

WDEZ 101.9 FM Secret Sound

OFFICIAL RULES

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WDEZ Secret Sound
- .02 SPONSORS: Prize Sponsors: Country Fresh Meats, Hot Haus Spa, Coral Lanes, Shulfer's Sprinklers, Landscaping and Garden Center & Lisa's at Lakeside
- .03 DESCRIPTION OF PRIZE(S): \$100.00 minimum cash prize: \$25.00 added to possible prize after each incorrect.
- .04 VALUE OF PRIZE(S): Please see Addendum B
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Wausau, Stevens Point, WI (Central WI) TSA
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER:
☐ Complete an entry form located on the WDEZ 101.9 FM website at www.wdez.com
AND/OR
☐ Complete an entry form available at the following locations:
557 Scott Street, Wausau, WI 54403
AND/OR
☐ For a free entry form, send a self-addressed, stamped envelope to:
557 Scott Street, Wausau, WI 54403
AND/OR
☒ See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 5/14/2014 at 3:19pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WDEZ Secret Sound Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
557 Scott Street, Wausau, WI 54403
- .10 PROMOTION PERIOD: Promotion Begins: 4/28/2014 at 6:10 am CST
Promotion Ends: 5/14/2014 at 03:20 pm CST
- .11 NUMBER OF WINNERS: Please see Addendum B
- .12 METHOD OF SELECTION OF WINNER(S):
☐ Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about _____ at _____ CST at 557 Scott Street, Wausau, WI 54403
OR
☒ See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT:
☐ Winner(s) need to be present to win
OR
☒ Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): 5/31/2014
- .15 ALL PRIZES WILL BE AWARDED:
☐ Yes
OR
☒ No

- .16 ALTERNATE WINNER(S): ☒ Yes
(if potential winner(s) do(es) not OR
qualify, decline(s) acceptance of ☐ No
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST WDEZ Secret Sound Official Rules, c/o Midwest Communications, Inc.,
ADDRESS: Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST WDEZ Secret Sound Winner List,
ADDRESS: c/o Midwest Communications, Inc., Marketing Department, 1420
Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF 5/15/2014
WINNER(S) LIST REQUESTS:

Winner will be notified.
Prize will be awarded upon completion of all legal paperwork with
Midwest Communications, Inc./WRIG, Inc.
Winner will receive a 1099 for value of this prize package.
Prize is non-transferable before acceptance of prize.

Winner is responsible for all taxes and additional expenses, including but not limited to any: baggage fees, itinerary
change fees, gratuities, tour provider/airline fuel surcharge fees, personal incidentals,
passport fees and trip interruption costs.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays or trip interruptions of any kind.
It is recommended that winners investigate travel insurance protection for some prize packages.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc.
Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

HOW TO ENTER – ADDENDUM A

Starting Monday, April 28th, 2014, WDEZ will play a secret sound effect 4 times weekdays. Listeners can guess the Secret Sound by being caller 9 at one of the following contest play times. 6:20 AM, 8:20AM, 11:20AM, and 3:20 PM. If they correctly guess the sound, they win the money.

After each incorrect guess, \$25.00 will be added to the jackpot. The jackpot will roll over until someone correctly guesses the sound.

Once each sound is guessed, a new secret sound will be revealed and the jackpot will start over at \$100.00.

Listeners will also be able to hear the Secret Sound and incorrect guesses at WDEZ.com. (WDEZ is not responsible for any time delays)

Sign up via texting to receive the secret sound clues - Text SOUND to 39327. Message and data rates may apply.

ADDENDUM B

METHOD OF SELECTION OF WINNER

Callers will be solicited via phone and must be caller 9 at 800-644-1019. Caller 9 must correctly guess the identity of the sound in order to win. Double Cash Thursdays allows participants the opportunity to double their cash winnings.

winner is issued a check in the amount of the jackpot total. Winner will be required to collect check in person and show photo ID.

If the prize/jackpot exceeds \$599.00, winner is responsible for taxes and will be issued at 1099.

Winners agree to allow WDEZ (Midwest Communications, Inc., /WRIG, Inc.) to use their name and/or likeness for publicity purposes without any further compensation.