

77 WABC'S "BEAT BERNIE - MORNING COFFEE EDITION" CONTEST OFFICIAL RULES

No purchase is necessary to enter or win; a purchase will not improve your chances of winning

These Specific Rules, in addition to the General Rules [<https://wabcradio.com/contest-rules/>], govern **77 WABC's "Beat Bernie - Morning Coffee Edition" Contest** (the "Promotion"). The General Rules contain additional terms and conditions that govern and apply to the Promotion and are incorporated herein by reference. A complete copy of these Specific Rules can be obtained by visiting the Station Office during normal business hours Monday through Friday (excluding holidays) or by sending a self-addressed, stamped envelope with a request for the rules to 77 WABC, P.O. Box 1777, New York, NY 10163. In the event of a conflict or inconsistency between these Specific Rules and the General Rules, these Specific Rules shall govern. Any individual who enters, attempts to enter or in any way participates or attempts to participate in the Promotion agrees to be bound by these Specific Rules and the General Rules as well as by all interpretations of the rules by the Station and/or Red Apple Media, Inc. ("Red Apple") and by all other decisions of the Station/Red Apple which are final and binding in all matters relating to the Promotion.

- 1. No purchase is necessary to enter or win. A purchase will not increase your chance of winning. Void where prohibited. All federal, state, and local regulations apply.**
- 2. Eligibility.** This Promotion is open only to persons age eighteen (18) years or older at the time of entry with a valid Social Security number or taxpayer ID, who are legal residents of the 50 states of the United States or the District of Columbia or Puerto Rico, and who have not won a prize from the Station in the last thirty (30) days or a prize valued at five hundred dollars (\$500) or more in the last sixty (60) days. Employees of Red Apple Media, Inc., its affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the New York DMA, and the immediate family members and household members of all such employees are not eligible to participate. The term "immediate family members" includes spouses, parents, siblings, and children (including "step"- relations of any of the foregoing).
- 3. Promotion Period.** Promotion will begin on April 8, 2021 at or around 9:35am and will run until twenty five (25) grand prize winners have been determined but no later than Friday, December 31, 2021 at or around 9:35am. (the "Promotion Period"). The Station's computer is the official time keeping device for this Promotion.

4. How to Enter.

On-Air: Listen to the Station weekdays (Monday to Friday) at or around 9:35 a.m. during the Promotion Period. When the Station plays the "cue-to-call" sounder, listeners should call the Station at 1-800-848-WABC (9222). Caller number seven (7) to the Station, as determined by the Station in its sole discretion, will have the opportunity to play the game. Bernard "Bernie" McGuirk will exit the studio when the listener is playing. The participant will be asked to answer five (5) trivia questions correctly. After the listener has finished their turn, Bernard "Bernie" McGuirk will enter back into the studio and have to answer the same five (5) trivia questions. In the event the listener and Bernard "Bernie" McGuirk answer the same number of questions correctly resulting in a tie, there is no winner and the promotion will continue on the next weekday with another player. The game is over once a participant

has answered more questions correctly than Bernard “Bernie” McGuirk. If he or she has answered more questions correctly, he or she will win (subject to verification of eligibility and compliance with the terms of these rules) the grand prize. If a participant does not answer more questions correctly than Bernard McGuirk or there is a tie and they both answer the same number of questions correctly, the participant will receive the qualifying prize. **Time Delay Between Over-the-Air Signal and Internet/Streaming Broadcast:** Due to the time delay that exists between the Station’s over-the-air signal and the Station’s online/streaming webcast, listeners who listen to the Station online/via streaming service may hear the cue to call later than listeners listening to the Station’s over-the-air signal. As a result, the ability of an online/streaming listener to enter the Promotion on-air may be diminished.

5. **Winner Selection.** As described above, caller number seven (7), as determined by the Station in its sole discretion, will be eligible to play the game. Bernard “Bernie” McGuirk will exit the studio when the listener is playing. The participant will be asked to answer five (5) trivia questions correctly. Bernard “Bernie” McGuirk will enter back into the studio and have to answer the same five (5) trivia questions. In the event the listener and Bernard “Bernie” McGuirk answer the same number of questions correctly resulting in a tie, there is no winner and the promotion will continue on the next weekday with another player. The game is over once a participant has answered more questions correctly than Bernard “Bernie” McGuirk. If he or she has answered more questions correctly, he or she will win (subject to verification of eligibility and compliance with the terms of these rules) the grand prize. If a participant does not answer more questions correctly than Bernard McGuirk or there is a tie and they both answer the same number of questions correctly, the participant will receive the qualifying prize. The Grand Prize Winners and qualifying participants will be contacted using the email address, telephone number, and/or social media account provided with the entry and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these Specific Rules and the General Rules).
6. **Odds of winning.** The odds of winning will depend on participants’ knowledge, the number of trivia questions answered correctly by participants and the number of participants it takes to “Beat Bernie” and win the Grand Prize(s) during the promotion period.
7. **Prize(s). Grand Prize(s):** Up to twenty five (25) grand prizes will be awarded in the Promotion. The grand prize consists of a \$100 Gift Card and a co-branded 77 WABC and Barrie House Coffee Mug. The approximate retail value (“ARV”) of each grand prize is one hundred and five dollars (\$105). The promotion will continue until twenty five (25) grand prizes are awarded or until December 31, 2021, whichever is earlier. **Qualifying Prizes:** Up to one hundred ninety (190) qualifying prizes will be awarded in this contest. The qualifying prize is a 77 WABC Prize Pack which consists of a pen, phone wallet, bookmark, and pin. The approximate retail value (“ARV”) of each qualifying prize is fifteen dollars (\$15).
8. **Rules / List of Winners.** Complete copies of the General Rules, Specific Rules, and / or a list of winners for this Promotion can be obtained by visiting the Station Office during normal business hours Monday through Friday (excluding holidays) or by sending a self-addressed, stamped envelope with a written request for the General Rules, Specific Rules and / or a list of winners to 77 WABC, P.O. Box 1777, New York, NY 10163.

SPONSOR: Red Apple Media Inc., P.O. Box 1777, New York, NY 10163