

**WDEZ 101.9 FM WDEZ 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: County Market, Solarus, River Valley Bank (Tentative)
- .03 DESCRIPTION OF PRIZE(S): checks payable to schools
- .04 VALUE OF PRIZE(S): 1st Place - \$6,000; 2nd Place - \$4,000; 3rd Place - \$2,000; 4th Place - \$1,000 (approx amounts at this time, subject to change)
(Note: Winners are responsible for all taxes and other fees on this/these 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 Street, Wausau, WI 54403
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to:
557 Scott Street, Wausau, WI 54403
AND/OR
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 11/11/2011 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 Street, Wausau, WI 54403
- .10 PROMOTION PERIOD: Promotion Begins: 9/12/2011 at 8:00am CST
Promotion Ends: 11/14/2011 at 7:00am CST
- .11 NUMBER OF WINNERS: Approximately 4
- .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 Street, 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): N/A
- .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: WDEZ Money for Music Official Rules, c/o Midwest Communications, Inc., Marketing Department, PO Box 23333 Green Bay, WI 54305-3333
- .18 WINNER(S) LIST REQUEST ADDRESS: WDEZ Money for Music Winner List, c/o Midwest Communications, Inc., Marketing Department, PO Box 23333, Green Bay, WI 54305-3333
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 11/14/2011

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

High Schools can contact WDEZ by telephone: 715-842-1672; by Email: [money for music@wdez.com](mailto:money4music@wdez.com) or money4music@wdez.com for complete details.

All videos must be shot in a public area/space.

ADDENDUM B

METHOD OF SELECTION OF WINNER

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

Dates: Monday 9/12/2011 at 8:00 AM and end on Friday 11/11/2011 at 4:00 PM.

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

Bonus artists during the day to get extra points for their school: 100 points per song; Remote Bonus Points: 50 for coming to a remote.

School Videos on site. Students can send in videos:

- October 1-15 receive 100 bonus points;
- October 16-22 receive 75 bonus points;
- October 23-31 receive 50 bonus points.

10,000 points for the category winners.

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

Video winners will be announced in the 7AM hour on Friday, November 11th, 2011.

****Money for Music Video Guidelines****

Opportunities:

- 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.
- Video posted for bonus points; 10,000 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.)
- The four schools chosen as finalist will be taped while the announcement is made on-air for reactions. This will be placed on the site post-promotion to keep people coming back. We will put all three school's reactions as well as post-interviews with the winning school's students/instructor/principal.

Rules for videos:

1. All videos must be student produced and submitted.
2. Videos must be :60 or less 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. All videos must be submitted by Oct. 31st. for judging. Videos can still be submitted after but will not be entered into the video contest. The category winners will receive 10,000 bonus 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/Overall," and "Most School Spirit."

* Total donation subject to change based on sponsorships and clients ability to pay.