

Dayton's CW
CW STAR CONTEST OFFICIAL RULES

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

1. **HOW TO ENTER**

- a. The DAYTON'S CW STAR CONTEST will begin on January 19, 2012 and end on March 24, 2012.
- b. To participate in the contest, you may enter via the following method(s): Complete the DAYTON'S CW Star application and bring the required photos and identification with you to one local DAYTON'S CW STAR CONTEST Casting Call on either (1) Thursday, January 19, from 4-7pm at Edison Community College OR (2) Saturday, January 28, 2011, from 10am-12pm at Fifth Third Field, Home of the Dayton Dragons. Casting call will include a 2- 5 minute video-recorded interview.
- c. Cameras will roll until the end time specified above on each audition date. Station reserves the right to cut off the line of applicants at anytime to fit in the most possible auditions before advertised end time.
- d. Applications will only be considered eligible if they are complete. Eligible applications include:
 - 1) A completed PDF 2012 **APPLICATION** and **PARTICIPANT AFFIDAVIT OF ELIGIBILITY – LIABILITY AND PUBLICITY RELEASE** from daytonscw.com or completed application and release provided at either of the DAYTON'S CW STAR CONTEST Casting Calls listed above.
 - 2) **TWO photographs**, each clearly labeled on the back with your name and the city/town nearest your home. One must be a close-up, and one must be a full length photograph (clothed). Only one picture can be black and white. No logo or other intellectual property that you do not possess full rights to shall be included (including, for example, music).
 - 3) If you are chosen as a semi-finalist, Dayton's CW will record a 60-SECOND PLEA (memorized) on why you should be the Next Dayton's CW STAR. This recording will be done by invitation to the station's studios on the following dates: Wednesday February 1, 2012. Failure to attend the scheduled recording time at the Station's studios will disqualify a contestant. Station has sole and final discretion on schedule for taping these one-minute pleas. No logo or other intellectual property rights that you do not possess full rights to shall be included (including, for example, music). Once the time has started it will not be reset, you will not be allowed to re-record. Your 1:00 minute plea will be posted at daytonscw.com for voting purposes for the 10th finalist position.
 - 4) Station has final discretion on the appropriateness of any video audition and may terminate any video audition and/or disqualify any candidate based on inappropriate materials, behavior, or appearance (e.g., clothing or lack thereof) at the sole discretion of the Station.
- e. **ONE ENTRY PER PERSON.** Complete application materials must be provided at the time of audition. Emailed or mailed applications will not be accepted.
- f. All applications, photos and material recorded at local CW STAR Casting Calls will be retained by Dayton's CW and become the property of the Station (including any intellectual property therein) and will not be returned to the applicants.
- g. All dates, times and locations and requirements, audition locations listed in these official rules and in the application are subject to change. For example, Station may add or subtract auditions at its sole discretion.



2. ELIGIBILITY RESTRICTIONS

- a. The contest is open to all Dayton's CW viewers who are 18 years of age or older and legally reside in the Greater Dayton area.
- b. Employees of Dayton's CW (the "Station"), its licensee, its corporate parents, subsidiaries, and affiliates, its advertising agencies, participating sponsors/promotional partners, other television stations in the Dayton metropolitan area and the members of their immediate families are ineligible to participate or win. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- c. Only one winner per household is permitted in any Station contest.
- d. Applicant must hold a valid Driver's License and be authorized to work in the United States.
- e. Applicant must not be a candidate for public office, and if selected as the Dayton's CW STAR, must agree not to become a candidate for public office until after the Dayton's CW STAR contracted term of one year.

3. PRIZES

- a. (1) GRAND PRIZE: \$20,000 one-year contract to be the Dayton's CW STAR – a part-time position with Dayton's CW, LIN Television, and a \$1,000 make-up and wardrobe allowance. Grand prize excludes applicable taxes.
- b. There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the contest are final.
- b. There will be a total of TEN finalists. The Station will pick nine finalists from all local DAYTON'S CW STAR casting calls combined. The nine finalists will be announced and posted on daytonscw.com on 2/2/12 at 5PM. Selection criteria for the top nine finalists include: have met eligibility requirements, displays energy, on-camera presence, good communication skills, and ability to take direction. Experience in writing, video editing, and social media is recommended.
- c. The station will choose 25 semi-finalists from all local DAYTON'S CW STAR casting calls combined and post them on daytonscw.com to be voted on by the viewers between 5pm on 2/6/12 until midnight on 2/19/12. A "vote" is counted each time a semi-finalist video is played completely. The semi-finalist with the most votes becomes the tenth finalist. The tenth finalist will be announced on 2/20/11 during Hart of Dixie, 9P – 10P on Dayton's CW.
- d. The ten finalists will compete in the final selection process to determine the winner of the DAYTON'S CW STAR CONTEST. The winner will be selected by a combination of judging panel votes, online votes, creative assignments, background check and station management input. Online votes will be collected at daytonscw.com from 3/7/12 until midnight on 3/18/12. A vote will consist of a full video play of a one minute plea, recorded at Dayton's CW Studios. Creative assignments are required for a chance to win and include blogging and scheduled events. All finalists will be required to create their own online promotional tactics via social media sites, face to face and guerilla marketing at their own expense.
- e. All finalists must pass a pre-employment drug screening, credit check and will have both a criminal background and driving record check.
- f. The winner of the DAYTON'S CW STAR CONTEST will be announced during Prime Time Programming the week of March 19th, specific date and time TBA. Winner does not need to be present to win.



- g. Winner must execute and return the required CW STAR contract and liability/publicity release within two (2) days of notification attempt or prize will be forfeited and an alternate winner may be chosen by a combination of judging panel votes, background check and station management input. If a potential winner cannot be contacted, fails to sign and return the required contract and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.
- h. Winner must be willing to sign a contract to work for the Station for a one full year from 3/23/12 – 3/22/13. Winner must have access to his/her own transportation for some shoots, appearances and recordings. Wardrobe and makeup is to be purchased by the DAYTON'S CW STAR and submitted for reimbursement. Wardrobe and makeup expenses will be reimbursed through payroll and are subject to applicable taxes.
- i. The position is not benefit-eligible except for what is required by law such as social security contributions, workers comp if injured while working. The employee would be eligible for 401(k) if they work at least 1000 hours per year
- j. It is the DAYTON'S CW STAR's responsibility to make any necessary arrangements to be able to participate in all tapings and various appearances both during the weekdays, nights and weekends. The DAYTON'S CW STAR will be the face of Dayton's CW on-air, radio, print, digital media, and any other elements within the station's image.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the contest, contestants agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent. Any expenses you incur during the competition will be solely your responsibility.
- c. Contestants must sign a liability release, agreeing to hold the Station, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.
- d. The Station reserves the right to make changes in the rules of the contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.
- e. Failure to comply with the contest rules or the Station's website Terms of Service may result in an entrant's disqualification solely at the discretion of the Station.
- f. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the contest, or in the announcement of a prize.
- g. Copies of the written contest rules and a list of winners (when complete) are available during regular business hours at the main studio of Dayton's CW, 4595 S. Dixie Drive Dayton, OH 45439.

Sponsors: Edison Community College, 1973 Edison Drive Piqua, OH 45356; The Dayton Dragons, 220 N. Patterson Blvd Dayton, OH 45402



http://www.daytonscw.com/dpp/cw_star/the-search-is-on-for-the-next-cw-star