

## OTHER PERSON'S SPECIAL 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)

This form is filed during the 20 day period immediately preceding an election by:

**PERSONS SUPPORTING OR OPPOSING MAJOR OFFICE CANDIDATES:** To report all contributions (including in-kind contributions) and/or expenditures made exceeding \$1000 during the last 20 days before the primary election, as well as those in the last 20 days before the general election if the filer participates in the general election.

**PERSONS SUPPORTING OR OPPOSING DISTRICT OFFICE CANDIDATES AND ANY OTHER OFFICE CANDIDATES:** To report all contributions (including in-kind contributions) and/or expenditures made exceeding \$500 during the last 20 days before the primary election, as well as those in the last 20 days before the general election if the filer participates in the general election.

*All persons who have had any such transactions within the 20 days immediately preceding an election are required to report any such transaction on this form within 48 hours of the time the transaction occurred.*

1. Full Name and Address

EDUCATION REFORM NOW ADVOCACY  
276 5th Ave.  
Suite 704 #915  
NEW YORK, LA 10001

OFFICE USE ONLY

Report Number: 91400

Date Filed: 10/23/2020

Report Includes Schedules:  
Schedule B

2. Date of Election 11/3/2020

This report covers from 10/21/2020 through 10/23/2020

3. Candidates Supported or Opposed (use additional sheets if necessary)

| a. Name & Address of Candidate | b. Office Sought        | c. Political Party | d. Support/Oppose |
|--------------------------------|-------------------------|--------------------|-------------------|
| KAYONNA K ARMSTRONG            | Orleans School Board 07 | Democrat           | O                 |
| ETHAN ASHLEY                   | Orleans School Board 02 | Democrat           | S                 |
| KATHERINE BAUDOUIN             | Orleans School Board 05 | Democrat           | S                 |
| JOHN BROWN                     | Orleans School Board 01 | Democrat           | S                 |
| NOLAND MARSHALL                | Orleans School Board 07 | Democrat           | S                 |
| OLIN G PARKER                  | Orleans School Board 03 | Democrat           | S                 |
| JAMAR WILSON                   | Orleans School Board 07 | Democrat           | S                 |

4. a. Name of Person Preparing Report

CARLOS ZEFMIGON  
MARY C HOFFMAN

b. Daytime Telephone 225-275-1904

5. 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 23rd day of October, 2020.

EDUCATION REFORM NOW ADVOCACY  
Signature

646-354-9625  
Daytime Telephone Number

## SCHEDULE B: EXPENDITURES

**PERSONS SUPPORTING OR OPPOSING MAJOR OFFICE CANDIDATES:** The following information must be reported for all expenditures made exceeding \$1000 during the last 20 days before the primary election, as well as those made in the last 20 days before the general election if the filer participates in the general election.

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| 1. Name and Address of Recipient                                                                                              | 2. Date    | 3. Amount (& description if In-Kind)        |
|-------------------------------------------------------------------------------------------------------------------------------|------------|---------------------------------------------|
| WYLD FM<br>929 Howard Ave<br>New Orleans, LA 70113<br><br>Candidate Supporting/Opposing: John Brown                           | 10/23/2020 | Radio Buy pd by Berni Consulting \$6,435.00 |
| CHISM STRATEGIES<br>2906 N. State Street<br>Ste 106<br>Jackson, MS 39216<br><br>Candidate Supporting/Opposing: John Brown     | 10/23/2020 | Text Message Campaign \$3,340.00            |
| CHISM STRATEGIES<br>2906 N. State Street<br>Ste 106<br>Jackson, MS 39216<br><br>Candidate Supporting/Opposing: Ethan & Ashley | 10/23/2020 | Text Message Campaign \$4,270.00            |
| FACEBOOK<br>1601 S. California Ave<br>Palo Alto, CA 94304<br><br>Candidate Supporting/Opposing: John Brown                    | 10/23/2020 | Ads pd by Berni Consulting \$3,500.00       |
| FACEBOOK<br>1601 S. California Ave<br>Palo Alto, CA 94304<br><br>Candidate Supporting/Opposing: Ethan & Ashley                | 10/23/2020 | Ads pd by Berni Consulting \$3,500.00       |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: John Brown                | 10/21/2020 | Direct Mail \$12,850.00                     |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Ethan & Ashley            | 10/21/2020 | Direct Mail \$14,800.00                     |

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| 1. Name and Address of Recipient                                                                                       | 2. Date    | 3. Amount (& description if In-Kind) |
|------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------|
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Olin G Parker      | 10/21/2020 | Direct Mail \$7,600.00               |
| OURSO BEYCHOK<br>352 Napoleon Street<br>Baton Rouge, LA 70802<br><br>Candidate Supporting/Opposing: Katherine Baudouin | 10/21/2020 | Direct Mail \$8,700.00               |

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| 1. Name and Address of Recipient                                                                                                                     | 2. Date    | 3. Amount (& description if In-Kind)                |
|------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------|
| <p>OURSO BEYCHOK<br/>352 Napoleon Street<br/>Baton Rouge, LA 70802</p> <p>Candidate Supporting/Opposing: Carlos Zervigon</p>                         | 10/21/2020 | <p>Direct Mail \$16,300.00</p>                      |
| <p>OURSO BEYCHOK<br/>352 Napoleon Street<br/>Baton Rouge, LA 70802</p> <p>Candidate Supporting/Opposing: Jamar Wilson; Nolan &amp; Marshall, Jr.</p> | 10/21/2020 | <p>Direct Mail \$8,400.00</p>                       |
| <p>OURSO BEYCHOK<br/>352 Napoleon Street<br/>Baton Rouge, LA 70802</p> <p>Candidate Supporting/Opposing: John Brown</p>                              | 10/23/2020 | <p>Direct Mail \$5,900.00</p>                       |
| <p>OURSO BEYCHOK<br/>352 Napoleon Street<br/>Baton Rouge, LA 70802</p> <p>Candidate Supporting/Opposing: Kayonna K Armstrong</p>                     | 10/23/2020 | <p>Direct Mail \$6,700.00</p>                       |
| <p>WBOK<br/>1639 Gentilly Blvd<br/>New Orleans, LA 70119</p> <p>Candidate Supporting/Opposing: John Brown</p>                                        | 10/23/2020 | <p>Radio Buy pd. by Berni Consulting \$2,635.00</p> |
| <p>WLYLD AM<br/>929 Howard Ave<br/>New Orleans, LA 70113</p> <p>Candidate Supporting/Opposing: John Brown</p>                                        | 10/23/2020 | <p>Radio Buy pd by Berni Consulting \$930.00</p>    |