

Subject **Re: Sports Game Package**  
From <[scott@wron.net](mailto:scott@wron.net)>  
To <[wlonganacre@gmail.com](mailto:wlonganacre@gmail.com)>  
Date 2020-09-28 11:54



See below.

On 2020-09-28 11:45, Michele Crist wrote:

Scott: Did I answer this I am sorry I looked at it then couldn't find it. Then I was doing a search on this subject and it came up! You should be ok. If you have a contract with the school, sometimes they have a disclaimer in there about who they wouldn't want advertising but if not I would say your fine since you have enough for equal time.

-----Original Message-----

From: [scott@wron.net](mailto:scott@wron.net) <[scott@wron.net](mailto:scott@wron.net)>  
Sent: Thursday, September 24, 2020 9:58 AM  
To: [mcrist@wvba.com](mailto:mcrist@wvba.com)  
Subject: Fwd: Re: Sports Game Package

Michelle,

I have a political candidate with questions about political advertising and High School Gamenight produced by MetroNews. We have ample avails for candidates to provide equal amounts of commercials. Please see the the below thread and advise.

Thanks,

Scott Canterbury  
WRON-Fm

----- Original Message -----

Subject: Re: Sports Game Package  
Date: 2020-09-24 09:55  
From: [scott@wron.net](mailto:scott@wron.net)  
To: "W. Todd Longanacre" <[wlonganacre@gmail.com](mailto:wlonganacre@gmail.com)>

Todd,

The commercials do not air during games. They air during local avails in High School Gamenight which is basically a high school football scoreboard. The broadcast of Gamenight is produced by MetroNews and doesn't benefit any school system. To be on the safe side, I'll check with legal at the West Virginia Broadcasters Association.

I'll be in touch.

Thanks,

Scott Canterbury

On 2020-09-24 09:02, W. Todd Longanacre wrote:

Greetings Scott.

I had a wonderful time working with you yesterday.

With regards to the game package I paid for. Can you verify that it is legal for a political candidate to broadcast a platform message during a public school related event? I will also check this out today on my end. I want to get an answer prior to Friday night's

|| broadcast. If it is in violation of campaign law I will ask you guys  
to pull my add from the broadcast during/after the game.

|| Much obliged,  
Todd



Subject **Re: Political Campaign Add**  
From <scott@wron.net>  
To W. Todd Longanacre <wtlonganacre@gmail.com>  
Date 2020-09-21 10:26



Todd,

I left a long voicemail; let me give you that info again. First, with political advertising it must be prepaid and I have some paperwork you will need to fill out.

We have four stations:

News / Talk 1310 Am / 97.3 Fm is \$5.00 per :30 commercial. I'd advise looking at one commercial in each hour of MetroNews Talkline w/ Hoppy Kerchavel. That would be \$10 per weekday. The other most listened to shows are Rush and Morning Metro News.

On the music Fms, 103.1 The Bear WRON has the most listeners. All the music FMs are \$8 per :30 commercial. Oldies 93 has the same reach. Rock 95 WRLB is a strong signal except in on the east side of WSS and up Rt. 92. I'd recommend first using the Bear, then looking at Oldies 93 based on your budget. You would probably want to run at least four commercials or five commercials on each station.

My best advise would be to come in and talk to me. We can create a schedule, get the forms taken care of, and record a commercial then. I'm available weekdays after I get off the air from 10 a.m.-4:30 p.m.

Thanks,

Scott Canterbury  
(304) 645-1327

On 2020-09-21 10:03, W. Todd Longanacre wrote:

Greetings, Scott!

I am a local Candidate who is very interested to get my platform-campaign message out there; particularly since we have been extremely limited in holding campaign activities such as Meet the Candidate events. I would be interested in speaking with someone who can talk to me about air time and costs.

Looking forward to hearing from you.

Respectfully,

Todd Longanacre  
(304) 531-3683

Subject **Re: Sports Game Package**  
From <scott@wron.net>  
To W. Todd Longanacre <wtlonganacre@gmail.com>  
Date 2020-09-24 09:55

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1:22 p.m. September 21, 2020

Incumbent Greenbrier County Sheriff Bruce Sloan called to inquire about rates on all Radio Greenbrier stations (WSLW, WRON, WRLB, WKCJ) . He was given in window candidate rates by account executive Scott Canterbury.