

## 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 on the sponsored weeks.

#### 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 3, 2022 at 10am CST and ending on Friday, December 30, 2022 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 3, 2022 to Friday, December 30, 2022.
- i. To participate in the Promotion, you must listen to Newsradio 620 WTMJ each day beginning on Monday, January 3, 2022 and ending on Friday, December 30, 2022 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, January 10, 2022 – Friday, January 14, 2022: Each daily winner will receive (4) tickets to the 2022 Boat Show at the State Fair Expo Center. ARV of the prize is \$48. Prizes must be claimed by Friday, January 21, 2022 at 5pm CST.

- Monday, January 17, 2022 – Friday, January 21, 2022: Each daily winner will receive (2) tickets to the IL Volo show at the Bradley Symphony Center on March 28, 2022. ARV of the prize is \$160. Prizes must be claimed by Monday, March 28, 2022 at 5pm CST.
- Monday, January 24, 2022 – Friday, January 28, 2022: Each daily winner will receive (2) tickets to the Ten Tenors show at the Pabst Theater on March 29, 2022. ARV of the prize is \$70. Prizes must be claimed by Tuesday, March 29, 2022 at 5pm.
- Monday, January 31, 2022 – Friday, February 4, 2022: Each daily winner will receive (1) 6-pack of Valentine's Day Cream Puffs. Fans must pick up their cream puffs during the drive through days – February 11-14, 2022 at the State Fair Park. ARV of the prize is \$22.
- Monday, February 21, 2022 – Friday, February 25, 2022: Each daily winner will receive (4) tickets to the 2022 Greater Milwaukee International car & Truck Show from February 26 – March 6, 2022 at the Wisconsin Center. ARV of the prize is \$48.
- Monday, February 28, 2022 – Thursday, March 3, 2022: Each daily winner will receive (4) vouchers to a vintage race at Road America in 2022. ARV is \$280.
- Monday, March 7, 2022 – Friday, March 11, 2022: Each daily winner will receive (4) tickets to the 2022 Home and Garden Show at the State Fair Park. ARV is \$40.
- Monday, March 14, 2022 – Friday March 18, 2022: Each daily winner will receive (2) tickets to Chicago at the Riverside Theater on April 13, 2022. ARV of the prize is \$120.
- Monday, March 21, 2022 – Friday, March 25, 2022: Each daily winner will receive (2) tickets to see Jeff Dunham at the Wisconsin State Fair on August 8, 2022. ARV of the prize is \$70.
- Monday, April 4, 2022 – Friday, April 8, 2022: Each daily winner will receive (2) tickets to see Charlie Berens at the Wisconsin State Fair on August 8, 2022. ARV of the prize is \$80.
- Monday, April 11, 2022 – Friday, April 15, 2022: Each daily winner will receive (2) tickets to see Carol Burnett at the Riverside theater on May 1, 2022. ARV of the prize is \$120.
- Monday, April 18, 2022 – Friday, April 22, 2022: Each daily winner will receive (2) tickets to "YOU WON'T BELIEVE WHAT THEY LOOK LIKE TODAY!" at the Riverside Theater on May 12, 2022. ARV of the prize is \$160.

- Monday, April 25, 2022 – Friday, April 29, 2022: Each daily winner will receive a Northwoods prize package. ARV is \$500.
- Monday, May 2, 2022 – Friday, May 6, 2022: Each daily winner will receive a \$50 gift card to Botana's. ARV is \$50.
- Monday, May 9, 2022 – Friday, May 13, 2022: Each daily winner will receive (2) tickets to see Piano Guys October 27, 2022 at the Riverside Theater. ARV of the prize is \$100.
- Monday, May 16, 2022 – Friday, May 20, 2022: Each daily winner will receive (2) tickets to see Get Happy at the Milwaukee Theater. ARV of the prize is \$140.
- Monday, May 23, 2022 – Friday, May 27, 2022: Each daily winner will receive (5) tickets to 2022 Ballyhoo at the Zoo. ARV of the prize is \$25.
- Monday, June 6, 2022 – Friday, June 10, 2022: Each daily winner will receive (2) tickets to the 2022 Wisconsin State Fair. ARV of the prize is \$34.
- Monday, June 13, 2022 – Friday, June 17, 2022: Each daily winner will receive (4) tickets and (1) parking pass to 2022 EAA Airventure. ARV of the prize is \$200.
- Monday, July 11, 2022 – Friday, July 15, 2022: Each daily winner will receive (2) tickets to Buddy Holly at Riverside Theater on July 23, 2022. ARV of the prize is \$150.
- Monday, July 18, 2022 – Friday, July 22, 2022: Each daily winner will receive (4) tickets to Germanfest and (1) Germanfest prize pack. ARV of the prize is \$80. Prizes must be picked up at 720 E Capitol Drive, Milwaukee, WI 53212 before 3pm on Friday, July 29, 2022 or winners will forfeit the prize.
- Monday, July 25, 2022 – Friday, July 29, 2022: Each daily winner will receive (2) tickets to the 2022 Wisconsin State Fair. ARV of the prize is \$34.
- Monday, August 1, 2022 – Friday, August 5, 2022: Each daily winner will receive (4) tickets to Racine Zoo's Animal Crackers Junior: Miss Jamie's Farm with opening act Juggler Jason Kollum on Friday, August 12. ARV of the prize is \$40.
- Monday, August 8, 2022 – Friday, August 12, 2022: Each daily winner will receive (1) ticket to the 2022 MBA Parade of Homes. ARV of the prize is \$18.
- Monday, August 29, 2022 – Thursday, September 1, 2022: Each daily winner will receive (2) tickets to Lyle Lovett and John Hiatt at the Pabst

Theater on October 16, 2022. ARV of the prize is \$150.

- Monday, September 12, 2022 – Friday, September 16, 2022: Each daily winner will receive (1) 6-pack of Cream Puffs. Fans must pick up their prize during the 2022 Harvest Fest drive through dates. ARV of the prize is \$22.
- Monday, September 19, 2022 – Friday, September 23, 2022: Each daily winner will receive (4) tickets to the Milwaukee County Zoo. ARV of the prize is \$40.
- Monday, September 26, 2022 – Friday, September 30, 2022: Each daily winner will receive (2) tickets to the Million Dollar Quartet Christmas show at Riverside Theater on November 20, 2022. ARV of the prize is \$150.
- Monday, October 10, 2022 – Friday, October 14, 2022. Each daily winner will receive (2) tickets to Beach Boys at the Riverside Theater on December 17, 2022. ARV of the prize is \$180.
- Monday, October 17, 2022 – Friday, October 21, 2022: Each daily winner will receive (2) tickets to Whose Live Anyway? at the Pabst Theater on May 11, 2023. ARV of the prize is \$80.
- Monday, November 28, 2022 – Friday, December 2, 2022: Each daily winner will receive (1) \$25 gift card to Winkie's. ARV of the prize is \$25.
- Monday, December 5, 2022 – Friday, December 9, 2022: Each daily winner will receive (2) tickets to Chicago at the Riverside Theater on May 9, 2023. ARV is \$150.
- Monday, December 12, 2022 – Friday, December 16, 2022. Each daily winner will receive (2) tickets to Beach Boys at the Riverside Theater on December 17, 2022. ARV of the prize is \$180.
- Monday, December 26, 2022 – Friday, December 30, 2022. Each daily winner will receive (2) tickets to Three Dog Night at the Pabst Theater on May 26, 2023. ARV of the prize is \$150.

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 unless otherwise stated to the winner. The winner will forfeit any

prize or prize certificate not claimed by the dates listed above due to corresponding prize or within (10) days or an alternative winner may be selected. 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 daily winner will be determined by 12p of that corresponding day for winning the 4@10 contest, Monday, January 3, 2021 through Friday, December 30, 2022.
- c. All final winners will be determined by 12p of that corresponding week for winning the 4@10 contest, Monday, January 3, 2022 through Friday, December 30, 2022.
- 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. Winners will receive an email to complete the necessary paperwork for winning the contest. Paperwork must be completed with (10) days or by specific dates listed above or prize will be forfeited by the winner and an alternative winner may be selected.
- g. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize or within the dates stated above or the 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 and an alternative prize will not be found.

#### 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 30, 2022 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 5, 2022 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 Monday, November 21, 2022.