



# 105.9 the Mountain ROCK GIRL SEARCH 2012 OFFICIAL CONTEST RULES

## **1. TO ENTER “The Mountain’s Rock Girl Search Contest”:**

a. The 105.9 the Mountain Rock Girl Search 2012 is sponsored by Saga Communications of North Carolina, LLC d/b/a Asheville Radio Group (collectively referred to herein as “105.9 the Mountain,” which includes its sole member, Saga Communications, Inc.) Prospective entrants may choose to register the 105.9 the Mountain Rock Girl Search in two ways:

1. Prospective entrants can register online at 1059theMountain.com from 9am on October 8<sup>th</sup>, 2011 to 12 midnight on October 21<sup>st</sup>, 2011 by completing the online entry form and submitting a qualifying legible digital photographic image. Photos will be uploaded to 1059theMountain.com and voted on by the general public and judges from 105.9 The Mountain.

2. Prospective entrants can also register at one of the following four casting call events:

- I. 9/28/11 at Wild Wing Café located at 161 Biltmore Avenue, Asheville, NC 28801
- II. 9/29/11 at Tolliver’s Crossing located at 733 Haywood Road, Asheville, NC 28806.
- III. 10/4/11 at Hannah Flannigan’s located at 300 N Main Street, Hendersonville, NC 28792
- IV. 10/5/11 at Hannah Flannigan’s located at 27 Biltmore Ave, Asheville, NC 28801

b. At the casting call, entrants will be required to complete an application and entrants may be recorded, photographed and/or videotaped.

c. 105.9 The Mountain reserves the right to hold additional casting calls. Times listed for casting calls are subject to change. Any additions or changes will be promoted on-air on 105.9 THE MOUNTAIN and online at 1059themountain.com.

## **2. JUDGING at Casting Calls:**

All prospective entrants will be judged by a panel of judges comprised of members of the staff at 105.9 The Mountain and representatives of advertisers on 105.9 the Mountain, as selected by 105.9 the Mountain’s management. Entrants will be judged categories of (1) appearance, (2) personality, and (3) overall rock appeal.

Each Category will be rated on a scale of 1-5, with 5 being the highest and 1 being the lowest. Entrants will be asked questions on stage to help the judges determine personality scores. In the event of a tie, the judges’ interpretation of crowd response will decide the winner.

105.9 the Mountain has the final decision of the number of winners chosen (**if any**) from each casting call location. All decisions by 105.9 The Mountain are final.

There will be a total of (10) ten finalists selected from the casting calls and the online submissions to compete in the 105.9 the Mountain 2012 Rock Girl Search. Entrants will be notified of their status by no later than October 21, 2011 by 5pm.

### **3. ELIGIBILITY**

All 105.9 the Mountain contest rules apply. This contest is open to legal residents of North Carolina **21 years and older holding a valid driver's license**. Professional radio personalities (persons who have been paid for their on-air performance in the past year) are not eligible. All employees of 105.9 the Mountain as well as its affiliates, subsidiaries, and successor companies, contest sponsors, advertising and promotion agencies, contest prize suppliers, or employees of other radio stations, and the immediate families and household 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 or not related. 105.9 the Mountain reserves the right to disqualify any entrant at any time in 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 selected, immediately disqualified.

### **4. MILLER LITE CALENDAR SHOOT**

The (10) ten finalists will be featured in the 2012 Miller Lite Rock Girl Calendar. The calendar shoot will take place on Monday, October 24<sup>th</sup>, 2011, starting at 9am. Finalists will arrive at Hollywood Vampires located at 1516 Patton Ave, Asheville, NC 28806 for complimentary hair and make up. Photographs will be taken at the Hollywood Vampires location as well as a second location to be determined in advance by 105.9 the Mountain. Finalists will be notified at least 5 days in advance via email or phone call of the secondary photo location. Finalists **MUST** be able to attend the calendar shoot for the entire day on October 24<sup>th</sup> and will need to make arrangements in advance to attend. Finalists will **NOT** be compensated for the calendar shoot, for any use of their photographic or digital images or for any use to which the calendar and the images may be put. Miller Lite will provide a bikini swimsuit to wear in the photo shoot. Finalists will need to bring a black dress as well as a second "going out outfit" for the photo shoot. Finalists unwilling to pose in the swimsuit will be disqualified.

The group photo will be featured on the 2012 Miller Lite Rock Girl calendar. One thousand copies of the calendar will be made and distributed at various events hosted by 105.9 the Mountain including calendar signing parties. Photos taken at the photo shoot and/or casting calls and other promotional events/photo shoots may be uploaded and featured online at 1059theMountain.com.

By signing these rules, and the 2012 Mountain Rock Girl Finalist Application, finalists give 105.9 the Mountain permission to use their name, photograph, voice/likeness in print and online in conjunction with the 105.9 the Mountain Rock Girl Search. Entrants agree to hold 105.9 the Mountain and its sponsors harmless from any liability arising from any participation or involvement in the 105.9 the Mountain Rock Girl Search.

### **5. SIGNING PARTIES:**

After the calendar has been released, 105.9 the Mountain will schedule signing parties at different locations leading up to the Rock Girl pageant on November 22, 2011. Each finalist will be required to appear at UP TO (4) four different locations for signing parties. Once those locations and dates are determined, 105.9 The Mountain will call or email each finalist the time and place of the signing parties they are to attend. Signing parties are typically 2 hours in length. Finalists will **NOT** be compensated for these appearances. Finalists not appearing at all four different locations will be disqualified, in the discretion of the judges.

## **6. MOBILE VOTING:**

After each of the (10) ten finalists' photos have been uploaded online at 1059theMountain.com, each finalist will receive a unique text voting code. Listeners to WTMT will be asked to vote for the finalist they believe should be the 105.9 the Mountain 2012 Rock Girl by texting that finalists' text code to 77000.

Text voting will begin at 10am on October 31, 2011, and will be open through 8pm on November 22, 2011, at the Rock Girl Pageant. After the text voting closes, text votes will be tallied for each of the (10) ten finalists to determine which of the finalists received the most text votes. The finalist with the most text votes will receive the "popular vote" score to be used by the judges of the Rock Girl Pageant.

## **6. ROCK GIRL PAGEANT:**

In order to be eligible to win the 105.9 the Mountain 2012 Rock Girl Search Contest, finalists must attend and participate in the 2012 Mountain Rock Girl Pageant on Tuesday, November 22, 2011.

In order to be properly registered to participate in the Final competitions, each Finalist will be required to complete and sign a 2012 105.9 the Mountain Rock Girl Agreement, present a valid drivers license or state identification card to evidence eligibility, and complete any other paperwork required by 105.9 the Mountain.

Finalists must arrive and be properly registered at the 105.9 the Mountain Rock Girl Pageant no later than 4pm on November 22, 2011. Any finalist arriving after 4 pm may be disqualified at the option of the judges. The pageant will begin at 7pm. The pageant will include several segments, including a swimsuit competition and an evening gown competition. Finalists will be judged by staff of 105.9 The Mountain and other sponsors with the following criteria; appearance, personality, and overall rock appeal.

A panel of judges from 105.9 the Mountain and/or invited guests of 105.9 the Mountain will give scores to each of the finalists based on any lawful criteria that they may deem necessary. Each judge will vote according to the personal taste and lawful criteria in his or her sole discretion. After taking into consideration the finalist with the highest "popular vote" score from the mobile text votes, the panel of judges will decide which finalist will be the winner of the 105.9 the Mountain 2012 Rock Girl Search Contest. The judges' decision shall be final and non-appealable.

The winner will be announced live at the 105.9 the Mountain 2012 Rock Girl Pageant. Vouchers for the prizes can be picked up at the studios of 105.9 the Mountain located at 1190 Patton Avenue, Asheville, NC 28806 within (30) days of the pageant between the hours of 8am and 5pm.

## **6. PRIZES:**

Each of the 10 finalists in the 105.9 the Mountain Rock Girl Search will win the following:

- a. Hair and Makeup for the 2012 Miller Lite Rock Girl calendar from Hollywood Vampires;
- b. A Miller Lite bikini to wear in the 2012 Miller Lite rock Girl calendar photo shoot; and
- c. One head shot photograph from professional photographer Sandlin Gaither taken during the 2012 Miller Lite Rock Girl Calendar photo shoot. This photograph can be used in the finalists modeling portfolio.

The one (1) Grand Prize winner of the 105.9 the Mountain Rock Girl Search will win the following:

- a. 1 year subscription to Orbit DVD;
- b. \$500 gift certificate to Diamond Thieves Tattoo;
- c. \$500 gift certificate to Ox & Rabbit Clothing;

- d. \$1000 in hair service from Hollywood Vampires to be used in 2012;
- e. \$1150 gift certificate to Appalachian Tire and Service Center;
- f. \$1000 gift certificate for dinner for 8 at Vincenzo's Ristorante; and
- g. \$1000 from 105.9 the Mountain to be paid in \$100 increments following 10 photo shoots (\$100 per shoot) that will occur from December 2011 to November 2012.

**7. MISC:**

By attending a casting call, Entrant agrees 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 or otherwise that would interfere with their performance if chosen to be The Mountain Rock Girls. Winner must provide satisfactory references and proof of identification. Entry constitutes permission to use entrant's name and likeness for purposes of conducting the contest and for publicity purposes without compensation.

105.9 the Mountain (as defined above), its subsidiaries and affiliates, its members, 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(s). 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, on entrant's behalf, and on behalf of Entrant's heirs, successors or assigns, administrators and personal representatives, does hereby COVENANT NOT TO SUE, FULLY RELEASE AND FOREVER DISCHARGE (a) 105.9 the Mountain (as broadly defined above) its sole member, and each of its respective direct and indirect subsidiaries, affiliates, partners and related entities; (b) each of their respective directors, officers, employees, agents, insurers, attorneys, shareholders and representatives; and (c) each predecessor, successor, and assign thereof, from and against any and all actions, charges, claims, losses, costs, damages, expenses (including attorneys' 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 in Buncombe County, North Carolina, under the rules of the American Arbitration Association. 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. Offers 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 105.9 the Mountain general contest rules also apply to this promotion. 105.9 the Mountain reserves the right in its sole discretion to supplement or make changes to the rules of any contest at any time without notice. 105.9 the Mountain reserves the right in its sole discretion to interpret the rules of any contest, and such interpretation shall be binding upon all participants.

**8. TO REQUEST A LIST OF FINALISTS:**

Send a self-addressed, stamped, business size (#10) envelope to: THE MOUNTAIN ROCK GIRL SEARCH WINNERS – 1190 Patton Ave, Asheville NC 28806. Requests must be received by October 31<sup>st</sup>, 2011.

**9. SPONSOR:**

105.9 the Mountain (WTMT – FM ) 1190 Patton Ave, Asheville NC 28806

Signature of Miller "Rock Girl" Contestant: \_\_\_\_\_  
 [Print Name]

Witness: \_\_\_\_\_  
 [Print Name]

Date: \_\_\_\_\_