



iowa • college • media • association

2011 ENTRY GUIDE

THE 2011 BETTER STUDENT BROADCAST, NEWSPAPER AND MULTIMEDIA CONTESTS ARE GOING 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 2011 Rules.

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

Good luck in the 2011 Contests!

2011 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@inaneews.com. We're here to help!

I. Go to the site

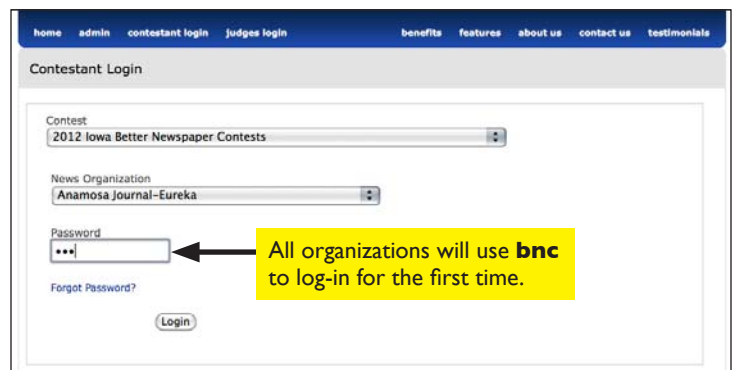
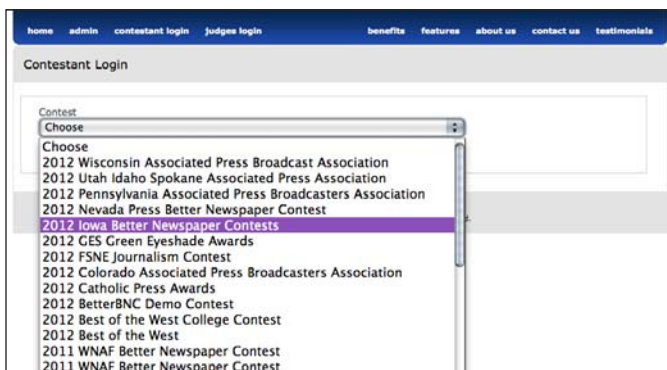
The contest administration site is located at **BetterNewspaperContest.com**. Under the “Are you a contestant?” heading click “Newspaper Login, Journalist Login or Broadcaster Login.”



2. Log in

Choose **2011 Iowa College Media Association Contests**. Two fields — “News Organization” and “Password” — will then appear below the contest selection. Choose your organization name from the dropdown list (listed alphabetically by college name), enter the password **bnc**, and click “Submit.”

*Note: All organizations will use the password **bnc** to log in for the first time for the 2011 contests. After your first log-in, you will be prompted to enter a new password.*



If you've logged in before but have forgotten your password, select your college name, then click “Forgot password?” The password will be sent immediately to the email on the “My Account” screen for the organization you selected.

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 and anyone on your staff who will be working on contest entry submission can remember easily. *The INF cannot retrieve your password for you, so please work with your entire staff to keep your password in a safe location; make sure all staff members who will be responsible for submitting contest entries have the appropriate information.*

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 or ICMA can contact you if we have questions about your entries.

The screenshot shows a web form titled "Adair News (AND)". At the top, there is a navigation bar with links: home, admin, my contest, contest info, Judges login, benefits, features, about us, contact us, testimonials. Below the navigation bar, the page title is "Newspapers". The main content area is titled "Adair News (AND)" and contains the following text: "Welcome to the Better Newspaper Contest. Fill out the details below in order to gain full access to the site." Below this text are five input fields: "You Must Choose a New Password", "Confirm Your New Password", "Contact Name", "Contact Phone", and "Contact Email". At the bottom of the form is a "Submit" button. A yellow callout box with a black arrow pointing to the password fields contains the text: "You must enter your new password and contact information before proceeding."

Click “Submit” when you’re done.

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.

The screenshot shows a web page titled "Manage Entries". At the top, there is a navigation bar with links: home, admin, my contest, contest info, Judges login, benefits, features, about us, contact us, testimonials. Below the navigation bar, the page title is "Manage Entries". The main content area contains the following text: "Welcome to the BNC". Below this text are three links: "My Account", "Submit Entry", and "Logout". To the right of these links, there is a yellow oval highlighting the text: "Newspaper Sample 2 is a member of circulation Daily Class 1. You have a total of 0 entries. Calculate Entry Fee".

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.”

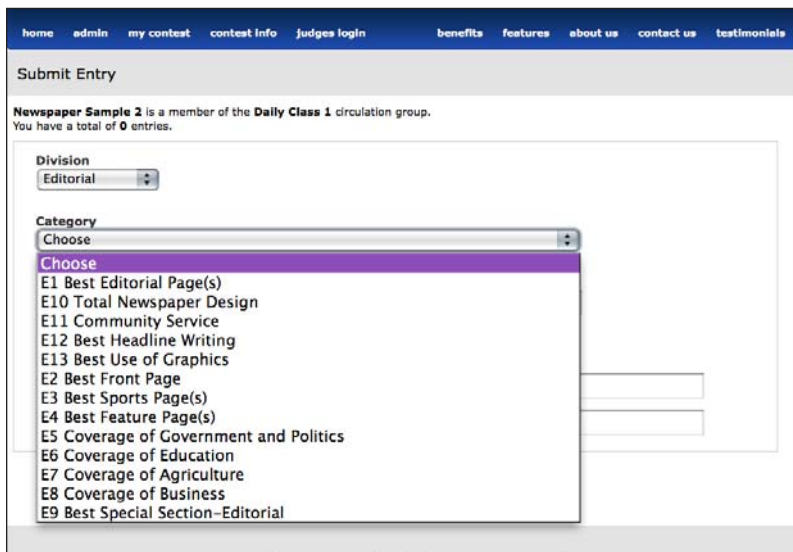
If you haven’t already, be sure to click “My account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.

5. Submit an entry

Click “Submit entry” on the Manage Entries page or in the dropdown “My contest” menu, to go to the entry submission form.



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.



a. Select the division

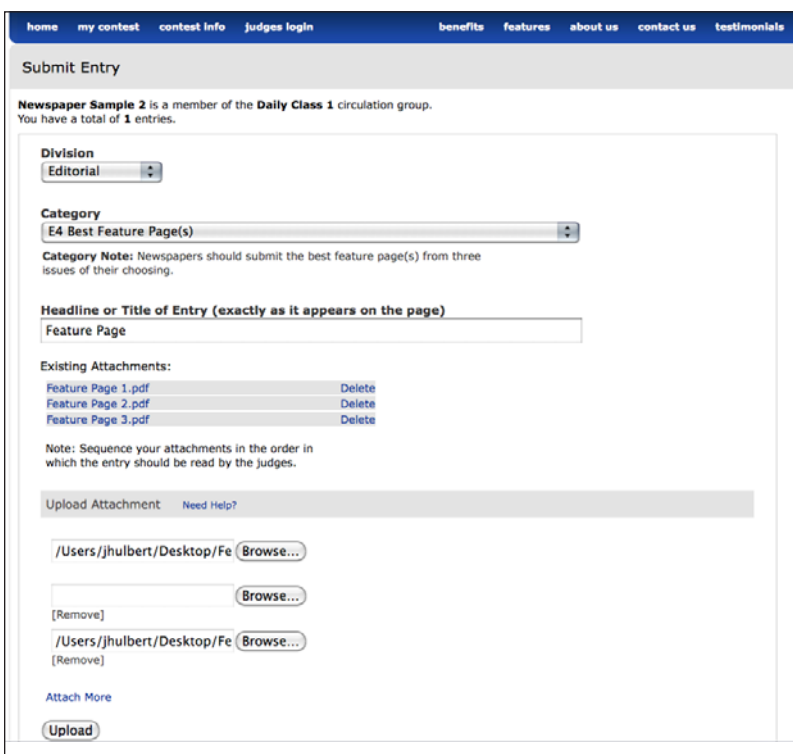
b. Select the contest category

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 “Attach more” for additional examples. Select “Upload.”

For entries being submitted through a URL, enter the URL in the “Website URL(s)” field.



5. Submit an entry (continued)

Headline or Title of Entry (exactly as it appears on the page)
Best Feature Page

Existing Attachments:
Feature Page 1.pdf Delete
Feature Page 2.pdf Delete
Feature Page 3.pdf Delete

Note: Sequence your attachments in the order in which the entry should be read by the judges.

Upload Attachment [Need Help?](#)

Attach More

Website URL(s)

Comments
Feature Page 1 - 9/25/10
Feature Page 2 - 11/4/10
Feature Page 3 - 7/7/11

Who should be credited for this entry? Enter the names of up to 4 people.
Note: If more than 4 people, please enter Staff.

Staff

or [Manage Entries](#)

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.

f. 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."

g. Click "Submit."

Once you select "Submit," 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 8.

6. Entry labels for mailed entries

The Entry has been saved

This Page is Your Official Entry Form.

Entry Details:
Newspaper: Newspaper Sample 2 ()
Title or Headline: Best Feature Page
Division: Editorial
Category: E4 Best Feature Page(s)
Entry Code: 02
Credits: Staff
Entry made by Jodi on 2011-09-06 14:21:49
Comment: Feature Page 1 - 9/25/10 Feature Page 2 - 11/4/10 Feature Page 3 - 7/7/11

★★★★★★★★

Editorial CIRD1 CATE4 02

Newspaper Sample 2
Best Feature Page(s)

DO NOT HIT YOUR BACK BUTTON

or [Manage Entries](#) | [Logout](#)

If your entry will be mailed, you still must complete the online form for each entry, as described above. Complete all of the entry information but do not upload an attachment. You will simply select "Submit" 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.

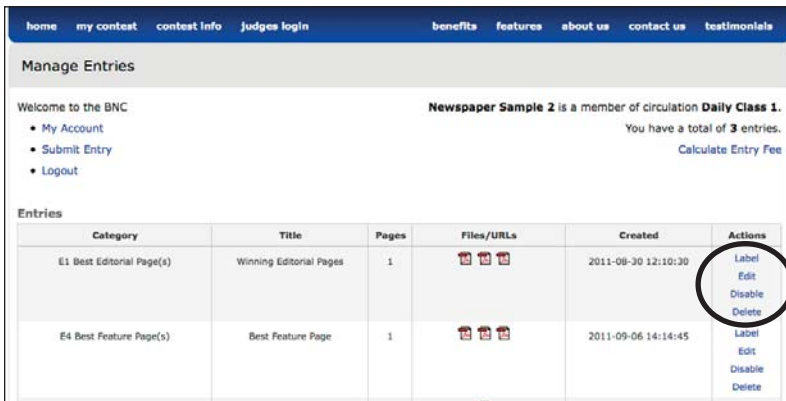
Labels must be created through the online administration tool;






the judges will enter their responses online according to the label you've affixed to the entry.

7. Continue this process until all entries have been submitted. 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.”



Category	Title	Pages	Files/URLs	Created	Actions
E1 Best Editorial Page(s)	Winning Editorial Pages	1	  	2011-09-30 12:10:30	Label Edit Disable Delete
E4 Best Feature Page(s)	Best Feature Page	1	 	2011-09-06 14:14:45	Label Edit Disable 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.

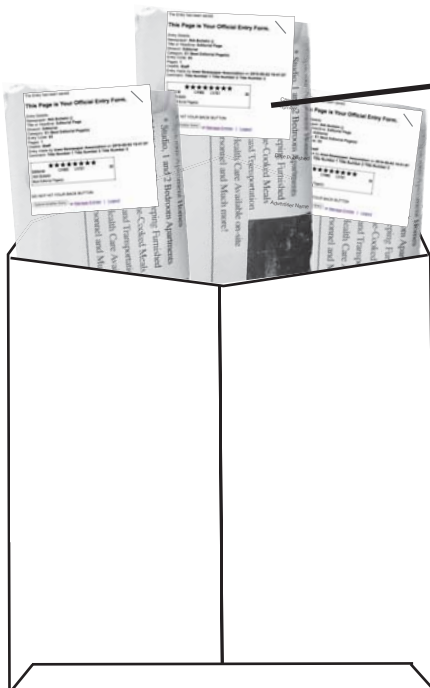
“Enable” will appear in place of “Disable” once you’ve disabled an entry. By clicking “Enable,” you can restore a previously disabled entry, if necessary.

Please print this page and submit with your check payment to INF. Mail your check payment along with a printed copy of the entry list page to INF, 319 E. 5th St., Des Moines, IA 50309.

9. Preparing mailed entries

If you are submitting hard copy entries, labels must be printed from the online administration tool (see #6 above).

Make enough copies of each label so there is one label for the envelope and one label for each example/issue.



For hard copy entries, examples/ issues must be individually tagged and placed in one envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted.

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.

You must submit files of complete newspaper pages, even if the entry-related content doesn't fill the page. Newspaper entries must be full-page tearsheets and unaltered in any way. 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 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, 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 combining 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?

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 15** to:

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

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

Please contact INF at ina@inaneews.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@inaneews.com.

NOTE: *The BetterNewspaperContest.com website is compatible with Internet Explorer (6+) and FireFox (2+) on the PC, and FireFox (2+) on the Macintosh.*