

## THE LOOP ROCK GIRL – CONTEST RULES 2010

### 1. ENTRY: To Enter the “Loop Rock Girl Contest”:

A. Beginning Monday February 8<sup>th</sup> at 6am (CST) through Friday March 19<sup>th</sup> at 5pm (CST). Entrants will be asked to submit the following information to WLUP via the official contest entry method found at [www.wlup.com](http://www.wlup.com).

- I. First & last name
- II. Date of birth
- III. Current city of residence
- IV. Day-time phone number
- V. Height
- VI. A minimum of two current pictures of yourself

B. As the submissions are received, entrants may be asked to appear at the WLUP studios to complete an application, record scripted audio, have their photo taken and be prepared with a 60-second description as to why Chicago should vote for you to be the 2010 Loop Rock Girl. This 60-second description will be videotaped.

### 2. JUDGING: There will be three rounds of judging.

A. Round One of judging will be completed by representatives of WLUP-FM, 97.9 The Loop. Those representatives will review all of the entrants and qualify 32 to proceed to Round Two. Judging criteria is as follows:

- i. 25% Personality
- ii. 25% Presentation
- iii. 25% Talent
- iv. 25% Speaking ability

B. Round Two judging will be completed by Loop listeners via website voting, text voting and/or phone voting. Materials and information collected from the casting calls and additional interviews will be made available to listeners on air and/or at [www.wlup.com](http://www.wlup.com). Listeners will vote for the entrants they deem to be most fit to be the Loop Rock Girl, and will qualify 16 entrants.

C. Round Three judging will be conducted by outside representatives of WLUP and employees of WLUP. Entrants will be required to participate in interviews and a beauty pageant on Saturday May 1, 2010 at a TBD location. The entrants will be judged based on the same criteria set in 2.a. above. Eighty percent of an entrant’s total score will be based on the scores from Sponsor employee judges. The remaining twenty percent of the entrant’s total score will be based on the scores from the outside representatives of Sponsor. The entrant who earns the highest overall score will win (the “Winner”), and Winner will be announced at the beauty pageant.

### 3. ELIGIBILITY: Open to all legal residents of Illinois, Indiana, Michigan and Wisconsin, 21 years or older who are licensed drivers. Professional radio personalities

(persons who have been paid for their on air performance in the past year) are not eligible. All employees of Sponsor, Emmis Communications Corporation, their affiliates, subsidiaries, and successor companies, contest sponsors, advertising and promotion agencies, contest prize suppliers, or employees of other radio stations, and the immediate family members of each are not eligible. "Immediate family members" shall include spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws" or by current or past marriage, remarriage, adoption, co-habitation, or other familial extension, and any other persons residing at the same household location, whether related or not related. Sponsor reserves the right to disqualify any entrant at any time at its sole discretion. Entrants who provide any false information with respect to employment history, background, or other credentials may be immediately disqualified, or if already hired, immediately terminated.

4. PRIZE: a. **ONE GRAND PRIZE-** Winner will be hired as The Loop Rock Girl for an estimated one-year engagement and Winner will receive total compensation package with a minimum value of \$75,000 which will include, but not be limited to, an annual base salary of \$62,350 payable in accordance with Sponsor's regular payroll policy, full health and benefits package, signing bonus, sponsorship merchandise, and any/all potential endorsement and appearance fees. Winner will be required to sign an employment contract with Sponsor. Employment taxes and withholding shall be deducted from Winner's paychecks consistent with Sponsor's standard payroll practices. In the event that the total value of the Winner's contract has not equaled \$75,000 during her contractual obligations, the Sponsor will issue a check to the Winner in the amount of the disparity. Winner must be available to participate in station activities a minimum of 40 hours per week (as required by Sponsor) and be willing to travel around the Midwest and to other destinations. Winner must be available to work non-traditional hours, including nights and weekends. Winner must be willing to appear at different venues and types of promotions, including but not limited to concerts, bars, nightclubs, retail, locations and more. Winner may also be required to perform marketing and promotion activities at gentlemen's clubs and similar locations, but such activities will be limited making appearances at such locations and may include emceeing events at such locations, with full knowledge that adult activities take place at such locations. Winner must be willing to dress in appropriate apparel for station events. No prize substitutions or cash redemption is permitted for the Loop Rock Girl contest. Prize is not transferable. Winner will be subject to all employment policies of Sponsor, and be entitled to participate in the benefit plans and programs generally available to Sponsor's employees, subject to the term of such plans and programs. Sponsor reserves the right to terminate Winner's employment at any time, with or without cause. Sponsor shall be entitled to terminate Winner's participation in station events at any time. These contest rules do not modify Winner's at-will employment relationship with Sponsor. Sponsor shall have all rights to copy, edit, broadcast, publish and use in whole or in part any materials featuring entrants, in any manner without compensation. Winner will be required to execute an Affidavit and Publicity/Liability Release or prize will be forfeited. Sponsor reserves the right to substitute prize with a similar prize of equal or greater value for any reason. In the event that the winner is not available or cannot otherwise fulfill the duties of Loop Rock Girl, and alternative contestant will be selected. Sponsor is an equal opportunity employer.

5. MISCELLANEOUS: By submitting into the contest, entrants agree to be bound by these Official Rules. Entrants agree to submit to a background check. Entrants represent and affirm that they owe no conflicting obligations under contract that would interfere with their duties if chosen to be The Loop Rock Girl. Winner must provide satisfactory references and proof of identification and work authorization, as required by the Immigration Reform and Control Act of 1986. Entry constitutes permission to use entrant's name and likeness for purposes of conducting the contest and for publicity purposes without compensation. Sponsor, Emmis Operating Company, Emmis Communications Corporation, their subsidiaries and affiliates, their officers, directors, agents, stockholders, insurers, and employees, and their advertising and promotional agencies and sponsors assume no responsibility or liability whatsoever for damages, loss or injury, resulting from participating in any contest or acceptance or use of the prize. In consideration of participation in the contest, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the entrant or their behalf and on behalf of their heirs, successors or assigns, administrators and personal representatives, does hereby COVENANT NOT TO SUE, FULLY RELEASE AND FOREVER DISCHARGE (I) WLUP-FM The Loop, (II) Emmis Operating Company, (III) Emmis Communications Corporation, and each of their respective direct and indirect subsidiaries, affiliates, partners and related entities, (IV) each of their respective directors, officers, employees, agents, insurers, attorneys, shareholders, and representatives, and (V) each predecessor, successor, and assign thereof, from and against any and all actions, charges, claims, losses, costs, damages, expenses (including attorney's fees and expenses) and liabilities of any kind or character, whether known or unknown, in connection with, arising out of or in any way related to entrant's participation in the contest. Any and all disputes, claims, and causes of action arising out of or connected with this contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, but in no event attorney's fees. Offer void where prohibited and subject to federal, state, and local laws. Decisions of the contest judges are final and binding in all respects. Odds of winning depend on the number of qualified entrants and skills of same. All of Sponsor's general contest rules also apply to this promotion. Those rules are available upon request. Sponsor reserves the right in its sole discretion to supplement or make changes to the rules of any contest at any time without notice. Sponsor reserves the right in its sole discretion to interpret the rules of this contest, and such interpretation shall be binding upon all participants.

6. WINNER LIST: Send a self addressed, stamped, business size (#10) envelope to: The Loop, 222 Merchandise Mart Plaza, Suite 230, Chicago, IL 60654. Requests must be received by June 5, 2010.

7. SPONSOR: The Loop (WLUP-FM), 222 Merchandise Mart Plaza, Suite 230, Chicago IL 60654