

ALPHA MEDIA'S CONTEST-SPECIFIC RULES FOR THE TAKE THE MIC CONTEST

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

These contest-specific rules should be read in conjunction with Alpha Media's General Contest Rules, which are applicable to all contests conducted by Alpha Media Holdings LLC and/or its subsidiaries (including licensee subsidiaries).

Sponsor(s): WCEN, WGER, WSGW-AM, WSGW-FM, WTLZ, 1795 Tittabawassee, Saginaw, MI, 48604, ("Producer") and Capitol Studios, Metro Music, Indie Music Channel, Disk Makers, Evren Gokner, the Bay City State Theater, Midland Center for the Arts, the DOW Events Center, SMG and Saginaw County. (Collectively, "Sponsor").

1. Promotional Period: The TAKE THE MIC contest (the "Promotion") begins on or around May 8, 2017, at 8pm Eastern time and ends at 11:59p Eastern Time on or about November 2, 2017 (the "Promotional Period").

The first round of contesting begins on or around May 8th, 2017, at 8pm Eastern Time and ends 11:59p on or about August 15th, 2017 followed by the second round of contesting beginning on or around August 16th, 2017 at 12am Eastern Time and ends at 11:59p Eastern Time on or about September 19th, 2017.

2. Entry Deadline: The deadline to submit entries for the first round of contesting is August 15th, 2017 11:59p Eastern Time zone. The deadline to submit entries for the second round of contesting is September 19th, 2017 1:59p Eastern Time zone.

3. Eligibility Restrictions: The Promotion is open to all legal residents of the United States and the District of Columbia (except NY and FL) who are at least fifteen (15) years of age by November 2, 2017 and not older than twenty-five (25) by November 2, 2017, at the time of entry and who live in You must provide proof of such eligibility. Acceptable forms of proof include (without limitation) a valid US passport or combination of valid US driver's license and valid social security card.

All applicants younger than eighteen (18) years of age must have all parents/legal guardians complete the Parental/Legal Guardian Consent attached to this application.

Employees of WCEN, WGER, WSGW-AM, WSGW-FM, WTLZ (the "Station"), its parent, subsidiary, and affiliated entities, its advertising agencies, participating sponsors/promotional partners, other broadcast stations in the Station's listening area, and the members of their immediate families (spouse, parents, siblings or children) or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the United States, in NY and FL, as applicable, and where prohibited.

You must not now be a candidate for public office and must agree not to become a candidate for public office until one (1) year after the initial broadcast or other exhibition of the finale of this Program, if selected as a participant.

If you are selected as a Semi-Finalist, you must voluntarily submit to and complete a background check, in accordance with applicable laws and execute all documents required by Producer in connection with such background check. Background check forms must be completed and submitted by August, 20, 2017 in order to participate in Semi-Final #1 and by September 22, 2017 to participate in Semi-Final #2. Applicant's ability to participate in the Semi-Final rounds will be at the discretion of the Producer based on the results of the background check.

You must be willing to travel at your own expense if necessary to semi-final competitions October 5th, 2017 at the Bay City State Theater located at, or October 19th, 2017 at the Midland Center For The Arts located at and November 2nd, 2017 at the DOE Event Center located at (or as otherwise scheduled by the Producer) Producer

reserves the right to change the number or the identity of the foregoing locations at any time. All travel expenses for the interview will be the applicant's sole expense.

To accept an invitation to be a participant, you must timely complete and return the Participant Agreement, Release and Arbitration Provision and all exhibits, schedules and attachments thereto that will be furnished to you by the Producer and will include, among other things, release forms and waivers for review and signature by you and/or your family members.

You may not participate in the Program if your participation would create impropriety or the appearance of impropriety. In making this determination, Producer and any media network broadcasting the Program will consider whether you nor any of your immediate family members or anyone living in your household may be or have been within the past two (2) years employees, officers, directors or agents of any of the following: (a) Producer, Alpha Media – Saginaw, WCEN, WGER, WSGW-AM, WSGW-FM, WTLZ or parent company Alpha Media LLC or any other television, radio or online media outlet; (b) any person or entity involved in the development, production, distribution or other exploitation of the Program or any variation thereof; (c) any sponsor of the Program or its advertising agency; or (d) any person or entity supplying goods, services or prizes to the Program. In addition, Producer reserves the right to render ineligible any person that Producer determines, in its sole discretion, is sufficiently connected with the production, administration, judging, or distribution of the Program such that his or her participation in the Program could create the appearance of impropriety. Participants must not be in violation and/or infringement of any contract with an outside entity.

The foregoing eligibility requirements may be amended, revised or changed at any time and in any fashion in Producer's sole discretion.

Satisfaction of this eligibility requirement pertains solely to the applicant's receipt of prizes (if any) that may be awarded by Producer.

Only one winner per household is permitted

Individuals may only win a Station-conducted contest/sweepstakes once every sixty (60) days

Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from any individual who does not meet the eligibility requirements, and will also delete any entry as required by law.

4. Entry Method: To participate in the Promotion, you may enter via the following method(s).

VIA INTERNET –Go to www.takethemic.us and follow the links and instructions to enter and submit the required information, which may include your first and last name, address, telephone number, date of birth, and a valid email address, in the online entry form. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning the email address or the domain associated with the submitted email address. Multiple entrants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. The contest/sweepstakes administrator's computer is the official time-keeping device for the Promotion.

Only one entry per participant.

Create and submit your video containing one song to www.takethemic.us. Your video must be clean with no profanity or lewd or obscene content or references.

If your video entry is approved, it will be posted to www.takethemic.us for the preliminary voting process.

Tell your network of friends & family to go to www.takethemic.us to VOTE for video for your chance to qualify to perform at 1 (one) of two (2) semi-finals.

Selection of Qualifiers for Semi-Final #1: On October 5th, 2017 at the Bay City State Theater 913 Washington Ave., Bay City MI 487087. The Top 10 vote getters to date (votes can be obtained from the moment the video/audio is posted to www.youtube.com/takethemic.us anytime between May 8th, 2017 – August 15th, 2017) will then be

screened by a panel of judges. The judges will select 8 (eight) qualifiers out of the Top 10 vote getters to move on to Semi-Final #1.

Qualifiers will be judged on the following criteria; (100 point maximum): Public Response through online views and likes (1-10): Overall Performance i.e. use of microphone, movement (1-20): Stage Presence i.e. eye contact, mannerisms poise and attire (1-30): Sound Quality and Clarity of Voice (1-20) Originality/Creativity (1-10): Presence (1-10): Top 8 Total points will be invited to the LIVE performance semi-final.

The remaining 2 (two) contestants from this round will re-enter the voting pool for an opportunity to qualify for Semi-Final #2.

The first set of 8 (eight) qualifiers will perform at Semi-Final #1 on Thursday, October 5th, 2017 at the Bay City State Theater 913 Washington Ave, Bay City, MI 48708 . The audience will select the Top 4 (four) semi-finalists from this round to move on to the Finale. Each attendee will be able to cast 1 ballot in the voting boxes. Winners will be announced that night at the event.

Selection of Qualifiers for Semi-Final #2: On October 19th, 2017, at the Midland Center For The Arts (subject to change) the Top 10 vote getters to date (votes can be obtained from the moment the video/audio is posted to www.youtube.com/takethemic.us anytime between May 8th, 2017 – September 19th, 2017) will then be screened by a panel of judges. The judges will select 8 (eight) qualifiers out of the Top 10 vote getters to move on to Semi-Final #2.

Qualifiers will be judged on the following criteria (100 point maximum): Public Response through online views and likes (1-10): Overall Performance i.e. use of microphone, movement (1-20): Stage Presence i.e. eye contact, mannerisms poise and attire (1-30): Sound Quality and Clarity of Voice (1-20) Originality/Creativity (1-10): Presence (1-10): Top 8 Total points will be invited to the LIVE performance semi-final.

The 8 (eight) qualifiers will perform at Semi-Final #2 on October 19th, 2017 at the Midland Center for the Arts. The audience will select the Top 4 (four) semi-finalists from this round to move on to the Finale. Each attendee will be able to cast 1 ballot in the voting boxes. Winners will be announced that night at the event.

The 8 (eight) Semi-Finalists will perform at the Finale on November 2nd, 2017 at The DOW Event Center located at 303 Johnson St., Saginaw MI.

The Grand Prize winner will be selected by audience vote at the Finale. Each attendee will be able to cast 1 (one) ballot in the voting boxes. Contestants are not eligible to vote. Winners will be announced onsite at the conclusion of the Finale event.

5. Prizes: One Grand Prize will be awarded as described below (Approx. Value 7,100)

FOR AIR TRAVEL AND HOTEL GIFT CARDS WINNER IS RESPONSIBLE FOR SCHEDULING THEIR OWN TRAVEL ANY ADDITIONAL EXPENSES ARE THE RESPONSIBILITY OF THE PERSON(S) TRAVELING AND WILL NOT BE COVERED BY THE PRODUCER. GIFT CARDS PROVIDED ARE TO ASSIST IN TRAVEL NECESSARY TO REDEEM THE REST OF THE GRAND PRIZE PACKAGE. THE WINNER WILL RECEIVE THE GIFT CARDS AT THE TIME OF WINNER ANNOUNCEMENT - TERMS AND CONDITIONS ARE SPECIFIED ON EACH GIFT CARD AND ARE NOT REPLACIBLE IF LOST. WINNER AND GUEST ARE RESPONSIBLE TO PROVIDE THE REQUIRED TRAVEL DOCUMENTATION OR VALID PASSPORTS AS NEEDED PER TRAVEL COMPANIES.

THE GRAND PRIZE

Demo Evaluation Service (Value: \$1600)

An official Indie Music Channel written evaluation/review of your song, including overall structure, lyrics, instrumentation and more advice on how to best market your song(s) to radio, record labels and the public. One month of consulting services: Each week the winner will receive a personal, "one-on-one", phone consultation with Mr. Ewing, where he can offer you some additional ideas as to how to market yourself and your music!

12 month membership to the Indie Music Channel (Value: \$45)

*Fully customizable web page
Music Player (with 100 song capacity), Video Player & Photo Player
Opportunity for Radio/TV promotions and airplay*

*Opportunity for music publishing/licensing
Discounted or complimentary VIP access to all IMC events & Much More!*

10 hours of recording time at Capitol Studios (LA) (Value: \$1,500)

Studio engineering included

Mastering of 2 song recordings. (Value: \$500)

By Grammy Award Winning music master Evren Goknar – current master of “The Voice!”

500 CDs in 4-color digi-packs & 100 11x17 posters: (Value: \$1019)

By Disk Masters.

Video to promote CD. (Value \$1,000)

Mr. Ewing’s Metro Media Group will produce a 1 minute television commercial promoting the sale of your CD, *which could be used online or on TV wherever you want, you’ll own the rights to it!*

\$1000 Airline travel voucher & \$500 Hotel Voucher

All airline and hotel reservations will be the responsibility of the winner. Gift cards in mention values will be given at the time the grand prize is awarded.

7. Winner Selection and Notification:

Decisions of Station management with respect to the Promotion are final.

Selection of Qualifiers for Semi-Final #1: On Thursday, October 5th, 2017 at the Bay City State Theater 913 Washington Ave, Bay City, MI 48708 the Top 10 online vote getters to date (votes can be obtained from the moment the video/audio is posted to www.youtube.com/takethemic.us anytime between May 8th, 2017 – August 15th, 2017. They will then be screened by a panel of judges. The judges will select 8 (eight) qualifiers out of the Top 10 vote getters to move on to Semi-Final #1.

Qualifiers will be judged on the following criteria; (100 point maximum): Public Response through online views and likes (1-10): Overall Performance i.e. use of microphone, movement (1-20): Stage Presence i.e. eye contact, mannerisms poise and attire (1-30): Sound Quality and Clarity of Voice (1-20) Originality/Creativity (1-10): Presence (1-10): Top 8 Total points will be invited to the LIVE performance semi-final.

The remaining 2 (two) contestants from this round will re-enter the voting pool for an opportunity to qualify for Semi-Final #2. These two will also be called up if any of the 8 is unable to perform at the Semi-Final #1.

The first set of 8 (eight) qualifiers will perform at Semi-Final #1 on Thursday, October 5th, 2017 at the Bay City State Theater 913 Washington Ave, Bay City, MI 48708. The audience will select the Top 4 (four) semi-finalists from this round to move on to the Finale. Each attendee will be able to cast 1 ballot in the voting boxes. Winners will be announced that night at the event.

Selection of Qualifiers for Semi-Final #2: On Thursday, October 19th, 2017 at the Midland Center For The Arts 1801 St Andrews St, Midland, MI 48640 (subject to change), the Top 10 online vote getters to date (votes can be obtained from the moment the video/audio is posted to www.youtube.com/takethemic.us anytime between May 8th, 2017 – September 19th, 2017. They will then be screened by a panel of judges. The judges will select 8 (eight) qualifiers out of the Top 10 vote getters to move on to Semi-Final #2.

Qualifiers will be judged on the following criteria; (100 point maximum): Public Response through online views and likes (1-10): Overall Performance i.e. use of microphone, movement (1-20): Stage Presence i.e. eye contact, mannerisms poise and attire (1-30): Sound Quality and Clarity of Voice (1-20) Originality/Creativity (1-10): Presence (1-10): Top 8 Total points will be invited to the LIVE performance semi-final.

The 8 (eight) qualifiers will perform at Semi-Final #2 on October 19th, 2017 at the Midland Center for the Arts. The audience will select the Top 4 (four) semi-finalists from this round to move on to the Finale. Each attendee will be able to cast 1 ballot in the voting boxes. Winners will be announced that night at the event.

The 8 (eight) Semi-Finalists will perform at the Finale on November 2nd, 2017 at The DOW Event Center located at 303 Johnson St., Saginaw MI.

Selection of Grand Prize Winner: Grand prize winner will be selected by audience vote during the Finale event on November 2nd, 2017 at The DOW Event Center located at 303 Johnson St., Saginaw MI. Attendees of the finale will be given 1 (one) ballot per, to choose the winner of their choice. Contestants are not eligible to vote. Ballots will be dropped in a secure ballot box manned by producer personnel. Ballots will be tallied up and the highest vote getter will win the grand prize.

In the case of a tie there will be a random drawing will determine the grand prize winner. All decisions of the producer are final.

8. Conditions:

a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). Winner(s) will be required to complete and submit an IRS Form W-9 or the equivalent including a winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by the station conducting the Promotion (in combination with any prizes won in Promotions run by any other Alpha radio station) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.

b. Participating in the Promotion and acceptance of a prize constitutes a winner's and guest's (where applicable) permission for the Alpha or its agents to photograph, film and record each winner, and to use his/her name, address (city and state), likeness, photograph, voice, biographical information and/or any statements made by him/her regarding the Promotion or its sponsors for purposes of trade, publicity or promotion without additional financial or other compensation, and, Alpha may, where legal, require a winner (and guest or travel companion, where applicable) to sign a publicity release confirming such consent prior to acceptance of the prize. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release. In the case of a conflict in this paragraph 3 b and any similar paragraph in contest specific rules the general specific rules will govern.

c. To the fullest extent permitted by law, by participating in the Promotion, you:

i. agree to grant Alpha a non-exclusive, perpetual, worldwide license to edit, telecast, exhibit, rerun, reproduce, use, syndicate, license, print, distribute and otherwise exploit any items (including any photos, videos, audio, or written material) submitted as part of your contest entry (the "Materials"), or any portion thereof, in any manner and in any and all formats and media now known or hereafter devised, without payment to you or any third party;

ii. Acknowledge that Alpha reserves the right, in its sole discretion, not to use the Materials at all; and

iii. represent and warrant that: you are at least as old as the age of majority in your state; you have the full legal right, power and authority to grant to Alpha the license provided for herein; you own or control the complete exhibition and other rights to the Materials you submitted for the purposes contemplated in this license; you are either the parent (or legal guardian) of any minor featured in the Materials or have received the express consent of the parent (or legal guardian) for any such minor to appear in the Materials and to enter the minor's likeness in the Materials in the contest; and neither the Materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or constitute a libel or slander against, or violate any common law or any other right of, any person or entity.

d. Prior to awarding any prize or prize certificate, and depending on the nature of the prize and eligibility requirements of the Promotion, Alpha in its sole discretion may require verification of Promotion winner's or winners' identification by a showing of valid government-issued photo identification.

e. To the fullest extent permitted by law, by participating and/or accepting a prize, entrants, winner(s) and guests (if applicable) agree to release and hold harmless the station conducting the Promotion, its sponsor(s) and promotional partner(s), its advertising and promotion agencies, any social media platform utilized in the conduct of

the Promotion (including but not limited to Facebook, Inc.) and each of their respective parent, subsidiary and affiliated entities, and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each of them (collectively, the “Released Parties”) against any and all claims or liability arising directly or indirectly from the prize or participation in the Promotion. Alpha may also require eligible Promotion winner(s) and their guests or travel companions, if any (as well as each of their parent(s) or legal guardian(s), if winner(s), guest(s) or travel companion(s) are under the age of majority in their state of residence), to sign a liability release confirming such consent. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release.

f. The station conducting the Promotion, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process, the operation of the Promotion, or the operation of the station’s website, Facebook Page, and/or any other social networking site used in the Promotion, or is otherwise in violation of the rules. The station conducting the Promotion further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the station’s control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by the station in its sole discretion. Any attempt by an entrant or any person to deliberately damage any station website, Facebook Page, and/or any other social networking site used in the Promotion or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, the Alpha reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. The station’s failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of the station conducting the Promotion, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the station reserves the right, but not the obligation, to modify, terminate, suspend or cancel the Promotion and shall not be required to award a substitute prize.

g. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals, or any other difficulties that may prevent an individual from sending or receiving a text message; or (iii) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of god, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Alpha’s control.

9. Official Rules and Winner List: To obtain a copy of the General Contest Rules, these contest-specific rules, or a list of winner(s) following completion of the Promotion (please specify which), send a self-addressed, stamped envelope (VT residents may omit return postage) specifying “General Contest Rules,” “Contest-Specific Rules,” or “Winner List” to Take the Mic Winner List or Official Rules Request, WCEN, WGER, WSGW-AM, WSGW-FM, WTLZ, 1795 Tittabawassee, Saginaw, MI, 48604. A copy of the General Contest Rules, contest-specific rules, and a list of winner(s) (when complete) are also available during regular business hours at the main studio of WCEN, WGER, WSGW-AM, WSGW-FM, WTLZ, 1795 Tittabawassee, Saginaw, MI, 48604. All such requests must be received within thirty (30) days following completion of the Promotion.

10. Terms of Use Agreement & Privacy Policy: The Terms of Use Agreement of the station conducting the Promotion is located here: www.takethemic.us The Privacy Policy of the station conducting the Promotion is located here: www.takethemic.us