

## 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, February 3, 2020 at 10am CST and ending on Thursday, December 31, 2020 at 12p 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 8:30am CST-12pm CST. Listeners may enter via a cue to call around the 10a hour from Monday, February 3, 2020 to Thursday, December 31, 2020.
  - i. To participate in the Promotion, you must listen to Newsradio 620 WTMJ each day beginning on Monday, February 3, 2020 and ending on Thursday, December 31, 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. 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 240 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. Up to (5) total prizes given away each week during 4@10.
  - Monday, February 3, 2020 – Friday, February 7, 2020: (2) tickets to see Chazz Palminteri at the Pabst Theater on Saturday, April 4. ARV of the prize is \$119. Prizes must be picked up by 5pm on Friday, April 3, 2020.
  - Monday, February 10, 2020 – Friday, February 14, 2020: (2) tickets to the Journal Sentinel Sports Show at the Wisconsin State Fair Expo Center on March 4 – 8, 2020. ARV of the prize is \$14. Prizes must be picked up by 5pm on Friday, March 6, 2020.

- Monday, February 17, 2020 – Friday, February 21, 2020: (4) tickets to the 2020 Milwaukee RV Show at the Wisconsin State Fair Expo Center from February 27, 2020 to March 1, 2020. ARV of the prize is \$45. Prizes must be picked up by 5pm on Friday, February 28, 2020.
- Monday, March 2, 2020 – Friday, March 6, 2020: (2) tickets to Bethel Music at the Wisconsin State Fair on Monday, August 10, 2020. ARV of the prize is \$78. Prizes must be claimed by 5pm on Monday, August 10, 2020.
- Monday, March 9, 2020 – Friday, March 13, 2020: (4) tickets to the Realtors Home & Garden Show at the Wisconsin State Fair Expo Center March 20 – 29, 2020. ARV of the prize is \$32. Prizes must be picked up by 5pm on Friday, March 20, 2020.
- Monday, March 16, 2020 – Friday, March 21, 2020: (2) tickets to the Sarah Brightman show at the Riverside Theater on October 14, 2020. ARV of the prize is \$300. Prizes must be picked up by 5pm on Wednesday, October 14, 2020.
- Wednesday, May 20, 2020 – Friday, May 22, 2020: (1) Help from Home Prize Pack courtesy of the Pabst Theater Group. ARV of the prize is \$65. Prizes will be mailed to the (3) winners by Pabst Theater Group.
- Monday, June 1, 2020 – Friday, June 26, 2020: Each weekday during the promotional dates fans may qualify to win the weekly prize. Of the five weekly qualifiers, one random winner will be chosen each Friday to win (1) cheese sampler courtesy of Crave Family Farmstead Cheese. There will be (5) total winners in this promotion. ARV of the prize is \$22.99.
- Monday, June 29, 2020 – Friday, July 3, 2020: Each weekday during the promotional dates fans may qualify to win the weekly prize. Of the five weekly qualifiers, one random winner will be chosen each Friday to win (1) cheese sampler courtesy of Crave Family Farmstead Cheese and a \$60 gift card for ice cream for a year courtesy of Festival Foods. There will be (1) total winners in this promotion. ARV of the prize is \$82.99.
- Monday, September 28, 2020 – Friday, October 2, 2020: Each weekday during the promotional dates fans may qualify to win the weekly prize. Of the five weekly qualifiers, one random winner will be chosen on Friday, October 2 to win a Rollie Fingers autographed baseball. There will be (1) total winner in this promotion. ARV of the prize is \$90.
- Monday, October 19, 2020 – Friday, October 23, 2020: Each weekday fans will win (4) tickets to the Halloween Glow at Racine Zoo. There will be (5) total winners in this promotion. ARV of the prize is \$20.
- Monday, October 26, 2020 – Friday, October 30, 2020: Each weekday fans will win (2) tickets to see John McGivern at the Pabst Theater on

November 28, 2020. There will be (5) total winners. ARV of the tickets is \$71. Of the five daily winners, one random winner will be chosen on Friday, October 30 to win a socially distant meet and greet with John McGivern. There will be (1) total winner for the meet and greet. ARV of the meet and greet is \$300.

- Monday, November 16, 2020 - Friday, November 20, 2020: Each weekday fans will win (1) \$25 food voucher for 2020 Christmas in Okauchee. There will be a total of (5) winners. ARV of the prize is \$25.
- Monday, November 30, 2020 – Friday, December 4, 2020: Each weekday fans will win a gift card to Winkie’s. There will be a total of (5) winners. ARV of the prize is \$25.
- Monday, December 14, 2020 – Friday, December 18, 2020: Each weekday fans will win (4) tickets to Wonderland of Lights at Racine Zoo. There will be a total of (5) winners. ARV of the prize is \$20.

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.
- c. 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, February 3, 2020 through Thursday, December 31, 2020.
- c. All final winners will be determined by 12p of that corresponding day for winning

the 4@10 contest, Monday, February 3, 2020 through Thursday, December 31, 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 8:30am CST to 12pm 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, December 31, 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 Friday, February 6, 2021 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](http://www.wtmj.com)

Administrator: Good Karma Brands 720 E. Capitol Dr. Milwaukee WI 53212

4@10 Contest Rules were edited on Friday, January 31, 2020.