

**WDEZ 101.9 FM Money for Music**  
**OFFICIAL RULES**  
(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WDEZ Money for Music
- .02 SPONSORS:  
Crossroads County Market, Cellcom, Solarus
- .03 DESCRIPTION OF PRIZE(S): Checks payable to schools
- .04 VALUE OF PRIZE(S): \$7,000, \$3,000, \$2,000, \$1,500, and \$1,000 (approx  
(Note: Winners are responsible for all taxes and other fees on this/these amounts at this time, subject to change)  
amount(s)
- .05 PROMOTION METRO AREA: Wausau - Stevens Point, WI (Central WI) TSA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: n/a
- .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 St, Wausau, WI 54403  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to: 557 Scott St, Wausau, WI 54403  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 11/02/2012 at 4:00pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WDEZ Money For Music, Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department  
557 Scott St, Wausau, WI 54403
- .10 PROMOTION PERIOD: Promotion Begins: 9/17/2012 at 6:00am CST  
Promotion Ends: 11/08/2012 at 4:00 pm CST
- .11 NUMBER OF WINNERS: (five) 5
- .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 St, 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): Checks to be issued
- .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  
ADDRESS: WDEZ Money for Music, Official Rules, c/o Midwest  
Communications, Inc., Marketing Department,  
557 Scott St, Wausau, WI 54403
- .18 WINNER(S) LIST REQUEST  
ADDRESS: WDEZ Money for Music, Winner List,  
c/o Midwest Communications, Inc., Marketing Department  
1420 Bellevue St, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF  
WINNER(S) LIST REQUESTS: 11/09/2012

Winner will be notified. Prize will be awarded upon completion of all legal paperwork with  
Midwest Communications, Inc. 557 Scott St., Wausau, WI 54403  
Prize is non-transferable before acceptance of prize.  
Failure to accept prize voids and further compensation from promotion.

#### **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 to Addendum C and incorporated herein by reference.**

**Midwest Communications, Inc./WRIG, Inc. and Poll Daddy/UPick'em are not responsible for Internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, electrical outages, natural disasters or acts of man or god.**

## ADDENDUM A

### HOW TO ENTER

High Schools can contact [moneyformusic@mwcradio.com](mailto:moneyformusic@mwcradio.com) or [money4music@mwcradio.com](mailto:money4music@mwcradio.com) for additional details.

#### Opportunities:

#1: Videos posted on the site for content. Examples: a video showcasing the school (students, mascots, programs, a 'who we are' montage). Pictures can also be submitted that can be turned into a video for those schools without video capabilities. The goal is to have one form of visual media for each school.

#2: Video posted for bonus points; 100,000 bonus points for the category winners. (This is where students can get creative. Showcase a song recorded in rehearsal, concerts, half-time shows, ect. Tell a story of why your program needs help. Show us the equipment that needs to be replaced, the broken chairs, the run-down sound room/stage/hall, etc. Get creative in bringing the attention to your program.)

#3: The five schools chosen as finalists will be taped while the announcement is made on-air for reactions. We will put all five school's reactions as well as post-interviews, with the winning schools' students/instructor/principal.

#4: Bonus artists during the day can get extra points for their school at 100 points per song.

#### Rules for videos:

1. All videos must be student produced and submitted.
2. Videos must be :20 to :90 in length.
3. School's name/logo/mascot must be present. This can be done at the beginning, throughout or end of video.
4. Videos must be a strong representation of the school. No offensive language, signs, symbols, or affiliations. No slander. Friendly competition or banter is encouraged but anything found offensive will be removed.
5. Each video submitted will earn the following: October 1-15 receive 100 bonus points; October 16-22 receive 75 bonus points; October 23-31 receive 50 bonus points.
6. All videos must be submitted to [wdez.com/money-for-musicvideos](http://wdez.com/money-for-musicvideos) by Oct. 31, 2012 for judging. Videos can still be submitted after but will not be entered into the video contest. The category winners will receive 100,000 bonus points; Overall Best will receive 250,000 points.
7. All submitted videos will be entered into a video judging contest unless otherwise indicated. The three categories will be "Most Creative," "Best Produced," and "Most School Spirit."
8. All Videos must be shot in a public area/space.

PLEASE NOTE: Once the videos are posted, if students or parents object to appearance in any of the videos in this promotional contest, please contact Mary Stastny at 920-321-1958 or [mary.stastny@mwcradio.com](mailto:mary.stastny@mwcradio.com).

## **ADDENDUM B**

### **METHOD OF SELECTION OF WINNER**

Winners are selected based off voting and point tallying. Participants are allowed to vote once per day and can accumulate unlimited bonus points.

An independent panel of judges will determine winners. Decision of the judges final.

Video winners will be announced in the 7AM hour on Thursday, November 8th, 2012.