

**INDEPENDENT EXPENDITURE REPORT  
FOR COMMITTEES, INDIVIDUALS, AND OTHER ENTITIES**

To be filed with:  
**John Thurston, Secretary of State**  
State Capitol, Room 026  
Little Rock, AR 72201-1094  
Phone (501) 682-5070  
Fax (501) 682-3408

Filed: 10/27/2020 12:31:10  
PM

Check if this report is an amendment

For assistance in completing  
this form contact:  
**Arkansas Ethics Commission**  
Post Office Box 1917  
Little Rock, AR 72203  
Phone (501) 324-9600  
Toll Free (800) 422-7773

Please Type or Print

1. Name of independent expenditure committee, individual or other entity making independent expenditures: Alliance for a Better Arkansas, Inc.	
Address: PO Box 7641	
City, State and Zip Little Rock, AR, 72217	Telephone Number: (479) 301-5601

**2. Type of Report (check appropriate box)**    Covers period ( 10/06/2020) through (10/26/2020)  
month/date/year                      month/date/year

- 35 Day Pre-Election Report (General)
- 10 Day Pre-Election Report (General)
- Final Report (General)
- Final Report (must be filed no later than 30 days after the end of the month in which the election is held)

**3. Type of Election:** (check only one)                      Date of Election: \_\_\_\_\_

- Preferential Primary     General     Run-off     Special

Summary	For Reporting Period	Cumulative
<b>4. Balance of Funds at Beginning of Reporting Period (Committees only)</b>		
<b>5. Interest (if any) earned on account (Committees only)</b>		
<b>6. Total Loans, enter amount from line 12 (Committees only)</b>		
<b>7. Total Monetary Contributions, enter amount from line 16 (Committees only)</b>		
<b>8. Total Expenditures, enter amount from line 22</b>	\$52,837.85	\$52,837.85
<b>9. Balance of Funds at close of Reporting Period (Committees only)</b>		

I certify that I have examined this report and to the best of my knowledge and belief it is true, correct, and complete.

Gennie Rebecca Hirschy (on behalf of Alliance for a Better Arkansas, Inc.)  
(Signature of Individual or of Authorized Representative of Committee or Entity)

Sworn to and subscribed before me, a Notary Public, in and for \_\_\_\_\_ County, Arkansas, on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

My Commission Expires: \_\_\_\_\_

\_\_\_\_\_  
(Notary Signature)

**10. INFORMATION CONCERNING COMMITTEE, INDIVIDUAL, OR OTHER ENTITY  
MAKING INDEPENDENT EXPENDITURES**

IF FILING AS AN INDEPENDENT EXPENDITURE COMMITTEE, PROVIDE THE  
FOLLOWING INFORMATION FOR EACH OF THE COMMITTEE'S OFFICERS

Name of officer:
Address:
Employer:
Occupation:

IF FILING AS AN INDIVIDUAL, PROVIDE THE FOLLOWING INFORMATION

Principal Place of Business:
Employer:
Occupation:

IF FILING AS AN ENTITY OTHER THAN AN INDIVIDUAL OR INDEPENDENT  
EXPENDITURE COMMITTEE, PROVIDE THE FOLLOWING INFORMATION  
WITH RESPECT TO THE ENTITY AND ITS OFFICERS

Name of Entity:	Alliance for a Better Arkansas, Inc.
Address:	PO Box 7641, Little Rock, AR, 72217
Name of officer:	Gennie Rebecca Hirschy
Address:	PO Box 7641, Little Rock, AR, 72217
Employer:	Self Employed
Occupation:	Consultant
Name of officer:	
Address:	
Employer:	
Occupation:	

**11. LOAN INFORMATION - COMMITTEES ONLY**

*Please Type or Print  
Do not list loans previously reported*

DATE	NAME AND ADDRESS OF LENDING INSTITUTION	GUARANTOR(S) IF ANY	AMOUNT
<b>12. TOTAL LOANS DURING REPORTING PERIOD</b>			

**13. ITEMIZED MONETARY CONTRIBUTIONS OVER \$50 - COMMITTEES ONLY**

*Please Type or Print  
(Use copies of this page as needed)*

Date	Name and Address of Contributor	Employer/Occupation And Place of Business	Total Contributions for filing period	Cumulative Total
			<input type="checkbox"/> Primary <input type="checkbox"/> Pri. Run-Off <input type="checkbox"/> General <input type="checkbox"/> Gen. Run-Off <input type="checkbox"/> SpecialElection	
<b>14. Total Itemized Monetary Contributions</b>			\$0.00	
<b>15. Total Nonitemized Monetary Contributions</b>			\$0.00	
<b>16. Total Monetary Contributions This Report</b> (includes lines 14 and 15)			\$0.00	

**17. NONMONEY CONTRIBUTIONS - COMMITTEES ONLY**

Date	Full Name, Mailing Address and Zip Code of Contributor	Employer/Occupation	Description of Nonmoney Item	Value of Nonmoney Item	Cumulative Total
				<input type="checkbox"/> Primary <input type="checkbox"/> Pri. Run-Off <input type="checkbox"/> General <input type="checkbox"/> Gen. Run-Off <input type="checkbox"/> SpecialElection	
<b>18. Total Nonmoney Contributions This Report</b>				\$0.00	

**19. ITEMIZED EXPENDITURES OVER \$100 - COMMITTEE, INDIVIDUAL, OR OTHER ENTITY**

*Please Type or Print  
(Use copies of this page as needed)*

<b>Name and Address of Supplier/Payee</b>	<b>Description of Expenditure</b>	<b>Date of Disbursement</b>	<b>Amount of Disbursement</b>
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/06/2020	\$175.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/06/2020	\$125.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$75.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$75.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$50.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$35.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$25.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$25.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	digital advertising	10/06/2020	\$25.00
HT Media 3812 Ridge Rd., North Little Rock, AR 72116	advertising production	10/06/2020	\$795.73
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/07/2020	\$250.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/07/2020	\$2.93
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/09/2020	\$400.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/11/2020	\$600.00
R&M Broadcasting PO Box 697, Crossett, AR 71635	Radio Advertising	10/14/2020	\$1,232.00
Forward Solution Strategy Group 7605 Hansrote Ct., Nashville, TN 37221	Direct Mail	10/16/2020	\$12,337.87
HT Media 3812 Ridge Rd., North Little Rock, AR 72116	Advertising Production	10/17/2020	\$1,537.53
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/19/2020	\$900.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$600.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$400.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$250.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$175.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$125.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$75.00

Ark. Code Ann. § 7-6-202 provides that a person who knowingly fails to comply with the provisions of subchapter 2 of chapter 6, Title 7 of the Arkansas Code shall upon conviction be guilty of a Class A misdemeanor.

Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/21/2020	\$901.64
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/22/2020	\$408.10
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/22/2020	\$900.00
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/23/2020	\$582.69
Mockingbird Media and Creative PO Box 7626, Little Rock, AR 72216	Consulting	10/23/2020	\$2,000.00
Ozark Collective 1950 Ashley Lane, Springdale, AR 72762	Advertising Production	10/23/2020	\$3,124.00
Choozle, Inc. 3513 Brighton Blvd, Suite 510, Denver, CO 80216	Digital Advertising	10/24/2020	\$20,782.69
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/24/2020	\$46.71
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/24/2020	\$900.96
Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025	Digital Advertising	10/24/2020	\$900.00
Mockingbird Media and Creative PO Box 7626, Little Rock, AR 72216	Advertising Production	10/24/2020	\$2,000.00
<b>20. Total Itemized Expenditures This Report</b>			\$52,837.85
<b>21. Total Nonitemized Expenditures This Report</b>			\$0.00
<b>22. Total Expenditures This Report (includes lines 20 and 21)</b>			\$52,837.85

**23. PAID WORKERS**

(include any person paid to work, does not have to be a full-time worker)

NAME OF WORKER	AMOUNT PAID	NAME OF WORKER	AMOUNT PAID

**24. EXPENDITURES BY CATEGORY**

CATEGORY	TOTAL AMOUNT
Filing Fee	
Television Advertising	
Radio Advertising	\$1,232.00
Newspaper Advertising	
Other Advertising	\$37,267.98
Office Supplies	
Rent	
Utilities	
Telephone	
Postage	
Direct Mail	\$12,337.87
Travel Expenses	
Entertainment	
Fundraising	
Repayment of Loans	
Returned Contributions	
Consultant Fees	\$2,000.00
Polls	
Paid Workers	
Other (list)	
Repayment of Debts	
<b>25. TOTAL EXPENDITURES</b>	<b>\$52,837.85</b>