

4@10 On-Air Giveaway

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

CONTEST OVERVIEW

Each day, WTMJ mid-morning host Steve Scaffidi runs down the big stories of the day. Over the course of the 10am hour he will cover four big stories that are making news. At the end of the segment, he will ask a caller to call in and name the “4 @ 10” stories of the day. The first caller to successfully name the stories wins the weekly prize.

1. HOW TO ENTER

- a. These rules govern the 4@10 On-Air promotion (the “Promotion”) being conducted by Newsradio 620 WTMJ – 720 E. Capitol Dr. Milwaukee WI 53212 (“GKB”) beginning on Monday, January 14th, 2019 at 10a cst and ending on Friday, January 31st, 2020 at 12p (noon) cst.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming. Promotion will only be run on Steve Scaffidi from 8:30a-12p. Listeners may enter via a cue to call around the 10a hour from Monday, January 14th to Friday, January 31st, 2020
 - i. To participate in the Promotion, you must listen to Newsradio 620 WTMJ each day beginning on Monday, January 14th, 2019 and ending on Friday, January 31st, 2020 between the hours of 8:30 a.m. and 12 p.m. each day for the announcement of the cue to call around the 10a hour. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 855-616-1620 will have the opportunity to list the four news topics Steve Scaffidi was talking about that morning. **As of Monday, December 16, 2019 the new call-in number is changed to 855-616-1620. This will be the new number to call for the remainder of the promotion.** If the caller number does not get all four stories correct, the personality has the right to continue selecting a new cue to call as designated until all four stories have been answered correctly. At the time of their call if answered all stories correctly, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. In the event that the selected caller is

disconnected or is found to be ineligible, the caller will forfeit the prize and there would be no prize distributed for that designated day. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be up to a total of five winners selected each week on-air during the Promotion dates, a potential of 275 total winners. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age and who reside in Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in the Milwaukee metropolitan area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. Five total prizes given away each week during 4@10.
 - Monday January 7th, 2019 – Friday January 11th, 2019 – Milwaukee Boat Show four packs – ARV \$40.00 – Must be picked up by Friday January 25th, 2019 by 5p cst

- Monday January 14th, 2019 – Friday January 18th, 2019 – MKE Rep “Junk” Show pairs of tickets – ARV \$50.00 – Must be picked up by Friday February 8th, 2019 by 5p cst.
- Monday January 28th, 2019 – Friday February 1st, 2019 – Madison Camper & RV Show 4-packs of tickets – ARV \$36.00 – Must be picked up by Friday February 1st, 2019 by 5p cst.
- Monday February 11th, 2019 – Friday February 15th, 2019 – Milwaukee International Auto Show 4-packs of tickets – ARV \$40.00 – Must be picked up by Friday March 1st, 2019 by 5p cst.
- Monday February 18th, 2019 – Friday February 22nd, 2019 – Bikes & Brews 2019 4-packs of tickets – ARV \$60.00 – Must be picked up by March 2nd, 2019 by 5p cst.
- Monday February 25th, 2019 – Friday March 1st, 2019 – Nick Mason of Pink Floyd pairs of tickets – ARV \$80.00 – Must be picked up by Friday March 1st, 2019 by 5p cst.
- Monday March 4th, 2019 – Friday March 8th, 2019 – WEDMKE – ARV \$20.00 – Must be picked up by Friday March 8th, 2019 by 5p cst.
- Monday March 18th, 2019 – Wednesday March 20th, 2019 – Mott the Hoople – ARV \$30.00 – Must be picked up by Friday March 29th, 2019 by 5p cst.
- Monday March 25th, 2019 – Friday March 29th, 2019 – Bruce Hornsby and the Noisemakers – ARV \$60.00 – Must be picked up by Tuesday August 6th, 2019 by 5p cst.
- Monday April 8th, 2019 – Friday April 12th, 2019 – Celine Dion – ARV \$100 – Must be picked up by Friday November 1st, 2019 by 5p cst.
- Monday April 15th, 2019 – Friday April 19th, 2019 – Billy Joel – ARV \$100 – Must be picked up by Friday April 26th, 2019 by 5p cst.
- Monday April 22nd, 2019 – Friday April 26th, 2019 – ZZ Top & Cheap Trick – ARV \$158.00 – Must be picked up by Tuesday September 3rd, 2019 by 5pm cst.
- Monday, April 29th, 2019 – Friday May 3rd, 2019 – \$25.00 gift certificate to Lady Janes Haircuts for Men – ARV \$25
- Monday, May 6th, 2019 – Friday May 10th, 2019 – \$25.00 gift certificate to Lady Janes Haircuts for Men – ARV \$25
- Monday, May 13, 2019 – Friday, May 17, 2019 – (2) tickets awarded each day to Brian Wilson and The Zombies” Something Great from ’68

Tour at The Riverside Theater on Sunday, September 22, 2019. ARV \$159 (\$79.50 per ticket – prize is a pair of tickets). Prize must be picked up at GKB Office listed below by Friday, September 20, 2019 at 5 pm CST.

- Monday, May 27, 2019 – Friday, May 31, 2019 – (5) total winners awarded in the promotion this week with (2) winners on Friday, May 31 as no winners on Monday, May 27, 2019 due to no local programming on Memorial Day. Prize this week is (4) pack of tickets for Polish Festival June 14 – June 16, 2019. ARV of each prize pack is \$48 (\$12 per ticket). Prizes must be claimed by 5:00pm CST on Friday, June 14, 2019.
- Monday, June 3, 2019 – Friday, June 7, 2019: Pairs (2 tickets) of Diana Ross tickets at The Riverside Theater in Milwaukee on Sunday, July 14, 2019. ARV of the prize is \$110.00 (\$55.00 per ticket). Prizes for this week must be claimed by 5:00pm CST on Friday, July 12, 2019.
- Monday, June 17, 2019 – Friday, June 21, 2019: Pairs (2 tickets) of “A Tribute to the Beatles’ White Album” on Wednesday, October 2, 2019 at The Pabst Theater. ARV of the prize is \$119 (\$59.50 per ticket). Prizes for this week must be claimed by 5:00pm CST on Wednesday, October 2, 2019.
- Monday, July 8, 2019 – Friday, July 12, 2019: A 4-pack of German Fest tickets at the Summerfest grounds from July 26 – 28, 2019. ARV of the prize is \$48 (\$12 per ticket). Prizes for this week must be claimed by 5:00pm July 26, 2019.
- Monday, July 15, 2019 – Friday, July 19, 2019: EAA AirVenture 2019 (4) pack of tickets for July 22, 2019 – July 28, 2019 in Oshkosh, Wisconsin. Tickets priced at \$36.00 per ticket and total ARV of the (4) ticket prize pack is valued at \$144. Prizes must be picked up by 5:00 PM CST on Friday, July 26, 2019.
- Monday, July 29, 2019 – Friday, August 2, 2019: Pair of Wisconsin State Fair tickets and a pair of Governor’s Blue Ribbon Livestock Auction tickets. ARV of the prize is \$118 (\$14 per adult ticket for Wisconsin State Fair and \$45 per ticket for Livestock Auction). Wisconsin State Fair is August 1 – 11, 2019 and the Livestock Auction is on Wednesday, August 7, 2019. Prizes must be claimed by 5pm CST on Tuesday, August 6, 2019.
- Monday, August 5, 2019 – Friday, August 9, 2019: \$100 gift certificate to Golden Mast Inn. ARV is \$100.
- Monday, August 12, 2019 – Friday, August 16, 2019: (2) admission tickets and \$10 worth of food vouchers to Milwaukee a la carte at the Zoo. ARV of the prize is \$42.50 (\$16.25 per ticket and \$10 in food vouchers). Prizes must be claimed by 5pm on Friday, August 16, 2019.

- Monday, August 19, 2019: (2) Friday Passes to the Fresh Coast Jazz Festival and a WTMJ Shirt and mug. ARV of the prize is \$230 (\$109 per ticket, \$15 for shirt and \$5 for mug). The Fresh Coast Jazz Festival is happening Friday, August 30, 2019 – Monday, September 1, 2019. Prizes must be claimed by 5pm on Friday, August 30, 2019.
- Tuesday, August 20, 2019: (2) Saturday Passes to the Fresh Coast Jazz Festival. ARV of the prize is \$230 (\$109 per ticket, \$15 for shirt and \$5 for mug). The Fresh Coast Jazz Festival is happening Friday, August 30, 2019 – Monday, September 1, 2019. Prizes must be claimed by 5pm on Friday, August 30, 2019.
- Wednesday, August 21, 2019 – Friday, August 23, 2019: (2) Sunday Passes for the Fresh Coast Jazz Festival. ARV of the prize is \$230 (\$109 per ticket, \$15 for shirt and \$5 for mug). The Fresh Coast Jazz Festival is happening Friday, August 30, 2019 – Monday, September 1, 2019. Prizes must be claimed by 5pm on Friday, August 30, 2019.
- Tuesday, September 3, 2019 – Friday, September 6, 2019: (2) tickets to the Fab Four on Friday, September 13, 2019. ARV of the prize is \$82.50. Prizes must be claimed by 5pm on Friday, September 13, 2019.
- Monday, September 9, 2019 – Friday, September 13, 2019: (2) tickets to Lyle Lovett on Thursday, October 17, 2019. ARV of the prize is \$159. Prizes must be claimed by 5pm on Thursday, October 17, 2019.
- Monday, September 23, 2019 – Friday, September 27, 2019: (2) tickets to Amy Grant on Saturday, October 5, 2019. ARV of the prize is \$99. Prizes must be claimed by 5pm CST on Friday, October 4, 2019.
- Monday, October 7, 2019 – Friday, October 11, 2019: (4) tickets to The Nightmare Before Christmas at Riverside Theater on Sunday, October 20, 2019. ARV of the prize is \$182. Prizes must be claimed by 5pm CST on Friday, October 18, 2019.
- Monday, October 14, 2019 – Friday, October 18, 2019: (4) tickets to the Menomonee Falls Symphony Orchestra on Saturday, October 19, 2019. ARV of the prize is \$66.96. Tickets must be picked up at the Hamilton Fine Arts Center box office on Saturday, October 19 starting at 7pm CST.
- Monday, October 21, 2019 – Friday, October 25, 2019: (2) tickets to Ron White on February 22, 2020. ARV of the prize is \$111. Prizes must be picked up by 5pm on Friday, February 21, 2020.
- Monday, November 4, 2019 – Friday, November 8, 2019: \$100 gift certificate to Golden Mast Inn. ARV is \$100.
- Monday, November 11, 2019 – Friday, November 15, 2019: Michael

Buble at Fiserv Forum on March 29, 2020. ARV of the prize is TBD. Prizes must be claimed by 5pm on Friday, March 27, 2020.

- Monday, November 18, 2019 – Friday, November 22, 2019: Pair of tickets to the 2019 Holiday Folk Fair International at the State Fair Expo Center. ARV of the prize is \$28. Prizes must be picked up by 5pm on Friday, November 22, 2019.
- Monday, December 2, 2019 – Friday, December 6, 2019: Pair of tickets to A Motown Christmas on Friday, December 20, 2019 at the Riverside Theater. ARV of the prize is \$108. Prizes must be claimed by 5pm on Friday, December 20, 2019.
- Monday, December 9, 2019 – Friday, December 13, 2019: (4) tickets to the Menomonee Falls Symphony Orchestra on Saturday, December 14, 2019 at 7:30pm at Hamilton Fine Arts Center. Tickets will be available for pick up at the Hamilton Fine Arts Center at 7pm on Saturday, December 14, 2019. ARV of the prize is \$66.69.
- Monday, December 16, 2019 – Friday, December 20, 2019: (4) tickets to the All Canada Show at the Milwaukee County Sports Complex in Franklin, WI January 3-5, 2020. Tickets must be picked up by 5pm on Friday, January 3, 2020. ARV of the prize is \$48.
- Monday, December 30, 2019 - Tuesday, December 31, Thursday, January 2, 2020 – Friday, January 3, 2020: (4) tickets to the Milwaukee Boat Show on January 17 – 19, 2020 and January 22 - 26, 2020 at the Expo Center at State Fair Park. ARV of the prize is \$48. Prizes must be picked up by 5pm on Friday, January 24, 2020.
- Monday, January 6, 2020 – January 10, 2020: (4) tickets to the Milwaukee Boat Show on January 17 – 19, 2020 and January 22 - 26, 2020 at the Expo Center at State Fair Park. ARV of the prize is \$48. Prizes must be picked up by 5pm on Friday, January 24, 2020.

The Approximate Retail Value (“ARV”) of the prize is listed next to the prize above. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize.

- b. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not claimed by the dates listed above due to corresponding prize. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate. Some prizes may be picked up at will call at the prize location and GKB will inform listeners of the

ones that apply.

- b. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Each winner will be determined by 12p of that corresponding day for winning the 4@10 contest, Monday, January 14th, 2019 to January 31st, 2020.
- c. All final winners will be determined by 12p of that corresponding day for winning the 4@10 contest, Monday, January 14th, 2019 to Friday, January 31st, 2020.
- d. Odds of winning a Qualifying Prize depends upon the number and order of calls received, as well as story answers given.
- e. Qualifiers must listen to Newsradio 620 WTMJ 4@10 with Steve Scaffidi from 8:30a cst to 12p cst to win. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited and an alternate winner may be selected by random. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion,

may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.

- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Friday January 31st, 2020 to 4@10 On-Air Giveaway – Official Rules,” Attn: Promotions, GKB 720 E. Capitol Dr. Milwaukee WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday April 1st, 2020 to the above address marked 4@10 On-Air Giveaway – Winner List.” The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at www.wtmj.com

4@10 Contest Rules were edited on Friday, December 27, 2019.