



KQDS - FM

Progressive Secret Sound

Contest Rules

- .01 NAME OF PROMOTION: KQDS - FM Progressive Secret Sound
- .02 SPONSORS: Bulldog Collision & Tim's Auto Care Center
- .03 DESCRIPTION OF PRIZE(S): Cash jackpot (in form of check). Prize value will vary by contest play. *See Additional Contest Notes below for details.*
- .04 VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies \$95 and up
- .05 PROMOTION METRO AREA: Duluth, MN-Superior, WI DMA
(As defined by Nielsen)
- .06 MINIMUM AGE TO ENTER: ☒ 18 ☐ 21 ☐ Other _____
- .07 HOW TO ENTER:
- ☐ Complete an entry form located on KQDS - FM website at www.95kqds.com
- ☐ Complete an entry form available at the following locations:
Midwest Communications Inc, 11 E Superior St Ste 380, Duluth, MN 55802
- ☐ For a free entry form, send a self-addressed stamped envelope with request to:
Midwest Communications Inc, 11 E Superior St Ste 380, Duluth, MN 55802
- ☒ See Additional Contest Notes, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 11/06/2025 05:30 ☐ am ☒ pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: Midwest Communications, Inc. - Progressive Secret Sound
11 E Superior St Ste 380, Duluth, MN 55802
- .10 PROMOTION PERIOD: Promotion Begins: 09/18/2025 07:30 ☒ am ☐ pm CST
Promotion Ends: 11/06/2025 05:30 ☐ am ☒ pm CST
(*Due to the nature of radio, all times are approximate)
- .11 NUMBER OF WINNERS: ☐ Up to _____ ☒ Number of winners dependent on contest play
- .12 METHOD OF SELECTION OF WINNER(S): ☐ Winner(s) will be determined by a random drawing from eligible entries received to be held on or about _____ am _____ pm CST
(all times approximate) at:
Midwest Communications Inc, 11 E Superior St Ste 380, Duluth, MN 55802
- ☒ See Additional Contest Notes, incorporated herein by reference.
- .13 PRESENCE REQUIRMENT: ☒ Winner needs to be present to win
☐ Winner does not need to be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): NOON five (5) business days from the date of winning. PLEASE NOTE: failure of winner to complete the proper paperwork may void prize without any further prize consideration. NOTE: any checks not cashed within 90 days of date of check issued will be void and not re-issued.

- .15 ALL PRIZES WILL BE AWARDED: ☐ Yes ☒ No
- .16 ALTERNATE WINNER(S):
(If a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable) ☐ Yes ☒ No
- .17 OFFICIAL RULES REQUEST ADDRESS: Midwest Communications, Inc.- Progressive Secret Sound Contest Rules, 11 E Superior St Ste 380, Duluth, MN 55802
- .18 WINNER(S) LIST REQUEST ADDRESS: Midwest Communications, Inc. -Progressive Secret Sound Winner List, 904 Grand Avenue, Wausau, WI 54403
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 11/10/2025
- .20 PROXY ALLOWED AT PRIZE GIVEAWAY: ☐ Yes **(If yes is checked, steps that must be taken will appear below.)* ☒ No

- No purchase or payment of any kind is necessary to enter or win a prize. A purchase or payment will not increase an entrant's chances of winning.
- Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc. *Note: Failure of winner/guest to complete the proper paperwork will void win without further consideration and no prize will be awarded.*
- Winner will be required to show Photo ID before completing winner paperwork to establish identification and address to claim prize. This will be done at the pre-determined date and time arranged after winning at: Midwest Communications Inc, 11 E Superior St Ste 380, Duluth, MN 55802
- Please note, when physical checks are awarded as a prize or part of a prize package, they must be cashed within 90 days of check date or check will be voided without further consideration and not re-issued.
- Any unused portions of the prize package are forfeited and prize packages have no trade or return value. When issued as part of a prize, amounts due over the value of the prize gift cards, vouchers, or in-store credits are the sole responsibility of contest winner and are subject to the contest sponsor's terms.
- Midwest Communications, Inc/WRIG, Inc is not responsible for any changes, delays, cancellations or interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.
- Winner is responsible for all additional related expenses not expressly included in the prize package, including but not limited to baggage fees, itinerary changes, gratuities, meals, beverages, passports, personal incidentals, trip interruptions, etc., when applicable.
- In compliance with the IRS, winner will receive a Form 1099-Misc from Midwest Communications, Inc./ WRIG, Inc. for the total value of all claimed prizes in the calendar year if the sum is equal to or greater than \$600.
- All Contests are also subject to Midwest Communications, Inc./WRIG, Inc. Official Rules which are either incorporated herein by reference as Addendum C or on the station website.

ADDITIONAL CONTEST NOTES

The contest will run on weekdays only, Monday through Friday, from September 18th, 2025 to November 6th, 2025 and will be played for the first time each day at approximately 7:30 am. Play may continue at approximately 8:30 am, 12:30pm, 3:30 pm and 5:30 pm and a random "wildcard" guess between 6:00 am and 6:00 pm weekday during the dates listed above. If the contest is still active on Thanksgiving we will NOT be playing that day.

The Progressive Secret Sound will be worth \$1,000.00 at the start of the contest on September 18th, 2025. If no one guesses the sound, each day the amount will be worth an additional \$95.00 per day; so each weekday the sound will be worth \$95.00 the first day, then \$95.00 times one, two, three, four, etc. until the sound is guessed.

Once the sound is guessed, the next weekday of the contest the sound will re-start at a value of \$95.00. On Thursdays, \$190.00 will be added to the pot.

The ninth caller at 218-724-7625 must name the Progressive Secret Sound correctly within 30 seconds to win the contest. If the ninth caller does not name the sound correctly this part of the contest calling will end. When the next part of the contest begins, the ninth caller will be taken at the next scheduled time until the secret sound is guessed correctly.

Please note that your first guess is your final guess and must match exactly.

Note: Listeners can guess only ONCE per day. One winner will be allowed per individual, family or household for this contest. Failure to follow this will void winner of collecting prize without any further prize consideration. Winner will have to verify name, address and other personal information before prize (check) can be issued.

If the secret sound is NOT guessed at end of contest (11/06/25 at 5:30pm) contest will stay in play with no additional rules until sound is guessed OR 12/05/25 at 5:30pm WHICH EVER COMES FIRST! If secret sound is not guessed by 12/05/2025 at 5:30pm this contest will end with no winner or prize consideration.

NOTE: Due to the nature of radio, all times are approximate. Midwest Communications and KQDS is not responsible for dropped calls or poor reception.

**** Please play safely. If you are driving during play, you must pull over to a safe location before dialing. ****

Note: Due to the nature of our programs that are heard on-line, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests heard on the broadcast station and may be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for 30 seconds up to several minutes. This means that when the station announces winning names in this contest, listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contest on conventional radio. For this contest, the station will start counting down when the announcement is made on the radio broadcast signal.