

“Road to 1 Year”

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 Overview:

101.7 The Truth fans can participate in the “Road to 1 Year” contest for their chance to win a 101.7 The Truth Prize Pack. The first week out of every month during the Promotion dates beginning on Monday, July 5, 2021, through Friday, December 10, 2021, fans can follow “101.7thetruth” on Instagram and like the monthly giveaway post for their chance to win. The giveaway post will occur on the first Monday of each month. All entries must be in by 6pm CT on the following Wednesday, and one winner will be randomly selected from the eligible entries on the following Friday during the Promotion. There may be up to six (6) prize packs given away during the Promotion dates. The ARV of each prize is \$20.00.

1. HOW TO ENTER

- a. These rules govern the “Road to 1 Year” promotion (the “Promotion”) during MKE in the morning being conducted by WGKB 101.7 The Truth, 720 E Capitol Drive Milwaukee, WI 53212 (“GKB”) beginning on Monday, July 5, 2021, through Friday, December 10, 2021.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Following “101.7thetruth” on Instagram and liking the weekly giveaway post.
 - i. To participate in the Promotion, you may log onto www.instagram.com (“Page”) or the Instagram App and, if you do not already “Follow” the account, then you must “Follow” “101.7thetruth” on Instagram (<https://instagram.com/101.7thetruth/>) in order to access the Promotion. You must have a valid Instagram account in order to enter. If you do not already have one, you can create an Instagram account at no cost by visiting <http://www.instagram.com>. In order to participate in the Promotion, you must like the giveaway post from 101.7 The Truth’s official Instagram account (101.7thetruth) that will be posted on the first Monday of each month during the Promotion. Once a fan likes the giveaway post, they will receive one (1) entry into a random drawing to take place the following Friday. Fans may only receive one (1) entry into the drawing by liking the post per month. If a fan that has already liked the post comments on the same post tagging two (2) other people’s Instagram accounts, they will receive an additional entry into that month’s random drawing. Fans will have from the time the post is made on the first Monday of each month, until the following Wednesday at 6pm CT. The winner will then be selected to win a grand prize and announced the following Friday on-air. Entries will not carry over month-to-month. There will be one (1) winner per month of the Promotion, with a giveaway post being released the first Monday of the month,

entries being accepted until the following Wednesday, and a drawing taking place the following Friday. In the event that there are no eligible entrants in a given week, no prize will be awarded that month. A fan can participate and win more than once during the Promotion but cannot receive more than two (2) entries in a single week. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of Instagram as a means of entry will be subject to Instagram's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Instagram. Further, entrant specifically agrees to release Instagram from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. GKB is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems. Fans cannot enter the Promotion through multiple email addresses or Instagram accounts. Multiple participants are not permitted to share the same email address or Instagram account.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur. GKB has the right to make the giveaway post on a different day based on breaking news, holidays, and specialty content.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older 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 Greater 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. Six (6) prizes may be awarded in this Promotion. Each prize will consist of a 101.7 The Truth Prize Pack. The ARV of each prize is \$20.00.
- b. All prizes or prize certificates will be mailed to the winner. Upon confirmation of eligibility, a GKB representative will reach out to the winner via phone or email to share the necessary prize forms with the winner. To claim the prize, each winner must complete and return the required prize forms to GKB. 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.
- c. GKB is not responsible for the safe arrival of a prize or prize certificate. 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 AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Winners will be selected the Friday following each Monday's giveaway post during the Promotion via Instagram. A representative of GKB will contact each winner within 72 hours of their call.
- c. All final winners will be known by 5pm CT on Friday, December 10, 2021.
- d. Odds of winning a prize depends on the ability of the fan to create an Instagram account, follow "101.7thetruth", and gain eligible form entries through the methods listed above. Odds of winning a prize also depends on random selection.
- e. Fans must follow "101.7thetruth" on Instagram to win. Winners need not be present to win a prize.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within thirty (30) days of winning or prize will be forfeited. 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 December 10, 2021 to “Road to 1 Year – 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 February 4, 2022 to the above address marked “Road to 1 Year – 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.

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