

CANDIDATE'S ELECTION DAY EXPENDITURES REPORT

(to be filed by a candidate or his principal campaign committee)

This report is required to be filed by all candidates who are required to file campaign finance disclosure reports, **even if no election day expenditures were made**. The report is due not later than 10 days after the primary election, and, again, not later than 10 days after the general election if the candidate participates in the general election. This form is used to report payments by the candidate or his political committee (1) for advertising that is broadcast or published on election day (2) for the services of election day workers, and (3) to organizations for election day activities in support of the candidate. NOTE: This report is required **in addition** to all other required reports. Therefore, the expenditures reported on this report must be reported in subsequent "Candidate's Reports" for this election.

1. Qualifying Name and Address of Candidate

JAY H. BANKS
1827 Peniston St
New Orleans, LA 70115

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

City Council
New Orleans
B

OFFICE USE ONLY

Report Number: 100788

Date Filed: 1/12/2022

Report Includes Schedules:

Schedule A

Schedule C

Schedule D



3. Name and address of principal campaign committee
(Applicable only if candidate has a principal campaign committee)

COMMITTEE TO ELECT JAY
P.O. Box 19922
New Orleans, LA 70179

4. Date of Election 11/13/2021

Primary ☒ General ☐ (Check one)

5. Total Expenditures by Category

a. Television Advertising (Schedule A)	<u>\$24,441.75</u>
b. Radio Advertising (Schedule A)	<u>\$0.00</u>
c. Newspaper Advertising (Schedule A)	<u>\$0.00</u>
d. Services of Election Day Workers (Schedule B)	<u>\$0.00</u>
e. Payments to Organizations for Election Day Activities/Services (Schedule C)	<u>\$17,643.25</u>
f. Automated Calls (Schedule D)	<u>\$1,370.40</u>

For any category in which no election day expenditures were made, write -0- next to the category in Item 5. Any schedules not required to be completed may be omitted from this report.

6. a. Name of Person Preparing Report GIZELLE JOHNSON-BANKS

b. Daytime Telephone --

7. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that are required to be disclosed 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 12th day of January, 2022

Ryan Banks

Signature of Candidate/Chairperson (To be signed by Chairperson only if report by principal campaign committee)

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Daytime Telephone Number

Gizelle Johnson-Banks

Signature of Treasurer

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Daytime Telephone Number

SCHEDULE A: ADVERTISING

The following information must be provided for each person to whom an expenditure was made for the purchase of television, radio or newspaper advertising broadcast or published on election day. The total amount of such expenditures made to each recipient should be entered under Column 2. The type of advertising purchased should be checked in Column 3.

1. Name and Address of Recipient	2. Amount Paid	3. Type of Advertising
FOX 8 1025 S Norman C. Francis Parkway New Orleans, LA 70125	\$5,380.50	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
NEW ORLEANS WGNO 5000 Riverside Dr Bldg 5 Center 200 Irving, TX 75039	\$6,702.25	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WDSU 846 Howard Avenue New Orleans, LA 70113	\$4,675.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WWL 1024 N. Rampart St New Orleans, LA 70116	\$7,684.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper

Form 104, Rev. 6/01, Page Rev. 3/98

SCHEDULE C: PAYMENTS TO ORGANIZATIONS

The following information must be provided for each organization to which the candidate has made payments for any service(s) performed on election day.

1. Name and Address of Organization	2. Amount Paid	3. Purpose
BDPC 2045 Lakeshore Dr Suite 207 New Orleans, LA 70122	\$5,000.00	Campaign Consulting
BUISSON CREATIVE STRATEGIES, LLC 3330 North Causeway Blvd Ste 216 Metairie, LA 70002	\$5,543.25	Television Ad placement for primary election
FIRE ON THE BAYOU, LLC 530 Norman C Francis Pkwy New Orleans, LA 70119	\$5,000.00	Production of TV Commercials
PRIME NOLA 1910 Magazine St New Orleans, LA 70130	\$2,100.00	Election night Watch Party venue

Form 104, Rev. 6/01, Page Rev. 3/98

SCHEDULE D: AUTOMATED CALLS

The following information must be provided for each person to whom an expenditure was made for the purchase of automated calling using a prerecorded or artificial voice as part of the calling that occurred on election day. The total amount of such expenditures made to each recipient should be entered under Column 2.

1. Name and Address of Organization	2. Amount Paid
BDPC 2045 Lakeshore Dr Suite 207 New Orleans, LA 70122	\$1,370.40

Form 104, Rev. 6/01, Page Rev. 3/98