

WWDJ Radio

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RULES FOR "THE LAST CONTEST" AIRED ON WWDJ-970

The following are the official rules for "The Last Contest" to be broadcast on radio station WWDJ, 970AM, Hackensack, New Jersey. The contest consists of two separate phases, and there will be an official winner for each phase.

RULES FOR PHASE ONE

(1) Between the broadcast hours of 6AM and 10PM, WWDJ will describe in detail a specific prize package during each hour. (During certain hours two prize packages will be described.) Each prize package will be assigned a consecutive number starting with number one, and will be identified from then on as prize package # _____. Each prize package will be announced only once during the phase of the contest.

(2) During each hour that a prize package is described, the disc jockey will explain that all a listener has to do to win that prize package or any of the other announced prize packages is to be the tenth caller to call a secret phone number which will be given at a later date. During the hour other specific details of the rules will be given pertaining to eligibility of callers, etc., as described below.

(3) At a previously unannounced date and time, WWDJ will stop all regular programming for the purpose of announcing the secret phone number to be used from all area codes. This number has never been used in the metropolitan area before.

(4) Immediately after announcing the secret phone number, the disc jockey will begin answering the phones. While he is answering the calls, there will be impartial judges in the control room.

(5) The first through the ninth eligible callers will be informed that they were the _____nth caller and we are sorry, but they are not the winner. They will then be immediately disconnected.

(6) To be an eligible caller, the conversation must be audible to the disc jockey. If an overflow occurs and there is more than one caller on the line, both callers will be disqualified and will not be counted towards the 10th eligible call.

(7) If extreme telephone malfunctions occur, the contest will be suspended until the lines are restored.

(8) Once nine eligible calls have been received, the disc jockey will receive one more eligible call. He will then simply ask the caller one question..."Which prize package number do you choose?" The caller then has 15 seconds to give the number of any prize package that had been previously announced. The disc jockey will not be permitted to help or prompt the caller in any way. The caller doesn't have to describe the prize package, but merely has to give the number that coincides with one of the announced prize packages.

(9) When the caller gives the number, the disc jockey will look up the corresponding prize package and will tell the winner

(9) continued

exactly what he has won.

(10) To be an official winner, the tenth caller must give the disc jockey his correct name and address. If, for any reason, this information is not given, that caller will be disqualified and the disc jockey will take the next eligible call. In the event the caller gives a number that has not been assigned to a prize package, he will be disqualified and the disc jockey will accept the next eligible call (i. e., the caller gives #750 and only prize packages consecutively numbered one through one hundred have been announced).

(11) All prizes in phase one are valued at approximately \$5,000 and are subject to availability and feasibility. If a prize is not available or feasible, a substitute for the cash value of the prize may be made.

(12) All employees and their families of New Jersey Bell Telephone and Pacific and Southern Broadcasting, Inc., and its subsidiaries and advertising agencies, are not eligible.

RULES FOR PHASE TWO

Phase two of "The Last Contest" will begin approximately two days after the selection of the winner of phase one. All of the rules for phase one apply to phase two with the following exceptions:

Exception to Rule (1) -For phase two, prize packages will be consecutively numbered starting with the next number after the last prize

Exception to Rule (1) - continued
package in phase one.

Exception to Rule (8) - The tenth caller in phase two may select a prize package from either phase one or phase two. For instance, if a prize package #27 was announced during phase one and the winner in phase two selected prize package #27, he would receive that prize.

Exception to Rule (10) - Any caller asking for a prize package which is numbered higher than the last numbered package in phase two will be disqualified.

Exception to Rule (11) - All prizes in phase two are valued at approximately \$15,000 and are subject to availability and feasibility. If a prize is not available or feasible, a substitute for the cash value of the prize may be made.