

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 X 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 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
NOLAN MARSHALL, JR. 1604 Mirabeau Av New Orleans, LA 70122	Orleans School Board	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)	\$ 0.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +3)	\$ 0.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. TOTAL RECEIPTS (Lines 4 + 5 + 6)	\$ 0.00

DISBURSEMENTS	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
11. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11)	\$ 243,718.84

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)	\$ 1,152,694.00
13. <i>Plus</i> total receipts this period (<i>less</i> in-kind contributions received) (Line 7 above minus line 2 above)	\$ 0.00
14. <i>Less</i> total disbursements this period (Line 11 above)	\$ 243,718.84
15. <i>Less</i> in-kind contributions this period (Line 2 above)	\$ 0.00
16. Funds on hand at close of reporting period	\$ 908,975.16

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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 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 929 Howard Ave New Orleans, LA 70113 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	11/30/2020	Radio Ads pd by Berni Consulting	\$ 570.00
B3 CONSULTING, LLC 540 S. Broad Street, Suite C New Orleans, LA 70119 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	12/03/2020	Voter Contact and Canvassing	\$ 15,000.00
B3 CONSULTING, LLC 540 S. Broad Street, Suite C New Orleans, LA 70119 Candidate Supporting/Opposing: Carlos Zervigon	12/03/2020	Voter Contact and Canvassing	\$ 15,000.00
B3 CONSULTING, LLC 540 S. Broad Street, Suite C New Orleans, LA 70119 Candidate Supporting/Opposing: Ethan Ashley	12/03/2020	Voter Contact and Canvassing	\$ 15,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 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 6701 Canal St. New Orleans, LA 70124 Candidate Supporting/Opposing: Ethan Ashley	11/30/2020	Digital and radio production costs	\$ 2,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124 Candidate Supporting/Opposing: Carlos Zervigon	11/30/2020	Digital and radio production costs	\$ 2,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	11/30/2020	Digital and radio production costs	\$ 2,000.00
BERNI CONSULTING 6701 Canal St. New Orleans, LA 70124 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 2906 N. State Street Ste 106 Jackson, MS 39216 Candidate Supporting/Opposing: Ethan Ashley	12/04/2020	Text Messaging	\$ 4,500.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216 Candidate Supporting/Opposing: Katherine Baudouin	12/04/2020	Text Messaging	\$ 4,000.00
CHISM STRATEGIES 2906 N. State Street Ste 106 Jackson, MS 39216 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	12/04/2020	Text Messaging	\$ 4,300.00
MID CITY SOUND LLC 530 South Jefferson Davis Pkwy Ste 203 New Orleans, LA 70119 Candidate Supporting/Opposing: Ethan Ashley	11/16/2020	Production for Radio Voiceover Ad	\$ 400.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Ethan Ashley	11/19/2020	Direct Mail	\$ 14,800.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	11/19/2020	Direct Mail	\$ 14,600.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 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)			

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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)
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	11/30/2020	Direct Mail	\$ 19,600.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Carlos Zervigon	11/30/2020	Direct Mail	\$ 5,500.00
OURSO BEYCHOK 352 Napoleon Street Baton Rouge, LA 70802 Candidate Supporting/Opposing: Katherine Baudouin	11/30/2020	Direct Mail	\$ 2,400.00
SCALE TO WIN 13742 Harper St. Sana Ana, CA 92703 Candidate Supporting/Opposing: Ethan Ashley	12/03/2020	Peer to Peer Text Messaging	\$ 259.92
SCALE TO WIN 13742 Harper St. Sana Ana, CA 92703 Candidate Supporting/Opposing: Katherine Baudouin	12/03/2020	Peer to Peer Text Messaging	\$ 99.00
SCALE TO WIN 13742 Harper St. Sana Ana, CA 92703 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	12/03/2020	Peer to Peer Text Messaging	\$ 173.28
SCALE TO WIN 13742 Harper St. Sana Ana, CA 92703 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 1639 Gentilly Blvd New Orleans, LA 70119 Candidate Supporting/Opposing: Nolan & Marshall, Jr.	11/30/2020	Radio ad pd by Berni Consulting	\$ 1,280.00
WYLD FM 929 Howard Ave New Orleans, LA 70113 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 5208 Magazine St. #195 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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