ICMA

iowa · college · media · association

ENTRY GUIDE

Back By Popular Demand ...
The 2021 Better Student Broadcast and
News Media Contests Are All Digital!

Inside, you'll find complete instructions on uploading entries to the
BetterNewspaperContest.com contest administration site.

*For detailed descriptions and rules for each contest category, see the **2021 Rules**.*

Contact INA/INF at 515-244-2145 or ina@inanews.com with any questions.

Good luck in the 2021 Contests!

2021 IOWA COLLEGE MEDIA ASSOCIATION
CONTEST UPLOAD INSTRUCTIONS

Below are detailed, step-by-step instructions for uploading contest entries to the BetterNewspaperContest.com online administration site. If you have any questions during the process, please contact us at 515-244-2145 or ina@inanews.com. We're here to help!
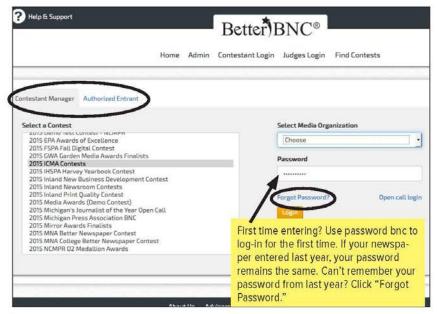
1. Go to the site

The contest administration site is located at **BetterNewspaperContest.com**. On the right side click **"Contestants Login."**

2. Log in

Choose **2021 ICMA Contests**. The "Contestant Login" page will appear. You will first select "Contestant Manager" or "Authorized Entrant" (see information below). Choose your organization name from the dropdown list (listed alphabetically <u>by college name</u>), enter your password and click "Login."
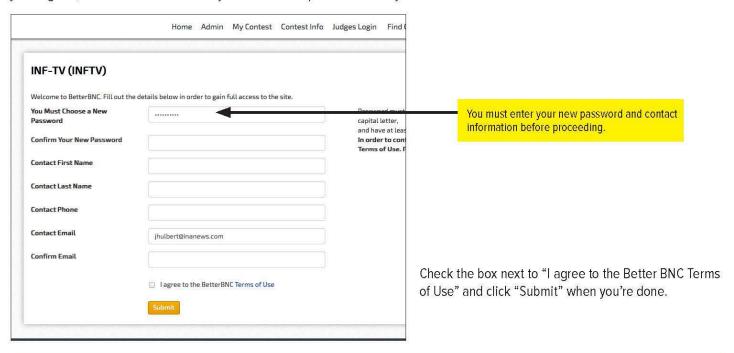

*Note: Organizations that entered the 2020 Contests will use the same password as they used last year to log in. If you have forgotten the password used in 2020, use the "Forgot Password" link to reset your password. Organizations that did not enter in 2020 will use the password **bnc** to log in for the first time for the 2021 contests. After your first log-in, you will be prompted to enter a new password.*

You can choose to log in as the Contestant Manager or an Authorized Entrant. The Contestant Manager maintains overall control of the organization's entries. As Contestant Manager, you can make entries on behalf of your organization and authorize other people to make entries as well. Most users will log in as Contestant Manager.

3. Change password and update information

Your first successful login will take you to the "Change Password" screen, where you are required to change your password before you proceed. Change it to something you can remember easily. *Password must be a minimum of 6 characters long, have at least one capital letter, one lower case letter, and have at least one number.*

You must also **UPDATE YOUR NAME AND EMAIL ADDRESS** on this page. This will ensure that you can retrieve your password if you forget it, and that INF can contact you if there are questions about your entries.

You must enter your new password and contact information before proceeding.

Check the box next to "I agree to the Better BNC Terms of Use" and click "Submit" when you're done.

If you are the Contestant Manager, once you have logged in and submitted two entries, you will see a pop-up window with instructions to validate your account's email address. Follow the on-screen directions to validate your account. You will then be able to grant access to the contest site to others in your organization.

4. Manage your entries

This is the main entry page, the one you'll see each time you log in. From here you'll submit, edit, and manage your contest entries. At the upper right side of this page, you will see your total number of entries.

You'll also see a link that says, "Calculate Entry Fee." That link will take you to the summary of entries form to calculate your entries and contest fees. You will use that link AFTER you have submitted all your entries. (See #8 below.)

Of course, when you first visit the "Manage Entries" page, the entry list will be empty. What you will see on that page are three links: "My account," "Submit entry" and "Logout."

If you haven't already, be sure to click "My account" and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.
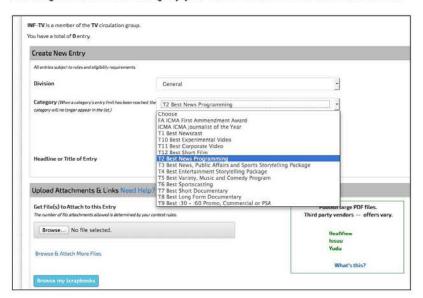
5. Submit an entry
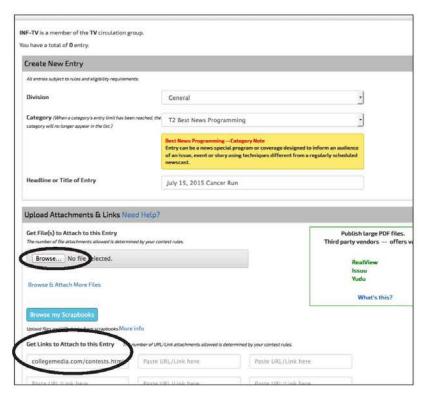
Click "Submit entry" on the Manage Entries page or in the dropdown "My contest" menu, to go to the entry submission form.

Account details have been saved.

Welcome to the BNC

- My Account
- Submit Entry
- Log out

INF-TV is a member of circulation **TV**.
You have a total of **0** entries.

Calculate Entry Fee

2015 ICMA Contests

You don't yet have any entries. Why not submit one now?

Submit each entry by filling in the information requested, working from top to bottom. The division you choose will determine the list of categories, and the category you choose will reveal other form fields.
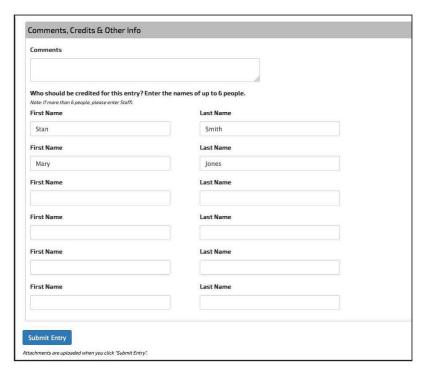
INF–TV is a member of the **TV** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division — General

Category (When a category's entry limit has been reached the category will no longer appear in the list.) — T2 Best News Programming

Choose
FA ICMA First Ammendment Award
ICMA ICMA journalist of the Year
T1 Best Newscast
T10 Best Experimental Video
T11 Best Corporate Video
T12 Best Short Film
T2 Best News Programming
T3 Best News, Public Affairs and Sports Storytelling Package
T4 Best Entertainment Storytelling Package
T5 Best Variety, Music and Comedy Program
T6 Best Sportscasting
T7 Best Short Documentary
T8 Best Long Form Documentary
T9 Best :30 - :60 Promo, Commercial or PSA

Headline or Title of Entry

Upload Attachments & Links Need Help?

Get File(s) to Attach to this Entry
The number of file attachments allowed is determined by your contest rules.

Browse... No file selected.

Browse & Attach More Files

Browse my Scrapbooks

Publish large PDF files.
Third party vendors -- offers vary.

RealView
Issuu
Yudu

What's this?

a. Select the division (General)

b. Select the contest category

INF–TV is a member of the **TV** circulation group.
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division — General

Category (When a category's entry limit has been reached, the category will no longer appear in the list.) — T2 Best News Programming

Best News Programming --Category Note
Entry can be a news special program or coverage designed to inform an audience of an issue, event or story using techniques different from a regularly scheduled newscast.

Headline or Title of Entry — July 15, 2015 Cancer Run

Upload Attachments & Links Need Help?

Get File(s) to Attach to this Entry
The number of file attachments allowed is determined by your contest rules.

Browse... No file selected.

Browse & Attach More Files

Browse my Scrapbooks

Upload files and attach them from scrapbooks More info

Get Links to Attach to this Entry The number of URL/Link attachments allowed is determined by your contest rules.

collegemedia.com/contests.html | Paste URL/Link here | Paste URL/Link here

Paste URL/Link here | Paste URL/Link here | Paste URL/Link here

Publish large PDF files.
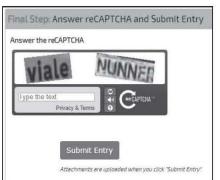Third party vendors -- offers v

RealView
Issuu
Yudu

What's this?

c. Complete the "Headline or Title of Entry" field.

d. Upload the example(s).
For PDF categories, click "Browse" to select the file you wish to upload. Repeat this process for each example needed for this entry, selecting "Browse & Attach More Files" for additional examples. To submit entries as URL links, simply enter the URL(s) in the "Get Links to Attach to This Entry" fields.
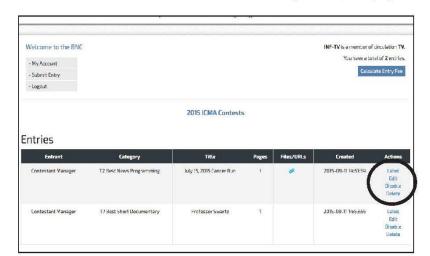
5. Submit an entry (continued)

e. In the Comments field, include any special notes to the judges or, if your entry consists of multiple examples, enter the titles and dates of each of the examples here.

g. Enter the names of the people who should be credited for the entry. For entries that are the work of an entire department or staff, list "Staff."

h. Answer "reCAPTCHA" and "Submit Entry." Answer the "reCAPTCHA" to verify that you are not a machine and select "Submit Entry" Once you select "Submit Entry," an entry label will be created. For entries being submitted electronically, your entry is complete and you may Submit Another Entry, Manage Entries or Logout.

6. Continue this process until all entries have been submitted. Then select "Manage Entries."

7. Review your entry list

In the list of entries on the "Manage Entries" page, the Actions column at the far right contains four links: "Label," "Edit," "Disable" and "Delete."

"Label" displays the entry label associated with that entry. You won't need the label for an electronic entry, but you can use this link to update the label if you edit a mailed entry or if you need to reprint the label.

"Edit" lets you view and change information in the entry form. If you change an entry in a mailed category, you'll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

"Disable" essentially removes that entry from the contest, although you'll still see it in a separate "Disabled Entries" list. Use this function if you want to make an entry inactive without deleting it completely.
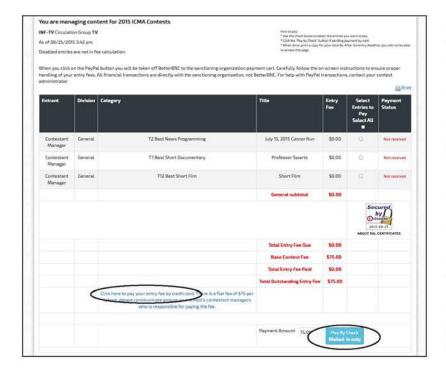
"Delete" removes that entry completely; this action cannot be undone.

"Enable" will appear in place of "Disable" once you've disabled an entry. By clicking "Enable," you can restore a previously disabled entry, if necessary.

Note: There is a size limit (5 megabytes) on uploaded PDF files. If your PDF file is larger than that you will not be able to upload it successfully. ***Judges may not be able to view files that are larger than 5MB.*** *For detailed information on how to make your PDFs as small as possible, see page 8.*

8. Complete your entry and pay entry fee

Once you've submitted and uploaded all of your entries, you will need to complete the entry process by tallying your entries and submitting your entry fee. From the "Manage Entries" page, select "Calculate Entry Fee." This page will show a total entry fee due of $75.

**Each participating ICMA-member university/college will pay a flat $75 fee for contest entry, regardless of the number of entries submitted.

On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your organization. **Please print this page and submit to INF.** If you are sending a check payment to the INF, include this page with your shipment. Otherwise, fax to 1-866-593-7406 or email to jshepherd@inanews.com.

If you would like to pay your contest entry fee online, click on the "Click here to pay your entry fee by credit card" paragraph. If you will be mailing payment to the INF, click the "Pay by Check" button.

*** Schools must have paid the $50 ICMA membership fee in order for student entries to be accepted and judged.*

10. Submit online payment

If you chose to submit your entry fee payment online by credit card, you will be redirected to the ICMA website payment page. Click on the link to be redirected to the payment portal and you will be directed through the payment process.

Complete the payment process.
To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to INF, 319 E. 5th St., Des Moines, IA 50309.

PREPARING ELECTRONIC ENTRIES

HOW WILL ELECTRONIC FILES BE SUBMITTED?

You'll submit electronic entries by uploading the files from within the online contest registration system at BetterNewspaperContest.com. You will not submit them separately. The online contest registration system for ICMA's contests is hosted on the web servers of SmallTownPapers.

Newspaper entries must be full-page tearsheets and unaltered in any way. You must submit files of complete newspaper pages, even if the entry-related content doesn't fill the page. TV and radio entries should be submitted by first uploading the footage/clip to a website, and providing that URL address.

REQUIREMENTS:

Make PDF files as small as possible. (See below for specific instructions.) Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more im-patient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

WHAT FILE FORMATS ARE ACCEPTED FOR UPLOADING?

File types are PDF, JPG, GIF, and PNG - so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

To submit broadcast entries, submissions should be uploaded to a website, and the URL should be entered in the URL field.

HOW CAN I MAKE MY PDF FILES SMALLER?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. *Resolution.* In PDFs, text is always clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.

2. *Color mode.* Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE unless you redistill the PDF afterward.

WHAT IS THE MOST EFFICIENT WAY TO COLLECT ENTRY FILES?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combin-ing PDFs are provided below. Distill. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

HOW DO I EXTRACT PAGES FROM A FULL-ISSUE OR FULL SECTION PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

HOW DO I COMBINE PDF PAGES OR FILES INTO A SINGLE ENTRY?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

HOW DO I SUBMIT PAYMENT?

Payment should be made online through the ICMA website or by check. Checks should be made payable to "Iowa Newspaper Foundation" and sent along with a copy of your entry list page and any mailed entries by November 2 to:
Iowa Newspaper Foundation
319 E. 5th St.
Des Moines, IA 50309

There is a flat fee of $75 per school. Please communicate among your school's contestant managers who is responsible for paying the fee. The fee will show up on each contestant manager's Calculate Entry Fee page but only needs to be paid once per school.

WHERE CAN I GET MORE HELP FOR ANYTHING I CAN'T FIND HERE?

Call INF at 515-244-2145 or email ina@inanews.com.

NOTE: The BetterNewspaperContest.com website is best viewed using the following browsers: For newer computers-Google Chrome; For older Macintosh computers- Firefox, Chrome or Safari; For older PCs- Chrome or Internet Explorer.