 7777

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: WV
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV

Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
John Raese

Check One: Support Oppose

Disbursement For: Primary General 2010
 Other (specify):

Calendar Year-To-Date Per Election for Office Sought
986314.00

Transaction ID: SE-66474

Full Name (Last, First, Middle, Initial) of Payee
Great American Media-GMMB

Date
MM / DD / YYYY
10 / 05 / 2010

Amount
169639.00

Mailing Address
PO Box 7777

City Philadelphia State PA Zip Code 19175-0061

Office Sought: House State: DE
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV

Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
Christine O'Donnell

Check One: Support Oppose

Disbursement For: Primary General 2010
 Other (specify):

Calendar Year-To-Date Per Election for Office Sought
453739.00

Transaction ID: SE-66476

(a) SUBTOTAL of Itemized Independent Expenditures	754718.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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Signature

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PAGE OF 7/7
FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)
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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
10 / 05 / 2010

Mailing Address
PO Box 7777

Amount

480000.00

City State Zip Code
Philadelphia PA 19175-0061

Office Sought: House State: PA
 Senate District: 00
 Presidential

Purpose of Expenditure
Media Buy TV

Category/
Type

Name of Federal Candidate supported or Opposed by expenditure:
Pat Toomey

Check One: Support Oppose

Disbursement For: Primary General 2010

Other (specify):

Transaction ID: SE-66520

Calendar Year-To-Date Per Election
for Office Sought 3974766.39

(a) SUBTOTAL of Itemized Independent Expenditures

480000.00

(b) SUBTOTAL of Unitemized Independent Expenditures

(c) TOTAL Independent Expenditures

4022520.93

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. Pgersch, Jr.

Signature

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10 / 07 / 2010

Federal Election Commission
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