

HITS 106.3 Teacher Appreciation “Tell on Your Teacher” Contest

The WCDA HITS 106.3 “Teacher Appreciation” Contest (the “Contest”) will be conducted October 19th to November 20th, 2020 (“Contest Period”), by WCDA HITS 106.3 (LM Communications Broadcast Media Group).

These rules, plus those bulleted below, comprise the rules for this Contest:

- HITS 106.3 Generic Contest Rules, HITS 106.3’s On-Air Contest Rules, HITS 106.3’s Privacy Policy. (In the event specific “Teacher Appreciation” contest rules may conflict with any “generic” or “on-air” rules, the “Teacher Appreciation” rules will apply.)

Copies of the rules are available at www.hits1063.com and during normal business hours, at LM Communications Broadcast Media Group. These documents, which are incorporated herein by reference, have important information about eligibility, the station’s responsibilities, the entrant’s responsibilities, the winner’s responsibilities, tax ramifications, and more. WCDA will award the prizes to entrants who meet the eligibility requirements and follow all of the rules. WCDA reserves the right to postpone or extend the Contest dates. Rules are subject to change without notice, although revised rules will be posted as soon as possible. No purchase necessary to enter or to win.

CONTEST NAME, DURATION, and PRIZES

- The HITS 106.3 “Teacher Appreciation, Tell on Your Teacher” Contest (The Contest) will be conducted from Monday, October 19, 2020 to Friday, November 20, 2020 at 4pm. Applications will be accepted from Monday, October 19th at 8am until Friday, November 9th at 4pm.
- You must be 16 to nominate a teacher. However, if you are under the age of 18, you must have parental consent to nominate a teacher. Parental consent includes the name and phone number of the legal guardian. If selected, we must be able to reach the adult guardian. Failure to provide contact information for the adult guardian will disqualify the nomination.
- There will be (10) winners eligible to win the Visa Gift card. Winners will be randomly selected from the pool of entrants. Once parental consent has been established, LM Communications will verify the acceptance of the nomination with the principal of the school of the nominated teacher. Once the principal approves the nomination, the teacher will be contacted and informed of the award.
- All winners assume financial obligations for local, state and federal taxes and all applicable fees based on the value of the prize. Delivery charges are not included.
- In accordance with IRS regulations, HITS 106.3 will provide any winner receiving a prize(s) valued at \$600 or more in a given calendar year, with a copy of IRS Form 1099 (miscellaneous income).

- Prizes are non-transferable, non-assignable, non-exchangeable and not redeemable for cash unless otherwise noted and agreed upon in writing by an authorized officer of HITS 106.3.

- Prizes can be picked up within 30 days of winning at HITS 106.3 located at 401 West Main Street, Lexington, KY 40507 Monday-Friday between 8:30am-5:00pm.

METHODOLOGY

- Beginning Monday, October 19th at 8am, HITS 106.3 will allow listeners to submit an online nomination at www.your1063.com for Teacher's Appreciation, "Tell on Your Teacher". A qualifying submission will include the teacher's full name, school and grade currently teaching, the name of the principal at the school, and a 90-word description of why the teacher deserves recognition. In addition to the teacher's information, the listener submitting the nomination must also include his/her full name, email address, phone number and birthdate. All submissions must be received from a listener at least 18 or older (or a parent may submit on behalf of a minor). Listeners can nominate up to 3 teachers during the contest period.

- Then, beginning November 9th, HITS 106.3 will randomly select 1 entry from those submitted online each to be eligible to win one of the ten "Tell on Your Teacher" Teacher's Appreciation \$500 visa gift card. One teacher will be selected each day for a total of 10 teachers. Promotions Director and on-air talent will then contact the submitter and, with parent's permission, record a short interview about why the teacher deserves recognition. The daily winners will then be announced each day, November 11th – November 20th, during the morning drive. EX: HITS 106.3 will randomly select a nomination on Tuesday, November 10th. Promotions Director and on-air talent will call the submitter and record a short interview that will play during the "Tell on Your Teacher" weekly winner announcement, which will be announced during the morning drive on Wednesday, November 11th. During live mentions, Mandy and Jimmy will also give "shout-outs" to other teachers (and the name of their school) that has been nominated.

- After the entry has been selected, HITS 106.3 will contact the principal at the school where the teacher works and confirm the principal endorses the teacher and the teacher would be allowed to accept the prize.

- After the confirmation from the principal, HITS 106.3 will contact the teacher via telephone to confirm the winner status.

- Should the principal NOT endorse the teacher, HITS 106.3 will randomly draw another entry and repeat the process.

- Qualifiers must meet all HITS 106.3 eligibility requirements, including those set out below.
- Qualifier entries are non-transferable.

ELIGIBILITY

- Contest is open to all eligible people who live or work within 60 air miles of HITS 106.3's Lexington office and age 18 or over as of the date they qualify, except employees, their immediate families, LLC members, officers, directors and stockholders of HITS 106.3, its parent companies, any other radio station listed in the FCC Geographic Market Definition for Lexington, KY (as published by BIA) or any of the affiliates, sponsors and agencies involved in the production or distribution of materials for this Contest. Immediate family includes the spouse, great-grandparents, grandparents, parents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This also includes individuals for whom the employee is current legal guardian.
- One Qualifier per household will be permitted to participate in the Contest. Household is defined as those living in the same residence, even if not related by blood or marriage.
- HITS 106.3's standard prohibition against winning more than one station contest within 30 days is suspended for this Contest only.
- HITS 106.3 reserves the right to disqualify any Contestant if the Contest rules have been violated.

All promotions conducted on WCDA-FM are subject to the rules and conditions of our General Promotions Rules and Privacy Policy. General Promotions Rules and Privacy policy can be found on our website: www.hits1063.com