Dear BCYCNA members,

We have launched the 2022 Ma Murray Awards Competition (at "BetterBNC") and are ready for your entries!

Below are directions for preparing and submitting your entries. If you have any questions along the way, please don't hesitate to be in touch.

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NOTE: BetterBNC is optimized for Chrome. For the best user experience, please have a recent version of Chrome installed. (You can usually still use a different browser, but if you experience issues, it may be a result of not using the recommended browser).

The deadline for all entries is <u>Monday, January 24, 2022</u>.

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1. <u>**Login**</u>

    a. Go to www.betterbnc.com.
    b. Click on the <u>Login</u> icon in the middle section, or on "contestant login" at the top.
    c. Find the 2022 BCYCNA Ma Murray Community News Media Awards under "Select a Contest"
    d. Find your newspaper under "Select Media Organization"

    ➢ If you are a returning user, your login information from 2021 should still be valid. Here's a tip to help you remember the password you selected last year: the system requires that your password has a minimum of six characters, with at least one capital letter, one lower case letter, and at least one number. Does that help? ☺

    If you still don't remember, please contact me at kerry@bccommunitynews.com
    and I can let you know what it is, or simply reset it for you.

    ➢ If it is your paper's first time using the system, the default password is **bnc** and you can change it once you're in.

    ➢ Note - Each account will have one contestant manager in charge of submitting entries (this is usually the publisher or editor), and that manager may assign additional users as "Authorized Entrants."

2. Submit Entries

    a. You should see a "Welcome to the BNC" message, followed by three options: My Account, Submit Entry, and Logout. **At any time, you can click on My Contest at the top to get back to this screen.**

    b. Also at the top, the **Contest Info** tab provides general information, instruction, and links.

    c. Please click on My Account to make sure your contact information is up-to-date, and to add any Authorized Entrants if you wish. This is also where you can update your password if desired.

    d. Click on Submit Entry to start uploading entries.

    e. Select the appropriate Division (grouping of categories – ie Writing, Advertising, etc.)

    f. Select the appropriate Category (ie Feature Article, Ad Campaign, etc.).

    g. Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.

    h. Complete the Headline/Title field with the name of your entry.

    i. Enter the dateline from the entry.

    j. Upload the electronic version of your entry (not including web/audio/video content):

        • Click Choose File, navigate to the desired file, and select Open.

        • Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG.

        • If more than one attachment is desired for this entry, click the Browse and Attach More Files button and repeat these steps. (Please note – for any writing categories, we are only asking for a PDF of the article. If your entry is chosen as a finalist, that's when we will ask for a Word or text version).

        • If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit. Contact us if you have any issues.

        • 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.

    d. To upload web/audio/video content, copy and paste the content's web address into the URL/ Links field(s). 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 organization'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:

<div align="center">

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

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

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        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.

e. Add credits for each person responsible for the entry content. Please note that we can only fit four names on an award, so if more than four people worked on a submission, use "and team."

f. Add Comments if applicable, but keep them brief (e.g. 100 words).

g. For added security, Better BNC requires that with each entry, you need to click the "I'm not a robot" button and perform the RECAPTCHA "test" before you can hit Submit.

h. Click Submit.

i. For hardcopy/mail-in entry categories only, print and attach the entry label (which automatically appears after each entry is submitted – it is the page that says "This page is your official entry form" at the top, and has several stars at the bottom) to each hardcopy item and send it in to the BCYCNA office at 9 West Broadway, Vancouver, BC V5Y 1P1. If the category is online-only, then you do not need to print off this form (unless you want it for your own records). You can simply continue by hitting "submit another entry" at the bottom and repeating steps "e" through "i" for each entry.

3. **Pay for Entries**

a. When all entries are submitted (but before the entry deadline), navigate to your account's Manage Entries page (under "My Contest").

b. Click Calculate Entry Fee (blue button at top right) and review your list of entries for accuracy.

c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).

d. At the bottom of your list of entries is a note about payment. Click it to be taken to the official entry form/payment page, which you can print off and attach to your hard copy entries with a cheque or credit card number, or simply email it to kerry@bccommunitynews.com (Sorry, we do not have an online payment option available at this time.) If you would prefer to be invoiced, you may send us this form without payment.

e. (Optional) Click the Print icon (upper right) to print your list of entries and fees for your own records.

NOTE: You may adjust / add to / delete submissions as often as you like right up until the January 24 deadline.