

24/48 HOUR REPORT OF INDEPENDENT EXPENDITURES
(Schedule E)PAGE 1 OF 2
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) GEN-DEMOCRACY			FEC IDENTIFICATION NUMBER ▼ C C00874750		
Check if ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on M M / D D / Y Y Y Y Y Y					
Full Name of Payee Strategic Blue Media			Date of Public Distribution/Dissemination 10 / 08 / 2024		
Mailing Address 11700 Plaza America Drive Suite 1000			Amount 24605.09		
City Reston		State VA	Zip Code 20190		Transaction ID : SE.4163
Purpose of Expenditure Digital Advertising - Estimate		Category/ Type 	Date of Disbursement or Obligation M M / D D / Y Y Y Y Y Y		
Name of Federal Candidate Harris, Kamala, , ,		☒ Support ☐ Oppose	Office Sought: ☐ House District: _____ ☒ President ☐ Senate State: _____		
Calendar Year-To-Date Per Election for Office Sought		53338.09	Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶ _____		
Full Name of Payee Strategic Blue Media			Date of Public Distribution/Dissemination 10 / 08 / 2024		
Mailing Address 11700 Plaza America Drive Suite 1000			Amount 38693.18		
City Reston		State VA	Zip Code 20190		Transaction ID : SE.4164
Purpose of Expenditure Digital Advertising - Estimate		Category/ Type 	Date of Disbursement or Obligation M M / D D / Y Y Y Y Y Y		
Name of Federal Candidate Harris, Kamala, , ,		☒ Support ☐ Oppose	Office Sought: ☐ House District: _____ ☒ President ☐ Senate State: _____		
Calendar Year-To-Date Per Election for Office Sought		92031.27	Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶ _____		
(a) SUBTOTAL of Itemized Independent Expenditures..... ▶			63298.27		
(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 Karsch, Andrew, , ,			Date 10 / 10 / 2024		

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Check if ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on		MM / DD / YYYY

Full Name of Payee Umbrella Street Media LLC		Date of Public Distribution/Dissemination MM / DD / YYYY 10 / 08 / 2024
Mailing Address 831 S Gretna Green Way #301		Amount 27317.00
City Los Angeles	State CA	Zip Code 90049
Purpose of Expenditure Digital Production - Estimate	Category/ Type	Transaction ID : SE.4165 Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate Harris, Kamala, , ,		Office Sought: ☒ Support ☐ Oppose ☒ President ☐ Senate State: _____
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☒ General 2024 ☐ Other (specify) ▶

Full Name of Payee		Date of Public Distribution/Dissemination MM / DD / YYYY
Mailing Address		Amount
City	State	Zip Code
Purpose of Expenditure	Category/ Type	Date of Disbursement or Obligation MM / DD / YYYY
Name of Federal Candidate		Office Sought: ☐ Support ☐ Oppose ☐ President ☐ Senate State: _____
Calendar Year-To-Date Per Election for Office Sought		Disbursement For: ☐ Primary ☐ General ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶	27317.00
(b) SUBTOTAL of Unitemized Independent Expenditures ▶	
(c) TOTAL Independent Expenditures..... ▶	90615.27

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Karsch, Andrew, , ,

Signature

Date

MM / DD / YYYY
10 / 10 / 2024