

**QUALIFICATIONS: (I.)** ALL MISSISSIPPI RIVER RADIO contests are open to any/all MISSISSIPPI RIVER RADIO listeners who are legal U.S. residents living or working in the MISSISSIPPI RIVER RADIO listening area (county names) unless otherwise specified by MISSISSIPPI RIVER RADIO and its affiliates.

Contestants must be **18** years of age or older to participate in the contest, and the winner must show proof of age in the form of a valid, state-issued I.D. before claiming any prizes.

Sponsors (and their employees), as well as employees of area radio stations and their immediate families (including those owned by MISSISSIPPI RIVER RADIO) are not eligible to participate. Listeners can only win once every thirty (30) days. Only **ONE** winner per household every thirty (30) days. The decision of MISSISSIPPI RIVER RADIO is final.

**RULES AND REGULATIONS: (II.)**

All contest statutes and provisions of STATE and the U.S. Federal Government, including the Federal Communications Commission restrictions, apply to this contest.

All contest entries become the property of MISSISSIPPI RIVER RADIO. Furthermore, MISSISSIPPI RIVER RADIO may withhold any contest material crucial to the completion of a contest.

When winners call in for a contest, they may be asked to say a certain phrase such as “I listen to [insert station] at least two hours every day”. MISSISSIPPI RIVER RADIO reserves the right to conduct as many or as few contest interviews on a daily, weekly or monthly basis as the General Manager deems necessary to sustain interest in the contest and the promotional values for the station.

Additions or deletions to these rules and addendum (if any) are subject to the discretion of MISSISSIPPI RIVER RADIO, and may be enacted at any time. MISSISSIPPI RIVER RADIO, its agencies, affiliates, sponsors, or representatives absolve themselves of any liability, financial or otherwise, resultant of any “on” or “off” air contest staged by MISSISSIPPI RIVER RADIO.

**PRIZES: (III.)**

Winners must sign a release prior to the receipt of a prize and may only win once every 30 days per household. Any contest winner receiving a prize or prizes throughout the year that total \$600 or more will receive a #1099 form for Federal and State declaration of prize. Winners are obligated to pay their taxes on the amount of their winnings. All winners will receive their cash prize from MISSISSIPPI RIVER RADIO within twenty-one (21) days after winning. Winners understand and agree that they are responsible for any/all taxes incurred on prizes received.

All prizes, unless otherwise specified, must be picked up within thirty (30) days of winning. MISSISSIPPI RIVER RADIO will **NOT** notify winners of the time remaining on their winnings. Any prize not claimed within 30 days is considered forfeit, and the winner waives all rights to that prize. MISSISSIPPI RIVER RADIO is at liberty to give away any unclaimed prize at the end of the thirty (30) day grace period. All major prizes will be given away by MISSISSIPPI RIVER RADIO; odds of winning depend on the number of qualified entries. In the event a winner chooses not to accept a prize, they forfeit any and all claims to the prize, which can then be awarded to a contest runner-up at the discretion of MISSISSIPPI RIVER RADIO.

Winner(s) must claim their prize at MISSISSIPPI RIVER RADIO, 324 Broadway, Cape Girardeau, Missouri, 63701 during regular business hours: Monday through Friday, 8:00 AM to 5:00 PM. Prizes will **NOT** be mailed. All prizes must be claimed in person unless otherwise specified that someone else will pick up the prize, the designated person must be 18 years or older to pick up your prize. Proper identification required (valid driver's license, passport, state id, or military id).

*Designated Representatives:* In very unique situations, designated representatives will be allowed to accept prizes. Written authorization from the winner is required. Letter must include representatives name, ID, social security number, and a photocopy of the WINNER'S driver's license. MISSISSIPPI RIVER RADIO will determine what constitutes a "unique situation".

MISSISSIPPI RIVER RADIO is not responsible for defective prizes. All prizes are non-transferable, void where prohibited by law. MISSISSIPPI RIVER RADIO is not responsible for providing lists of prizewinners. MISSISSIPPI RIVER RADIO may, due to unavailability of prizes, substitute another prize of equal value.

**LIKENESS RIGHTS: (IV.)** All participants in the contest understand that by participating, they give implicit permission to MISSISSIPPI RIVER RADIO to utilize their name, voice, photo and/or likeness for promotional purposes on the air and online without compensation, as well as recording phone calls, etc.

All winners grant MISSISSIPPI RIVER RADIO permission to broadcast their name, city of residence, and their cash and prize winnings as part of live and recorded promotional announcements on MISSISSIPPI RIVER RADIO and publicity in other media, including TV and newspapers.

The Federal Communications Commission has rules instructing all MISSISSIPPI RIVER RADIOS to notify any individual called and recorded that the conversation is being recorded. MISSISSIPPI RIVER RADIO will do so at the beginning of every phone call.

**PHONE ENTRY: (V.)** In the event that two telephone lines are tied together during a phone-in contest, the entire phone call will be disqualified and another phone call will be taken.

MISSISSIPPI RIVER RADIO cannot award duplicate prizes to both parties in a “tied-together” situation. An example of a tied-together call may be two telephone calls originating from the same location or residence, or a party line. In a case of a dispute over telephone lines, the decision of MISSISSIPPI RIVER RADIO is final.

**RESPONSIBILITY: (VI.)** Contestants understand that MISSISSIPPI RIVER RADIO and all sponsors of the contest are in no way responsible for any injuries that may result, in whole or in part, from the contest or prizes awarded. All rules are subject to change by MISSISSIPPI RIVER RADIO at any time during the contest. Any contact information provided by a contestant will remain with MISSISSIPPI RIVER RADIO and will not be given to any other entity.

**DIGITAL CONTESTS: (VII.)** The following rules are specific to electronic (internet, email or online forms) contests on MISSISSIPPI RIVER RADIO Stations. Due to the time delay that exists between the Station’s analog over-the-air signal and the station’s online webcast, listeners who listen to the station online may hear contest information or a cue to call in later than listeners listening to any MISSISSIPPI RIVER RADIO analog over-the-air signal. As a result, the odds of an online listener winning may be diminished.

Any problems with the Internet or email are not the responsibility of MISSISSIPPI RIVER RADIO. For any contest requiring an online entry form, all required fields must be filled out or the contestant will be disqualified. MISSISSIPPI RIVER RADIO is in no way affiliated with or sponsored by Apple. The station apps available for MISSISSIPPI RIVER RADIO stations on Apple’s App Store are not endorsed or sponsored by Apple or any Apple owned properties, in any form or fashion.

**COPY OF RULES (VIII.)** These official contest rules are available for review at the MISSISSIPPI RIVER RADIO office during regular business hours Monday through Friday, 8 AM – 5 PM. The rules are also available by mail, by sending a stamped, self-addressed envelope to:

Official Rules  
Mississippi River Radio  
324 Broadway  
Cape Girardeau, MO 63701