

Attn: All NYSBA STATIONS

Again this year, entries to the [NYSBA's Awards for Excellence in Broadcasting Competition](#) will be submitted using BetterBNC Media Awards Platform.

Below are directions for preparing and submitting entries. If you have questions, please contact Sandy Messineo (518) 456-8888, or sandy@nysbroadcasters.org.

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 all entries is March 17, 2025

Initial Login

Go to the NYSBA Awards Home Page, click here: <https://betternewspapercontest.com/nysba2025>
This page contains basic rules and information.

1. Then click blue button [Enter Here](#) (lower right). A blue box will pop up and you will see several buttons and drop boxes. Ignore all the buttons and dropdowns.
2. Go to the (bottom left) of the box and click on to the [OPEN CALL CONTESTANT LOG IN](#).
 - A. *If you do not have an account*, fill in the back ground information requested and then click the submit button at the bottom of the page. This completes the first phase; the system will then send you a separate email.
 - B. *If you submitted entries last year*, and have an Open Call Account, enter your email and password. Click on [my contests](#)

Verification Procedures

3. For first time users, a [Verification Link](#) will be sent to you by separate email from BNC. Click on to the link and re-log in.
4. You will then be directed to Step 2 (Present your Credentials). SKIP THIS STEP. Scroll to the bottom and click [Submit](#), you will now see "Your credentials have been updated successfully. Go to the [my contests](#) page to request to make entries in a contest".
5. Click on [my contests](#).
6. Go to the Available Contests box and select [2025 NYSBA Excellence in Broadcasting](#). (Note: Our contest is listed under NYSBA, not New York State Broadcasters). Click [ok](#).

7. Under **Open Call Contestant tab**, click on the [Manage Entries](#) page (at the top right hand side), then click [Submit Entry](#) (left side).

Submit Entry Page You will see a page with two boxes. The first box is Create Entry.

8. **Create Entry Box:** There are four sections to fill out.
 - A. [Division Drop Box](#): Click on to "ALL".
 - B. [Category Drop Box](#): Select the appropriate contest category you are entering. A corresponding Category Note (directly below the Category selection box), will appear describing the program category's requirements.
 - C. [Where Published or Performed Drop Box](#): IN THE MEDIA ORGANIZATIONS DROP BOX Select your station's call letters. You will automatically be placed in the appropriate market group Red, Blue or Green when you select your call letters. MAKE SURE YOU FILL IN THE HEADLINE/TITLE BOX. Complete the Headline/Title field (name of your entry).

9. **Upload Attachments and Links:** This is the box in which you will upload your entry. There are two parts:

A. "Get Files" SKIP THIS SECTION, unless you are uploading written documents. This is not for audio or video files.). To upload digital file attachments (other than audio/video), click Browse, 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 Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please keep file sizes under 5mb to aid judges in accessing entry content. For larger files (5mb-250mb), you can click the Real-View icon on the Submit Entry page, create your free account, upload the desired file(s), and copy/paste the hosted item's web address into the Website URL field. You may also use a 3rd-party website that provides a similar free streaming/hosting service (Scribd.com, Dropbox.com, Issuu.com, etc.).

B. ATTACH AUDIO AND VIDEO LINKS: To add web/audio/video content, copy and paste the content's web 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 station/publication 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:

- Audio: www.kiwi6.com, www.soundcloud.com
- Video: www.youtube.com, www.vimeo.com

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.

C. Comments Credits Other info: Type in the name(s) of the person(s) to be honored (this is the person we will notify if the award wins).

10: **Submit Entry:** Click on blue button at the bottom of the page you will then see an Official Entry Form page. From there you can go to [Manage Entries](#) to view your list and to start the payment process.

Important: You may also [Log Out](#) and come back at any time before the deadline to complete.

***If it is your first time entering, your entry will say [pending contest entry approval](#), (as verification of your stations membership is required prior to proceeding to the payment section), which will be done during normal business hours, if after hours, you will be notified via email to resume your payment process the next business day. All approvals will be sent via email from BNC.**

11. **PAYMENT Pay for Entries:**

1. When all entries are submitted (but before the Entry Deadline), log in to your Open Call account, select the NYSBA contest, and go to the Manage Entries page. All entries are \$30 for NYSBA members (\$60 for non members) in good standings. If you are unsure if your station is a member, please email or call the NYSBA. This way you will not receive an invoice after you've submitted.
2. Click [Calculate Entry Fee](#) (middle right) and review your list of entries/fees for accuracy.
3. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
4. Click the desired payment method (PayPal), and follow the on-screen instructions.
5. Click the [Print icon](#) (upper right) to print your list of entries and fees.

Store contest-worthy material year-round (free Scrapbooks)

1. Log in and go to My Scrapbooks (under Open Call Contestant, upper left).
2. Click [Create and Manage Scrapbooks](#) (upper right).
3. Enter the names of up to 10 scrapbooks (e.g. News, Editorial, SPJ, AP, etc.), and click [Submit](#).
4. Click [Create and Save Entries to Your Scrapbooks](#).
5. Complete all required fields, repeat for as many items as desired (attachments, URLs, etc.).

THANK YOU AND GOOD LUCK.