

BETTERBNC Instructions

This year, entries to the Harvey Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform.

Below are directions for preparing and submitting entries.

If you have questions, please contact Diana Hadley

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IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience. (Free)

The deadline for all entries is **June 30, 2013**.

1. Login

- a. Go to www.betterbnc.com.
- b. Click contestant login (upper left) or the appropriate Contestant Login button on the right side of the page.
- c. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select **Contestant Manager**. NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
 - ii. If you have received an email authorizing you to submit entries for your organization, select **Authorized Entrant**.
 - iii. If you are an individual submitting your own entries (including non-members and freelancers), select **Open Call**, then enter your email and password. If you haven't yet created an Open Call account, follow the on-screen instructions.
- d. Contestant Manager and Authorized Entrant only:
 - i. Select the appropriate Contest.
 - ii. Select the appropriate News Organization.
 - iii. (Authorized Entrant only) Enter your email address.
 - iv. Enter your temporary Password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field.
- f. Add entry content (may vary by category):
 - i. **To upload digital file attachments (other than audio/video)**, click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you

cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes under 5mb, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to a 3rd-party website such as www.issuu.com, and copy and paste the hosted item's web address into the Website URL field.

- ii. **To add web/audio/video content**, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content:

Audio: www.kiwi6.com, www.tindeck.com

Video: www.youtube.com, www.vimeo.com

IMPORTANT: Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

- iii. **To create an entry for a mail-in, hardcopy-only category** (e.g. tearsheets), **DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT**. Simply complete all other content fields and see step K below ("For hardcopy/mail-in entry categories...").
- g. Add Credits for each person responsible for the entry content.
- h. Add Comments (if available), but keep them brief (e.g. 100 words).
- i. Click **Submit**.
- j. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and follow contest shipping instructions (contact the contest administrator for more info).

3. Pay for Entries

For this first contest, you will be billed later for the entries.