

OTHER PERSON'S REPORT

(filed by a person that makes expenditures or accepts contributions, other than to or from a candidate or political committee in support or opposition of one or more candidates)

1. Full Name and Address of Political Committee

EDUCATION REFORM NOW ADVOCACY
222 Broadway
19th Fl
New York, NY 10032

OFFICE USE ONLY

Report Number: 72169

Date Filed: 10/29/2018

Report Includes Schedules:

Schedule A-1
Schedule D-1



2. Date of Primary 11/6/2018

This report covers from 9/28/2018 through 10/17/2018

3. Type of Report:

☐ 180th day prior to primary ☐ 40th day after general
☐ 90th day prior to primary ☐ Annual/Supplemental
☐ 30th day prior to primary
☒ 10th day prior to primary
☐ 10th day prior to general ☐ Amendment to prior

4. Candidates Supported or Opposed (use additional sheets if necessary)

a. Name & Address of Candidate b. Office Sought c. Political Party d. Support/Oppose

On attached sheet

5. a. Name of Person Preparing Report **MARY C HOFFMAN**

b. Daytime Telephone **225-275-1904**

6. I HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of my knowledge , information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted .

This 29th day of October, 2018 .

Education Reform Now Advocacy
Signature

6463549625
Daytime Telephone

4. Candidates Supported or Opposed (use additional sheets if necessary)

a. Name & Address of Candidate	b. Office Sought	c. Political Party	d. Support/Oppose
LES FARNUM 312 Oakley Dr. Sulphur, LA 70663	HD33	Democrat	Support
TRAMELLE HOWARD 270 Elmer Ave. Baton Rouge, LA 70807	School Board	Democrat	Support
DADRIUS LANUS 6901 E. Caprice Ave. Baton Rouge, LA 70811	School Board	Democrat	Support

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 78,806.33
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +3)	\$ 78,806.33
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. TOTAL RECEIPTS (Lines 4 + 5 + 6)	\$ 78,806.33

DISBURSEMENTS	This Period
8. Expenditures (Schedule D-1)	\$ 78,806.33
9. Other Disbursements (Schedule D-2)	\$ 0.00
10. Loan Repayments Made (Schedule B)	\$ 0.00
11. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11)	\$ 78,806.33

FINANCIAL SUMMARY	Amount
12. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for filer)	\$ 0.00
13. <i>Plus</i> total receipts this period (<i>less</i> in-kind contributions received) (Line 7 above minus line 2 above)	\$ 78,806.33
14. <i>Less</i> total disbursements this period (Line 11 above)	\$ 78,806.33
15. <i>Less</i> in-kind contributions this period (Line 2 above)	\$ 0.00
16. Funds on hand at close of reporting period	\$ 0.00

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SUMMARY PAGE (continued)

INVESTMENTS	Amount
17. Of funds on hand at beginning of reporting period (Line 12, above), amount held in investments (<i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
18. Of funds on hand at close of reporting period (Line 16, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS	This Period
19. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 23,806.33
20. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1)	\$ 0.00
21. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3 above)	\$ 0.00
22. Expenditures from petty cash fund (Must also be reported on Schedule D-1)	\$ 0.00

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SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributions **received** during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. For anonymous contributions, see SCHEDULE E. Totals and subtotals at bottom of the page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Year
	a. Date(s)	b. Amount(s)	
EDUCATION REFORM NOW ADVOCACY 222 Broadway 19th Fl New York, NY 10032 POLITICAL COMMITTEE? <u> X </u> PARTY COMMITTEE? <u> </u>	09/28/2018	\$23,806.33	\$23,806.33
JIM WALTON 702 SW 8th St St. Bentonville, AR 72716 POLITICAL COMMITTEE? <u> </u> PARTY COMMITTEE? <u> </u>	10/11/2018	\$55,000.00	\$55,000.00
4. SUBTOTAL (this page)		\$ 78,806.33	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 78,806.33	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page) <u> \$ 23,806.33 </u>		TOTAL (complete only on last page of this schedule) <u> \$ 23,806.33 </u>	

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SCHEDULE D-1: GENERAL EXPENDITURES

Use this schedule to report information on expenditures made during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under **Item 1.(Candidate Supporting/Opposing)** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
JAKE BRAUN CONSULTING, LLC 4009 N. Kenmore Ste 1 Chicago, IL 60613 Candidate Supporting/Opposing: Dadrius Lanus; Tramelle Howard	10/08/2018	Canvassing and Grassroots Consulting	\$ 33,333.33
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124 Candidate Supporting/Opposing: Les Farnum	10/16/2018	Digital Advertising Placement and Consulting	\$ 10,000.00
METRIC CREATIVE 2105 Leonidas St New Orleans, LA 70118 Candidate Supporting/Opposing: Les Farnum	10/10/2018	Video Production	\$ 1,950.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Dadrius Lanus	10/17/2018	Digital ads, pre-roll static and production of static ads	\$ 7,500.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Tramelle Howard; Dadrius Lanus	10/03/2018	Walk Literature Printing	\$ 3,000.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Les Farnum	10/08/2018	Direct Mail	\$ 9,700.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Dadrius Lanus	10/15/2018	Direct Mail	\$ 5,700.00
3. SUBTOTAL (optional)			\$ 71,183.33
4. TOTAL (optional - complete only on last page of this schedule)			

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SCHEDULE D-1: GENERAL EXPENDITURES

Use this schedule to report information on expenditures made during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under **Item 1.(Candidate Supporting/Opposing)** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Tramelle Howard	10/15/2018	Direct Mail	\$ 5,300.00
STONES PHONES 41-750 Ranchos Las Palmas DR Ste E3 Rancho Mirage, CA 92270 Candidate Supporting/Opposing: Les Farnum	10/11/2018	Live Calls	\$ 2,323.00
3. SUBTOTAL (optional)			\$ 2,323.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 78,806.33

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