

**Very Local Media, LLC**  
***Wait, What Happened? Contest***  
**Official Rules**

**1. GENERAL:**

No purchase necessary. Making a purchase will not increase your chances of winning. Void where prohibited or restricted by law. All federal, state, and local regulations apply.

**2. ELIGIBILITY:**

***Wait, What Happened? Contest*** (the “Contest”) is offered only to legal U.S. residents 21 years old or older at the time of entry. One winner per household. One winner per family. Prizes are non-transferable. Contest is offered only to Pennsylvania residents who reside within the Pittsburgh Designated Market Area (“DMA”) as determined by Nielsen Media Research Services. Winners of a contest or sweepstakes hosted or sponsored by Very Local Media, LLC or its affiliates within the past calendar year (as of the start date of this Contest) are not eligible. Members of Pennsylvania SAG/AFTRA are not eligible to enter. Entrants, if chosen as a Finalist, must submit to a background check by Sponsor. Employees of Very Local Media, LLC, Hearst Properties Inc. and members of their immediate families (Together, “Sponsor”), WTAE, Hearst Corporation, Woobox, and each of their affiliates, representatives, and agents, and their directors and employees (collectively, “Contest Entities”), and the members of the same households of such individuals are not eligible. The term “immediate families” includes spouses, grandparents, parents, siblings, children and grandchildren. No groups, clubs, or organizations may participate in this Contest or reproduce or distribute any portion of these Official Rules to their members. Proof of age, identity, and eligibility must be furnished to Sponsor upon request. All entry form information must be complete and accurate. Sponsor will not award a prize to anyone not meeting eligibility requirements at the time of entry. By entering, you agree to comply with all applicable law and these Official Rules, and you agree to abide by all decisions of the Sponsor. Sponsor reserves the right to disqualify any entrant if these Official Rules are not followed. Internet access is necessary to enter.

**3. HOW TO ENTER:**

The Contest entry period begins at 5 p.m. on August 1, 2022 and ends at noon on August 22, 2022 (“Entry Period”). All times in these rules refer to Eastern Daylight Time.

To enter, log on to [www.verylocal.com](http://www.verylocal.com), completely fill out and submit an electronic casting entry form (which includes name, email address, phone number, age, gender, level of education, current city and state of residence, photo upload, and additional biographical information). An entry must include a response of no more than 250 words describing yourself and why you want to participate in *Wait, What Happened?* Responses may not contain indecent, obscene, profane, or offensive language (“Objectionable Language”) as judged in the sole discretion of Sponsor. Sponsor reserves the right to reject or disqualify entries that contain Objectionable Language, entries containing responses that are more than 250 words, entries that fail to include a response, entries containing responses that are

not on topic, and entries that are objectionable or unacceptable for any other reason. All entries must be received during the Entry Period.

Sponsor will not verify receipt of entries. Entries become property of Sponsor and will not be returned. Limit one entry per person. Incomplete and multiple entries are void. Sponsor is not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable or delayed. Photocopied and mechanically generated entries are void. Entries generated by any automated means are void. Electronic entries will be deemed to have been submitted by the authorized account holder of the e-mail address at the time of the entry. The authorized account holder is the person to whom the applicable internet service provider or other organization (such as a business or educational institution) has assigned the e-mail address. Online entrants must have valid e-mail address and it is entrant's responsibility to update Sponsor of any change in e-mail address.

Online entrants agree to be contacted by Sponsor to schedule a video screening audition call, in which Sponsor will ask a series of questions to evaluate entrant's fitness and availability for participating in a filmed shoot in fall 2022. Online entry does not guarantee a video screening, nor does being invited to a video screening guarantee invitation to the show's field shoot, where contestants have the chance to win prizes. Being selected for the field shoot does not guarantee game play (for instance, if schedule runs over time, weather disrupts, etc.), nor does gameplay guarantee appearance in an episode.

#### **4. HOW TO WIN:**

Sponsor will select at least thirty (30) Finalists based on which entry responses, in Sponsor's sole judgement, best exhibit a compelling *Wait, What Happened?* contestant. Finalists will be contacted by Sponsor and asked to participate in a video screening call, which must be completed before September 9, 2022 and based on mutual-availability over a number of offered dates and times. Decisions will be made by a panel of Very Local Media, LLC employees. In the event Finalist can't make any of the offered dates and times, or misses their video screening appointment, their entry will be forfeit and another Finalist will be chosen in their stead, time permitting.

Sponsor will select approximately twelve (12) Contestants on the basis of which Finalist submission and video screening call, in Sponsor's sole judgment, best represents a compelling *Wait, What Happened?* contestant: someone with strong conversational skills, an enthusiasm for their city of Pittsburgh, and an energy that translates on the camera. Contestants will be selected by a panel of Very Local Media, LLC employees who will evaluate and compare the Submissions. Determination of Sponsor will be final.

Selected Contestant(s) will be notified either by phone and/or email, within thirty (30) days of the end of casting. Contestant must respond to such notification, by calling or emailing the Sweepstakes coordinator provided in the notification, within forty-eight (48) hours after the notification is sent by Sponsor, or the Contestant will be subject to disqualification, in which case the chance to participate will be forfeited, and an alternate Contestant will be

selected from among the remaining Finalists, time permitting. Sponsor may select an additional eighteen (18) backup Contestants (“Standby Contestants”) from the finalist pool to be on standby and called within 24 hours of the shoot, in the event of no-shows. Contestants may be required to sign and return appropriate forms and/or documentation, including an Affidavit of Eligibility, a Liability Release and/or where legally permissible a Publicity Release within seven (7) days following the date of first attempted notification. Failure to sign and return such forms within the requisite timeframe could result in disqualification.

Sponsor is not responsible for incomplete, incomprehensible, illegible, or out-of-service contact information.

Contestant agrees to appear at the agreed upon location at the scheduled time to participate in the filmed game-play. The show’s Host will ask the Contestant up to five questions, which may be true/false, multiple choice, fill in the blank, etc., related to news stories from around the country. With each correct answer, Contestant gets the chance to earn a bigger prize.

**5. PUBLICITY RELEASE:**

Except where prohibited, entry in the Contest constitutes each entrant’s consent to use, publish, reproduce and for all purposes, including publicity, promotion and advertising, in any media (including without limitation, the Internet, television, radio, or offline promotions), each Winner’s name, city, photograph, likeness, biographical material, voice, image and video footage, each in perpetuity without further compensation, credit or right of review or approval.

**6. PRIZES:**

All Contestants and Standby Contestants(up to as many as twenty (20)) who appear at the scheduled time and location will receive a Participation Award: a Very Local Media, LLC souvenir with an Approximate Retail Value (“ARV”) of \$20. All Standby Contestants (up to as many as four (4)) who agree to be on standby but are not called for filming will receive a Participation Award: a Very Local Media, LLC souvenir, ARV: \$20.

In the event Contestant (or Standby Contestant) is filmed for the episode, the first four questions answered correctly each earn Contestant \$25 in the form of cash or local gift card. Contestants may choose to play a fifth question in a double-or-nothing round, which, if answered correctly, would double their entire winnings to that point. Example: Contestants who answer all four questions correctly and choose double-or-nothing in the fifth round take home a prize of \$200 in cash or gift card. If they choose the double-or-nothing option and answer incorrectly, they forfeit the cash/gift card from the previous rounds and go home with the Participation Award only. If they choose not to play the fifth question, they earn the winnings to that point.

Total ARV of each Contestant's Winnings: Depends on the number of correctly answered questions, as described above, as well as the result of any "double-or-nothing" election by Contestant.

All charges, fees, and costs not specifically included in the prize descriptions above, including but not limited to personal incidental items, transportation, taxes, gratuities, and licenses, are the responsibility of the respective Contestants.

If prize is unable for any reason to be delivered to Contestant at the time of the competition, prize will be delivered electronically within 7 business days.

Prize is non-transferable. Certain blackout dates may apply. No cash redemption or prize substitution allowed by Contestant(s). Sponsor reserves the right to substitute a prize of equal or greater value for any reason in the sole discretion of Sponsor if the Prize or any component thereof is unavailable for any reason.

**7. ODDS OF WINNING:**

Because selection of Contestant and Contestant's answers do not depend upon chance, there are no "odds" of winning. Instead, Contestants are selected and win prizes as described above.

**8. TERMS AND CONDITIONS; LIMITATION OF LIABILITY:**

Participants are responsible for complying with all applicable federal, state, and local laws and regulations and with these Official Rules, and by entering, participants agree to be bound to these Official Rules. Any attempt by an entrant or other party to tamper with the proper administration of the Contest will disqualify the entrant and may result in civil or criminal action against the entrant or other party and may result in the discontinuation, suspension, or cancellation of the Contest. CONTESTANTS AND ENTRANTS AGREE, EXCEPT WHERE PROHIBITED BY LAW, TO RELEASE AND DISCHARGE, HOLD HARMLESS AND INDEMNIFY THE CONTEST ENTITIES, AND ALL OTHERS ASSOCIATED WITH THE DEVELOPMENT AND EXECUTION OF THIS CONTEST, FROM ANY AND ALL TAX LIABILITY THAT MAY BE IMPOSED OR ASSOCIATED WITH RECEIPT OR USE OF THE PRIZES, AND FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, PROCEEDINGS, AND LIABILITY FOR ANY DAMAGES, EXPENSES, FEES, INJURY OR LOSSES (INCLUDING PERSONAL INJURY OR DEATH) SUSTAINED IN CONNECTION WITH THE RECEIPT, OWNERSHIP, OR USE OF THE PRIZE OR WHILE TRAVELING TO, PREPARING FOR, OR PARTICIPATING IN ANY PRIZE-RELATED ACTIVITY. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Promotion or in the announcement of the Prize. Contestant's guest(s), if applicable, must execute a liability and publicity release prior to the Contestant's receipt of the Prize. Sponsor retains the discretion to make all decisions regarding the interpretation and application of these Official Rules. All decisions of Sponsor are final and discretionary. In the event

the selected Contestant(s) of the Prize are/is ineligible or refuse(s) the Prize, the Prize will be forfeited and Sponsor, in its sole discretion, may select an alternate Contestant from remaining entries, or may elect not to award such Prize to an alternate Contestant, where permitted. For prizes valued at \$600 or greater, Contestant must provide his or her Social Security Number for tax purposes. Prizes may be considered income, and any and all taxes associated with Prizes are the responsibility of the Contestant(s).

**9. DISCLAIMER/INTERNET:**

If for any reason, the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity of the Contest, the Sponsor reserves the right in its discretion to disqualify any individual it believes has tampered with the entry process, and/or cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to select Contestants from eligible entries received as of the termination date. Sponsor may prohibit an entrant from participating in a Promotion if it determines that said entrant is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. Caution: Any attempt by a participant to deliberately damage any Web site or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such participant to the fullest extent of the law. The Contest Entities (i) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alternation of, entries; (ii) are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, failure of any entry information to be received by the Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or (iii) any combination thereof, including any injury or damage to the participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest. SPONSOR MAKES NO WARRANTY, GUARANTEE, OR REPRESENTATION OF ANY KIND CONCERNING ANY PRIZE, AND SPONSOR SPECIFICALLY DISCLAIMS ANY IMPLIED WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY.

**10. ARBITRATION/CHOICE OF LAW:**

Except where prohibited, entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved exclusively by arbitration pursuant to the Rules of the American Arbitration Association then effective, and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred by entrant with regard to this Contest, but in no event attorneys' fees, punitive, incidental, consequential or other damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights

and obligations of entrants and sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of New York or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than New York. New York County shall be the exclusive forum for any dispute relating to these Official Rules and/or this Contest. All participants and Contestants agree, by their participation in the Contest, to submit to personal jurisdiction in New York County. The invalidity or unenforceability of any provision of these Official Rules shall not affect the invalidity or unenforceability of any other provision so long as the general intent of these Official Rules remains in effect. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**11. OFFICIAL RULES AND LIST OF WINNERS:**

To receive a copy of these Official Rules, visit [www.VeryLocal.com](http://www.VeryLocal.com) or send a self-addressed stamped envelope to *Wait, What Happened?* Contest Rules, Very Local Media, LLC, 300 West 57<sup>th</sup> St., 20<sup>th</sup> floor, New York, NY, 10019. These Official Rules supersede all other published editions. Sponsor reserves the right to change, alter, or amend these Official Rules as necessary, in its sole discretion, to ensure the fair administration of the Contest or to comply with applicable law. For a list of Winners' names, send a self-addressed stamped envelope within 60 days of the Contest's conclusion to Hearst Television, *Wait, What Happened?* Contest Winner's List, at the address listed above.

**12. SPONSOR(S):**

Very Local Media, LLC/Hearst Properties Inc., 300 West 57<sup>th</sup> St., 20<sup>th</sup> Floor,  
New York, NY 10019