2024 IOWA BETTER NEWSPAPER CONTESTS

ENTRY GUIDE

The Iowa Newspaper Foundation Better Newspaper Contests

The INF sponsors these annual contests for one reason: to foster competition and quality among Iowa's newspapers. Last year, nearly 2,600 entries poured into our office. It's an annual opportunity for newspapers and journalists to receive recognition for their talent and hard work.

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 **2024 Call for Entries**.*

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

Good luck in the 2024 Better Newspaper Contests!

IOWA NEWSPAPER FOUNDATION

PREPARING ELECTRONIC ENTRIES

ALL CATEGORIES OTHER THAN TOTAL NEWSPAPER DESIGN MUST BE SUBMITTED ONLINE. TOTAL NEWSPAPER DESIGN <u>MUST</u> BE SUBMITTED HARD COPY.

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. The online contest registration system for INF's contests is hosted on the web servers of SmallTownPapers.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. For categories listed below, digital content may also be entered. When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared. See the Call for Entries for additional details.

See below ISSUU instructions for suggested digital files.

All entries must be unaltered in any way. The date each entry was published must appear on the tearsheet or be noted on the screenshot.

Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.

2. Many categories require more than one item per entry. For example, a single entry in the "Coverage of Business" category may include five examples . For each example, the entire page(s) each example appears on must be included for judging.

3. 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 impatient 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, 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.

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 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.

How do I used ISSUU?

Visit https://youtu.be/jmxPohvbSho to watch a video tutorial.

PREPARING ELECTRONIC ENTRIES

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 combining PDFs are provided below. 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 will INF prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and INA members on the INA website.

If fraud is suspected with any entries, a full investigation will follow.

How do I submit payment?

INF accepts payment by check or credit card. Credit card payments can be made online through the BetterNewspaperContest.com contest administration site when submitting your entries.

Checks should be made payable to "Iowa Newspaper Foundation" and sent along with a copy of your Entry Fee Calculation page and any mailed entries by October 11 to:

Iowa Newspaper Foundation
319 E. 5th St.
Des Moines, IA 50309

What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your division is listed incorrectly, please contact INA at ina@inanews.com or 515-244-2145 and it will be fixed A.S.A.P!

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.

2024 IOWA BETTER NEWSPAPER CONTESTS
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!
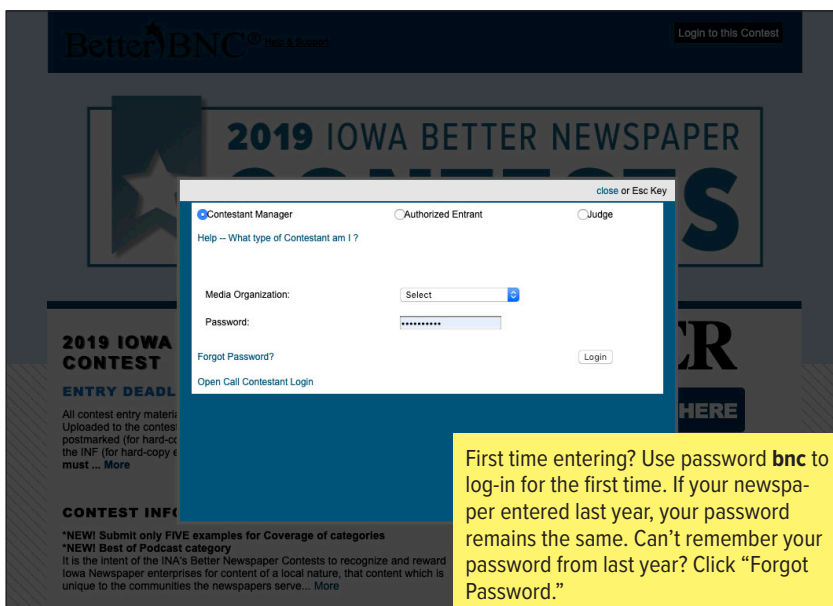
---

1. Go to https://inanews.com/foundation/contests/entries/

Click on the link that says **"Submit entries here"**

2. Log in

You will first select "Contestant Manager" or "Authorized Entrant" (see information below). Choose your newspaper from the dropdown list (all newspapers are listed alphabetically <u>by city name</u>), enter your password and click "Login."

First time entering? Use password **bnc** to log-in for the first time. If your newspaper entered last year, your password remains the same. Can't remember your password from last year? Click "Forgot Password."

*Note: Newspapers that entered the 2023 Better Newspaper Contests will use the same password as the newspaper used last year to log in. If you have forgotten the password used in 2023, use the "Forgot Password" link to reset your password. Newspapers that did not enter in 2023 will use the password **bnc** to log in for the first time for the 2024 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 newspaper'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 we have 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 circulation group designation and 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 #9 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 to go to the entry submission form.

a. Select the division

b. Select the contest category

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.

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

Note: If the category entry consists of only one example, please include the photo caption, ad caption or article headline in this field. For categories in which your entry consists of multiple examples, include a generic headline here, and list the headlines/titles and issue dates in the Comments field below.

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.

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. For advertising entries, enter the advertiser name here.

f. Enter the name of the staff writer(s), photographer or ad designer.
For entries that are the work of an entire department or staff, list "Staff."

g. 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.

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 2.*

6. Entry labels for Total Newspaper Design

For this category you still must complete the online form for your entry, as described above. Complete all of the entry information but do not upload an attachment or URL. You will simply select "Submit Entry" and a label will be created. Print this label and attach it to the entry you will be mailing.
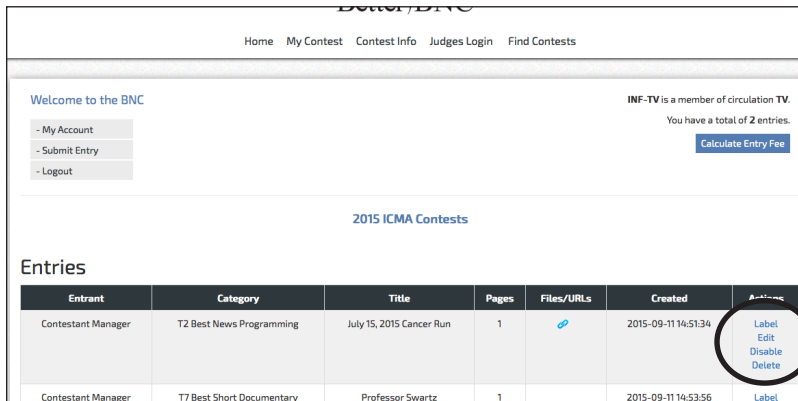
Note: Make enough copies of the label to allow for one for the entry envelope and one for each example/issue (see page 7 for more instructions on mailed entries).

Labels must be created through the online administration tool; the judges will enter their responses online according to the label you've affixed to the tearsheets.

7. Then select "Manage Entries."

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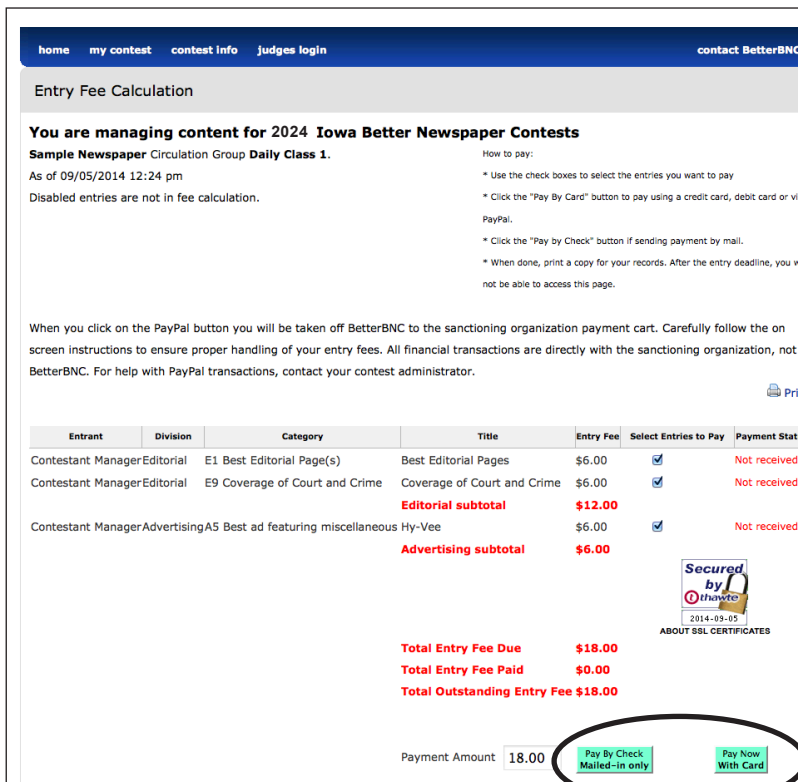
"Edit" lets you view and change information in the entry form. If you change an entry in a mailed category, you'll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

"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 desired.

9. Calculate Entry Fees

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

On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your newspaper. The total entry fee will be displayed here.

If you are sending any hard copy entries or a check payment to the INF, include this page with your shipment.

Check the "Select Entries to Pay" box for each entry you are submitting. If you would like to pay your contest entry fee online, click on the "Pay Now with Card" button. If you will be mailing payment to the INF, click the "Pay by Check" button.

10. Submit online payment

If you chose to submit your entry fee payment online, you will have the option of entering credit card information directly through the contest website or through PayPal.

Complete the payment process.

To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to:

Iowa Newspaper Foundation
319 East 5th Street
Des Moines, IA 50309

11. Preparing mailed entries

If you are submitting a Total Newspaper Design entry, a label must be printed from the online administration tool (see #6 above).

Make enough copies of the label so there is one label for the envelope and one label for each example/issue.
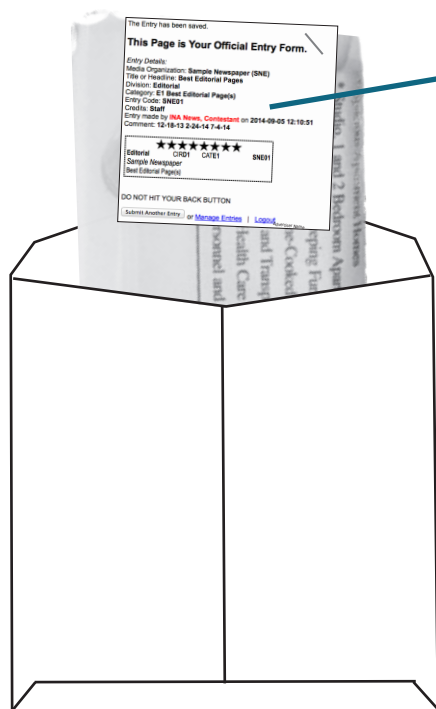
Examples/issues must be individually tagged and placed in an envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted. Place all envelopes in a mailing box or larger envelope prior to mailing.

Only category for which hard copy entry may be submitted:

Total Newspaper Design

***Entry for Total Newspaper Design <u>must be</u> submitted hard copy**