

## 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: 91653

Date Filed: 10/26/2020

Report Includes Schedules:

Schedule A-1  
Schedule D-1



2. Date of Primary 11/3/2020

This report covers from 9/25/2020 through 10/14/2020

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

225-275-1904

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 26th day of October, 2020.

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
ETHAN ASHLEY 3423 Marigny St New Orleans, LA 70122	Orleans School Board 02	Democrat	Support
KATHERINE BAUDOUIN 3424 Camp St New Orleans, LA 70115	Orleans School Board 05	Democrat	Support
JOHN BROWN 9696 Hayne Blvd. Apt 2 New Orleans, LA 70127	Orleans School Board 01	Democrat	Support
OLIN G PARKER P.O. Box 791046 New Orleans, LA 70179	Orleans School Board 03	Democrat	Support
CARLOS ZERVIGON 5500 Prytania St. PMB #411 New Orleans, LA 70115	Orleans School Board 06	Democrat	Support

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 855,000.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3)	\$ 855,000.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6)	\$ 855,000.00

DISBURSEMENTS	This Period
8. Expenditures (Schedule D-1)	\$ 260,400.00
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)	\$ 260,400.00

FINANCIAL SUMMARY	Amount
12. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for filer)	\$ 426,000.00
13. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received) (Line 7 above minus line 2 above)	\$ 855,000.00
14. <i>Less</i> total disbursements this period (Line 11 above)	\$ 260,400.00
15. <i>Less</i> in-kind contributions this period (Line 2 above)	\$ 0.00
16. Funds on hand at close of reporting period	\$ 1,020,600.00

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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 (From Schedules A-1 and A-2)	\$ 0.00
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
21. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3 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)	
<b>PUBLIC SCHOOL ALLIES</b> 6312 Seven Corners Center #354 Falls Church, VA 22044  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/01/2020	\$200,000.00	\$300,000.00
<b>EDUCATION REFORM NOW ADVOCACY - NATIONAL</b> 276 5th Avenue Suite 704 #915  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/02/2020	\$500,000.00	\$750,000.00
<b>USDIN FOR ORLEANS SCHOOL BOARD</b> 3034 Ursulines Ave. New Orleans, LA 70119  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/14/2020	\$5,000.00	\$5,000.00
<b>JIM WALTON</b> 702 SW 8th St St. Bentonville, AR 72716  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	09/29/2020	\$150,000.00	\$250,000.00
<b>4. SUBTOTAL (this page)</b>		<b>\$ 855,000.00</b>	N/A
<b>5. TOTAL (complete only on last page of this schedule)</b>		<b>\$ 855,000.00</b>	N/A
<b>6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:</b>			
SUBTOTAL (this page) _____		<b>\$ 0.00</b>	TOTAL (complete only on last page of this schedule) _____
			<b>\$ 0.00</b>

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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:     John Brown	09/28/2020	Digital ads: pre-roll, mid-roll, display	\$ 17,500.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing:     Ethan & Ashley	09/29/2020	Digital ads: pre-roll, mid-roll, display	\$ 17,800.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing:     Olin G Parker	09/29/2020	Digital ads: pre-roll, mid-roll, display	\$ 18,825.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing:     Katherine Baudouin	09/29/2020	Digital ads: pre-roll, mid-roll, display	\$ 17,325.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124  Candidate Supporting/Opposing:     Carlos Zervigon	09/29/2020	Digital ads: pre-roll, mid-roll, display	\$ 15,975.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216  Candidate Supporting/Opposing:     John Brown	09/29/2020	Voter id / Persuasion Calls	\$ 14,500.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216  Candidate Supporting/Opposing:     Ethan & Ashley	09/29/2020	Voter id / Persuasion Calls	\$ 15,500.00
3. SUBTOTAL (optional)			\$ 117,425.00
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)
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216  Candidate Supporting/Opposing:    Olin G Parker	09/29/2020	Voter id / Persuasion Calls	\$ 16,000.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216  Candidate Supporting/Opposing:    Katherine Baudouin	09/29/2020	Voter id / Persuasion Calls	\$ 15,000.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216  Candidate Supporting/Opposing:    Carlos Zervigon	09/29/2020	Voter id / Persuasion Calls	\$ 14,000.00
FACEBOOK 1601 S. California Ave Palo Alto, CA 94304  Candidate Supporting/Opposing:    Carlos Zervigon	09/29/2020	Ads pd by Berni Consulting	\$ 5,175.00
FACEBOOK 1601 S. California Ave Palo Alto, CA 94304  Candidate Supporting/Opposing:    Olin G Parker	09/29/2020	Ads pd by Berni Consulting	\$ 5,175.00
FACEBOOK 1601 S. California Ave Palo Alto, CA 94304  Candidate Supporting/Opposing:    Katherine Baudouin	09/29/2020	Ads pd by Berni Consulting	\$ 5,175.00
FACEBOOK 1601 S. California Ave Palo Alto, CA 94304  Candidate Supporting/Opposing:    John Brown	09/29/2020	Ads pd by Berni Consulting	\$ 5,750.00
3. SUBTOTAL (optional)			\$ 50,275.00
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)
<b>FACEBOOK</b> 1601 S. California Ave Palo Alto, CA 94304  Candidate Supporting/Opposing:    Ethan & Ashley	09/29/2020	Ads pd by Berni Consulting	\$ 5,175.00
<b>GOOGLE</b> 1600 Amphitheatre Parkway Mountain View, CA 94043  Candidate Supporting/Opposing:    Ethan & Ashley	09/29/2020	Ads pd by Berni Consulting	\$ 2,025.00
<b>GOOGLE</b> 1600 Amphitheatre Parkway Mountain View, CA 94043  Candidate Supporting/Opposing:    John Brown	09/29/2020	Ads pd by Berni Consulting	\$ 4,250.00
<b>GOOGLE</b> 1600 Amphitheatre Parkway Mountain View, CA 94043  Candidate Supporting/Opposing:    Carlos Zervigon	09/29/2020	Ads pd by Berni Consulting	\$ 3,850.00
<b>GOOGLE</b> 1600 Amphitheatre Parkway Mountain View, CA 94043  Candidate Supporting/Opposing:    Katherine Baudouin	09/29/2020	Ads pd by Berni Consulting	\$ 2,500.00
<b>GOOGLE</b> 1600 Amphitheatre Parkway Mountain View, CA 94043  Candidate Supporting/Opposing:    Olin G Parker	09/29/2020	Ads pd by Berni Consulting	\$ 1,000.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    John Brown	09/27/2020	Direct Mail	\$ 7,400.00
<b>3. SUBTOTAL (optional)</b>			<b>\$ 19,000.00</b>
<b>4. TOTAL (optional - complete only on last page of this schedule)</b>			

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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)
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    Ethan & Ashley	09/27/2020	Direct Mail	\$ 8,200.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    Olin G Parker	09/27/2020	Direct Mail	\$ 8,900.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    John Brown	10/07/2020	Direct Mail	\$ 7,400.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    Ethan & Ashley	10/07/2020	Direct Mail	\$ 8,200.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    Olin G Parker	10/07/2020	Direct Mail	\$ 8,900.00
<b>OURSO BEYCHOK</b> 352 Napoleon Street Baton Rouge, LA 70802  Candidate Supporting/Opposing:    Carlos Zervigon	10/07/2020	Direct Mail	\$ 8,900.00
<b>3. SUBTOTAL (optional)</b>			<b>\$ 26,000.00</b>
<b>4. TOTAL (optional - complete only on last page of this schedule)</b>			<b>\$ 260,400.00</b>

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