

WIKY PAYROLL 2015 OFFICIAL RULES

- .01 NAME OF PROMOTION: WIKY Payroll
- .02 SPONSORS: None
- .03 DESCRIPTION OF PRIZE(S):
From March 30, 2015 - April 17, 2015, the prize is \$50.00 every hour (from 9am CDT - 5pm CDT each weekday) until another eligible participant calls within 10 minutes to take over the payroll.

From April 20, 2015 - April 24, 2015, the prize is \$100.00 every hour (from 9am CDT - 5pm CDT each weekday) until another eligible participant calls within 10 minutes to take over the payroll.

a) Certain restrictions may apply. 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. The Station accepts no responsibility for repairing any real or supposed damage to any prize or due to a prize.

b. All prizes or prize certificates must be picked up at the office of the Station at 1162 Mt. Auburn Road, Evansville, IN 47720 by the winner. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. 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. The Station is not responsible for the safe arrival of a prize or prize certificate.

c. There is no substitution, transfer or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes for 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.
- .04 PROMOTION METRO AREA: Open to legal residents of the Evansville, IN DMA (as defined by the Nielsen Company).
- .05 MINIMUM AGE TO ENTER: 18 years old
- .06 HOW TO ENTER: See Addendum A, incorporated herein by reference.
- .07 DEADLINE FOR RECEIPT OF ENTRIES: April 24, 2015 at 3:00pm CDT
- .08 PROMOTION PERIOD: Promotion Begins: 03/26/2015
Promotion Ends: 04/24/2015
- .09 NUMBER OF WINNERS: Dependent on the amount of people who call in to be on the WIKY

		Payroll.
.10	METHOD OF SELECTION OF WINNER(S):	See Addendum B, incorporated herein by reference.
.11	PRESENCE REQUIREMENT:	Winners do not need to be present to win.
.12	DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S):	05/24/2015
.13	ALL PRIZES WILL BE AWARDED:	Yes
.14	ALTERNATE WINNER(S): (if potential winner(s) do(es) not qualify, decline(s) acceptance of prize(s), or is unreachable/unavailable)	No
.15	WINNER(S) LIST REQUEST ADDRESS:	WIKY Payroll 2015 Winner List, c/o Midwest Communications, Inc., Marketing Department, 1162 Mt. Auburn Road, Evansville, IN 47720
.16	DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS:	04/27/2015
.17	OFFICIAL RULES REQUEST ADDRESS:	WIKY Payroll 2015 Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1162 Mt. Auburn Road, Evansville, IN 47720

Prizes over \$600 will be awarded after completion of all legal paperwork.

Winner will receive a 1099 for value of this prize package. Prize is non-transferable before acceptance of prize. Sales tax must be paid before prize can be awarded.

Photo Identification is required when claiming prizes. The name that appears on the PRIZE FORM is the name that MUST appear on the photo I.D.

Winner is responsible for all taxes, title, license fees, registration and additional expenses.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any taxes, additional expenses, changes, delays or interruptions of any kind.

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.

HOW TO ENTER – ADDENDUM A

1. These rules govern WIKY Payroll (the “Promotion”) being conducted by WIKY-FM (the “Station”) beginning on Thursday, March 26, 2015 at 12:00PM CDT and ending on Friday, April 24, 2015 at 5:00PM CDT.
2. To participate in the Promotion, listeners can log onto www.wiky.com and follow the links and instructions to register their information.
3. Winners can also enter the contest by mailing in their information on a 3x5 index card to “WIKY Payroll – Entry,” Attn: Promotions, 1162 Mt Auburn Road, Evansville, IN 47720. The index card must include name, address, date of birth, home phone number and secondary phone number (if applicable).

Other rules and restrictions:

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 the Station (or any other Midwest Communications Radio station in Station’s market) 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.

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. Prior to awarding any prize or prize certificate, the Station, in its sole discretion, may require Promotion winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee’s parent, 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.

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 the Station 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 or modify the Promotion. If the Promotion is terminated before the original end date, the Station will select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station’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 the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station 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.

The Station 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 the Station, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.

Taxes are the sole responsibility of the winner. Winners must complete their paperwork to gain ownership. Midwest Communications and its sponsors are not responsible for these fees. Prize winner(s) will be solely responsible for any and all applicable taxes and fees associated with any awarded prize. In accordance with IRS

regulations, any winner receiving a prize(s) with the value in excess of \$600 will be furnished a copy of IRS Form 1099(Miscellaneous Income). A copy of this form will also be furnished to the IRS.

Winner is responsible for any expenses associated with the prize, including, but not limited to: tax, fees, all other costs incurred in claiming or using the prize. Winner must take delivery and must take possession of the Prize no later than thirty (30) days after receiving notice that the prize is ready to be claimed. Failure of the winner to take possession within such time will result in disqualification. All taxes, upgrades and any other expenses not specifically identified in these Official Rules as included in a prize are the responsibility of each winner. The prize(s) that may be awarded to the eligible winner(s) are not transferable, redeemable for cash or exchangeable for any other prize, except in the sponsor's sole discretion. Prize(s) are awarded "as is". Prize(s) may not be traded. Midwest Communications is not responsible for the condition of the prize(s) itself, nor is the station responsible for any injury or damage caused by the prize(s) awarded by the station.

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

Employees, contractors, directors and officers of Midwest Communications and their respective parents, subsidiaries and affiliated companies, distributors and the advertising, fulfillment, judging and promotion agencies involved in the development and administration of the promotion (collectively "Promotion Parties"), and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and household members, whether or not related, are not eligible to participate. All Employees and Volunteers of Midwest Communications, Participating Sponsors; including immediate family members and roommates, employees of any other FCC-licensed radio station are not eligible to enter and/or win.

Void outside the U.S. and where prohibited by law. Subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and judges' decisions, which are final and binding on all matters related to the promotion.

By accepting a prize, each winner grants Sponsor and/or their designees the right to use his/her name, biographical information, testimonial, photo and/or likeness and/or prize information or personal exposition (and/or any edited portion thereof) for advertising, publicity, promotional and other purposes in any and all media, now or hereafter devised, throughout the world in perpetuity, without additional compensation, notification or permission, except where prohibited by law.

Released Parties including Midwest Communications are not responsible for lost, late, incomplete, illegible, inaccurate, delayed, stolen, misdirected, undelivered or garbled entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the promotion, the processing of entries, the announcement of the prizes or in any promotions-related materials.

Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this promotion or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the promotion or website, who are in violation of these Official Rules, or who act in an unsportsmanlike or disruptive manner as solely determined by Sponsor, will be disqualified and all associated entries will be void.

Sponsor reserves the right at its sole discretion to suspend, modify or terminate the promotion for any reason, including, but not limited to, should any portion of the promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, and, if terminated, at its discretion, randomly select the winners from among all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Automated entries are prohibited, and any use of automated devices will cause disqualification. Midwest Communications reserves the right to amend the contest rules and procedures at any time, providing such changes are announced on-the-air prior to their implementation when practical. Midwest Communications has the right to end the promotion at any time and may change the date of the event at any time.

Sponsor reserves the right at its sole discretion, to disqualify any individual (who tampers with the entry process). Entrants may not register with multiple email addresses nor may entrants use any other device or artifice to register

multiple times or as multiple registrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to enter multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's discretion. Midwest Communications has the right to disqualify any individual from the contest at any time, for any reason.

No more than the advertised number of prizes shall be awarded. The prize is awarded if properly claimed according to the Rules and if there are sufficient eligible entries. Sponsor does not make, and is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to any prizes, regarding the use, value or enjoyment of the prize, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose. All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of winner(s). If the winner is disqualified or is found to be ineligible for the contest, Midwest Communications reserves the right to determine an alternate winner or not to award the prize, at its sole discretion. Winners are non-transferable.

Notice: The potential winner must be available to participate when applicable to be eligible for the Prize in any portion to the contest that participation may be required. Midwest Communications reserves at its sole discretion the right to choose an alternative qualifier or possible winner in the event that that a qualifier or possible winner has been disqualified or is deemed ineligible. If the entrant is unable to verify registration information, the entrant will automatically be disqualified and their prize will be forfeited. Notification is deemed to have occurred immediately upon placing of a phone call or sending of an e-mail or any other form of communication Station may use to contact the qualifier and/or a potential winner. The Company is not responsible for any change of email address, mailing address and/or telephone number of entrants. The Station is not obligated to leave voice mail, answering machine or other message. By participating, you agree (a) to be bound by these Official Rules; (b) as between you and the Company, that the decisions of the Company is final on all matters relating to the Contest; (c) you are not participating on behalf of any employer or third party; (d) in the event that you do not comply with the rules, then you will be disqualified.

1. Once the listener is registered, they will listen for their name to be announced on 104.1 FM WIKY every weekday between the hours of 9:00AM – 5:00PM CDT beginning on March 30, 2015 through April 24, 2015.
2. The Station will randomly select names from online and mailed entries. If your name is announced by the On-Air Personality during the WIKY Payroll Promotion, you will have 10 minutes to call the WIKY studio at (812) 451-2104 or 1-800- 454-WIKY to get “on payroll” to win \$50 (March 30,2015 - April 17, 2015) or \$100 (April 20, 2015 - April 24, 2015).
3. The WIKY On-Air Personality will announce a different name every hour (between 9am - 5pm CDT each weekday). However if the next person (whose name was announced) does not call the WIKY studio in 10 minutes or less, the current listener “on payroll” will continue to win an additional \$50 every hour until another eligible listener calls in to take over the payroll. At that point, the listener who was on the WIKY payroll is taken off the payroll and stops winning money. (For example: Sandy calls in during the 9am hour on March 30, 2015 to get on the WIKY Payroll. During the 10am hour, no one calls in. But during the 11am hour, the next eligible person calls in to get on the WIKY Payroll. Sandy will come off the payroll and her total winnings will be \$100(\$50 for each hour on the WIKY Payroll.)
4. A family member or a friend may not call in on behalf of the selected individual to claim the prize. All eligible callers/winners 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. Any attempts to deceive the Station will result in immediate disqualification.
5. The Station is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her telephone call.
6. Due to delays in the WIKY online and app streaming of its broadcast signal, listeners to the online and app stream may not be able to participate in or may be disadvantaged in participating in on-air contests.
7. In event of any dispute involving the contest, the decisions of the Midwest Communications management is final. All matters not specifically mentioned in these rules shall be determined at the sole discretion of the Midwest Communications management.
8. All winners must execute any required affidavit of eligibility and/or liability release within thirty (30) days of winning or prize will be forfeited.

The Promotion is open to all persons who are 18 years of age or older who are legal residents of the Evansville, IN DMA (as defined by the Nielsen Company). Employees of Station, its licensee, the licensee’s parent, subsidiary and affiliated entities, Station’s advertising and promotional agencies, its participating sponsors, other radio stations in the tri-state metropolitan area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

Listeners are eligible to win a prize in a Promotion conducted by the Station only once every thirty (30) days if the prize is valued at or over \$50 and only once every six (6) months if the prize is valued at or over \$600. Only one (1) winner per household is permitted in any Station promotion. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements. The Station 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.

The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. The Company, Sponsors and participating Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by applicable local and state law.