

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 4, 2021 at 10am CST and ending on Friday, December 31, 2021 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, January 4, 2021 to Friday, December 31, 2021.
 - i. To participate in the Promotion, you must listen to Newsradio 620 WTMJ each day beginning on Monday, January 4, 2021 and ending on Friday, December 31, 2021 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.

- c. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB reserves the right to not notify fans and to not update contest rules or the webpage when such situations occur.

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 1, 2021 – Friday, February 5, 2020: Each daily winner will receive (2) 3-packs of cream puffs – cocoa and strawberry flavored. Winners will be notified with instructions on picking up their prizes. ARV of the prize is \$24.

- Monday, April 12, 2021 – Friday, April 16, 2021: Each daily winner will receive one \$25 gift card to Delafield Brewhaus. ARV of the prize is \$25.
- Monday, April 19, 2021 – Friday, April 23, 2021: Each daily winner will receive (2) adult tickets to the MBA Home Show. ARV of the prize is \$24.
- Monday, April 26, 2021 – Friday, April 30, 2021: Each daily winner will receive one \$100 gift card to Ishnala Supper Club. ARV of the prize is \$100.
- Monday, May 3, 2021 – Friday, May 7, 2021: Each daily winner will receive one \$25 gift card to Merle Norman. ARV of the prize is \$25.
- Monday, May 17, 2021 – Friday, May 21, 2021: Each daily winner will receive (5) tickets to Ballyhoo at the Racine Zoo. ARV of the prize is \$25.
- Monday, June 28, 2021 – Friday, July 2, 2021: Each daily winner will receive (4) tickets and (1) parking pass to EAA in Oshkosh. ARV of the prize is \$206.
- Tuesday, July 6, 2021 – Friday, July 9, 2021: Two winners will be chosen on Tuesday, July 6, 2021. Each winner will receive (2) tickets to see Frankie Valli at the Riverside Theater on July 25, 2021. ARV of the prize is \$180.
- Monday, July 12, 2021 – Friday, July 16, 2021: Each daily winner will receive (4) tickets and (1) parking pass to EAA in Oshkosh. ARV of the prize is \$206.
- Monday, July 19, 2021 – Friday, July 23, 2021: Each daily winner will receive (4) tickets to the 2021 Wisconsin State Fair. ARV of the prize is \$56.
- Monday, August 9, 2021 – Friday, August 13, 2021: Each daily winner will receive (2) tickets to Happy Together at the Pabst Theater on August 25, 2021. ARV of the prize is \$100.
- Monday, August 16, 2021 – Friday, August 20, 2021: Each daily winner will receive (4) tickets to Racine Zoo's Animal Crackers Jr. featuring Imagination Movers on August 20, 2021. ARV of the prize is \$80.
- Monday, August 23, 2021 – Friday, August 27, 2021: Each daily winner will receive (4) tickets to Racine Zoo's Music at the Zoo featuring Dancing Queen on September 4, 2021. ARV of the prize is \$120.
- Monday, September 13, 2021 – Friday, September 17, 2021: Each daily winner will receive (1) 6-pack of Cream Puffs voucher. ARV of the prize

is \$22.

- Monday, September 20, 2021 – Friday, September 24, 2021: Each daily winner will receive (2) tickets to see Full Monty at the Skylight Music Theater. The winner on Monday, September 20 will win tickets for the show on Friday, October 1, 2021 at 7:30pm, the winners on Tuesday, September 21 and Wednesday, September 22 will win tickets for the show on Saturday, October 2, 2021 at 2pm, and the winners on Thursday, September 23 and Friday, September 24 will win tickets for the show on Thursday, October 7 at 7:30pm. ARV of the prize is \$100.
- Monday, November 1, 2021 – Friday, November 5, 2021: Each daily winner will receive (2) tickets to see Diana Krall at the Riverside Theater on January 20, 2022. ARV of the prize is \$110.
- Monday, November 8, 2021 – Friday, November 12, 2021: Each daily winner will receive (2) tickets to see Dad's Season tickets at the Milwaukee Rep. ARV of the prize is \$100.
- Monday, November 15, 2021 – Friday, November 19, 2021: Each daily winner will receive a Palermo's Pizza Prize Pack. ARV of the prize is \$50.
- Monday, November 29, 2021 – Friday, December 3, 2021: Each daily winner will receive a \$25 gift card to Winkie's. ARV of the prize is \$25.
- Monday, December 6, 2021 – Friday, December 10, 2021: Each daily winner will receive a pair of tickets to Motown Christmas at the Riverside Theater on December 17, 2021. ARV of the prize is \$100.

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, January 4, 2021 through Friday, December 31, 2021.
- c. All final winners will be determined by 12p of that corresponding day for winning the 4@10 contest, Monday, January 4, 2021 through Friday, December 31, 2021.
- 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

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

4@10 Contest Rules were edited on Monday, December 28, 2021.