

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 1  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)

SEIU COPE (Service Employees International Union Committee On Political Education)

FEC IDENTIFICATION NUMBER ▼

C C00004036

Check If ☐ 24-hour report ☒ 48-hour report☐ New report ☒ Amends report filed on

MM / DD / YYYY  
09 / 06 / 2012

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

The New Media Firm, Inc.

Date

MM / DD / YYYY  
09 / 04 / 2012

Mailing Address 1730 Rhode Island Ave NW Ste 213

Amount

44070.29

City State Zip Code  
Washington DC 20036

Transaction ID : D291500

Purpose of Expenditure  
TV Advertising Production

Category/  
Type 004

Office Sought: ☒ House State: PA  
☐ Senate District: 12  
☐ President

Name of Federal Candidate Supported or Opposed by Expenditure:

KEITH ROTHFUS

Check One: ☐ Support ☒ Oppose

Calendar Year-To-Date Per Election  
for Office Sought

164889.85

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

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

Waterfront Strategies

Date

MM / DD / YYYY  
09 / 04 / 2012

Mailing Address 1010 Wisconsin Avenue, NW  
Suite 800

Amount

104135.94

City State Zip Code  
Washington DC 20007

Transaction ID : D291501

Purpose of Expenditure  
TV Advertising Buy

Category/  
Type 004

Office Sought: ☒ House State: PA  
☐ Senate District: 12  
☐ President

Name of Federal Candidate Supported or Opposed by Expenditure:

KEITH ROTHFUS

Check One: ☐ Support ☒ Oppose

Calendar Year-To-Date Per Election  
for Office Sought

164889.85

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

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

148206.23

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

(c) TOTAL Independent Expenditures.....▶

148206.23

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.

Eliseo Medina

[Electronically Filed]

Date

MM / DD / YYYY  
09 / 12 / 2012

Signature