

WGR Rookie Contest Contest Rules

These contest rules are specific to the above contest conducted by Entercom Buffalo, LLC d/b/a WGR-AM (collectively, the "**Station**"). Except to the extent specifically set forth below with respect to this specific contest, the Station's general contest rules apply to this contest as well. A copy of these specific contest rules and the Station's general contest rules are available at the Station's studio at 500 Corporate Parkway, Suite 200, Amherst, NY 14226 during regular business hours and on the contest page on the Station's website at www.wgr550.com. **To the extent that the general contest rules differ from these rules, these rules will govern and control with respect to this Contest.**

How to Enter

1. No purchase necessary.
2. THERE ARE THREE WAYS TO ENTER:
 - a. Mail in or drop off your own audiotape or CD commentary of a sports topic of your choice with your name, address, and phone number to WGR, 500 Corporate Parkway, Suite 200, Amherst, NY 14226. Drop offs will only be accepted between 9am to 5pm Monday through Friday. Entries will be accepted beginning June 9th, 2008 and must be received by 5 p.m. July 1st, 2008. The recording must be a minimum of two (2) minutes in length and may not exceed three (3) minutes (only the first three minutes will be listened to);
 - b. Visit select WGR events from June 9th, 2008 through July 1st, 2008 to record a sports commentary of your choice of between two and three minutes, using equipment provided by WGR-AM and provide name, address, and phone number to WGR personnel. Listeners will be permitted to record their entries at the events on a first come first serve basis; not all listeners will be guaranteed an opportunity to record an entry at a given event. In no event may any one entrant spend more than 10 minutes utilizing the Station equipment to record their entry. A list of events will be posted and updated from time to time at www.wgr550.com by clicking on the events link; or
 - c. Visit the Station at 500 Corporate Pkwy Suite 200 Amherst NY 14226 between 9am to 5pm, Monday through Friday from June 16th, 2008 through July 1st, 2008 to enter by providing name, address, and phone number and using equipment provided by WGR to record a sports commentary of your choice of between two and three minutes, subject to availability of such equipment and Station personnel at the time you arrive. Entrants may make a "reservation" in advance by calling 716-843-0600 and asking for Andy Roth but in no event shall Station be required to accommodate specific days/times for any such reservations and shall not be required to accept any reservations if specific Station staff and/or equipment is unavailable. In no event may any one entrant spend more than 10 minutes utilizing the Station equipment to record their entry.
3. **By entering this contest, entrants understand and agree that Station may elect to use any entry submitted for entertainment purposes on-air and may choose to comment on, mock, poke fun at, and/or mimic any entry submitted. Entrants waive any right to make any claim against Station or any contest sponsors with respect to any comments - disparaging or otherwise - made on-air regarding such entrant's entry. THESE AUDITIONS ARE CONTEST ENTRIES AND MAY NOT BE CONSIDERED IN ANY WAY AS JOB APPLICATIONS OR AS SUBMISSIONS TO STATION FOR CONSIDERATION FOR EMPLOYMENT.**
4. Station is not responsible for any technical errors, malfunctions or unavailability of Station's equipment in connection with an entrant's ability to record an entry with Station equipment.
5. Commentaries submitted as entries in this contest must be original works created by the person recording and submitting such entry. In the event it comes to Station's attention before or after finalists or winner selection in this contest that any such entry includes any plagiarized materials, such entrant shall be disqualified and any and all prizes will be forfeited.



How to Win

6. **ROUND ONE:** A total of 16 finalists will be chosen on July 3rd, 2008 by the Station in its sole discretion based on any lawful criteria Station deems desirable, including, without limitation, Station's estimation of the entrants' articulateness, poise, intelligence of commentary, knowledge of sports, and/or humor as revealed in the entries. The 16 finalists will be announced on the Station on July 3rd, 2008 and will be contact via phone by the Station. If Station cannot contact finalist by noon on July 7th, 2008 for any reason to schedule and confirm such finalist's on-air appearance per Section 7 below or if a finalist is unable to come to the Station during days and or times scheduled by Station for finalist to appear in person, such finalist will disqualified and a new finalist will be chosen if Station determines that time permits.
7. **ROUND TWO:** In order to participate further in this contest, each of the 16 finalists must appear on-air in pairs on dates and times selected and designated by Station between July 8th, 2008 – July 11th, 2008 sometime around 8:30 am or 4:30 pm. The 16 finalists will appear in pairs and on-air for approximately 10 minutes. The WGR personalities who are on the air with each pair of finalists will choose one finalist in each pair to move to the next round based on each finalist's performance on air and based on such Station personalities' assessment (in his/her sole discretion or in consultation with other Station staff of their choice) of such performance based on any lawful criteria Station deems desirable, including, without limitation, estimation of the relative overall effectiveness of participation, poise, commentary and/or humor. In the event that there are an odd number of finalists, Station reserves the right to schedule three finalists to any one on-air appearance and will then select only one of the three to continue (none of the finalists will have any claim to unfairness resulting from such trio situation). In the event that any finalist fails to appear at the scheduled time and day, the other finalist will be automatically deeded the winner of that round (unless it is a trio round, in which case the contest will continue between the two remaining finalists). Up to a total of eight (8) finalists will be chosen in this manner to move to the next round.
8. **ROUND THREE:** In order to participate further in this contest, the remaining finalists (up to 8) from Round Two must appear on-air in pairs for approximately 10 minutes on the WGR Morning Show on dates and times selected and designated by Station between July 15th, 2008 through July 18th, 2008 at 8:30 am. The WGR personalities who are on the air with each pair of finalists will choose one finalist in each pair to move to the next round based on each finalist's performance on air and based on such Station personalities' assessment (in his/her sole discretion or in consultation with other Station staff of their choice) of such performance based on any lawful criteria Station deems desirable, including, without limitation, estimation of the relative overall effectiveness of participation, poise, commentary and/or humor. In the event that there are an odd number of such Round Three finalists, Station reserves the right to schedule three finalists to any one on-air appearance and will then select only one of the three to continue (none of the finalists will have any claim to unfairness resulting from such trio situation). In the event that any finalist fails to appear at the scheduled time and day, the other finalist will be automatically deeded the winner of that round (unless it is a trio round, in which case the contest will continue between the two remaining finalists). Up to a total of four (4) finalists will be chosen in this manner to move to the next round.
9. **ROUND FOUR:** In order to participate further in this contest, the remaining finalists (up to 4) from Round Three must appear on-air in pairs for approximately 15 minutes on the WGR Morning Show on dates and times selected and designated by Station between July 22nd, 2008 through July 26th, 2008 during the 7p-8p hour. The finalists will interact with WGR on-air staff and WGR listeners who call in as part of the show. The one (1) Grand Prize Winner (subject to verification of eligibility and compliance with these contest rules) will be selected from all of the Round Four participants by the WGR personalities based on each finalist's performance on air and based on such Station personalities' assessment (in his/her sole discretion or in consultation with other Station staff of their choice) of such performance based on any lawful criteria Station deems desirable, including, without limitation, estimation of the relative overall effectiveness of participation, poise, commentary and/or humor. In the event that there are an odd number of such Round Four finalists, Station reserves the right to schedule all remaining finalists to any one on-air



appearance together (none of the finalists will have any claim to unfairness resulting from such trio situation). In the event that any finalist fails to appear at the scheduled time and day, that finalist will be disqualified from this contest. On Monday, July 29th, The Howard Simon Show will announce the Grand Prize Winner at 8:30 am (subject to verification of eligibility and compliance with these contest rules) .

10. In the event that Station determines (in its sole discretion) that it should broadcast matters of important local, national or international significance during the time that any appearance by a finalist in this contest is scheduled, Station reserves the right to reschedule such contest appearance and/or one or more of the subsequent appearances as a result thereof.

Prize(s)

11. Each of the up to 16 Round One finalist will receive (subject to verification of eligibility and compliance with the contest rules), four (4) tickets to a regular 2008 season Buffalo Bisons game, 4 hot dogs and 4 pops from concessions valued at approximately \$51. The date of such event tickets will be at Station's sole discretion.

12. One (1) grand prize will be awarded in this contest. The verified grand prize winner in this contest will receive (subject to verification of eligibility and compliance with the contest rules):

The opportunity to co-host the last segment of Jeremy White's show (or a replacement show selected by Station in its sole discretion) in the final 10 to 15 minutes of his broadcasts each Sunday of the 2008 NFL regular Football Season (the entire NFL Football season subject to programming availability and Station's general policies and procedures.) There will be no monetary compensation for any such appearances. The grand prize winner will also the opportunity to call three innings of a regular 2008 season Buffalo Bisons game on WGR radio (date to be determined by the Buffalo Bisons and Station). Total prize value is estimated at \$1,084.

- 13. ENTRY INTO, PARTICIPATION IN OR USE OF THE GRAND PRIZE IN THIS CONTEST IS A CONTEST ENTRY AND MAY NOT BE CONSTRUED IN ANY WAY AS A "JOB" APPLICATION OR AS A SUBMISSION TO STATION FOR CONSIDERATION FOR EMPLOYMENT OR DEEMED EMPLOYMENT OF THE GRAND PRIZE WINNER IN ANY MANNER.**

Sponsor(s)

14. The sponsors of this contest are: Entercom Buffalo, LLC

Other Rules Specific to This Contest

15. Past WGR Rookie Contest Grand Prize Winners are not eligible to enter or win.

