

# WABC's "Beat Bernie" 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 the WABC "Beat Bernie" 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 at the offices of WABC(AM) (the "Station"), 2 Penn Plaza 17th Floor, New York, NY 10121, during normal business hours Monday through Friday (excluding holidays) or by sending a self-addressed, stamped envelope to the Station with a request for the rules. 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.

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- 1. Eligibility.** This Promotion is open only to legal U.S. residents, age eighteen (18) years or older at the time of entry with a valid Social Security number or tax payer ID and who reside in New York, New Jersey, Connecticut or Pennsylvania, 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).
- 2. Promotion Period.** The Promotion will begin on Monday, July 20, 2020 at or around 9:35am and run until Friday, July 24, 2020 at or around 10:00am (the "Promotion Period"). The Station's computer is the official time keeping device for this Promotion.
- 3. How to Enter.** 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 1-800-848-9222. 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 and promotion are 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 will be a one hundred dollar gift card (\$100). 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 a qualifying prize of a 77 WABC Prize Pack (\$15 value). **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.

#### **4. 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 and promotion are 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 of a one hundred dollar gift card (\$100). 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 a qualifying prize of a 77 WABC Prize Pack (\$15 value).

The Grand Prize Winner 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). If there is no Grand Prize winner, Red Apple Media reserves the right to use the prize in a subsequent contest.

**5. Odds of winning.**

The odds of winning will depend on the number of trivia questions answered correctly by participants and the number of participants it takes to “Beat Bernie” and win the Grand Prize during the promotion period. The Grand Prize winner needs to answer more of the five (5) trivia questions asked than Bernard McGuirk.

**6. Prize(s).**

**Grand Prize:** [One (1)] grand prize will be awarded in the Promotion. The prize consists of a \$100 Gift Card. The approximate retail value (“ARV”) of the prize is one hundred dollars (\$100). If there is no Grand Prize winner, Red Apple Media reserves the right to use the prize in a subsequent contest.

**Qualifying Prizes:** [Five (5)] Qualifying Prizes will be awarded in this contest. The qualifying prize consists of a 77 WABC Prize Pack which consists of a pen, phone wallet, bookmark, and pin. The approximate retail value (“ARV”) of the qualifying prize is fifteen dollars (\$15).

**7. Rules/List of Winners.** Copies of the General Rules, Specific Rules, or a list of winners for a given Promotion (please specify which) may be obtained by sending a self-addressed, stamped envelope to WABC(AM) at 2 Penn Plaza 17th Floor, New York, NY 10121.

**SPONSOR: Red Apple Media Inc., 2 Penn Plaza 17<sup>th</sup> Floor, New York, NY 10121**