

Official Rules for the *Kristen Meinzer Podcast Coaching Session Contest*

SPONSOR

This promotion (the "Contest") is sponsored by HarperCollins Publishers ("Sponsor"), 195 Broadway, New York, New York, 10007.

ELIGIBILITY

NO PURCHASE NECESSARY

The contest is open to all legal residents of the United States 18 years of age and older as of July 15th, 2019, excluding employees and immediate family members of Sponsor, and its parent, subsidiaries, affiliates, assigns, advertising, promotional and fulfillment agents, attorneys, and other representatives and the persons with whom each of the above are domiciled. Offer void outside the United States and wherever prohibited or restricted by law.

Each entrant in the Contest must be the rightful owner or have authorized use of the e-mail account indicated by the entrant's e-mail address. In the event of a dispute concerning the identity of the winner submitting an entry, the winner will be deemed to be the person in whose name the e-mail account is opened. The e-mail account must be opened prior to 9:00 a.m. (ET) on July 15th, 2019.

ENTRY METHOD

To enter, complete the answers to the questions set forth below in the Submission Requirements in the designated spaces according to on screen instructions at <https://startapodcast.pgtb.me/65jXrh> (the "Web Site"). To register, you will also be required to provide a valid email address. You must provide all information requested to be eligible to win. Multiple entries are automatically disqualified without notification, and only the first entry will be considered.

SUBMISSION REQUIREMENTS

To be eligible for consideration, you must submit complete answers to all five (5) questions asked in the registration form (the "Submission"):

WHY DO YOU WANT TO START A PODCAST (in 100 words or less)?

TELL US YOUR PITCH (in 100 words or less)?

WHAT ARE POTENTIAL NAMES FOR YOUR PODCAST?

NAME THREE PODCASTS YOU ADMIRE

HOW DO YOU WANT THE EXPERT TO HELP YOU (in 100 words or less)?

- The Submission must be in English.

- All elements incorporated in the Submission must be an original work solely created by you.
- The Submission must NOT contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, the Submission must NOT include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures.
- The Submission must not contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing.
- Submissions will not be returned and will be destroyed at the end of the Entry Period. Entrants must retain a copy of their submitted entries either in digital or hard-copy form.

Any Submission that HarperCollins determines in its reasonable business judgment does not comply with any of these requirements will be disqualified without notice. Submission forms with incomplete information will be disqualified without notification.

ENTRY PERIOD

The Contest will commence on July 15th, 2019 (9 a.m. ET). The last entry will be accepted on July 29th, 2019 (5:00 p.m. ET).

SELECTION AND NOTIFICATION OF WINNERS

Each completed form will be eligible for consideration to be chosen as one of the ten (10) finalists pursuant to the criteria set forth below. Ten (10) finalists will be selected by a panel of three (3) judges: Kathy Gordon, Director of Brand Development; Beth Ives, Associate Director of Marketing; and Andrew Kaberline, Marketing Associate. Entries will be judged based upon the following criteria: (i) conveyance/articulation of podcast concept, theme and design and demonstrated area where expert can assist (50%); (ii) creativity and originality of podcast concept, theme and design (50%). If there is a tie of two (2) or more entries for the final position, Kathy Gordon will compare the tied entries directly based upon the criteria above and make the final determination.

One (1) Grand Prize winner will be selected from among the ten (10) Finalists by Kristen Meinzer based on the same criteria above.

The Winner will be chosen on or about August 9th, 2019.

All potential winners will be notified by e-mail. Potential winners will be required to sign and return to Sponsor an affidavit of eligibility and release of liability (the "Affidavit"), and, if the Affidavit is not returned within 7 days of notification, the potential winner will be deemed to have forfeited the prize, and an alternate potential winner will be chosen.

In Sponsor's sole discretion, the potential winner may be disqualified and required to forfeit his/her prize, and an alternate winner may be selected in accordance with these Official Rules from among the remaining eligible entries, if sufficient time exists, if potential winner: (i) is unreachable or winner notification is returned as undeliverable; (ii) declines or cannot accept, receive or use the prize for any reason; or (iii) does not comply with these Official Rules. Forfeited prizes may not be awarded.

PRIZES

The Grand Prize winner will receive the following:

- A one-on-one coaching session with Kristen Meinzer, conducted in person if winner resides in New York City; via Skype if winner resides outside of New York City. The coaching session must occur between August 10th, 2019 – August 31st, 2019 and will last no less than thirty (30) minutes, and no more than one (1) hour.
- The winner's coaching session will be audio recorded for release on a future episode of the Harper Audio Presents podcast.
- One (1) hardcover copy of *So You Want to Start a Podcast* signed by author *Kristen Meinzer*. One (1) download of the digital audio edition of *So You Want to Start a Podcast*. Approximate retail value: \$39.98.

Total approximate retail value of all prizes: \$39.98

The coaching session with Kristen Meinzer has no approximate retail value and is subject to Kristen Meinzer's availability between August 10th, 2019 – August 31st, 2019. If an agreeable time cannot be established between the winner and Kristen Meinzer, then Kristen Meinzer will email her recommended actions to the winner, in response to questions submitted by the winner. HarperCollins is not responsible for cancellation or preemption of the coaching session with Kristen Meinzer or for other circumstances that make it impractical or impossible to fulfill this element of the prize, HarperCollins' only obligation will be to provide the remainder, if any, of the prize. There is no substitution for any prize. The prize is not transferable, assignable or redeemable for cash. HarperCollins reserves the right to substitute a cash payment of equal value for any aspect of the prize that has a retail value.

All federal, state, municipal and local taxes are the sole responsibility of the winner.

CONDITIONS

By participating, entrants agree to be bound by these Official Rules and the decisions of the judges, which shall be final, and waive any right to claim ambiguity in the Contest and/or these Official Rules. Acceptance of prizes constitutes permission to use the name and likeness of each Winner for purposes of advertising, promotion and publicity without additional compensation, except where prohibited or restricted by law.

The entrants release, discharge, and hold harmless Sponsor, Kristen Meinzer and their respective, parents, affiliates, subsidiaries, and assigns, and their respective employees, attorneys, representatives and agents, including advertising, promotion and fulfillment agencies, ("Released Parties") from any and all liability or damages arising from the administration of the Contest and the use or misuse of any prize received in the Contest, including, without limitation, the following: (i) late, lost, incomplete, delayed, misdirected or unintelligible entries, (ii) any printing, typographical, administrative or technological errors in any materials associated with the

Contest, including, without limitation, entry materials and prize notifications, and (iii) any damage to the entrant's computer and related equipment and software resulting from entrant's downloading of information regarding the Contest or participation in the Contest. Entry materials and prize notifications that have been tampered with, altered, or do not comply with these Official Rules are void. Furthermore, entrant shall indemnify and defend the Released Parties from any and all damages, costs and expenses (including reasonable attorney's fees) arising from a claim that entrant's video violates a third party's rights.

Sponsor may only use the personally identifiable information obtained from the entrants in accordance with these Rules and its privacy policy, which may be found at <http://corporate.harpercollins.com/us/privacy-policy>.

Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend this Contest should a virus, bug, computer problem or other causes beyond its control corrupt the administration, security or proper operation of the Contest. Sponsor may prohibit you from participating in the Contest or winning a prize if, in its sole discretion, it determines that you are attempting to undermine the legitimate operation of the Contest by cheating, hacking or employing other unfair practices or by abusing other entrants or the representatives of Sponsor.

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND, IN SUCH EVENT, SPONSOR RESERVES THE RIGHT TO PURSUE THEIR REMEDIES AND DAMAGES (INCLUDING COSTS AND ATTORNEY'S FEES) TO THE FULLEST EXTENT OF THE LAW.

Any dispute arising from the Contest will be determined according to the laws of the State of New York, without reference to its conflict of laws principles, and the entrants consent to the personal jurisdiction of the State and Federal Courts located in the State and County of New York over them and agree that such courts have exclusive jurisdiction over all such disputes.

THE ODDS OF WINNING DEPEND UPON THE QUALITY AND NUMBER OF ELIGIBLE ENTRIES RECEIVED.

For the names of prize winners, e-mail your request to hccsweepstakes@harpercollins.com no earlier than August 9th, 2019 or send a self-addressed, stamped envelope (no postage required from Vermont residents) to Kristen Meinzer Podcast Coaching Session Contest, c/o HarperCollins Publishers, 195 Broadway, New York, New York, 10007. All requests for a list of winners must be received by February 24th, 2019.