

**WMGI 100.7 FM2014 Mix Morning Show Baby Idol  
OFFICIAL RULES**

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

- .01 NAME OF PROMOTION: WMGI “The Mix Morning Show’s 2014 Baby Idol”
- .02 SPONSORS: Once Upon A Child, Elements Salon And Spa, ISU Credit Union, Baskin Robbins, Wal-Mart and Toyota of Terre Haute
- .03 DESCRIPTION OF PRIZE(S):  
Once Upon A Child- \$100.00 Gift Certificate to winner;  
(\$50.00 Gift Certificate to 2<sup>nd</sup> place winner)  
Elements Salon And Spa- \$100.00 Gift Certificate  
ISU Credit Union - \$50 Visa Gift Card to first place winner  
Baskin Robbins - Free IceCream for a Year (Valued at: \$120)  
Wal-Mart- \$50.00 Gift Card  
Toyota of Terre Haute - A Graco My Size 70 Convertible Baby Car Seat  
(Valued at \$180.00)
- .04 VALUE OF PRIZE(S): approx. \$600.00  
(Note: Winner (parent) is responsible for all taxes and other fees on this amounts)
- .05 PROMOTION METRO AREA: Terre Haute, IN DMA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER:  
 Complete an entry form located on the WMGI 100.7 FM website at www.mymixfm.com  
AND/OR  
 Complete an entry form available at the following locations:  
824 South 3rd Street, Terre Haute, IN 47807  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to:  
824 South 3rd Street, Terre Haute, IN 47807  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 01/17/2014 at 11:59pm EST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WMGI “The Mix Morning Show’s 2014 Baby Idol” Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department  
824 South 3rd Street, Terre Haute, IN 47807
- .10 PROMOTION PERIOD: Promotion Begins: 01/06/2014 at 09:00am EST  
Promotion Ends: 2/07/2014 at approx 10:00am EST
- .11 NUMBER OF WINNERS: 1 grand prize winner:(1 runner-up wins a \$50.00 gift card from Once Upon a Child)
- .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 824 South 3rd Street, Terre Haute, IN 47807  
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): 02/14/2014
- .15 ALL PRIZES WILL BE  
AWARDED:  Yes  
OR  
 No
- .16 ALTERNATE WINNER(S):  Yes  
(if potential winner(s) do(es) not  
qualify, decline(s) acceptance of  
prize(s), or is unreachable/unavailable) OR  
 No
- .17 OFFICIAL RULES REQUEST  
ADDRESS: WMGI "The Mix Morning Show's 2014 Baby Idol" Official Rules,  
c/o Midwest Communications, Inc., Marketing Department,  
1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST  
ADDRESS: WMGI "The Mix Morning Show's 2014 Baby Idol" Winner List,  
c/o Midwest Communications, Inc., Marketing Department,  
1420 Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF  
WINNER(S) LIST REQUESTS: 02/14/2014

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

Registration for “Baby Idol” contest will begin at approximately 8:00AM EST on Monday, January 6th, 2014 and end at 11:59 PM EST on Friday, January 17, 2014.

To secure your entry in the Contest you must enter via the following method(s).

1. Beginning around 8:00am on Monday, January 6th, 2014 go to [www.mymixfm.com](http://www.mymixfm.com), click on the contest entry link, and complete an official entry form including your Baby's First Name and Last Initial, Baby's month, day and year of birth, Baby's Gender, Submitters Name, Submitter's relation to the baby, Submitters Email address, Submitter's phone number including area code, Submitters Street Address including zip code, Submitters Gender and Submitters Date of Birth.
2. A photo of the child will also need to be submitted. The person submitting the photo must be the mother, father, or legal guardian of the baby in the photo.  
The picture that is uploaded must be a current photo of the baby. Each baby that is entered must be birth to under 24 months of age as of Jan. 6th, 2014.  
The photo can not be a professional photo taken by a photographer due to copyright rules, no nudity in photos accepted, ALL pictures submit "must be" in .jpg format ONLY, in order to be considered.
3. Entries and photos can also be dropped off at our studios, located at 834 S. 3rd St. Terre Haute, IN. Return of original photos can not be guaranteed.
4. Photos can also be mailed with all the requested information included to WMGI Baby Idol Entry  
C/O Midwest Communications, Inc. 824 S. 3rd St. Terre Haute IN 47807. Return of original photos can not be guaranteed.
5. All registration entries must be received by 11:59 PM EST on Friday, January 17, 2014. NO EXCEPTIONS.
6. Limit one (1) entry per child.
7. All photo submissions must be of a baby that has been born. We will not accept ultrasound photos of a baby that is still in the womb.
8. All submissions become the sole property of WMGI-FM and will not be returned.
9. The Contest Entities are not responsible for lost, stolen, damaged, mis-delivered, mangled, incomplete or late entries or for entries not received due to difficulty accessing the Internet, service outages or delays, computer difficulties or other technological glitches.
10. Each submission must not contain copyrighted materials or any other materials that may be restricted, prohibited or outlawed by federal, state or local laws.
11. The Contest Entities in their sole discretion, reserve the right to disqualify any submission if such submission contains illegal, indecent or otherwise offensive material, or if such actcontains material whose content is deemed, at the sole discretion of the Contest Entities to beunsuitable for the public or broadcast on WMGI (i.e. pictures must be clean and no nudity.)
12. Any entries whose submission does not comply with these rules will be disqualified.

### Eligibility Restrictions:

- a. The contest is open to babies age birth to 24 month (present age of the baby as of 1/6/2014) residing in the States of Indiana and Illinois. The official contestant/submitter must be 18 years of age or older as of Jan.6, 2014; must reside in the States of Indiana and Illinois and must be the mother, father, or legal guardian of the child.
- b. Employees of the WMGI (the “Station,”) its licensee, its corporate parents, subsidiaries and affiliates, its advertising agencies, participating sponsors/promotional partners, other radio stations in the Terre Haute In, and the members of their immediate familiesand/or households are ineligible to participate or win. Subject to all applicable federal, state and local laws and regulations.

## ADDENDUM B

### METHOD OF SELECTION OF WINNER

Each entrant meeting all eligibility and registration requirements of these official rules will be posted on [www.mymixfm.com](http://www.mymixfm.com) where listeners can view the entries.

The Contest Entities are not responsible for votes not received due to difficulty accessing the internet, service outages or delays, computer difficulties or other technological glitches.

Anyone can vote as many time as their computer will allow them to access the page at [mymixfm.com](http://mymixfm.com) and submit their vote.

The voting period for each baby will be determined after submission deadline. The voting periods will be done alphabetically.

The Voting Schedule will be as follows:

i. Voting Period 1

1. Between Monday, January 20, 2014 at 6:00am EST and Tuesday, January 21, 2014 at 12:00 am EST any listener can go online to [www.mymixfm.com.com](http://www.mymixfm.com.com) and vote for their favorite baby (with last name beginning with A, B, or C).

2. The two babies that receive the most votes during the first voting period will qualify to be a part of the Top Ten. In the event that there is a tie for second place, then the station entities will have an independent judge select their favorite baby to continue on.

ii. Voting Period 2

1 Between Tuesday, January 21, 2014 at 6:00am EST and Wednesday, January 22, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last name beginning with D, E, F or G).

2. The two babies that receive the most votes during the second voting period will qualify to be a part of the Top Ten. In the event that there is a tie for second place, then the station entities will have an independent judge select their favorite baby to continue on.

iii. Voting Period 3

1. Between Wednesday, January 22, 2014 at 6:00am EST and Thursday, January 23, 2014 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com). and vote for their favorite baby (with last name beginning with H, I, J, K, L and M).

2. The two babies that receive the most votes during the third voting period will qualify to be a part of the Top Ten. In the event that there is a tie for second place, then the station will have an independent judge select their favorite baby to continue on.

iv. Voting Period 4

1. Between Thursday, January 23, 2014 at 6:00am EST and Friday, January 24, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last name beginning with N, O, P, Q, R and S).

2. The two babies that receive the most votes during the fourth voting period will qualify to be a part of the Top Ten. In the event that there is a tie for second place, then the station will have an independent judge select their favorite baby to continue on.

#### v. Voting Period 5

1. Between Friday, January 24, 2014 at 6:00am EST and Saturday, January 25, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with T, U, V, W, X, Y or Z).

2. The two babies that receive the most votes during the fifth voting period will qualify to be a part of the Top Ten. In the event that there is a tie for second place, then the station will have an independent judge select their favorite baby to continue on.

#### Top Ten Voting...

1. Between Monday, January 27, 2014 6:00am EST and Friday, January 31, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with A, B or C).

2. The 9 babies that receive the most votes during this voting period will qualify for the next round of selection. In the event that there is a tie for last place, then the station will have an independent judge select their favorite baby to continue on.

#### Top Nine Voting...

1. Between Monday, February 3, 2014 at 6:00 am EST and Tuesday, February 4, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with D, E, F, & G).

2. The 8 babies that receive the most votes during this voting period will qualify for the next round of selection. In the event that there is a tie for last place, then the station entities will have an independent judge select their favorite baby to continue on.

#### Top Eight Voting...

1. Between Tuesday, February 4, 2014 at 6:00am EST and Wednesday, February 5, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with H, I, J, K, L or M).

2. The 7 babies that receive the most votes during this voting period will qualify for the next round of selection. In the event that there is a tie for last place, then the station will have an independent judge select their favorite baby to continue on.

#### Top Seven Voting...

1. Between Wednesday, February 5, 2014 at 6:00am EST and Thursday, February 6, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with N, O, P, Q, R or S).

2. The 6 babies that receive the most votes during this voting period will qualify for the next round of selection. In the event that there is a tie for last place, then the station will have an independent judge select their favorite baby to continue on.

#### Top Six Voting...

1. Between Thursday, February 6, 2014 at 6:00am EST and Friday, February 7, 2014 at 12:00am EST any listener can go online to [www.mymixfm.com](http://www.mymixfm.com) and vote for their favorite baby (with last names beginning with T, U, V, W, X, Y or Z).

2. The 5 babies that receive the most votes during this voting period will qualify for the next round of selection. In the event that there is a tie for last place, then the station will have an independent judge select their favorite baby to continue on.

Top Five Voting...

On Friday, February 7, 2014, starting at 8AM & ending at approx 10AM, Mix-FM's Morning Show with Nick & Kristen, will broadcast a portion of their show LIVE from Once Upon a Child located at 4800 South US Highway 41, Terre Haute, IN 47802.

The Top 5 babies & their families will be requested to join us at the aforementioned location of Once Upon a Child. Every half hour (starting at 8:30am), Nick & Kristen will announce the elimination of one of the Top 5 contestants, based on website. (9:00am - eliminate #4 finalist. At 9:30am - eliminate #3 finalist).

At approx 9:50am, Nick & Kristen will have the Top 2 contestants & will present the winner of the votes, as the Grand Prize baby!

The 1 baby that receive the most votes during this voting period will win the all the prizes and be crowned the "Baby Idol" (at approx. 9:50AM). In the event that there is a tie for first place, the station will tally the total number of votes the babies have received throughout the contest to select the winning baby.

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Top Vote qualifiers and the entered baby need to be present to win, proxies will not be allowed. Additional information will be sent to the qualifers regarding Release of Liability and promotional usage.