

**Contest Name:** “Morgan in the Morning’s Christmas Home Invasion” (herein defined as the “Contest”)

**Station:** WCYK/99.7 CYK (herein defined as the “station”)

**Station Address:** 1150 Pepsi Place, Suite 300, Charlottesville VA, 22901

#### **A. Description of Contest:**

- “Morgan in the Morning’s Christmas Home Invasion” is a Contest through which the station, in its sole discretion, will select one individual or family in the station’s listening area (defined as the following counties: Albemarle, Augusta, Buckingham, Fluvanna, Greene, Louisa, Madison, Nelson) from among all written nomination submissions received (pursuant to these rules) (each, an “Entry”) to receive a “holiday home makeover” that may include, in the station’s sole discretion, gifts, food, and holiday decorations (the “Prize”). Nominators (as defined below) may submit Entries beginning on 11/3/17 and ending on 11/28/17 at 11:59 PM EST (herein defined as “Entry Period”).
- After the close of the Entry Period, station will determine the winner of the Prize, in its sole discretion, based on its own sense of “deservingness.” The station will announce the winner of the Prize online no later than 12/1/17.
- The station reserves the right to extend or otherwise change Entry Period in its sole discretion based on programming convenience, Contest popularity, and overall success.

#### **B. How Contest is played:**

- During the Entry Period, Nominators may visit the station’s website at <http://www.997cyk.com> and then navigate to the Contest’s webpage, or may visit the Contest’s webpage directly at <http://www.997cyk.com/morgan-in-the-mornings-christmas-home-invasion/> in order to nominate the individual or family whom they believe to be most deserving of being selected to receive the Prize (a nominating listener, a “Nominator”; an individual or family nominated by a Nominator, a “Nominee”). Each Nominator must complete and submit an Entry with all required, requested information online, which Entry shall include a narrative of no more than 1,000 words setting forth the reasons that the Nominator believes the Nominee should be selected to receive the Prize.
- Nominators must be 18 years of age or older and legal United States residents who live in the 50 States or Washington, D.C.
- Only Nominees residing in the station’s listening area (defined as the following counties: Albemarle, Augusta, Buckingham, Fluvanna, Greene, Louisa, Madison, Nelson), are eligible to be selected to receive the Prize. In the case of a Nominee that is a family, the head of household, as determined by the station, must reside in the station’s listening area (as defined in the preceding sentence) in order to be eligible to be selected to receive the Prize. The Nominee, or at least one member of a family in the event that the Nominee, is a family must be 18 years of age or older in order to be eligible to be selected to receive the Prize. The Nominee selected to win the Prize must provide the station with valid government-issued identification, proof of address, and phone number to claim the Prize. In the case of a Nominee that is a family that is selected to win the Prize, the head of

household, as determined by the station, must provide the information in the preceding sentence in order to claim the Prize.

- Convicted felons are not eligible to be Nominees or Nominators.
- The station may undertake due diligence on any Nominator or Nominee at its discretion, including but not limited to conducting background checks.
- A Nominator may nominate as a Nominee himself/herself or his/her family, or another individual or family.
- Limit one Entry per Nominator (regardless whether a Nominator has more than one email address; provided, however, that only one Entry will be accepted per email address).
- A Nominee's proof of submission of an Entry shall not be deemed proof of receipt of such Entry by the station.
- Nominators are subject to all notices posted online including but not limited to the station's Privacy Policy.
- By participating, a Nominator agrees to comply with these rules and the decisions of the station, which are final and binding in all respects.
- If a Nominator nominates a third-party Nominee (i.e., the Nominator does not nominate himself/herself or his/her family) and such Nominee is selected as winner of the Prize, the Prize will be awarded to the Nominee and not the Nominator.
- A Nominee who is selected to receive the Prize must agree to these rules in order to claim the Prize.
- No purchase or payment is necessary to submit an Entry.
- Important Note: By entering the Contest, Nominator agrees that any Entry submitted to the station is the sole property of CYK 99.7, and may be aired or posted online in whole or in excerpt by the station. Entries submitted to the station will not be returned.

**THE FOLLOWING GENERAL RULES APPLY TO ALL MONTICELLO MEDIA LLC BROADCASTING CONTESTS:**

**MONTICELLO MEDIA LLC GENERAL CONTEST RULES**

1. Must be 18 years old or older to win and a legal U.S. and Virginia resident.
2. Employees of WCYK or its parent company Monticello Media LLC, as well as employees of other radio stations in WCYK's market, and their respective immediate families, affiliates, and client sponsors are ineligible to win. The term "immediate family" includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including "in-laws."
3. All prizes must be picked up within 30 days from Monticello Media during business hours, Monday-Friday, 8:30 am - 4:30 pm. Prizes will be forfeited or reassigned if not claimed within 30 days from date of winning.
4. To claim prize, winner must provide valid, government-issued photo identification, satisfactory to WCYK/Monticello Media in its sole discretion.
5. In the event of a tie, the winner will be determined by random drawing or another means deemed appropriate by WCYK.
6. All prizes are awarded "as is." No change or conversion of prize for cash will be permitted. Other than cash prizes, prizes have no cash value and may not be substituted or transferred

- by winner. WCYK reserves the right to substitute a prize of equal or greater value if the scheduled prize becomes unavailable.
7. Date and time of promotion can change at any time due to the discretion of the general manager and/or promotions department.
  8. All decisions by WCYK management are final.
  9. All State, Local, Federal and/or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued at over \$600.00 will be issued an IRS form 1099 to report their winnings. Winners may be required to provide their social security number to WCYK for tax reporting purposes, and are solely responsible for payment of all taxes incurred as a result of the award of a prize.
  10. If winner requests for prize to be mailed, station does not maintain liability for damaged or lost prizes.
  11. By entering a contest, all participants release and hold harmless the promotion sponsors, WCYK, Monticello Media LLC, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents (collectively, the "Released Parties") from any and all liability and any injuries, loss or damage of any kind arising from or in connection with the contest and any prize won.
  12. The Released Parties undertake no liability or responsibility, and make no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the contest, by the winner and/or winner's guest(s).
  13. The Released Parties are not responsible for damage to a prize or loss of a prize or prize certificate after the prize has been claimed. Winners must inspect their prizes before leaving station.
  14. The Released Parties are not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, misdirected, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in the contest, or by any human error which may occur in the execution of the contest.
  15. If, for any reason, the contest is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of WCYK, station management reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest and/or determine an alternate method of awarding the prize(s).
  16. Entry into any contest constitutes full, exclusive permission for WCYK and promotion sponsors/prize providers and their respective affiliates to broadcast and/or to photograph or publish the participant's name, voice, recorded comments, biographical information, face and likeness for promotional purposes, in any medium, without compensation.

17. Violations of any of these rules or attempts to win any contest by fraud, deception, or cheating shall be grounds for WCYK to disqualify that individual from participating in all current and future contests as well as forfeiture of any prizes won by fraudulent means.
18. Contestants can only win a prize in a WCYK contest once every 30 days.
19. Failure to conform to all contest rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant or on a contestant's behalf, will result in the contestant's disqualification and forfeiture of any prize won. WCYK reserves the right to rule ineligible listeners who, in WCYK's sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by WCYK or its affiliates. WCYK reserves the right to cancel, suspend and/or modify the contest and the contest rules at any time, which changes will become effective upon announcement. By taking part in the contest, participants agree to be bound by these rules and all decisions of the judges, who are employees of WCYK and whose decisions with respect to all aspects of the contest are final and binding.
20. Requests for lists of contest winners must be mailed to WCYK and received by WCYK within 60 days of the end of the contest, with a self-addressed stamped envelope.
21. All Federal, State and Local laws and regulations apply.
22. In the event these general rules conflict with the rules specific to a contest, the rules specific to a contest shall govern.

**WCYK, 1150 Pepsi Place - 3rd floor - Charlottesville, VA**

**For questions, contact 434.978.4408.**