

**ALPHA MEDIA'S CONTEST-SPECIFIC RULES FOR THE
ROCK THE MIC 2020 CONTEST**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

These contest-specific rules should be read in conjunction with Alpha Media's General Contest Rules, which are applicable to all contests conducted by Alpha Media Holdings LLC and/or its subsidiaries (including licensee subsidiaries).

1. **Promotional Period**: The **ROCK THE MIC 2020 CONTEST** (the "Promotion") begins on or around **Monday, October 5, 2020** through **Thursday, November 19, 2020** (the "Promotional Period").
2. **Entry Deadline**: The deadline to submit entries is **Sunday, October 25, 2020 at 11:59pm**.
3. **Eligibility**
 - (a) The **ROCK THE MIC 2020 CONTEST** (the "Contest") is open to U.S. residents, 21 years of age or older, except employees of **Alpha Media stations, Aptivada, and other Sponsors listed at the end of this document** (collectively, the "Sponsors"), other television and radio stations in all Alpha Media Market Areas, and their affiliates, subsidiaries, advertising or promotion agencies (if any), members of their respective families or persons living in the same household. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the United States and where prohibited.
 - (b) Listeners are eligible to win an Alpha Media contest prize valued at \$600.00 or more only once every six months.
 - (c) **Participants must sign all contest release and waiver forms before accepting prize.** Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from any individual who does not meet the eligibility requirements, and will also delete any entry as required by law.

4. **Entry Method**:

To participate in the Contest, you must submit a :60 or less video entry featuring content related to the promotion as described on espnsa.com.

On the station's website enter via the entry form. First enter through Email, Facebook, Twitter, or Google via the Aptivada platform. Submit the required information, which can include the following: your first and last name, telephone number, city, state, zip code, and date of birth. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning the email address or the domain associated with the submitted email address. Multiple entrants are not permitted to

share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. The contest/sweepstakes administrator's computer is the official time-keeping device for the Promotion.

This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, or Google. By submission of an entry, an entrant releases Facebook, Twitter, and Google from any responsibility or liability for the Promotions administration, prizes or promotion. You are providing entry information to the Station and not to Facebook, Twitter, or Google.

- (c) **EACH PARTICIPANT WILL EARN 1 ENTRY FOR SUBMITTING THE REQUIRED INFORMATION.**
- (d) Sponsors are not responsible for technical, internet, cell phone service and/or carrier issues or computer failures, errors or data loss of any kind, lost or unavailable Internet connections, failed, incomplete, garbled or deleted computer or network transmissions, inability to access any website or online service, any other error or malfunction, late, lost, illegible or misdirected entries, or for printing errors in any advertisement, entry form or the rules.

By use of this website and by entering the Contest, you agree to the Station's Website Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: <https://www.alphamediausa.com/privacy-policy>. Entry deemed made by holder of phone number.

Sponsor is not responsible for internet/telephone service outages, delays, equipment malfunctions, busy signals, hang-ups, errors or data loss of any kind, lost or unavailable connections, or failed, incomplete, garbled or deleted transmissions or voicemails or other technological difficulties that may prevent an individual from completing his/her telephone call, or for printing errors in any advertisement, entry form or the rules.

- (e) Entry materials that have been tampered with or altered are void. If the Sponsors determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Contest or if technical difficulties compromise the integrity of the Contest, the Sponsors reserve the right to void the entries at issue and/or terminate the Contest and conduct a random drawing to award the prize among all eligible entries received as of the termination date. If the Contest is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at espnsa.com. If, for any reason, the Contest is not capable of running as planned, including tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest. Sponsors reserve the right to disqualify any entrant that tampers with the operation of the Contest or violates the Official Rules of the Contest.

5. Prizes and Odds of Winning.

- (a) **One (1) Grand Prize will be awarded:**
 - Minimum (4) guest appearances on The Blitz before Sept. 2021*
 - Minimum (12) guest appearances on The Saturday Morning Hangover before Sept. 2021*
 - Minimum (2) interviews of a high profile professional player or coach*
 - Fill in for show hosts when needed*
 - *Dates, times and guests determined by station and are subject to change
 - (1) 2020 Blue Honda Grom from Alamo Cycle Plex (valued at \$3,399)
 - (1) Jim Beam prize package (valued at \$100)
- (2) Runner up prizes will be awarded:**
 - Each runner up receives (1) Jim Beam prize package (valued at \$50)
- (b) **Odds of winning depend on the number of eligible participants.**
- (c) **All winner information will be collected and verified at the time of winning.** Any prize or prize certificate not claimed within 60 days of notification will be forfeited by the winner.

6. Winner Selection and Notification.

- (a) Decisions of Station management with respect to the Contest are final.
- (b) **The panel of judges will select & announce the 12 finalists from all entries received on Monday 10/26/20. ESPNSA hosts will hold auditions on the following dates: 10/28/20, 10/29/20 & 11/04/20 featuring the 12 finalists selected in no particular order. Fan and audience voting for the Top 3 of the 12 selected finalists will run 11/05/20 - 11/11/20. The Top 3 based on total votes submitted on ESPNSA.com will be announced on 11/12/20 along with (1) WildCard selected by our panel of judges. The Grand Prize winner and (2) runner ups will be selected and announced by our hosts on 11/19/20.**

7. General

- (a) Payments of all federal, state and local taxes are solely the responsibility of the winner(s). Winner(s) will be required to complete and submit an IRS Form W-9 or the equivalent including a winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by the station conducting the Promotion (in combination with any prizes won in Promotions run by any other Alpha radio station) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.
- (b) Participating in the Promotion and acceptance of a prize constitutes a winner's and guest's (where applicable) permission for the Alpha or its agents to photograph, film and record each winner, and to use his/her name, address (city and state), likeness, photograph, voice, biographical information and/or any statements made by him/her regarding the Promotion or its sponsors for purposes of trade, publicity or promotion without additional financial or other compensation, and, Alpha may, where legal, require a winner (and guest or travel companion, where applicable) to sign a publicity release confirming such consent prior to

acceptance of the prize. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release. In the case of a conflict in this paragraph 3 b and any similar paragraph in contest specific rules the general specific rules will govern. Unless a member of winner's immediate family, travel companion must be 18 years of age or older. Travel companion must travel with winner and must also sign and return a travel release, which must be returned with winner's affidavit of eligibility. By accepting the prize, each winner grants to Sponsors the right to use the winner's name, voice, picture and/or likeness for purposes of advertising and publicity in any and all media now known or hereafter invented, without further permission or additional compensation (except where prohibited by law). All expenses on receipt and use of prize are the sole responsibility of winner. Winner and travel companion, if any, by acceptance of their prizes, agree to release Station, **Alpha Media, LLC**, and their advertising, promotion and production agencies and their respective parents and subsidiaries, shareholders, directors, employees, agents and representatives from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained directly or indirectly in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any Contest or prize-related activity.

- (c) No prize transfers. Sponsors may substitute prizes for prizes of like value, in the Sponsors' sole discretion. Prizes may not be substituted or redeemed for cash. Offer subject to federal, state and local regulations and laws and is void where taxed, restricted or prohibited. By entering, participants agree to these rules and the decisions of the Sponsors.

- (d) To the fullest extent permitted by law, by participating in the Promotion, you:
 - i. agree to grant Alpha a non-exclusive, perpetual, worldwide license to edit, telecast, exhibit, rerun, reproduce, use, syndicate, license, print, distribute and otherwise exploit any items (including any photos, videos, audio, or written material) submitted as part of your contest entry (the "Materials"), or any portion thereof, in any manner and in any and all formats and media now known or hereafter devised, without payment to you or any third party;
 - ii. acknowledge that Alpha reserves the right, in its sole discretion, not to use the Materials at all; and
 - iii. represent and warrant that: you are at least as old as the age of majority in your state; you have the full legal right, power and authority to grant to Alpha the license provided for herein; you own or control the complete exhibition and other rights to the Materials you submitted for the purposes contemplated in this license; you are either the parent (or legal guardian) of any minor featured in the Materials or have received the express consent of the parent (or legal guardian) for any such minor to appear in the Materials and to enter the minor's likeness in the Materials in the contest; and neither the Materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or constitute a libel or slander against, or violate any common law or any other right of, any person or entity.

- (e) Prior to awarding any prize or prize certificate, and depending on the nature of the prize and eligibility requirements of the Promotion, Alpha in its sole discretion may require

verification of Promotion winner's or winners' identification by a showing of valid government-issued photo identification.

- (f) To the fullest extent permitted by law, by participating and/or accepting a prize, entrants, winner(s) and guests (if applicable) agree to release and hold harmless the station conducting the Promotion, its sponsor(s) and promotional partner(s), its advertising and promotion agencies, any social media platform utilized in the conduct of the Promotion (including but not limited to Facebook, Inc.) and each of their respective parent, subsidiary and affiliated entities, and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each of them (collectively, the "Released Parties") against any and all claims or liability arising directly or indirectly from the prize or participation in the Promotion. Alpha may also require eligible Promotion winner(s) and their guests or travel companions, if any (as well as each of their parent(s) or legal guardian(s), if winner(s), guest(s) or travel companion(s) are under the age of majority in their state of residence), to sign a liability release confirming such consent. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release.
- (g) The station conducting the Promotion, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process, the operation of the Promotion, or the operation of the station's website, Facebook Page, and/or any other social networking site used in the Promotion, or is otherwise in violation of the rules. The station conducting the Promotion further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the station's control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by the station in its sole discretion. Any attempt by an entrant or any person to deliberately damage any station website, Facebook Page, and/or any other social networking site used in the Promotion or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, the Alpha reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. The station's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of the station conducting the Promotion, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the station reserves the right, but not the obligation, to modify, terminate, suspend or cancel the Promotion and shall not be required to award a substitute prize.
- (h) The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals, or any other difficulties that may prevent an individual from sending or receiving a text message; or (iii) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the

Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of god, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Alpha's control.

- (i) Alpha Media reserves the right to modify or change methods of entry, finalists and/or winner selection, and notification at any time. Alpha Media will post all up to date contest rules at espnsa.com/rockthemic2020

8. Official Rules and Winner List

To obtain a copy of the General Contest Rules, these contest-specific rules, or a list of winner(s) following completion of the Promotion (please specify which), send a self-addressed, stamped envelope specifying "General Contest Rules," Rock The Mic 2020 Contest by 12/30/20 to: Marketing - Rock The Mic 4050 Eisenhower Rd. San Antonio, TX 78218

9. Terms of Use Agreement & Privacy Policy

The Terms of Use Agreement of the station conducting the Promotion is located here: <http://www.alphamediausa.com/terms-of-use/> . The Privacy Policy of the station conducting the Promotion is located here: <https://www.alphamediausa.com/privacy-policy>

Sponsor(s): Jim Beam, Beam Suntory, Alamo Cycle Plex

Alpha Media Stations: KZDC

Affiliated Stations

Aptivada