

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

LATOYA W. CANTRELL
3623 LA Parkway
New Orleans, LA 70125

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

Mayor
City of New Orleans
Orleans Parish

OFFICE USE ONLY

Report Number: 66567

Date Filed: 10/24/2017

Report Includes Schedules:

Schedule B

Schedule C

Schedule D



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

4. Date of Election 10/14/2017

Primary General (Check one)

5. Total Expenditures by Category

a. Television Advertising (Schedule A)	<u>\$0.00</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>\$2,480.00</u>
e. Payments to Organizations for Election Day Activities/Services (Schedule C)	<u>\$92,457.50</u>
f. Automated Calls (Schedule D)	<u>\$1,600.00</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

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 24th day of October, 2017.

LaToya W. Cantrell

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

Daytime Telephone Number

Signature of Treasurer

Daytime Telephone Number

SCHEDULE B: ELECTION DAY WORKERS

The following information must be provided for each individual to whom an expenditure was made for services performed on election day. Also, the information must be provided for each individual performing services on election day to whom a monetary expenditure was made by an organization to which a payment was made by the candidate completing this report. Such an organization is required by law to furnish this information to the candidate completing this report.

1. Name and Address of Recipient	2. Amount Paid	3. Organization Making Payment (if applicable)
DONALD ALLEN, SR. 7640 Vincent St New Orleans, LA 70128-3306	\$140.00	
TANYA BLUNT HAYNES 1725 Lake Michigan Dr Harvey, LA 70058-5134	\$500.00	
NAKIA CAMERON 1315 S Jefferson Davis Pkwy Apt 102 New Orleans, LA 70125-1748	\$500.00	
CARYLENN A GRANT 2106 Saint Bernard Ave New Orleans, LA 70119-1613	\$140.00	
KAREN S WOODS 7 Cabernet Dr Kenner, LA 70065-1135	\$1,200.00	

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

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
CARVIN/SEDER 36 Neron Pl New Orleans, LA 70118-4266	\$6,000.00	Election day canvassing
COX CABLE TV 3131 Elysian Fields Ave New Orleans, LA 70122-3606	\$2,690.00	TV Buy
KGLA-AM 1540 PO Box 428 Marrero, LA 70073-0428	\$1,752.94	Radio buy
NEW ORLEANS JAZZ MARKET 1436 Oretha Castle Haley Blvd New Orleans, LA 70113-1222	\$500.00	Victory Party
PERSONAL PRODUCTIONS LLC 7719 Michigan St New Orleans, LA 70128-1920	\$225.00	Event Manager for Victory Party
STANFORD'S JUST ASK RENTAL 3635 Williams Blvd Kenner, LA 70065-3416	\$197.50	Audio/visual equipment for Victoryt party
WDSU TV 846 Howard Ave New Orleans, LA 70113-1134	\$12,160.00	TV Buy
WDSU TV 846 Howard Ave New Orleans, LA 70113-1134	\$3,700.00	TV Buy
WDSU TV 846 Howard Ave New Orleans, LA 70113-1134	\$4,580.00	TV Buy

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
WFNO-LA FABULOSA 111 Veterans Memorial Blvd Metairie, LA 70005-3028	\$1,247.06	Radio buy
WGNO TV 846 Howard Ave New Orleans, LA 70113-1134	\$1,000.00	TV Buy
WGNO TV 846 Howard Ave New Orleans, LA 70113-1134	\$1,555.00	TV Buy
WGNO TV 846 Howard Ave New Orleans, LA 70113-1134	\$2,455.00	TV Buy
WUPL-TV 1024 N Rampart St New Orleans, LA 70116-2406	\$80.00	TV Buy
WUPL-TV 1024 N Rampart St New Orleans, LA 70116-2406	\$800.00	TV Buy
WVUE TV 1025 S Jefferson Davis Pkwy New Orleans, LA 70125-1218	\$11,165.00	TV Buy
WVUE TV 1025 S Jefferson Davis Pkwy New Orleans, LA 70125-1218	\$435.00	TV Buy
WVUE TV 1025 S Jefferson Davis Pkwy New Orleans, LA 70125-1218	\$8,000.00	TV Buy

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
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$125.00	TV Buys
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$125.00	TV Buys
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$2,300.00	TV Buys
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$28,190.00	TV Buys
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$3,175.00	TV Buys

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
CHISM STRATEGIES 2906 N State St Jackson, MS 39216-4233	\$1,600.00

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