

## BETTERBNC -- CONTESTANT INSTRUCTIONS

This year, entries to the Excellence in Journalism will be submitted using BetterBNC Media Awards Platform. Below are directions for preparing and submitting entries. If you have questions, please contact us at: [SPJDetroit@gmail.com](mailto:SPJDetroit@gmail.com) IMPORTANT: BetterBNC is optimized for the Google Chrome browser; and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

### 1. Login

- a. Go to [www.betterbnc.com](http://www.betterbnc.com).
- b. Open Call Login:
  1. Click "Open Call Login" in the blue bar at the top of the page
  2. If you already have an Open Call Contestant account, enter your email address and password, then click "Login" and skip to section "g. Request to make entries in a contest" below
  3. If you do not already have an Open Call Contestant account, click "Create your Open Call account"
  4. Fill out the form
  5. Click "Submit" at the bottom of the page  
Once you fill out the form to create your Open Call Contestant account, the system will send you a validation email with a link that must be clicked before you can log into your account.
- c. Request to make entries in a contest (Open Call Only):
  1. Hover over the red "Open Call Contestant" text in the blue bar at the top of the page
  2. Select "My Contests" in the menu that appears
  3. In the "Available Contests" section, check the box next to the contest you would like to enter
  4. Hover over the red "Open Call Contestant" text again
  5. Select "Manage Entries"

### 2. Submit Entries

- a. Click "Submit Entry" from the Manage Entries page
- b. Select a Division (group of Categories)
- c. Select a Category
- d. Select the Media Organization where the entry was published or performed (Open Call Only)
- e. Enter the entry headline or title
- f. Add entry content (may vary by category)
  1. To upload digital file attachments (other than audio/video), click "Browse", navigate to the desired file, and then click "Open". Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG. To upload additional attachments to a single entry, click the "Browse and Attach More Files" button. BetterBNC will allow up to about a 20MB file, however, we suggest keeping your files around 5MB in case the judges have a slow connection. For files larger than 20MB, you can click the "RealView" icon on the Submit Entry page to create a free account, upload your files, and then copy and paste the URL into the URL field on the Submit Entry page. You may also use a similar 3<sup>rd</sup>-party website that provides hosting services (scribd.com, issuu.com, etc.)

2. To add web/audio/video content, copy and paste the content's URL 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 stations/publications website. Make sure the content will be accessible online throughout the duration of the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:

a. Audio: [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com)

b. Video: [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)

3. IMPORTANT: Please be sure 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.

g. Add Comments

h. Enter Credits

i. Click "Submit Entry"

. 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**

a. When all entries are submitted log into your account

b. Navigate to the Manage Entries page

c. Click "Calculate Entry Fees"

d. Follow the on screen instructions to pay for your entries