



CADDELL BROADCASTING, INC.
 P.O. Box 729
 West Jefferson, NC 28694
 Office: 336-846-9575
 Fax: 336-846-2683

Date: 9-24-2020 Email: lee@rayformc.com
 Account Name: Ray Russell for NC House of Representatives-Dst.93
 Contact Name: Ray/Lee Ray: 828-773-6285
 Cell: Lee: 919-407-1104
 Phone: 919-407-1104 Fax: _____
 Billing Address: P.O. Box 2745 Physical: _____
 City: Boone State: NC Zip: 28607
 Sponsorships: _____ Other: _____ # Spots: 357

Account #: 65285
 Broadcast Order:
 Anc. Type: Reg: _____ Political:
 Agency: _____
 Co-op: _____
 Annual Agreement: _____
 For: NC House of Rep. Dst. 93
 Website: _____
 Sold By: D. Guy
 Duration: : 30 Banner: _____
 News Groups: _____ Samplers: _____
 Beginning: 9-29-2020 Ending: 11-3-2020
 Rate: \$13.00 Total: \$4641.00

Week	9/29	10/5	10/12	10/19	10/26	11/2															<input checked="" type="checkbox"/> Special Code
Mon.		12	12	12	12	12															<input type="checkbox"/> Broadcast Month
Tues.	12	12	12	12	12	12															<input type="checkbox"/> Script
Wed.	12	12	12	12	12																<input type="checkbox"/> Date & Time
Thurs.	12	12	12	12	12																<input type="checkbox"/> Other
Friday	12	12	12	12	12																
Sat	6	6	6	6	6																
Sun	3	3	3	3	3																

RDS: Daypart: 6-10 AM _____
 10 AM-3 PM _____
 3-7 PM _____
 7 PM-12AM _____
 Local Tap: 1/3, 1/3, 1/3 _____
 1/2, 1/2 _____
 Specific Time: AM _____
 PM _____
 Program: Name: _____
 Time: _____

Additional Charge Specified Time

Other Comments: _____

Caddell Broadcasting Incorporated does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WKSK Radio - West Jefferson	Date: 9-24-2020
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I, Ray Russell

being/on behalf of: _____

a legally qualified candidate of the Democratic

political party for the office of: NC House of Representatives - District 93

in the General

election to be held on: Tuesday, Nov. 3rd 2020

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30					

Attach proposed schedule with charges (if available): See Attached Schedule

I represent that the payment for the above described broadcast time has been furnished by:

Ray Russell

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lynn Caldwell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9-24-2020
Date

Ray Russell
Signature

To Be Signed By Station Representative

Accepted

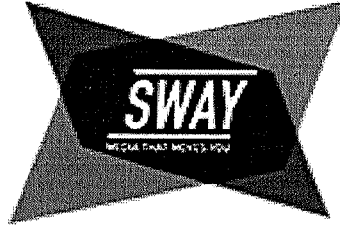
Accepted in Part

Rejected

Dianne Guy
Signature

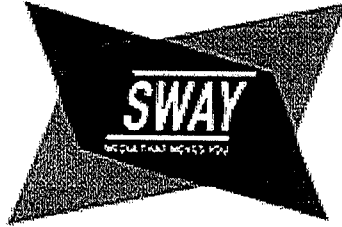
Dianne Guy
Printed Name

Admin.
Title



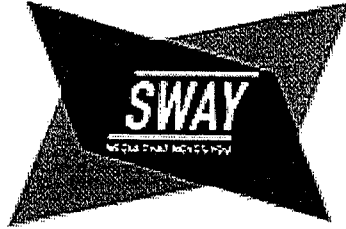
Ray Russell for State Representative
"Our Health" v2
:30 Radio
9/25/20

Audio
<p>Music: Concerned strings to begin; gets more upbeat as voiceover continues.</p> <p>Gwynita Steele: I'm Gwynita Steele. <i>Nathan needs to put music behind. emailed Note audio file 9-30-20</i></p> <p>As a longtime member of this community, State Representative Ray Russell knows the pandemic hit us hard. But until covid is under control, none of us can get fully back to work. (35)</p>
<p>Gwynita Steele: Now more than ever, Ray believes we should all have access to affordable healthcare. And by expanding Medicaid, Ray will help 6,000 neighbors get care, keep rural hospitals open, and create local jobs.</p> <p>For our economy – and our health – send Ray Russell back to Raleigh. (45)</p>
<p>VO: Paid for by Ray Russell for North Carolina. (8)</p>



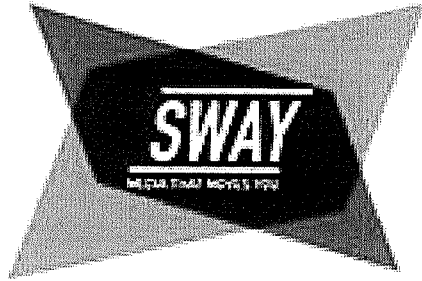
Ray Russell for State Representative
"Stormy"
:30 Radio
9/21/20 v4

Audio
<p>Sound effect: Brief crackle of thunder in the distance.</p> <p>Music: Subtle strings throughout.</p>
<p>Ray Russell: This is Ray Russell, founder of Ray'sWeather.com.</p> <p>As a small business owner, I know they are the backbone of our local economy. As your state representative, I've fought to cut red tape to help small businesses grow, and close loopholes that only benefit big corporations. (45)</p>
<p>Pat Mitchell: I'm Pat Mitchell, Ashe County's former Economic Development Director. Ray Russell is the fiscally responsible leader we need to get our economy back on track.</p> <p>This November, send Ray Russell back to Raleigh. (33)</p>
<p>VO: Paid for by Ray Russell for North Carolina. (8)</p>



Ray Russell for State Representative
"Join Us"
:30 Radio
9/21/20 v4

Audio
<p>Music: Subtle strings throughout.</p>
<p>Ray Russell: This is State Representative Ray Russell. I'm a teacher, and my wife's a teacher.</p> <p>Our great education system used to set North Carolina apart. Now we're 40th in student spending. I'll work to bring back the teaching fellows' program to recruit and retain the best for our kids. (48)</p>
<p>Jane Lonnon: I'm Jane Lonnon, former Ashe Arts Council Director.</p> <p>Ray Russell's all about education. He'll fight to reduce class sizes, expand rural internet access, and raise teacher pay.</p> <p>Join me in supporting Ray Russell by November 3rd. (36)</p>
<p>VO: Paid for by Ray Russell for North Carolina. (8)</p>



Ray Russell for State Representative
"Broadband" v2
:30 Radio
9/29/20

Audio

Music: Jaunty, folksy, upbeat.

Hobie Davis: Hi, folks. This is Hobie Davis, former CEO of Sky Line-Sky Best. Continuing to expand broadband into the High Country will ensure all families have opportunities to succeed. State Rep. Ray Russell is the candidate I trust to make it happen. (41)

Hobie Davis: Ray knows that by increasing rural internet access, our small businesses and schools will be even *more* competitive.

This November, join me in sending Ray Russell back to Raleigh. (29)

VO: Paid for by Ray Russell for N.C. (7)

Ray Russell for State Representative

"Sheriff Williams"

:30 Radio

9/30/20 v1

Audio

Music: No music? Thinking no music bed might make it stand out and symbolize clarity and transparency.

I'm James Williams, former Ashe County Sheriff and West Jefferson Chief of Police.

I know Ray Russell and am proud of the job he's done in Raleigh.

Many lies have been spread in this year's election, but I know Ray Russell does not want to defund the police.

You've trusted him with the weather for 20 years. He's always told us the truth, and will continue telling us the truth.

Join me in voting for Ray Russell by November 3rd. (80)

VO: Paid for by Ray Russell for N.C. (7)



Ray Russell for State Representative

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:30 Radio

9/29/20

Audio
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