

# 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 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

## OFFICE USE ONLY

Report Number: 67035

Date Filed: 11/28/2017

Report Includes Schedules:

Schedule A  
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 11/18/2017

Primary  General  (Check one)

5. Total Expenditures by Category

a. Television Advertising (Schedule A)	<u>\$70,985.00</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>\$2,340.00</u>
e. Payments to Organizations for Election Day Activities/Services (Schedule C)	<u>\$38,897.69</u>
f. Automated Calls (Schedule D)	<u>\$2,500.00</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 28th day of November, 2017.

LaToya 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 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
WGNO TV 846 Howard Ave New Orleans, LA 70113-1134	\$1,915.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WUPL-TV 1024 N Rampart St New Orleans, LA 70116-2406	\$2,510.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WUPL-TV 1024 N Rampart St New Orleans, LA 70116-2406	\$4,910.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WVUE TV 1025 S Jefferson Davis Pkwy New Orleans, LA 70125-1218	\$6,870.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WVUE TV 1025 S Jefferson Davis Pkwy New Orleans, LA 70125-1218	\$7,095.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$12,360.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$12,600.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper
WWLTV 1024 N Rampart St New Orleans, LA 70116-2406	\$22,725.00	<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper

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## 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	
BRYON CORNELISON 1300 Perdido St Rm 2W10 New Orleans, LA 70112-2125	\$1,500.00	
CARYLENN A GRANT 2106 Saint Bernard Ave New Orleans, LA 70119-1613	\$175.00	
FITZGERALD HILL 5710 Cameron Blvd New Orleans, LA 70122-4148	\$175.00	
GREG MALVEAUX 1733 Jutland Dr Marrero, LA 70072-4332	\$175.00	
DON WALLACE 4536 Perlita St New Orleans, LA 70122-1849	\$175.00	

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## 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
BRIGHT MOMENTS 2249 Oretha Castle Haley Blvd New Orleans, LA 70113-1507	\$8,627.50	Election Day Mayor Activities
CHANGE MAKERS PAC 10931 Lake Forest Blvd New Orleans, LA 70127-2813	\$5,700.00	GOTV Canvassing
THE NERI GROUP 673 Jefferson St NE Washington, DC 20011-2642	\$2,000.00	Election Day Voter Research
THE NERI GROUP 673 Jefferson St NE Washington, DC 20011-2642	\$887.25	Election Day Voter Research
WALMART 1901 Tchoupitoulas St New Orleans, LA 70130-1915	\$67.94	Food for canvassers
WDSU TV 846 Howard Ave New Orleans, LA 70113-1134	\$13,355.00	TV Buy
WDSU TV 846 Howard Ave New Orleans, LA 70113-1134	\$8,260.00	TV Buy

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## 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	\$2,500.00

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