

24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on : 10/27/2010

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)

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FOR LINE 24 OF FORM 3X

ITEMIZED INDEPENDENT EXPENDITURES

NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> C00042366
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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  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
948084.00

City Philadelphia State PA Zip Code 19175-0061

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

Purpose of Expenditure  
Media Buy TV

Category/  
Type

Name of Federal Candidate supported or Opposed by expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 7535925.10

Disbursement For:  Primary  General 2010

Other (specify):  
Transaction ID: SE-66977

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

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
228000.00

City Philadelphia State PA Zip Code 19175-0061

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

Purpose of Expenditure  
Media Buy TV

Category/  
Type

Name of Federal Candidate supported or Opposed by expenditure:  
Ken Buck

Check One:  Support  Oppose

Calendar Year-To-Date Per Election  
for Office Sought 7535925.10

Disbursement For:  Primary  General 2010

Other (specify):  
Transaction ID: SE-67111

(a) SUBTOTAL of Itemized Independent Expenditures .....	1176084.00
(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

M M / D D / Y Y Y Y  
10 / 27 / 2010

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

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

Full Name (Last, First, Middle, Initial) of Payee Grunwald Communications	Date 10 / 26 / 2010
Mailing Address 1306 30th Street, N.W.	Amount 16154.74

City Washington	State DC	Zip Code 20007	Office Sought: <input type="checkbox"/> House State: <u>CO</u> <input checked="" type="checkbox"/> Senate District: <u>00</u> <input type="checkbox"/> Presidential
Purpose of Expenditure Media Production Estimate	Category/ Type		

Name of Federal Candidate supported or Opposed by expenditure: Ken Buck	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 7535925.10	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify): _____ Transaction ID: SE-87142

Full Name (Last, First, Middle, Initial) of Payee Grunwald Communications	Date 10 / 26 / 2010
Mailing Address 1306 30th Street, N.W.	Amount 16154.74

City Washington	State DC	Zip Code 20007	Office Sought: <input type="checkbox"/> House State: <u>CO</u> <input checked="" type="checkbox"/> Senate District: <u>00</u> <input type="checkbox"/> Presidential
Purpose of Expenditure Media Production Estimate	Category/ Type		

Name of Federal Candidate supported or Opposed by expenditure: Ken Buck	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose
Calendar Year-To-Date Per Election for Office Sought 7535925.10	Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2010 <input type="checkbox"/> Other (specify): _____ Transaction ID: SE-67143

(a) SUBTOTAL of Itemized Independent Expenditures .....	32309.48
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures .....	

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John B. Roersch, Jr.  
Signature

10 / 27 / 2010

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24-Hour Notice  48-Hour Notice

SCHEDULE E (FEC Form 3X)  
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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee		FEC IDENTIFICATION NUMBER <b>C</b> C00042366
Check if <input checked="" type="checkbox"/> 24-hour notice	<input type="checkbox"/> 48-hour notice	

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

Mailing Address  
PO Box 7777

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Amount  
450000.00

City Philadelphia State PA Zip Code 19175-0061

Purpose of Expenditure Media Buy TV Category/Type

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

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Linda McMahon

Disbursement For:  Primary  General 2010  
Other (specify):

Transaction ID: SE-67140

Calendar Year-To-Date Per Election for Office Sought 2047916.00

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

Mailing Address  
PO Box 7777

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Amount  
300000.00

City Philadelphia State PA Zip Code 19175-0061

Purpose of Expenditure Media Buy TV Category/Type

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

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010  
Other (specify):

Transaction ID: SE-66978

Calendar Year-To-Date Per Election for Office Sought 1855902.17

(a) SUBTOTAL of Itemized Independent Expenditures .....	750000.00
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures .....	

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John B Poersch, Jr.  
Signature

Date  
M M / D D / Y Y Y Y  
10 / 27 / 2010

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

FEC ID No.

24-Hour Notice  48-Hour Notice

SCHEDULE E (FEC Form 3X)  
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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> C00042366
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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  
M M / D D / Y Y Y Y  
10 / 28 / 2010

Mailing Address  
PO Box 7777

Amount  
1066954.00

City Philadelphia State PA Zip Code 19175-0081

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

Purpose of Expenditure  
Media Buy TV

Category/  
Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Sharon Angle

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 1992222.00

Transaction ID: SE-67124

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

Date  
M M / D D / Y Y Y Y  
10 / 28 / 2010

Mailing Address  
1818 N Street NW, Suite 450

Amount  
13500.00

City Washington State DC Zip Code 20036

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

Purpose of Expenditure  
Media Production Estimate

Category/  
Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Sharon Angle

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 1992222.00

Transaction ID: SE-67136

(a) SUBTOTAL of Itemized Independent Expenditures	1080454.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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John B. Poersch, Jr.  
Signature

Date  
M M / D D / Y Y Y Y  
10 / 27 / 2010

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

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SCHEDULE E (FEC Form 3X)  
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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> C00042366
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Check if <input checked="" type="checkbox"/> 24-hour notice <input type="checkbox"/> 48-hour notice	Date M M / O O / Y Y Y Y 10 / 26 / 2010
Full Name (Last, First, Middle, Initial) of Payee Great American Media-GMMB	Amount 2084149.00

City Philadelphia	State PA	Zip Code 19175-0061	Office Sought: <input type="checkbox"/> House State: PA <input checked="" type="checkbox"/> Senate District: 00 <input type="checkbox"/> Presidential
Purpose of Expenditure Media Buy TV	Category/ Type	Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	

Name of Federal Candidate supported or Opposed by expenditure: Pat Toomey	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	Transaction ID: SE-66979

Full Name (Last, First, Middle, Initial) of Payee FUSE Advertising	Date M M / O O / Y Y Y Y 10 / 26 / 2010
Mailing Address 802 North First Street	Amount 95000.00

City Saint Louis	State MO	Zip Code 63102	Office Sought: <input type="checkbox"/> House State: PA <input checked="" type="checkbox"/> Senate District: 00 <input type="checkbox"/> Presidential
Purpose of Expenditure Media Buy Radio	Category/ Type	Check One: <input checked="" type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	

Name of Federal Candidate supported or Opposed by expenditure: Pat Toomey / Joe Sestak	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	Transaction ID: SE-67112

(a) SUBTOTAL of Itemized Independent Expenditures	2179149.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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John B. Pbertsch, Jr.  
Signature

Date  
M M / O O / Y Y Y Y  
10 / 27 / 2010

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

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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> C00042366
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Check if  24-hour notice  48-hour notice  
Full Name (Last, First, Middle, Initial) of Payee  
Shorr Johnson Magnus

Date  
MM / DD / YYYY  
10 / 26 / 2010

Mailing Address  
1831 Chestnut Street, 6th FL

Amount  
15000.00

City State Zip Code  
Philadelphia PA 19103

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

Purpose of Expenditure  
Media Production Estimate  
Category/Type

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010

Calendar Year-To-Date Per Election  
for Office Sought 8132079.56

Other (specify):  
Transaction ID: SE-67122

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

Date  
MM / DD / YYYY  
10 / 26 / 2010

Mailing Address  
802 North First Street

Amount  
1623.50

City State Zip Code  
Saint Louis MO 63102

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

Purpose of Expenditure  
Media Production  
Category/Type

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010

Calendar Year-To-Date Per Election  
for Office Sought 8132079.56

Other (specify):  
Transaction ID: SE-67128

(a) SUBTOTAL of Itemized Independent Expenditures	16623.50
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

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Signature: John B. Poersch, Jr. Date: 10 / 27 / 2010

FEC Schedule E (Form 7/07) (Revised 02/2003)

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

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SCHEDULE E (FEC Form 3X)  
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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> 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 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
1010000.00

City State Zip Code  
Philadelphia PA 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 3728535.16

Disbursement For:  Primary  General 2010

Other (specify):

Transaction ID: SE-66980

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

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Mailing Address  
1831 Chestnut Street, 6th FL

Amount  
14000.00

City State Zip Code  
Philadelphia PA 19103

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

Purpose of Expenditure  
Media Production Estimate

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 3728535.16

Disbursement For:  Primary  General 2010

Other (specify):

Transaction ID: SE-67133

(a) SUBTOTAL of Itemized Independent Expenditures .....	1024000.00
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures .....	

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John B Poersch, Jr.  
Signature

Date  
M M / D D / Y Y Y Y  
10 / 27 / 2010

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

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SCHEDULE E (FEC Form 3X)

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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> C00042366
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Check if  24-hour notice  48-hour notice

Full Name (Last, First, Middle, Initial) of Payee  
Dixon/Davis Media Grp.

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Mailing Address  
1028 33rd Street, NW Ste 300

Amount  
14180.00

City State Zip Code  
Washington DC 20007

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

Purpose of Expenditure  
Media Production

Category/  
Type

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 3983200.12

Transaction ID: SE-67138

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

Date  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
1079182.42

City State Zip Code  
Philadelphia PA 19175-0061

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

Purpose of Expenditure  
Media Buy TV

Category/  
Type

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 3983200.12

Transaction ID: SE-66981

(a) SUBTOTAL of Itemized Independent Expenditures .....	1093362.42
(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 / 27 / 2010

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

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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  
10 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
120817.58

City Philadelphia State PA Zip Code 19175-0061

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

Purpose of Expenditure  
Media Buy Radio

Category/  
Type

Check One:  Support  Oppose

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

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 3983200.12

Transaction ID: SE-67145

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

Date  
MM / DD / YYYY  
10 / 26 / 2010

Mailing Address  
PO Box 7777

Amount  
1250000.00

City Philadelphia State PA Zip Code 19175-0061

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

Purpose of Expenditure  
Media Buy TV

Category/  
Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Mark Kirk

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election  
for Office Sought 4962474.32

Transaction ID: SE-66982

(a) SUBTOTAL of Itemized Independent Expenditures .....	1370817.58
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures .....	

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Signature: John B Poersch, Jr. Date: 10 / 27 / 2010

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24-Hour Notice  48-Hour Notice

SCHEDULE E (FEC Form 3X)  
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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

FUSE Advertising

Date

10 / 26 / 2010

Amount

1530.00

Mailing Address  
802 North First Street

City State Zip Code  
Saint Louis MO 63102

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

Purpose of Expenditure  
Media Production

Category/  
Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Mark Kirk

Disbursement For:  Primary  General 2010

Other (specify):

Transaction ID: SE-66983

Calendar Year-To-Date Per Election  
for Office Sought 4962474.32

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

FUSE Advertising

Date

10 / 26 / 2010

Amount

46940.00

Mailing Address  
802 North First Street

City State Zip Code  
Saint Louis MO 63102

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

Purpose of Expenditure  
Media Buy Radio

Category/  
Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Mark Kirk

Disbursement For:  Primary  General 2010

Other (specify):

Transaction ID: SE-67084

Calendar Year-To-Date Per Election  
for Office Sought 4962474.32

(a) SUBTOTAL of Itemized Independent Expenditures

48470.00

(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

10 / 27 / 2010

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FEC ID No.

24-Hour Notice  48-Hour Notice

SCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURES

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NAME OF COMMITTEE (In Full) Democratic Senatorial Campaign Committee	FEC IDENTIFICATION NUMBER <b>C</b> 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  
M M / D D / Y Y Y Y  
10 / 26 / 2010

Amount  
10322.69

Mailing Address  
901 N. Washington St., Ste 400

City State Zip Code  
Alexandria VA 22314

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

Purpose of Expenditure  
Media Production Estimate

Category/Type

Check One:  Support  Oppose

Name of Federal Candidate supported or Opposed by expenditure:  
Mark Kirk

Disbursement For:  Primary  General 2010  
 Other (specify):

Calendar Year-To-Date Per Election for Office Sought  
4962474.32

Transaction ID: SE-67144

(a) SUBTOTAL of Itemized Independent Expenditures .....	10322.69
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures .....	8781592.67

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  
10 / 27 / 2010

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.

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<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

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 PREPARER

N/A  
 DATE PREPARED