

105.1 THE BLAZE (KKBZ Auberry-Fresno)

PAPER, SCISSORS, ROCK CONTEST

105.1 The Blaze will conduct a contest called, "Paper, Scissors, Rock," from June 20th, 2020 to August 2nd, 2020.

THE PRIZES ARE:

- (1) 1st Place will receive one \$1000 American Express gift card from Sumerian Records.
- (2) 2nd Place will receive one \$500 Visa gift card from Set-Up Promotions.
- (3) 3rd Place will receive two \$100 Visa gift cards from Set-Up Promotions.

DESCRIPTION OF THE CONTEST:

The contest is a parody of the game, Rock, Paper, Scissors which is sometimes called, Roshambo.

Rock, Paper, Scissors (Roshambo) is a hand game usually played between two people, in which each player simultaneously forms one of three shapes with an outstretched hand. These shapes are "rock", "paper", and "scissors." In the traditional contest paper beats rock, rock beats scissors, and scissors beats paper. 105.1 The Blaze doesn't believe that paper beats rock. How absurd! Rock beats paper and scissors. 105.1 The Blaze has produced a video that demonstrates that belief. This video is offered as an example of one creative style. Participants are asked to produce their own videos, using their own ideas and creativity. Participants must create a video that demonstrates that rock beats paper and scissors.

HOW TO ENTER THE CONTEST AND PARTICIPATION RULES AND SUGGESTIONS:

- (1) Participants must watch a short instructional video at <https://www.1051theblaze.com/paperscissors/rock>. This video gives one example of one way a video performance could be made. For example, unlike, "Rock, Paper, Scissors," participants must use the following order: Paper, Scissors, Rock. Paper comes first, scissors comes second, and rock is last. Submissions will be rejected if the order is rock, paper, scissors. Again, submissions will be rejected if the order is rock, paper, scissors.
- (2) The purpose of this contest is to promote that **105.1 The Blaze Plays the Valley's Best Rock**. Participants must remember that purpose as they design and record their videos. All videos must contain the 105.1 The Blaze logo. This logo is available for download on the contest entry form at 1051theblaze.com. Participants are free to use this logo in their videos. The logo must be clearly visible at the end of the video.
- (3) The words, "105.1 THE BLAZE PLAYS THE VALLEY'S BEST ROCK" must also be heard at the end of the video. This phrase can be spoken, shouted, or sung, but the phrase must be clearly audible in English.

- (4) 105.1 The Blaze reserves the right to reject any submission that is deemed by station management NOT to meet the purpose of the contest or if a requirement of the contest has not been met. If rejected, 105.1 The Blaze will notify the entrant. If rejected, participants may resubmit if the second submission is received by July 16th at 11:59:59 p.m.
- (5) The video can be recorded on any device the participant chooses to use.
- (6) The length of the video should be between approximately 15 seconds and approximately 60 seconds. The idea is to make a fun, entertaining, and interesting video. Use your creativity. There are no extra points for making a long or complicated video.
- (7) All videos become the property of 105.1 The Blaze. 105.1 The Blaze reserves the right to distribute the videos in any way and by any communication medium we chose.
- (8) Participants enter the contest by filling out the contest entry form at 1051theblaze.com on the Contest Page by using the online entry form. Only one person's name is accepted on the entry form regardless of how many people were involved in the production of the video. If the video was produced by a team, team members must work out distribution of gift card between themselves, if they win. Other team members should be listed in the other team members field on the entry form.
- (9) The person submitting the entry is designated as, "Participant."
- (10) Submissions will be added to 105.1 The Blaze official YouTube channel. YouTube automatically gives each submission a unique URL. This URL will be returned to the Participant through the email address provided in the application form.
- (11) Each Participant's URL does not become "live" and able to be shared until 12:01 a.m. on Saturday, July 18th.
- (12) Participants must use the official URL to share on social media and email. If a participant creates another URL of their video, that URL's likes and shares will NOT be counted in the competition. Only likes and shares of the official entry, on 105.1 The Blaze's official YouTube channel will be counted.
- (13) Participants are encourage to direct any questions to KKBZ's Program Director at ejohnson@1051theblaze.com or calling 559-721-5423 M-F 8:00am – 5:00pm to ask questions.
- (14) Participants must enter the competition between 12:00:00 a.m. on June 22nd and 11:59:59 p.m. on July 16th, 2020.
- (15) Voting begins at 12:00:00 a.m. on July 18th and ends at 11:59:59 on August 2nd. Votes will be counted on August 3rd and the winners will be announced on August 4th with Rash in the Morning at approximately 9:15 a.m.
- (16) Winners will be selected by the total of (a) views on YouTube PLUS (b) the number of likes received on YouTube. Likes on YouTube are represented by the thumb symbol.
- (17) In the event of any ties, the winner will be determined by random drawing. In the event more than two contestants receive the same total number of votes, the process of random drawing will continue until there is one 1st Place, one 2nd Place, and one 3rd Place.
- (18) Gift cards will be awarded only to the name on the entry form.

- (19) Winner is responsible for all applicable taxes including Federal and State on prizes over \$600 and/or the aggregate won during the year. Winners(s) will receive a 1099 and must provide a valid Social Security number.
- (20) Prize can only be transferred to another team member listed on the entry form.
- (21) Prize winner must be at least 18 years old. Winner must provide valid driver's license and/or valid social security card.
- (22) All local, state, and federal laws must be obeyed in the making of the video.
- (23) Any immediate family members or employees of 105.1 The Blaze are ineligible to enter this contest.
- (24) Any video containing nudity or sexual content is prohibited. Any video containing nudity or sexual content will be rejected from submission.
- (25) Contest participants must be residents of Merced, Madera, Fresno, Kings, Tulare, or Kern counties.
- (26) A complete list of these contest rules can be found at 1051.theblaze.com and at Lotus Fresno Corp, 1110 E. Olive Avenue, Fresno, Ca. 93728 during normal business hours.