

# 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, NY 10001

**OFFICE USE ONLY**

**Report Number:** 105988

**Date Filed:** 10/31/2022

**Report Includes Schedules:**

Schedule A-1

Schedule D-1



2. Date of Primary 11/8/2022

This report covers from 1/1/2022 through 10/19/2022

3. Type of Report:

- |   |   |
|---|---|
| <input type="checkbox"/> 180th day prior to primary           | <input type="checkbox"/> 40th day after general |
| <input type="checkbox"/> 90th day prior to primary            | <input type="checkbox"/> Annual/Supplemental    |
| <input type="checkbox"/> 30th day prior to primary            |   |
| <input checked="" type="checkbox"/> 10th day prior to primary |   |
| <input type="checkbox"/> 10th day prior to general            | <input type="checkbox"/> 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 31st day of October, 2022.

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
ROYCE DUPLESSIS PO Box 50111 New Orleans, LA 70150	LA Senate Dist 5	Democrat	Support
LEILA EAMES 5420 Eastover Dr Ste. 360 New Orleans, LA 70128	OSB District 1	Democrat	Support
DADRIUS LANUS 6901 E. Caprice Ave. Baton Rouge, LA 70811	EBR School Board District 2	Democrat	Support
CLIFFORD C LEWIS 5355 N. Afton Parkway Baton Rouge, LA 70806	EBR School Board District 5	Democrat	Support
CARLA C POWELL P.O. Box 53283 Baton Rouge, LA 70892	EBR School Board District 3	Democrat	Support
SHASHONNIE B STEWARD 3646 Ocala Ave BATON ROUGE, LA 70814	EBR School Board District 4	Democrat	Support

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 258,800.00
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
<b>4. TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3a + 3b)	<b>\$ 258,800.00</b>
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
<b>7. TOTAL RECEIPTS</b> (Lines 4 + 5 + 6)	<b>\$ 258,800.00</b>

DISBURSEMENTS	This Period
8. Expenditures (Schedule D-1)	\$ 258,800.00
9. Other Disbursements (Schedule D-2)	\$ 0.00
10. Loan Repayments Made (Schedule B)	\$ 0.00
<b>11. TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11)	<b>\$ 258,800.00</b>

FINANCIAL SUMMARY	Amount
12. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for filer)</small>	\$ 0.00
13. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received) <small>(Line 7 above minus line 2 above)</small>	\$ 258,800.00
14. <i>Less</i> total disbursements this period <small>(Line 11 above)</small>	\$ 258,800.00
15. <i>Less</i> in-kind contributions this period <small>(Line 2 above)</small>	\$ 0.00
16. Funds on hand at close of reporting period	\$ 0.00

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## SUMMARY PAGE (continued)

<b>INVESTMENTS</b>	<b>Amount</b>
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

<b>SPECIAL TRANSACTIONS</b>	<b>This Period</b>
19. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 258,800.00
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
21a. Proceeds from the sale of campaign paraphernalia (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 (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 (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 276 5th Ave. Suite 704 #915 NEW YORK, NY 10001  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/01/2022	\$258,800.00	\$258,800.00
4. SUBTOTAL (this page)		\$ 258,800.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 258,800.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page)		<u>\$ 258,800.00</u>	TOTAL (complete only on last page of this schedule) <u>\$ 258,800.00</u>

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)
A4 MEDIA 1 Court Sq Fl 47 Long Island City, NY 11120  Candidate Supporting/Opposing: LEILA EAMES	10/06/2022	Ad Placement pd by Berni Consulting	\$ 11,500.00
A4 MEDIA 1 Court Sq Fl 47 Long Island City, NY 11120  Candidate Supporting/Opposing: Dadrius Lanus	10/06/2022	Ad Placement pd by Berni Consulting	\$ 8,625.00
A4 MEDIA 1 Court Sq Fl 47 Long Island City, NY 11120  Candidate Supporting/Opposing: CARLA C POWELL	10/06/2022	Ad Placement pd by Berni Consulting	\$ 8,625.00
A4 MEDIA 1 Court Sq Fl 47 Long Island City, NY 11120  Candidate Supporting/Opposing: SHASHONNIE B STEWARD	10/06/2022	Ad Placement pd by Berni Consulting	\$ 8,625.00
A4 MEDIA 1 Court Sq Fl 47 Long Island City, NY 11120  Candidate Supporting/Opposing: CLIFFORD C LEWIS	10/06/2022	Ad Placement pd by Berni Consulting	\$ 8,625.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: LEILA EAMES	10/06/2022	Production of Digital Ads	\$ 1,150.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: LEILA EAMES	10/19/2022	Digital advertising production: Video	\$ 10,000.00
3. SUBTOTAL (optional)			\$ 57,150.00
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 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: Dadrius Lanus	10/19/2022	Digital advertising production: Video	\$ 5,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: CARLA C POWELL	10/19/2022	Digital advertising production: Video	\$ 5,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: SHASHONNIE B STEWARD	10/19/2022	Digital advertising production: Video	\$ 5,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: CLIFFORD C LEWIS	10/19/2022	Digital advertising production: Video	\$ 5,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: LEILA EAMES	10/19/2022	Persuasion + GOTV Calls; Text Message Campaign	\$ 28,400.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: Dadrius Lanus	10/19/2022	Persuasion + GOTV Calls; Text Message Campaign	\$ 16,100.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: CARLA C POWELL	10/19/2022	Persuasion + GOTV Calls; Text Message Campaign	\$ 13,600.00
3. SUBTOTAL (optional)			\$ 73,100.00
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 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: SHASHONNIE B STEWARD	10/19/2022	Persuasion + GOTV Calls; Text Message Campaign	\$ 15,300.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing: CLIFFORD C LEWIS	10/19/2022	Persuasion + GOTV Calls; Text Message Campaign	\$ 18,900.00
BLACK ALLIANCE FOR CIVIC EMPOWERMENT PO Box 870471 New Orleans, LA 70187  Candidate Supporting/Opposing: LEILA EAMES	10/01/2022	Canvassing	\$ 55,500.00
DRL RESOURCE SOLUTIONS, LLC 5355 N. Afton Oaks Pkwy Baton Rouge, LA 70806  Candidate Supporting/Opposing: CARLA C POWELL	10/17/2022	Canvassing	\$ 11,000.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing: CARLA C POWELL	10/19/2022	Door Hangers	\$ 3,800.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing: LEILA EAMES	10/04/2022	Direct Mail	\$ 15,400.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing: LEILA EAMES	10/14/2022	Door Hangers	\$ 3,500.00
3. SUBTOTAL (optional)			\$ 89,200.00
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)
POLICAMP 5627 Paris Ave New Orleans, LA 70122  Candidate Supporting/Opposing:    LEILA EAMES; Royce Duplessis	10/19/2022	Email Blast - Endorsement Press Release for Eames and Duplessis	\$ 150.00
3. SUBTOTAL (optional)			\$ 89,350.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 258,800.00

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