

# Black History Month Challenge

## 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

101.7 The Truth will execute a contest to giveaway (2) tickets to see Smokey Robinson on June 2, 2022 at the Miller High Life Theatre. Dr. Ken will name off a list of (4) Historical Black Figures on-air and cue for fans to call in to guess whose voice he will play that day. If the caller guesses correctly, then they are the winner of the Black History Month Challenge. If the caller guesses wrong, Dr. Ken will move on to the next caller who will have to guess the number of the historical black history figure audio he will play. ARV is \$153.00.

The promotion will run every Friday in February, beginning Friday, February 4, 2022 and continue until Friday, February 25, 2022. This contest will run every Friday during “The Truth in the Afternoon with Dr. Ken Harris” between 4:00pm CST to 6:00pm CST during the Promotion Dates. The host will announce a cue to call during their show following the naming of a list of historical black figures. The caller to get through to the contest line and correctly guess the correct number of the black history figures voice/audio that will play will be the winner. There may be (1) winner during the promotion every week, with the exception of the last Friday in February. On Friday, February 25, 2022, there will be two winners.

#### 1. HOW TO ENTER

- a. These rules govern the “Black History Month Challenge” (the “Promotion”) being conducted by WGKB 101.7 The Truth, 720 E Capitol Drive Milwaukee, WI 53212 (“GKB”) beginning on Friday, February 4, 2022, and ending Friday, February 25, 2022, during “The Truth in the Afternoon with Dr. Ken Harris” between 4:00pm CST to 6:00pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Cue to call during on air local programming.
- i. To participate in the Promotion, you must listen to WGKB 101.7 The Truth each Friday beginning on Friday, February 4, 2022 until Friday, February 25, 2022 for The Truth in the Afternoon with Dr. Ken Harris show from 4:00pm CST until 6:00pm CST, and wait for an announcement, from the host, of the cue to call following a list of historical black figures. Upon hearing the cue to call, the designated number caller (announced by the on-air personality prior to the cue to call) to get through to the

GKB contest line at 833-212-1017 will have the opportunity to name the number of the black history month figure whose voice Dr. Ken will play on-air. If the caller does not guess the correct number, Dr. Ken has the right to continue selecting a new cue to call as designated until the right number has been guessed correctly. At the time of their call if answered correctly, the caller 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 (5) winners selected every Friday in February on-air during the Promotion dates. Each winner will get (2) tickets to the Smokey Robinson Concert at Miller High Life Theatre. 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.

- ii. 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 the Greater Milwaukee Area. 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. One (1) prize every Friday between 4:00pm CST – 6:00pm CST on “The Truth in the Afternoon” will be awarded in this Promotion. Each prize consists of the following:
  - (2) tickets to see Smokey Robinson at the Miller High Life Theatre on June 2, 2022 at 8:00pm.

The Approximate Retail Value (“ARV”) of the prize is \$153.00. 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 will be electronically delivered to the winner via email. The winner will forfeit any prize or prize certificate not claimed within (10) days of winning the prize. 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 & NOTIFICATION

- a. Decisions of GKB Management with respect to the Promotion are final.
  - b. Each weekly winner will be known by the end of the day every Friday in February at 6:00pm CST. A representative of GKB will contact each winner the following Monday after each time the contest is run.
  - c. The odds of winning a Qualifying Prize depend upon the number and order of calls received. Odds of winning the prize also depend on the ability of the caller to correctly guess the number of the historical black history figure that Dr. Ken will play on air.
- a. Qualifiers must listen to WGKB 101.7 The Truth during “The Truth in the Afternoon with Dr. Ken Harris” at 4:00pm CST – 6:00pm CST to win. Qualifiers and the Grand Prize winner need not be present to win.

- b. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited. An alternate winner will not 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.

## 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, February 25, 2022, to “Black History Month Challenge” – Official Rules,” Attn: Promotions, GKB 720 E Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Sunday, April 3 to the above address marked “Black History Month Challenge – 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 [1017thetruth.com](http://1017thetruth.com).

Administrator: Good Karma Brands Milwaukee LLC, 720 E. Capitol Drive, Milwaukee WI 53212

Sponsor: Miller High Life Theatre [500 W Kilbourn Ave, Milwaukee, WI 53203](http://500W.com)