

2020 VPA NEWS AND ADVERTISING CONTEST CONTESTANTS:

Entries to the VPA News and Advertising Contest will be submitted using **BetterBNC Media Awards Platform**.

PLEASE READ THIS IMPORTANT INFORMATION: Entries for both the news and advertising contests are entered on the same site. You are the only contact at your organization receiving this information. You may want to designate an authorized user in your NEWSROOM and ADVERTISING DEPARTMENT and share this information with them so they have access to the system and can submit entries on behalf of your publication.

Below are directions for preparing and submitting your entries. If you have questions, please contact Janet Madison (janetm@vpa.net or 804-521-7571). Complete rules package and a list of 2020 competition groups can be found at www.vpa.net.

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.

The deadline for submitting all entries in the BetterBNC system is January 19, 2021.

1. How to Login:
 - a. Go to www.betterbnc.com
 - b. Click contestant login
 - c. Select the appropriate contestant type:
 - If you are the single point of contact for your organization, select Contestant Manager, then skip to “d. Contestant Manager Login”.
 - If you have received an email authorizing you to submit entries on behalf of your media organization, select “Authorized Entrant” on the log in page, then skip to “e. Authorized Entrant Login”.
 - d. Contestant Manager Login:
 - Select the contest you would like to enter (2020 VPA News and Advertising Contest)
 - Select your media organization (your competition group has been pre-selected for you)
 - Enter your password**
 - Click “Login”

Note: If it is the first time logging into your account, use the temporary password: bnc (lower case). After you log in using that temporary password, the system will require you to update your password. **Going forward (including future years) you will log in with the password you set.

If the designated Contestant Manager should leave your media organization, please contact VPA to have the contact information in your account updated.

- e. Authorized Entrant Login:
 - Select the contest you would like to enter (2020 VPA News and Advertising Contest)
 - Select your media organization
 - Enter your email address
 - Enter your password
 - Click “Login”
2. How to Submit Entries:
- a. Click “Submit Entry” from the Manage Entries page
 - b. Select a Division (group of categories)
 - c. Select a Category
 - d. Enter the entry headline or title
 - e. Add entry content (may vary by category)
 - 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. 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.
 - To add web/audio/video content, copy and past 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 publication’s 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, www.tindeck.com
 - b. Video: www.youtube.com, www.vimeo.com
 - **IMPORTANT:** Please be sure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password into the Comments section of your entry. Judges will disqualify your entry if work samples are inaccessible.
 - f. Add Comments
 - g. Enter Credits
 - h. 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.
3. How to Pay for Entries:
- a. When all entries are submitted log into your account
 - b. Navigate to Manage Entries page
 - c. Click “Calculate Entry Fees”

- d. Follow the onscreen instructions to pay for your entries using a major credit card. VPA will not invoice for 2020 contest entries.

Reminder! In order to participate in the contest, you must be current with your dues.

Thank you and good luck!

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