



JAMMIN' 98.3's SCHOLAR ATHLETE OF THE MONTH CONTEST RULES

- 1) Starting Thursday, October 1, 2009 through Friday, April 30, 2010, **Jammin' 98.3/WJMR-FM (Lakefront Communications, LLC)** will conduct the *Scholar Athlete of the Month* contest, giving Jammin' 98.3 listeners the chance to nominate a student athlete to win a monthly prize package, courtesy of Concordia University, which contains a Concordia University sweatshirt, t-shirt, and mug. Minimum estimated retail value of \$50.00. No purchase is required.
- 2) The following is the contest methodology. Listeners can submit why they think that their student athlete should be selected as often as they like at the *Scholar Athlete of the Month* page of Jammin' 98.3. Entries will be judged by Jammin' 98.3 monthly in the following categories:

- * Athletic achievement(s)
- * School achievement(s) / G.P.A.
- * Extra-circular activities

For the purposes of this promotion Scholar Athlete will be determined as students currently enrolled in the 6th grade through college (2 year, 4year, technical schools, etc. are all eligible)

Jammin' 98.3 will judge, determine and announce one winner per month thru May 2010. Winners will be contacted by phone by Jammin' 98.3 and need not be listening to win. In the event that the student athlete winner is under 18, all prizes will be awarded to parent or legal guardian.

- 3) All entries become property of Jammin' 98.3 and will not be returned. Jammin' 98.3 reserves the right to contact school/athletic organizations to verify information submitted by entrants. In the event winner is under 18, the winner's parent/legal guardian will be contact for permission to post information about the winner on Jammin' 98.3/jammin983.com.
- 4) All entrants and Scholar Athletes must be permanent residents of the state of Wisconsin, age 18 or older, and have a valid form of identification to participate and win prizes in this contest.
- 5) All Winners will be required to provide to Jammin' 98.3 a valid photo I.D., and to sign an affidavit of eligibility and release Lakefront Communications LLC., its stockbrokers, officers, agents and employees from all liability arising from participating in this promotion. Winner must also and grant permission to Jammin' 98.3 to use their name, voice, photograph and basic personal information for promotional purposes, both for broadcast and other publicity. Failure to do so will result in forfeiture of the prize.
- 6) All Winners are solely responsible for all applicable local, state, federal taxes and fees. Winners may be issued a federal 1099 income tax form from WJMR-FM. In accordance with IRS regulations, any winner receiving a prize(s) valued at \$600 or more in a given calendar year will be furnished a copy of IRS Form 1099 (miscellaneous income).
- 7) All WJMR-FM/Milwaukee Radio Group General Contest Rules apply. This contest is void where prohibited by law. All local, state and federal regulations apply. All giveaways and contests are void where prohibited by law. All local, state and federal regulations apply. As a licensee of the FCC and a trustee of the public airwaves, Jammin' 98.3 reserves the right to interrupt and/or discontinue this contest (and not award the offered prizes) at the discretion of Jammin' 98.3 management if world events, the national mood, or public safety so warrant. Jammin' 98.3 reserves the right to disqualify any winner if the contest rules have been violated in any way. Jammin' 98.3 reserves the right to amend these rules to any contest at any time. All Jammin' 98.3 General Contest Rules apply, and all decisions of Jammin' 98.3 are final.

9/17/09