

CONTEST NAME: "WCEI Weather Kid" (Benchmark Contest)
SPECIFIC CONTEST RULES

Effective Date: January 1, 2021 to December 31, 2021

Participating Radio Station(s)/Studio Address(s)/Phone #'s/Website Address(s):

WCEI-FM - (410) 822-9234

**306 Port Street
Easton, MD 21601**

www.forevermidshore.com

Declared Value of Prize(s): Prize has no cash value. ("Prize(s)")

Forever Media, Inc. and its affiliates through their Participating Radio Station(s), in conjunction with various sponsor(s) and/or prize provider(s) (collectively, "Forever") is conducting a contest named as set forth above ("Contest"). Forever may air contest(s) from time to time which are conducted by Forever's advertisers and other organizations that are not, sponsored or endorsed by, and/or for which, neither Forever, nor its radio stations, participate ("Non-Forever Contest(s)"). For any Non-Forever Contest(s) please refer to the contest rules of the Non-Forever Contest Sponsor. Forever assumes no liability or responsibility in whole or in part for any Non-Forever Contest(s).

1) No purchase or payment necessary. Void where prohibited or restricted by law.

2) At random to be announced times over the Effective Date, Forever's Participating Radio Station(s), will give Participant(s) a chance to win the above described prize(s) or consideration awarded above. **By registering or otherwise participating in this contest or event, Participant(s) hereby affirm that they have read and agree to the contest or event rules, including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website.**

- Each non holiday Friday during the school year, one (1) local child will join the WCEI morning show from 7-8am to announce the local weather forecast (supplied by our staff). In the event of an emergency where in-classroom teaching is not conducted and/or, in-person visits are suspended and/or in Forever's sole discretion the Weather Kid Forecasts may be conducted via phone, online(i.e. ("Zoom" or Microsoft Teams call) or as determined by Forever.
- To become a "WCEI Weather Kid", Participant(s) are directed to the ForeverMidShore.com website to enter. A parent or guardian must complete an entry form which includes the name of the student, their grade/age, school, along with Parent/Guardian contact information (required).
- Upon receipt of entry form, WCEI staff will place the entry into a queue, and contact parent/guardian listed on entry form to schedule the appearance on a satisfactory date.
- Open to Elementary & Middle School age children. One (1) appearance is permitted per child.
- Children should be able to read smoothly & comfortably.
- Weather Kids must be accompanied by an adult during the time they are at the station or online interacting with Forever air staff.
- Recordings and replays are not provided. Family & friends within the listening area should be encouraged to listen either live or (for those outside the listening area) via our live web stream.
- The odds of being selected as a "WCEI Weather Kid" are based on the number of days in the school year and the number of entries received. If the end of the school year is reached, and your child has not been selected/scheduled, you do not need to resubmit, an entry form for the following school year.
- Forever at all times reserves the right, in its sole discretion, to utilize any WCEI Weather Kid submission for posting and/or in Forever's promotional on a case by case basis. The decision by Forever as to whether or not to post any respective submission is final. Once rejected an image cannot be resubmitted and will not be returned to the Participant(s). Participant(s) and their household members, heirs and assigns do hereby irrevocably and perpetually give Forever(s) and their respective radio station(s), affiliates, subsidiaries, employees, agents, owners, officers, directors and assigns full permission and authority to use the name image and/or likeness and/or audio and/or video and any other information regarding the Participant(s) for advertising and promotion and further hold them harmless from any and all liability,

including without limitation, claim for copyright violation, claim for invasion of privacy or defamation of character, whether intentional or otherwise, in connection with such use. The Participant also hereby waives any right to inspect or approve the finished copy of any media, website, social media, broadcast, advertising material and/or any other Forever use, direct or indirect as regards this Covered matter.

- Participant(s) are responsible for completing all required paperwork concerning prior to recording submission. Including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website.

3) Any questions or comments regarding the operation of the Contest must be made in writing to Participating Radio Station(s) Operations Director at the Studio Address.

4) All Contest Rules are subject to change at the sole discretion of the Participating Radio Station(s) at their sole discretion. Forever retains the right to cancel this Contest for any reason at any time.

5) A copy of the official rules governing this Contest as well as Forever's General Contest Rules are available at the Participating Studio Address and on the Participating Radio Station(s) website address(s). Copies of the rules can be requested by sending a self-addressed stamped envelope to the Studio Address.

The above Specific Contest Rules are to be applied in conjunction with the General Contest Rules in effect by Forever at the time of a Specific Contest and may be amended, supplemented, modified in all or part for a specific radio station or station(s) Events/Contests/Activities from time to time by Forever in its sole discretion. Forever at all times reserves the right to amend/supplement and/or modify these Specific Contest Rules with specific rules which shall be made available by the Forever radio station as appropriate and in the Forever radio station(s) sole discretion. Listeners' and potential contest Participant(s) are urged to acquaint themselves with these Specific Contest rules in advance of their participation. Where Specific Contest Rules are in place for a particular event, those Specific Contest Rules shall control over, where different, from the General Contest Rules.

Forever Media Inc. its affiliates and their Radio Station(s) do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices.

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