

# ***Contest Rules and Instructions***

This year, entries to the Pennsylvania APME News Excellence Competition will be submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com). Below are rules and directions for preparing and submitting entries. If you have questions, please contact Andrew Fraser at 215-446-6601 or [afraser@ap.org](mailto:afraser@ap.org) or Nicole Baugh at 215-446-6602 or [nbaugh@ap.org](mailto:nbaugh@ap.org).

## **Eligibility:**

- Entries for the Pennsylvania Associated Press Managing Editors News Excellence Competition must have been published by a Pennsylvania AP member newspaper on or between Jan. 1, 2011, and Dec. 31, 2011.

## **DEADLINE:**

- The deadline for entries is Friday, Feb. 10, 2012. All entries must be uploaded to the contest site by 5 p.m. Entries will not be accepted after the deadline.

## **ENTRIES:**

- Each column or editorial is considered a separate entry. There is no limit on the number of entries that may be submitted.
- Each photo is considered a separate entry, except in the photo story competition or the Paul Vathis Memorial Portfolio competition.

## **PRIZES:**

- First-place winners in each category will receive a cash prize based on a portion of the total collected in entry fees. Second-place winners will receive certificates.
- The judges will select one "Best of Show" winner among all entries for writing and one winner among all entries for photography, regardless of circulation class. Best of Show and the Paul Vathis Memorial Photography Portfolio Award winners will each receive a cash prize.

## **FEES:**

- The fee is \$7 per entry. Make checks payable to PAPME Awards. Payment should be mailed with a completed entry form to: PAPME Awards, c/o The Associated Press, 1835 Market Street, Suite 1700, Philadelphia, PA 19103. The entry form can be downloaded from either contest entry website or the PAPME website. Checks should be stapled to the front of the form. Payments should arrive by 5 p.m., Wednesday, Feb. 15, 2012.
- Overpayments will be considered donations to the Ralph Flamminio Memorial Scholarship fund. The scholarship of \$3,000 is awarded each year to a college senior selected as the most promising newspaper journalist in Pennsylvania.

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## **CIRCULATION DIVISIONS:**

- Entries will be judged in four circulation divisions:
- Newspapers 15,000 and under circulation
- Newspapers 15,001 to 30,000 circulation
- Newspapers 30,001 to 75,000 circulation
- Newspapers over 75,000 circulation

## **DETAILED RULES:**

### **PRINT ENTRIES:**

- The same story or series of stories may be entered in more than one category.
- Entries may be either tear-sheets, photocopies or archive copies that are true to the print-published version and must be entered electronically. Archived copies are allowed, and by submitting this form of entry the entrants certify that they are true to the print-published version.
- Each entry must include: the title of the entry, the name of the author(s) and entrant(s) e-mail address.
- Entries must have been published in the newspaper's print edition.
- Sidebars are permitted in all categories except columns and editorials.

### **ONLINE ENTRIES:**

- Newspapers must submit URLs (up to five allowed to show updates) for judging of best online breaking news. The emphasis is on creative use of multimedia and original online content not duplicated in print. The entry must include a digital copy of the print tearsheet for comparison and also can include a supporting statement of up to 200 words.

### **PHOTO ENTRIES:**

- The same photo or series of photos may be entered in more than one category. Entries must have been published in the newspaper's print edition.
- Photos should be uploaded as digital images saved as JPG files sized to no larger than 8x10. Caption information explaining the photo's content is MANDATORY, and should be placed in the Photoshop information block. Submit only photos which were published in the newspaper. Photos should not be retouched.
- A PDF of the photo as it appeared in the newspaper must accompany the entry.

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## **How to submit entries:**

### **1. Login:**

- a. Go to [www.betterbnc.com](http://www.betterbnc.com).
- b. Under "Are you a contestant?", click [Login Here](#).
- c. Select the appropriate Contest.
- d. Select the appropriate News Organization.
- e. Enter your password. **Your initial password is bnc.** This temporary password is provided for the first login, then the system will prompt each member to create a secure password (one for each listed news organization).
- f. Click [Login](#).

### **2. Submit Entries:**

- a. On the Manage Entries page, click [Submit Entry](#) (left side).
- b. Select the appropriate Division.
- c. Select the appropriate Category.
- d. Complete the Headline/Title field.
- e. Based on the type of entry, add content:
  - i. **To upload digital files**, click Choose File, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one file upload is desired for this entry, repeat these steps.
  - ii. **To add web/audio/video content**, copy and paste the content's web address into the provided Web URL field.
- f. Click [Next](#).
- g. Add Credits for those responsible for the entry content.
- h. Add Comments (if required), up to 100 words.

Click [Submit](#).