

# 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: 94420

Date Filed: 1/14/2021

Report Includes Schedules:

Schedule D-1  
Schedule D-2



2. Date of Primary 11/3/2020

This report covers from 11/16/2020 through 1/4/2021

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  
 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 14th day of January, 2021.

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<br>3423 Marigny St<br>New Orleans, LA 70122                  | Orleans School Board 02 | Democrat           | Support           |
| KATHERINE BAUDOIN<br>3424 Camp St<br>New Orleans, LA 70115                | Orleans School Board 05 | Democrat           | Support           |
| NOLAN MARSHALL, JR.<br>1604 Mirabeau Av<br>New Orleans, LA 70122          | Orleans School Board    | Democrat           | Support           |
| CARLOS ZERVIGON<br>5500 Prytania St.<br>PMB #411<br>New Orleans, LA 70115 | Orleans School Board 06 | Democrat           | Support           |

## SUMMARY PAGE

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

| <b>DISBURSEMENTS</b>                               | This Period   |
|--|---------------|
| 8. Expenditures (Schedule D-1)                     | \$ 218,718.84 |
| 9. Other Disbursements (Schedule D-2)              | \$ 25,000.00  |
| 10. Loan Repayments Made (Schedule B)              | \$ 0.00       |
| <b>11. TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11) | \$ 243,718.84 |

| <b>FINANCIAL SUMMARY</b>   | Amount          |
|--|-----------------|
| 12. Funds on hand at beginning of reporting period<br><small>(Must equal funds on hand at close from last report or -0- if first report for filer)</small> | \$ 1,152,694.00 |
| 13. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received)<br><small>(Line 7 above minus line 2 above)</small>               | \$ 0.00         |
| 14. <i>Less</i> total disbursements this period<br><small>(Line 11 above)</small>  | \$ 243,718.84   |
| 15. <i>Less</i> in-kind contributions this period<br><small>(Line 2 above)</small>   | \$ 0.00         |
| 16. Funds on hand at close of reporting period   | \$ 908,975.16   |

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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<br>(From Schedules A-1 and A-2)   | \$ 0.00            |
| 20. All proceeds from the sale of tickets to fundraising events<br>(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<br>(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<br>(Must also be reported on Schedule D-1)   | \$ 0.00            |

Form 305, Rev. 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) |
| WYLD AM<br>929 Howard Ave<br>New Orleans, LA 70113<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr.                          | 11/30/2020                            | Radio Ads pd by Berni Consulting  | \$ 570.00    |
| B3 CONSULTING, LLC<br>540 S. Broad Street, Suite C<br>New Orleans, LA 70119<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr. | 12/03/2020                            | Voter Contact and Canvassing  | \$ 15,000.00 |
| B3 CONSULTING, LLC<br>540 S. Broad Street, Suite C<br>New Orleans, LA 70119<br><br>Candidate Supporting/Opposing: Carlos Zervigon       | 12/03/2020                            | Voter Contact and Canvassing  | \$ 15,000.00 |
| B3 CONSULTING, LLC<br>540 S. Broad Street, Suite C<br>New Orleans, LA 70119<br><br>Candidate Supporting/Opposing: Ethan Ashley          | 12/03/2020                            | Voter Contact and Canvassing  | \$ 15,000.00 |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Ethan Ashley                          | 11/30/2020                            | Billboards pd to Outfront Media 8001 Townsend Pl, New Orleans, LA 70126       | \$ 5,000.00  |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr.                 | 11/30/2020                            | Billboards pd to Outfront Media 8001 Townsend Pl, New Orleans, LA 70126       | \$ 2,500.00  |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr.                 | 11/30/2020                            | Digital Ads and placement by Berni Consulting and Nola Media 3800 Howard Ave, | \$ 15,000.00 |
| 3. SUBTOTAL (optional)  |                                       |   | \$ 68,070.00 |
| 4. TOTAL (optional - complete only on last page of this schedule)   |                                       |   |              |

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) |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Ethan Ashley          | 11/30/2020                            | Digital Ads and placement by Berni Consulting and Nola Media 3800 Howard Ave, | \$ 15,000.00 |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Carlos Zervigon       | 11/30/2020                            | Digital Ads and placement by Berni Consulting and Nola Media 3800 Howard Ave, | \$ 15,000.00 |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Katherine Baudouin    | 11/30/2020                            | Digital Ads and placement by Berni Consulting and Nola Media 3800 Howard Ave, | \$ 15,000.00 |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Ethan Ashley          | 11/30/2020                            | Digital and radio production costs  | \$ 2,000.00  |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Carlos Zervigon       | 11/30/2020                            | Digital and radio production costs  | \$ 2,000.00  |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr. | 11/30/2020                            | Digital and radio production costs  | \$ 2,000.00  |
| BERNI CONSULTING<br>6701 Canal St.<br>New Orleans, LA 70124<br><br>Candidate Supporting/Opposing: Katherine Baudouin    | 11/30/2020                            | Digital and radio production costs  | \$ 2,000.00  |
| 3. SUBTOTAL (optional)  |                                       |   | \$ 53,000.00 |
| 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) |
| CHISM STRATEGIES<br>2906 N. State Street<br>Ste 106<br>Jackson, MS 39216<br><br>Candidate Supporting/Opposing: Ethan Ashley                 | 12/04/2020                            | Text Messaging                    | \$ 4,500.00  |
| CHISM STRATEGIES<br>2906 N. State Street<br>Ste 106<br>Jackson, MS 39216<br><br>Candidate Supporting/Opposing: Katherine Baudouin           | 12/04/2020                            | Text Messaging                    | \$ 4,000.00  |
| CHISM STRATEGIES<br>2906 N. State Street<br>Ste 106<br>Jackson, MS 39216<br><br>Candidate Supporting/Opposing: Nolan &#x00; Marshall, Jr.   | 12/04/2020                            | Text Messaging                    | \$ 4,300.00  |
| MID CITY SOUND LLC<br>530 South Jefferson Davis Pkwy<br>Ste 203<br>New Orleans, LA 70119<br><br>Candidate Supporting/Opposing: Ethan Ashley | 11/16/2020                            | Production for Radio Voiceover Ad | \$ 400.00    |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Ethan Ashley                            | 11/19/2020                            | Direct Mail                       | \$ 14,800.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Nolan &#x00; Marshall, Jr.              | 11/19/2020                            | Direct Mail                       | \$ 14,600.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Ethan Ashley                            | 11/30/2020                            | Direct Mail                       | \$ 20,000.00 |
| 3. SUBTOTAL (optional)  |                                       |                                   | \$ 58,100.00 |
| 4. TOTAL (optional - complete only on last page of this schedule)   |                                       |                                   |              |

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) |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Nolan &#x00; Marshall, Jr. | 11/30/2020                            | Direct Mail                 | \$ 19,600.00 |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Carlos Zervigon            | 11/30/2020                            | Direct Mail                 | \$ 5,500.00  |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Katherine Baudouin         | 11/30/2020                            | Direct Mail                 | \$ 2,400.00  |
| SCALE TO WIN<br>13742 Harper St.<br>Sana Ana, CA 92703<br><br>Candidate Supporting/Opposing: Ethan Ashley                      | 12/03/2020                            | Peer to Peer Text Messaging | \$ 259.92    |
| SCALE TO WIN<br>13742 Harper St.<br>Sana Ana, CA 92703<br><br>Candidate Supporting/Opposing: Katherine Baudouin                | 12/03/2020                            | Peer to Peer Text Messaging | \$ 99.00     |
| SCALE TO WIN<br>13742 Harper St.<br>Sana Ana, CA 92703<br><br>Candidate Supporting/Opposing: Nolan &#x00; Marshall, Jr.        | 12/03/2020                            | Peer to Peer Text Messaging | \$ 173.28    |
| SCALE TO WIN<br>13742 Harper St.<br>Sana Ana, CA 92703<br><br>Candidate Supporting/Opposing: Carlos Zervigon                   | 12/03/2020                            | Peer to Peer Text Messaging | \$ 86.64     |
| 3. SUBTOTAL (optional)   |                                       |                             | \$ 3,018.84  |
| 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)  |
| WBOK<br>1639 Gentilly Blvd<br>New Orleans, LA 70119<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr. | 11/30/2020                            | Radio ad pd by Berni Consulting | \$ 1,280.00   |
| WYLD FM<br>929 Howard Ave<br>New Orleans, LA 70113<br><br>Candidate Supporting/Opposing: Nolan & Marshall, Jr.  | 11/30/2020                            | Radio ad pd by Berni Consulting | \$ 5,650.00   |
| 3. SUBTOTAL (optional)  |                                       |                                 | \$ 9,948.84   |
| 4. TOTAL (optional - complete only on last page of this schedule)   |                                       |                                 | \$ 218,718.84 |

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## SCHEDULE D-2: OTHER DISBURSEMENTS

This schedule is used to report those disbursements that are not "expenditures"; that is, monies expended that are not paid for the purpose of supporting or opposing the election of a candidate for public office. Examples include the payment of taxes or the refund of contributions. Disbursements should be reported on this schedule only if they have not been reported elsewhere in this report. The explanation of the disbursement should state the reason the payment was made.

| 1. Name and Address of Recipient  | 2. Date    | 3. Explanation | 4. Amount    |
|---|------------|----------------|--------------|
| ACTION NEW ORLEANS PAC<br>5208 Magazine St. #195<br>New Orleans, LA 70115 | 11/16/2020 | Contribution   | \$ 25,000.00 |
| 3. SUBTOTAL (optional)  |            |                | \$ 25,000.00 |
| 4. TOTAL (optional - complete only on last page of this schedule)         |            |                | \$ 25,000.00 |

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