

## 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  
276 5th Ave.  
Suite 704 #915  
NEW YORK, LA 10001

### OFFICE USE ONLY

Report Number: 113911

Date Filed: 10/3/2023

### Report Includes Schedules:

Schedule A-1  
Schedule D-1



2. Date of Primary 10/14/2023

This report covers from 1/10/2023 through 9/24/2023

### 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  
  X   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      225-337-4720

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 3rd day of October, 2023.

EDUCATION REFORM NOW ADVOCACY  
Signature

646-354-9625  
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 |
|------------------------------------------------------------|------------------|--------------------|-------------------|
| PRESTON CASTILLE<br>P.O. Box 2471<br>Baton Rouge, LA 70821 | BESE 08          | Democrat           | Support           |
| TRAVIS JOHNSON<br>P.O. Box 1342<br>Ferriday, LA 71334      | HD 21            | Democrat           | Support           |
| DADRIUS LANUS<br>P.O. Box 1651<br>Baton Rouge, LA 70821    | HD 62            | Democrat           | Support           |
| ED LARVADAIN, III<br>P.O. Box 8501<br>Alexandria, LA 71306 | HD 26            | Democrat           | Support           |
| ANDREA MANUEL<br>444 Fairfield Ave<br>Gretna, LA 70056     | HD 85            | Democrat           | Support           |
| RAVIS MARTINEZ<br>P.O. Box 92384<br>Lafayette, LA 70509    | HD 44            | Democrat           | Support           |
| SHAUN MENA<br>819 N. Rendon St.<br>New Orleans, LA 70119   | HD 23            | Democrat           | Support           |
| DUSTIN MILLER<br>1565 S. Market St.<br>Opelousas, LA 70570 | HD 40            | Democrat           | Support           |
| TERRANCE VINSON<br>P.O. Box 36903<br>Shreveport, LA 71133  | HD 2             | Democrat           | Support           |
| JOY WALTERS<br>1807 Hunter Cir.<br>Shreveport, LA 71119    | HD 4             | Democrat           | Support           |

## SUMMARY PAGE

| RECEIPTS                                             | This Period   |
|------------------------------------------------------|---------------|
| 1. Contributions (Schedule A-1)                      | \$ 121,605.00 |
| 2. In-kind Contributions (Schedule A-2)              | \$ 0.00       |
| 3a. Campaign paraphernalia sales of \$25 or less     | \$ 0.00       |
| 3b. Raffle ticket sales of \$25 or less              | \$ 0.00       |
| 4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3a + 3b) | \$ 121,605.00 |
| 5. Other Receipts (Schedule A-3)                     | \$ 0.00       |
| 6. Loans Received (Schedule B)                       | \$ 0.00       |
| 7. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6)           | \$ 121,605.00 |

| DISBURSEMENTS                                      | This Period   |
|----------------------------------------------------|---------------|
| 8. Expenditures (Schedule D-1)                     | \$ 375,355.00 |
| 9. Other Disbursements (Schedule D-2)              | \$ 0.00       |
| 10. Loan Repayments Made (Schedule B)              | \$ 0.00       |
| 11. <b>TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11) | \$ 375,355.00 |

| FINANCIAL SUMMARY                                                                                                                           | Amount        |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 12. Funds on hand at beginning of reporting period<br>(Must equal funds on hand at close from last report or -0- if first report for filer) | \$ 253,750.00 |
| 13. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received)<br>(Line 7 above minus line 2 above)               | \$ 121,605.00 |
| 14. <i>Less</i> total disbursements this period<br>(Line 11 above)                                                                          | \$ 375,355.00 |
| 15. <i>Less</i> in-kind contributions this period<br>(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<br>(From Schedules A-1 and A-2)                                                                               | \$ 0.00     |
| 20. All proceeds from the sale of tickets to fundraising events<br>(Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1) | \$ 0.00     |
| 21a. Proceeds from the sale of campaign paraphernalia<br>(Total receipts from the sale of campaign paraphernalia reported on Schedule A-1 or Line 3a above)        | \$ 0.00     |
| 21b. Proceeds from the sale of raffle tickets<br>(Total receipts from the sale of raffle tickets reported on Schedule A-1 or Line 3b above)                        | \$ 0.00     |
| 22. Expenditures from petty cash fund<br>(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 -<br>NATIONAL<br>276 5th Avenue<br>Suite 704 #915<br><br>POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____ | 09/21/2023                             | \$21,605.00                                                 | \$21,605.00        |
| ANNIE PROIETTI<br>P.O. Box 2030<br>Bentonville, AR 72712<br><br>POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____                        | 09/18/2023                             | \$100,000.00                                                | \$100,000.00       |
| 4. SUBTOTAL (this page)                                                                                                                  |                                        | \$ 121,605.00                                               | N/A                |
| 5. TOTAL (complete only on last page of this schedule)                                                                                   |                                        | \$ 121,605.00                                               | N/A                |
| 6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:                                                                                         |                                        |                                                             |                    |
| SUBTOTAL (this page) \$ 0.00                                                                                                             |                                        | TOTAL (complete only on last page of this schedule) \$ 0.00 |                    |

Form 305, Revised 11/12

## 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) |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Terence & Vinson  | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Joy Walters       | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Travis Johnson    | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Shaun Mena        | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Ed Larvadain, III | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Dustin Miller     | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing: Ravis Martinez    | 09/22/2023                            | Digital advertising placement: Display and Video | \$ 7,000.00  |
| 3. SUBTOTAL (optional)                                                                                                           |                                       |                                                  | \$ 49,000.00 |
| 4. TOTAL (optional - complete only on last page of this schedule)                                                                |                                       |                                                  |              |

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| 1. Name and Address of Recipient                                                                                                        | 2. Expenditures this Reporting Period |                                                   |              |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------|--------------|
|                                                                                                                                         | a. Date(s)                            | b. Purpose(s)                                     | c. Amount(s) |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Dadrius &#x00; Lanus  | 09/22/2023                            | Digital advertising placement: Display and Video  | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Andrea Manuel         | 09/22/2023                            | Digital advertising placement: Display and Video  | \$ 7,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Terence &#x00; Vinson | 09/22/2023                            | Digital advertising production: Display and Video | \$ 2,973.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Joy Walters           | 09/22/2023                            | Digital advertising production: Display and Video | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Travis Johnson        | 09/22/2023                            | Digital advertising production: Display and Video | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Shaun Mena            | 09/22/2023                            | Digital advertising production: Display and Video | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Ed Larvadain, III     | 09/22/2023                            | Digital advertising production: Display and Video | \$ 2,974.00  |
| 3. SUBTOTAL (optional)                                                                                                                  |                                       |                                                   | \$ 21,869.00 |
| 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) |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Dustin Miller    | 09/22/2023                            | Digital advertising production: Display and Video     | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Ravis Martinez   | 09/22/2023                            | Digital advertising production: Display and Video     | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Dadrius & Lanus  | 09/22/2023                            | Digital advertising production: Display and Video     | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Andrea Manuel    | 09/22/2023                            | Digital advertising production: Display and Video     | \$ 2,974.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Terence & Vinson | 09/22/2023                            | Social media advertising placement: Display and Video | \$ 2,350.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Joy Walters      | 09/22/2023                            | Social media advertising placement: Display and Video | \$ 2,350.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:     Shaun Mena       | 09/22/2023                            | Social media advertising placement: Display and Video | \$ 2,350.00  |
| 3. SUBTOTAL (optional)                                                                                                              |                                       |                                                       | \$ 12,998.00 |
| 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)  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Ravis Martinez   | 09/22/2023                            | Social media advertising placement: Display and Video       | \$ 2,350.00   |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Dadrius & Lanus  | 09/22/2023                            | Social media advertising placement: Display and Video       | \$ 2,350.00   |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Andrea Manuel    | 09/22/2023                            | Social media advertising placement: Display and Video       | \$ 2,350.00   |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Preston Castille | 09/22/2023                            | Digital advertising placement: Display and Video            | \$ 60,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Preston Castille | 09/22/2023                            | Radio advertising placement                                 | \$ 32,000.00  |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Preston Castille | 09/22/2023                            | Digital and radio advertising production: Display and Video | \$ 8,170.00   |
| BERNI CONSULTING<br>900 CAMP STREET<br>Ste. 346<br>New Orleans, LA 70130<br><br>Candidate Supporting/Opposing:    Preston Castille | 09/22/2023                            | Social media advertising placement: Display & Video         | \$ 23,500.00  |
| 3. SUBTOTAL (optional)                                                                                                             |                                       |                                                             | \$ 123,670.00 |
| 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) |
| LOUISIANA DEMOCRATS<br>PO Box 4385<br>Baton Rouge, LA 70821<br><br>Candidate Supporting/Opposing:                     | 09/21/2023                            | Contribution                                                           | \$ 10,000.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Preston Castille  | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 44,700.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Preston Castille  | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 44,700.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Dadrius & Lanus   | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 5,900.00  |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Ed Larvadain, III | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 5,700.00  |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Andrea Manuel     | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 5,720.00  |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Ravis Martinez    | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 5,950.00  |
| 3. SUBTOTAL (optional)                                                                                                |                                       |                                                                        | \$ 17,370.00 |
| 4. TOTAL (optional - complete only on last page of this schedule)                                                     |                                       |                                                                        |              |

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## SCHEDULE D-1: GENERAL EXPENDITURES

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| 1. Name and Address of Recipient                                                                                     | 2. Expenditures this Reporting Period |                                                                        |               |
|----------------------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------------------------|---------------|
|                                                                                                                      | a. Date(s)                            | b. Purpose(s)                                                          | c. Amount(s)  |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Terence & Vinson | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 6,500.00   |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Joy Walters      | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 5,950.00   |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Travis Johnson   | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 6,200.00   |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Dustin Miller    | 09/24/2023                            | Direct Mail includes Postage, Printing, Design and Mail House Delivery | \$ 6,500.00   |
| 3. SUBTOTAL (optional)                                                                                               |                                       |                                                                        | \$ 42,520.00  |
| 4. TOTAL (optional - complete only on last page of this schedule)                                                    |                                       |                                                                        | \$ 375,355.00 |

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