

The WCMF Break Room Miss 315 Contest Rules

These contest rules are specific to the above contest conducted by Entercom Rochester, LLC d/b/a WCMF collectively, the "Station" or "WCMF"). 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 High Falls Studios, 70 Commercial Street, Rochester, NY 14614 during regular business hours and on the contest page on the Station's website at www.wcmf.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 is necessary to enter or win.
2. **DO NOT ENTER THIS CONTEST IF YOU CANNOT BE AVAILABLE TO PARTICIPATE IN THE ONSITE EVENT (SEE DETAILS BELOW) ON FRIDAY, AUGUST 19, 2011 AT THE WCMF STATION STUDIOS AT 70 COMMERCIAL STREET IN ROCHESTER FROM 7AM UNTIL 10AM.**
3. To enter, starting Monday August 8, 2011 at approximately 6am ET through Friday August 12, 2011 at 10am ET, call the designated WCMF voicemail line at (585) 719-2659 and leave a message with the following information: your name, age, daytime phone number(including area code), and why you want to be crowned Miss 315.
4. WCMF Station personnel will select up to three (3) qualifiers to participate in the onsite event, based on the messages they like best determined by any lawful criteria to participate in The WCMF Break Room Miss 315 Contest ("Contest").
5. Station will contact individuals selected via phone by Monday, August 15, 2011 at 5pm ET to provide notice of their selection and the date/time of the onsite event that they will need to be present at. Notification will be by telephone only (including by message on the potential qualifier's answering machine, with no responsibility for any failure or lack of the answering machine). If individual fails to show up timely to the onsite event for any reason, that individual will be automatically disqualified.
6. By participating in the Contest, all participants acknowledge and agree that Station may audio record or video record their [participant in this Contest (including, without limitation, live internet stream) and that Station may use and/or reuse any such recordings (including, without limitation, the voicemail messages left to enter this contest) in any media now or in the future for any purpose it desires with no compensation to the entrant.



7. **ENTRY 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.**
8. **By entering this Contest, Entrants understand and agree that Station may elect to use any audio, video or photo taken at any of the contest events for entertainment purposes 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 regarding such Entrant or her participation in this Event.**

How to Win

9. The Qualifiers must be present and checked in at the WCMF Station Studios at 70 Commercial Street, Rochester, NY 14614 no later than 6:45am on Friday, August 19, 2011 in order to participate in the onsite event. Each Qualifier must check in with a valid government photo ID and sign a liability release agreement "as is" and any other documentation as required by Station. Failure to check-in and/or sign all documents required by Station in a timely manner may result in disqualification in Station's sole discretion. Qualifying spots are not transferrable or assignable.
 - a. In the event that only one qualifier shows up in time, that one qualifier must still complete this competition alone in order to win the grand prize (the other qualifiers will be disqualified from this contest).
 - b. In the event that no qualifiers show up, this Contest will automatically end with no prizes awarded.
 - c. From approximately 7am-10am ET on August 19th, the qualifiers must participate in the three (3) rounds of the Miss 315 onsite competition. All Qualifiers must be available to remain at the studios until 10am (unless dismissed earlier by the Station).
 - i. Qualifiers in the Miss 315 onsite competition will be asked to present themselves in studio (in an order randomly selected by Station for each round) by walking/performing before a panel of judges in three (3) separate rounds:
 - a) Round 1: Swim Wear
 - b) Round 2: Evening Wear
 - c) Round 3: Karaoke
 - ii. Qualifiers will be required to provide their own clothing and accessories or props for each of the three rounds. **Karaoke song will be provided by Station.**
 - iii. The first randomly selected Qualifier will model in their swim wear, and then the second randomly selected qualifier will model their swim wear, and so on. Then the first randomly selected Qualifier will model in their evening wear, and then the second randomly selected Qualifier will model in their evening wear and so on. Then the first randomly selected Qualifier will perform the karaoke track, and then the second randomly selected Qualifier will perform and so on.
 - iv. In the third and final round, each qualifier must perform the song, "Pour Some Sugar on Me" by Def Leppard live. No other music is permitted. All performances must be performed live...no lip synching will be permitted. A cappella performances (no music) or use of any music (including album or



other versions of same Def Leppard track) is prohibited. **Only use of the contest karaoke version is permitted.**

- v. In no event will any qualifier in any of the onsite event described above be permitted to expose themselves or conduct themselves in an indecent, profane or obscene manner, as determined by station in its sole discretion. Station reserves the right to disqualify any qualifier or grand prize winner on the basis of violating the foregoing.
 - vi. A panel of WCMF judges will select one (1) Grand Prize winner based on any lawful criteria they deem desirable (including, without limitation, appearance and poise) after all three rounds of the competition are completed. Each judge will make their decision according to personal taste and lawful criteria in their sole discretion, but subject to verification of eligibility and compliance with these contest rules. The judges' decisions will be final and non-appealable.
- d. Even if only one Qualifier is timely checked in, that one Qualifier must still participate in the onsite event in order to receive the Qualifier Prize (see details below).
10. Station is not responsible for any agreements made by the WCMF Break Room Miss 315 entrants, verbal or written, to others due to their participation in this contest.
11. During the onsite Event, Station judges may elect to ask questions of some or all of the Qualifiers. Station judges are not obligated to ask the same questions nor the same number of questions to each Qualifier.

Prize(s)

- 12.** Qualifier Prize: Each qualifier (up to three) will receive: two (2) tickets to the Def Leppard concert at Darien Lake in Darien Center, NY on Sunday, August 21, 2011 valued at \$50 per qualifier prize
- 13.** Grand Prize: The one (1) Grand Prize Winner (if any) who is awarded the title of The WCMF Break Room Miss 315 will receive the following Grand Prize: the qualifier prize indicated above in Section 12, plus two (2) pavilion tickets to the Def Leppard concert at Darien Lake in Darien Center, NY on Sunday, August 21st, 2011; a \$100 gift certificate to Indulgence Salon & Day Spa, 4500 Route 414, North Rose, NY 14516- treatments and appointments subject to availability. Gratuities not included and are at the discretion of the winner; and a limo ride to and from the concert from a location to be determined. Gratuity IS included for limo portion of the prize. Total value of the grand prize is approximately: \$900. Serving as The WCMF Break Room Miss 315 does not entitle or guarantee the Grand Prize Winner to any compensation other than described in this Section 13.

Sponsor(s)

14. The sponsor of this contest is Entercom Rochester, LLC.

