

# SPECIAL REPORT FOR PROPOSITIONS/RECALL ELECTIONS

(filed by persons/committees that support or oppose one or more propositions or recall elections)

This form is filed during the 20 day period immediately preceding an election to report (1) all contributions, loans, or transfer of funds received in excess of \$200; or (2) expenditures made in excess of \$200.

*All persons/committees who have had any such transactions within the 20 days immediately preceding an election are required to report any such transaction on this form within 48 hours of the time the transaction occurred.*

1. Full Name and Address of Person/Committee

LOUISIANA WINS  
900 Camp St. Ste 346  
New Orleans, LA 70130

## OFFICE USE ONLY

**Report Number:** 91409

**Date Filed:** 10/23/2020

**Report Includes Schedules:**  
Schedule C

2. Name and address of Committee Chairperson, if applicable

RYAN BERNI  
6701 Canal Blvd.  
  
New Orleans, LA 70124

3. Date of Election 11/3/2020

4. a. Name of Person Preparing Report

NANCY RENNAKER

b. Daytime Telephone --

5. 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 23rd day of October, 2020.

Ryan Berni  
Signature of Person/Committee Chairperson

--  
Daytime Telephone Number

Richard Carbo  
Signature of Treasurer, if any

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Daytime Telephone Number

## SCHEDULE C: EXPENDITURES

Use this schedule to report expenditures in excess of \$200 during the 20 days before the election.

| 1. Name and Address of Recipient  | 2. Date    | 3. Amount & Purpose   |
|---|------------|---|
| ASSEMBLE<br>310 E 46th St 4E<br>New York, NY 10017                            | 10/22/2020 | Digital Ads-YouTube \$43,800.00<br>\$10,000, Online Video<br>\$25,000, OTT/CTV<br>\$8,800           |
| ASSEMBLE<br>310 E 46th St 4E<br>New York, NY 10017                            | 10/22/2020 | Publisher Direct: \$20,600.00<br>NOLA.com, The<br>Advocate,<br>TheAcadianaAdvocate,                 |
| FOX-KADN<br>1500 Eraste Landry Blvd.<br>Lafayette, LA 70506                   | 10/22/2020 | Media Buy - TV \$1,659.00<br>Commercials  |
| FOX-KARD<br>200 Pavilion Road<br>West Monroe, LA 71292                        | 10/22/2020 | Media Buy - TV \$9,600.00<br>Commercials  |
| FOX-KMSS<br>3150 N Market St<br>Shreveport, LA 71107                          | 10/22/2020 | Media Buy - TV \$2,200.00<br>Commercials  |
| FOX-WGMB<br>10000 Perkins Rd.<br>Baton Rouge, LA 70810                        | 10/22/2020 | Media Buy - TV \$58,000.00<br>Commercials   |
| FOX-WNTZ<br>201 Johnston St, Ste 305<br>Alexandria, LA 71301                  | 10/22/2020 | Media Buy - TV \$1,967.00<br>Commercials  |
| FOX-WVUE<br>1025 S. Jefferson Davis Parkway<br>New Orleans, LA 70125          | 10/22/2020 | Media Buy - TV \$52,000.00<br>Commercials   |
| BRIGHT MOMENTS LLC<br>2249 Oretha Castle Haley Blvd.<br>New Orleans, LA 70113 | 10/22/2020 | Radio Advertising - \$9,530.96<br>\$3,455.96 KJMH-FM,<br>\$5,040 KTSR-FM, \$1,035<br>KAOK News Talk |

Form 301, Rev. 7/01, Page Rev. 7/01

## SCHEDULE C: EXPENDITURES

Use this schedule to report expenditures in excess of \$200 during the 20 days before the election.

| 1. Name and Address of Recipient   | 2. Date    | 3. Amount & Purpose                       |
|--|------------|---|
| CBS - KLFY<br>1808 Eraste Landry Rd.<br>Lafayette, LA 70506                          | 10/22/2020 | Media Buy - TV<br>Commercials \$8,551.00  |
| CBS-KALB<br>605 Washington St.<br>Alexandria, LA 71301                               | 10/22/2020 | Media Buy - TV<br>Commercials \$2,439.00  |
| CBS-KNOE<br>1400 Oliver Rd.<br>Monroe, LA 71201                                      | 10/22/2020 | Media Buy - TV<br>Commercials \$4,950.00  |
| CBS-KSLA<br>1812 Fairfield Ave<br>Shreveport, LA 71101                               | 10/22/2020 | Media Buy - TV<br>Commercials \$5,100.00  |
| CBS-KSWL<br>129 West Prien Lake Rd.<br>Lake Charles, LA 70601                        | 10/22/2020 | Media Buy - TV<br>Commercials \$6,600.00  |
| FOX-KVHP<br>Raycom Media<br>1025 S. Jefferson Davis Parkway<br>New Orleans, LA 70125 | 10/22/2020 | Media Buy - TV<br>Commercials \$26,100.00 |
| LAST WORD STRATEGIES<br>400 Poydra St., Ste. 900<br>New Orleans, LA 70130            | 10/22/2020 | Digital Ads \$40,400.00                   |
| NBC-KALB<br>605 Washington St.<br>Alexandria, LA 71301                               | 10/22/2020 | Media Buy - TV<br>Commercials \$3,186.00  |
| NBC-KLAF<br>1500 Eraste Landry Rd<br>Lafayette, LA 70506                             | 10/22/2020 | Media Buy - TV<br>Commercials \$4,398.00  |

Form 301, Rev. 7/01, Page Rev. 7/01

## SCHEDULE C: EXPENDITURES

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| 1. Name and Address of Recipient   | 2. Date    | 3. Amount & Purpose  |
|--|------------|--|
| NBC-KPLC<br>320 Division Street<br>PO Box 1490<br>Lake Charles, LA 70601 | 10/22/2020 | Media Buy - TV<br>Commercials<br><span style="float: right;">\$11,780.00</span>  |
| NBC-KTAL<br>3150 N Market St<br>Shreveport, LA 71107                     | 10/22/2020 | Media Buy - TV<br>Commercials<br><span style="float: right;">\$4,125.00</span>   |
| NBC-KTVE<br>200 Pavilion Road<br>West Monroe, LA 71292                   | 10/22/2020 | Media Buy - TV<br>Commercials<br><span style="float: right;">\$4,690.00</span>   |
| OURSO BEYCHOK, INC.<br>352 Napoleon St.<br>Baton Rouge, LA 70802         | 10/22/2020 | Direct Mail - Printing,<br>Graphic Design;<br>Mail-house and postage<br><span style="float: right;">\$96,000.00</span> |

Form 301, Rev. 7/01, Page Rev. 7/01