



# YOU COULD STAR IN SUPER BOWL XLIV ON CBS 58



LOG ON TO [WWW.CBS58.COM](http://WWW.CBS58.COM) FOR DETAILS

## ✧ Send Us Your Just 10 Minutes Video ✧

CBS 58 is looking for a JUST 10 MINUTES commercial FROM YOU! If your video entry wins, we'll play it during the Super Bowl right here on CBS 58, Sunday, February 7, 2010. How cool is that?

### IT'S EASY TO ENTER

Just make your own Just 10 Minutes video stating why you watch CBS 58 News

(where you get your most important news AND your full, complete First Alert Weather, always in JUST 10 MINUTES!)

Just Remember- be creative, and have fun! Get your family to do the video with

you, or your classmates... even your dog! Are you in a band? Give us your take on the JUST 10 MINUTES



theme song.



Do you have a creative way to display JUST 10 MINUTES? If so, shoot a video of it, and send it to us.

*"Just 10 Minutes.  
Just 10 Minutes.  
Just 10 Minutes of your  
day."*

*"For all your news &  
weather, where we all  
live together, it's Just 10  
Minutes of your day!"*





## FREQUENTLY ASKED QUESTIONS

### HOW DO I ENTER?

Log on to [www.cbs58.com](http://www.cbs58.com) and click on the home page Contest tab or the YOU CAN STAR IN SUPER BOWL XLIV ON CBS 58 banner at the top. On the Super Bowl contest page you will find the official rules, the entry form and video waivers. All entries submitted must be thirty (:30) seconds in length and on a DVD. Mail it to: CBS 58 Super Bowl Contest, 809 S. 60th Street, Milwaukee, WI 53214. All entries are due no later than January 4, 2010.



### WHO CAN ENTER?

You must be a Wisconsin resident who lives in the Milwaukee television viewing area as defined by Nielsen. This includes the counties of Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, and Waukesha, as well as the adjacent counties of Fond du Lac and Rock. Contest is void in all other states as well as the Wisconsin counties not part of the Milwaukee television viewing area.

Contestants cannot be an employee or immediate family member of: CBS 58, Weigel Broadcasting Company, or any other business directly associated with this contest. An immediate family member shall be defined as a brother, sister, husband, wife, son, daughter, or anyone living in the household of the employee. See our official rules for additional details. The official rules are posted at [www.cbs58.com](http://www.cbs58.com)



## ARE THERE ANY SUPPORT MATERIALS?

YES! We have posted the lyrics and sheet music on the CBS 58 website ([www.cbs58.com](http://www.cbs58.com)). We have even given you a full recording of the song, as well as an instrumental track. You will also find the graphics we use at CBS 58 for the flip signs used in the Just 10 Minutes commercials. You may utilize any of the materials we have provided for you, or come up with your own. Or.. use some of ours and some of yours. IT'S UP TO YOU! Finally, PLEASE NOTE that this is copyrighted material of the Weigel Broadcasting Company and can only be used to enter this contest. All other uses are unauthorized and strictly prohibited.

## WHO SHOULD ENTER & HOW WILL THE WINNER BE SELECTED?

Anyone can enter and everyone has a chance to win. Individuals, Friends, Families, Bands, School Groups- you name it! Just remember to make sure your entry is on a DVD. We need to make sure the quality is good enough to air on TV. If we get enough entries, we will even make a CBS 58 television SPECIAL to showcase the commercials we receive. ONLY one can win though, and that one will air during the Super Bowl on CBS 58.

The CBS 58 staff will watch all eligible entries and select JUST 10 *VIDEOS* to be the semi-finalists. Then, our viewers will have a chance to vote on which of the 10 semi-finalists are their favorites. Your votes will help us narrow down the field to 5 finalists. Lastly, a JUST 10 MINUTES panel of judges will select the winner from the 5 finalists. The judges will be looking for the video that most creatively expresses the JUST 10 MINUTES message.

Make this your thirty (:30) seconds of fame! You could be a star in your own right- JUST like Bruce Springsteen or Prince, or even Janet Jackson (NO wardrobe malfunctions please!) The JUST 10 MINUTES SUPER BOWL CONTEST on CBS 58.





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SUPER BOWL XLIV  
ON CBS 58**



## JUST 10 MINUTES SUPER BOWL CONTEST

CBS 58  
809 SOUTH 60TH STREET  
MILWAUKEE, WI 53214