

*****CONFIDENTIAL – DO NOT FORWARD*****

**WINTER 2019 BEASLEY MEDIA GROUP
NATIONWIDE CONTEST ACTIVATION MEMO
(DEC 17, 2018)**

This Activation Memo should address most questions and cover everything you need to know regarding the nationwide promotion – please read it in its entirety. Updates, if any, will be sent to you via email.

As always, if you have any questions, feel free to call or email Justin Chase, Executive Vice President of Programming, at (239) 778-4069 or Justin@bbgi.com.

SNAPSHOT SUMMARY

The Winter 2019 Nationwide Contest will involve two methods of entry: (1) mobile app entry; and (2) online entry. The contest will be conducted five (5) times each weekday at approximately 8am, 11am, 1pm, 4pm and 6pm Eastern Time (“ET”) from Monday, January 7, 2019, through Monday, February 4, 2019, excluding Monday, January 21, 2019 (MLK Day). For our west coast stations, the contest will happen at 5am, 8am, 10am, 1pm, and 3pm Pacific Time (“PT”) (each a “Contest”). Entrants will listen to participating stations for the cue to enter (“Cue”). Each Cue will include a daily unique Key Word (“Key Word”). Upon hearing the Cue, entrants will have up to a fifteen minute window (until 15 minutes after the hour) to enter by mobile phone/device or online (each an “Entry Window”). To enter by mobile phone/device, entrants nationwide must enter the Key Word on the station’s mobile app. Listeners can also enter online at the station’s website by entering the Key Word. Online entrants will have the same entry deadline as mobile phone/device entrants for each Cue. Following each Entry Window, all entrants with the correct Key Word will be combined into one pool and one randomly selected entry will be chosen as a potential winner of \$1,000. Additionally, on February 5, 2019 at 10:00am Eastern Time, every eligible entry from the entirety of the contest will be combined into one entry pool from which one (1) grand prize winner will be selected and awarded a \$10,000 prize. Each potential winner will be contacted promptly following their selection and their eligibility will be verified. Every participating station will give the same Key Word (in either English or Spanish, depending on the format of the station), however each Contest’s Key Word will be unique. Some stations requested “alternate” Key Words which will also be accepted. Audio will be emailed to all participating station PDs to complete that hour’s contest. This process will be repeated for the entire promotion (20 contest days).

ELIGIBILITY

The contest is open to legal residents of the United States (including Alaska, Hawaii, and DC) who are age 19 years or older if a resident of Alabama or Nebraska, 21 years or older if a resident of Mississippi and 18 years or older in other states.

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DATES & PRIZES

The contest will begin on Monday, January 7, 2019, at 5:00 a.m. PT / 8:00 a.m. ET and end with the final Cue to enter on Monday, February 4, 2019, at 3:00 p.m. PT / 6:00 p.m. ET. No contest will take place on Monday, January 21, 2019.

The \$10,000 grand prize drawing will be conducted on Tuesday, February 5, 2019 at 7:00a.m. PT / 10:00a.m. ET

There is a total of twenty (20) contest days, and a total of one hundred (100) \$1,000 prizes and one (1) \$10,000 prize will be awarded.

On each weekday (Monday through Friday), five (5) cash prizes will be awarded.

Total value of all \$1,000 cash prizes: \$100,000.00

Total value of \$10,000 grand prize: \$10,000

Total value of all prizes offered: \$110,000.00

ENTRY PERIODS BY TIME ZONES

5am to 5:15am, 8am to 8:15am, 10am to 10:15am, 1pm to 1:15pm, 3pm to 3:15pm PT

8am to 8:15am, 11am to 11:15am, 1pm to 1:15pm, 4pm to 4:15pm, 6pm to 6:15pm ET

CODE WORDS / TIMES TO WIN

*****SEPARATE ATTACHMENT*****

MUSIC FORMAT STATIONS VS. SPOKEN WORD FORMAT STATIONS

Each weekday during the contest dates there will be five (5) Cues announced on-air on each participating station which will include the day's unique Key Word.

All participating music format stations shall announce their Cues and Key Words as close to the top of the hour as possible. All participating spoken word format stations or stations that have

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“fixed news/service mark elements” at the top of the hour shall have the discretion to select the times for their Cues to best fit with their programming between one (1) and five (5) minutes after the top of each hour of contest play; however, spoken word format stations should select one time and remain with that time to schedule listening appointments. All stations should air the cue as close to the top of the hour as possible to give listeners plenty of time to enter the contest.

Upon hearing the Cue to enter, listeners will enter the contest by submitting the Key Word via app, or online entry form no later than fifteen (15) minutes after the start of each hour during which the Cues are announced. All listeners will have the same entry deadline to enter regardless of the station/format to which they are listening.

WINNING ENTRANT/ALTERNATE(S)

Each \$1,000 winning entrant is determined by random generation and forwarded to the Beasley Contest Operator (“Contest Operator”), who then calls the winner for audio recording. Five (5) additional names will be selected to use as alternates in case the first potential winner selected is not eligible or cannot be contacted within the required time period. If this occurs, we will go to the second name selected as the next potential prize winner (and so on until a winner is determined).

SCRIPT FOR WINNERS

Once we have the winner on the phone, we will get consent to record and broadcast the call, and then we will record the winner’s reaction with a “Generic Jock” using the following script:

YOU’VE JUST WON ONE THOUSAND DOLLARS! (Reaction)

PLUS, YOU’RE IN THE DRAWING FOR THE \$10,000 GRAND PRIZE.
CONGRATULATIONS! DO YOU KNOW WHAT YOU’RE GOING TO DO WITH IT?
(Reaction)

(Recorded by winner) “HI, THIS IS (name) AND I JUST WON ONE THOUSAND DOLLARS!

Immediately following the recording of this script, the Contest Operator will email winner’s audio to participating stations within thirty (30) minutes. The Contest Operator will prepare a Generic Jock plus winner audio track, then a “winner only” audio track with the Generic Jock suppressed (except for minimal inevitable feed-back through the winner’s phone). This track can be used for promotional purposes and/or playback. Your station is responsible for archiving any winners you may want to keep.

As soon as the winner is recorded and emailed to all stations, we will ask the winner what station they were listening to. We will then alert that station’s in-studio hotline or email the local PD and give them the winner’s contact information so they can arrange for a live interview with the winner. **FCC rules apply to calling from your studio with the intent to air the conversation.** When calling anyone, even a prize winner, you must seek the winner’s **CONSENT PRIOR TO**

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airing any interview or live conversation, or recording it for future use on the air. You must seek the consent of the winner **before starting the recorder or placing the winner live on-air - (before the “hello”).**

USING WINNERS ON-AIR

We would STRONGLY encourage you to “payoff the contest” by playing back the winner audio. Recent research has shown that listeners are increasingly suspicious that radio contests are rigged. Therefore, we believe that the best way to prove our contests are legitimate is by featuring the winner on the air! So whenever possible, please payback the winner audio using these guidelines.

When a listener from your station is a winner, you may identify the winner as a winner of your station’s contest. Example: “We have a winner in the [CONTEST NAME]!” as long as somewhere in that copy you mention that the contest is part of a multi-market promotion or multi-city contest, or that the winner was the “randomly selected nationwide entrant”.

When the winner is **not** a listener from your station, you can identify the winner by name only if you also do one of two things, EITHER: (1) Identify winner’s city/state; OR (2) Announce that he is a winner in the “multi market promotion” or the “multi-city contest” or “he/she was the random nationwide entrant” or some other way to let listeners know that this is a multi-city promotion. You may not, under any circumstance identify a winner that is **not** a listener of your station as a winner in your station’s contest.

You cannot “dub in” your on-air personality to make it sound like he/she is talking to or asking the questions and/or interacting with the winner that you get from email – unless that winner is from your market and your jock has personally called the winner. You can, however, use the winner clips on winner promos as long as you do not mislead the listeners that the winner is a winner from your station.

The way to handle this is to say something live like “there’s been another winner, and here’s what happened” (roll tape of winner reaction). For promos, use “random nationwide entrant” or other ways to clarify the national aspect.

WINNER PROCESSING

All winners will be processed in the Naples corporate office. Winner Packets will be mailed to winners from corporate. There is nothing for the local market to do with respect to processing.

CREATING APPOINTMENTS – ALWAYS PRE-PROMOTE THE NEXT APPOINTMENT

The objective of this contest is to create additional occasions for your station and a good way to create occasions is to set appointments. In this contest, there are five (5) appointments per day at 8am, 11am, 1pm, 4pm and 6pm ET (and 5am, 8am, 10am, 1pm, and 3pm PT). You may not pre-announce the Key Words, you should only give the daily Key Word at the pre-determined time.

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The goal here is to be promoting the next appointment frequently... always sending listeners to the pre-determined times to listen and enter to win \$1000.

GENERAL QUESTIONS

HOW SUCCESSFUL WILL THE CONTEST BE FOR MY STATION?

The ratings success depends upon the creativity, amount of promotion, and how good you are as a programmer of letting listeners know when the times for Key Word release are happening. After watching many other stations in other companies executing these contests, we have noticed that **having creative promos and the number of times the station mentioned the contest were the reasons for a ratings increase**. If a particular station went up in the ratings, we have found those two things to be taking place at that station. So the **success or failure** rate of any nationwide contest is within your control. Creativity + Number of mentions (we strongly recommend at least once per quarter hour) = **success**.

HOW MANY WINNERS WILL I GET FROM MY MARKET OR STATION?

Winners are not guaranteed; they are a bonus for your market. Remember that winners are completely random; it is whoever (after entering following the Key Word release time) is selected at random. Count on zero.

In the end, the probability that your station will have a winning listener is affected by:

Your station's ability to precisely announce the Key Word (not early or late).

How many of your listeners are participating in the contest.

Your listeners' luck at being drawn at random from among all entries.

The corporate office can certify that one market is not given an advantage over any other market.

Of course, Program Directors want to have winners for their market. However, local winners have nothing to do with how an individual station will do in the ratings from this nationwide contest. The only thing that will increase your ratings is how well you get people to tune in to listen for the Cue and play for a chance to win the contest.

TRACKING YOUR MARKETS WINNERS

If you desire to track your local winners, you'll need to do that at your station. Assign someone the duty of keeping the number and/or names of winners your station/market has. We will put out a report listing all winners, but only after the contest is completed.

LEGAL

This brings us to the all-important legal section, which has been designed to accommodate the mobile phone/device "app" entry and online method. Templates for the written rules, on-air

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disclosures, and other legal guidelines are given in this Memo and should be carefully followed. We will not review your Material Terms legal copy or accept questions about modifying the guidelines in this Memo. If you have questions about what is and is not permissible, check this memo first – and if you still have a legal question, let us know. There should be few if any questions given the guidelines that legal has drafted, simply follow the guidelines outlined in this memo.

PROMOTION NAMES

*****ALL PROMOTION NAMES AND SPONSORS MUST BE APPROVED IN ADVANCE BY JUSTIN CHASE.*****

The contest title must not mislead listeners that the promotion is station-exclusive. In particular, from a legal standpoint, the goal is to not confuse listeners or mislead them. We want listeners to know that they are competing against other listeners in other markets for a single jackpot one time each day.

SPONSORSHIPS

In addition, stations may sell sponsorships, but any sponsorship(s) **must have prior approval by Justin Chase** before the contest goes live. Suggested approved language and examples of prohibited language follow.

Sample Approved Promo Language:

“The [CONTEST NAME] ... brought to you on [STATION] by [SPONSOR]”

“... [STATION] and [SPONSOR] are giving you a chance to win \$1,000 cash and qualify for the \$10,000 grand prize in the [CONTEST NAME].”

“... [STATION] and [SPONSOR] are giving you a chance to win a share of \$110,000 cash in the [CONTEST NAME].”

Sample Non-Allowed Promo Language:

“[STATION] will award \$1,000 in [SPONSOR’S] [CONTEST NAME]”

(Station isn’t awarding this locally, and the sponsor may not be possessive.)

“[STATION] is giving you a chance to win \$1,000 in [SPONSOR’S] [CONTEST NAME]”

(Note that possessive punctuation still implies sponsor exclusivity.)

PRE-CONTEST PROMOS

Pre-contest promos must not imply that this is a station-exclusive promotion (e.g., “96-3 KKLZ will give away \$1,000 every day!” would be prohibited). Pre-contest teasers should not mislead

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listeners with respect to the multi-city or multi-market aspect of the prize. (Sample Approved Teaser Language: “96-3 KKLZ will be giving you a chance to win \$1,000 and qualify for the \$10,000 grand prize!! Listen next week for details on how to enter to win.”)

WEBSITE, DIRECT MAIL, PRINT PROMOTION, OUTDOOR, TV, TRANSIT

The paramount concept with advertising applies to simplicity. To avoid problems, you need to make certain that the average listener can watch your TV spot, see your outdoor piece, or view your website and clearly understand that this is a multi-city contest. This also applies to all promotions on websites that are not your station websites.

Promotions outside of your airwaves must include the disclosure that the contest is multi-city or multi-market. This is to be included in every television spot, on every outdoor or transit board. In television spots, direct mail, print, and online, you must be able to clearly read that the contest is a nationwide, multi-market, or multi-city contest.

THE MOST IMPORTANT LEGAL RULE

As you are reviewing the following legal information remember that this is completely different than the way we were trained in the radio industry. This contest **is not exclusive**. Remove words and phrases that imply ownership. This is contrary to everything that you have been taught regarding radio promotions. No one has ever before told you to **not** take full ownership when promoting a station event or contest. Follow these guidelines to avoid legal difficulties. Trouble arises when a station tries to make it sound like the contest is “theirs” or “local” or otherwise tries to take ownership of the contest or that somehow the station is independently running the contest.

MINIMUM ON-AIR COMPLIANCE – CRITICAL GUIDELINES FOR ON-AIR COPY

Each cue to call, call to action, or sounder must include a “nationwide” and “multi-station” reference. (Sample Approved Language: “... *This hour’s Key Word in the [CONTEST NAME] Nationwide Contest is ‘Lucky!’ Enter today’s Key Word “lucky” on our mobile app or at our website, once again enter “lucky”, L-U-C-K-Y, on our app or enter online at [URL] by 8:15am Eastern! We’ll call you if you’re randomly selected and you’ll win \$1,000! Plus, all who enter will be in the drawing for the \$10,000 grand prize. Complete contest rules are available at [station URL].”)*

Any additional promotional copy must not imply that the contest is being conducted only locally.

BEST PRACTICE SUGGESTIONS

MINIMUM DAILY ON-AIR DISCLOSURES

➤ **5x Daily:** KEY WORD ANNOUNCEMENT must have a “nationwide” or “multi-market” reference;

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➤ **PLUS:** Any references to the promotion off-air, on television, in any outdoor media, online, in email, or in print must clearly disclose that this is a nationwide, multi-market, or multi-city contest.

LEGAL COMPLIANCE COPY PROMO – NO LONGER REQUIRED

Employees at legacy Beasley stations may remember that in previous contests, the FCC required “The Legal Compliance Promo” (what the FCC considered “Material Contest Terms”) to air once per day. However, the FCC has changed its policy regarding these types of promos and is now allowing stations to direct listeners to the station’s website for contest rules. For this contest, rules will be posted on your website and all of your recorded promos must state that listeners can view your rules on your website as indicated above, please tag **all** your recorded promos with the following copy: “complete contest rules are available at [station URL]”.

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DIRECTIONS REGARDING CONTEST RULES

Enclosed below are the generic contest rules that will be posted on your website by Shannon Kelley (Shannon.kelley@bbgi.com). If your station is participating in the full contest with no customization, the version of the rules below will be accurate. However, if your station is NOT participating in the full contest (for example: starting the contest late or early, or not participating with certain occasions), you will need to customize the rules by adjusting the highlighted copy for your station. After you have adjusted, please send to Shannon Kelley no later than **Dec 27th** for review and she will ensure they are posted on your contest page.

During the contest, please place the rules at your front desk as you normally would for any contest.

TAKING “BREAKS” FROM THE CONTEST; STARTING LATE/ENDING EARLY

While we don’t want to see this happen, if a station needs to take a day or two off from the contest to do a live charity event, or for some other reason, this will need to be approved by the EVP of Programming. Plus, this must be made clear to the audience, and be included in your written rules prior to the start of the contest. In no case will approval to take a break from the contest be granted by the EVP of Programming once the contest has begun. You must make any planned interval in the contest clear from the beginning of the contest. Also, remember to adjust the total amount of prizes offered to listeners in your promos and live copy, since it will be LESS than the maximum specified in the model rules and copy. If your jock accidentally misses the contest or plays sounder at the wrong time – no need to do anything, it is a mistake, and pick back up with the next contest on time. We are covered in the rules for this type of situation, so no need to announce this.

**THE FOLLOWING PAGES ARE THE OFFICIAL RULES
FOR THE NATIONWIDE CONTEST IN TEMPLATE FORM.**

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PLEASE INSERT STATION(S) INFORMATION IN BRACKETS, ONLY IF YOUR STATION IS NOT PARTICIPATING IN THE ENTIRE CONTEST.

***DO NOT CHANGE ANYTHING ELSE IN THE RULES
EXCEPT FOR THE INSERTION POINTS.***

—————Section Break (Next Page)—————

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PARTICIPATING STATIONS – WINTER 20198

KOAS-FM/Las Vegas, NV
KKLZ-FM/Las Vegas, NV
KCYE-FM/Las Vegas, NV
KVGs-FM/Las Vegas, NV
KDWN-AM/Las Vegas, NV
WKML-FM/Fayetteville, NC
WZFX-FM/Fayetteville, NC
WFLB-FM/Fayetteville, NC
WUKS-FM/Fayetteville, NC
WAZZ-AM/Fayetteville, NC
WNKS-FM/Charlotte, NC
WBAV-FM/Charlotte, NC
WSOC-FM/Charlotte, NC
WPEG-FM/Charlotte, NC
WKQC-FM/Charlotte, NC
WLLD-FM/Tampa, FL
WRBQ-FM/Tampa, FL
WPBB-FM/Tampa, FL
WQYK-FM/Tampa, FL
WJBR-FM/Wilmington, DE
WBOS-FM/Boston, MA
WROR-FM/Boston, MA
WKLB-FM/Boston, MA
WBQT-FM/Boston, MA
WCSX-FM/Detroit, MI
WRIF-FM/Detroit, MI
WMGC-FM/Detroit, MI
WHHD-FM/Augusta, GA
WDRR-FM/Augusta, GA
WCHZ-FM/Augusta, GA
WKXC-FM/Augusta, GA
WMMR-FM/Philadelphia, PA
WMGK-FM/Philadelphia, PA
WBEN-FM/Philadelphia, PA
WPEN-FM/Philadelphia, PA
WXTU-FM/Philadelphia, PA
WJPT/Fort Myers, FL
WRXK/Fort Myers, FL
WXKB/Fort Myers, FL

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WRKK-HD2, Fort Myers, FL
WWCN/Fort Myers, FL
WMGQ-FM/Middlesex-Somerset-Union, NJ
WJRZ-FM/Monmouth-Ocean, NJ
WDHA-FM/Morristown, NJ
WMTR-AM/Morristown, NJ
WRAT-FM/Monmouth-Ocean, NJ

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