

2024 MBJA Eric Sevareid Awards Instructions

All entries to the MBJA Eric Sevareid Awards will be submitted using a web-based program at www.betterbnc.com.

Below are directions for preparing and submitting entries. If you have questions, please contact Christine Paige Diers at 605-490-3033 or cpaigediers@gmail.com

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 **January 31, 2025**.

1. Login:

- a. Go to www.betterbnc.com.
- b. Click on contestant login.
- c. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select Contestant Manager, then skip to “d. Contestant Manager Login”
 - ii. 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” below.
- d. Contestant manager login:
 - i. Select the contest name (2025 MBJA Sevareid Awards)
 - ii. Select your media organization.
 - iii. Enter your password. (note: If it is your 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 in the past,
 - iv. Click Login
- e. Authorized entrant login
 - i. Select the contest name (2025 MBJA Sevareid Awards)
 - ii. Select your media organization.
 - iii. Enter your password. (note: If it is your 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 in the past,
 - iv. Click Login

- f. Please note: When you first log in, you should check to make sure all of the contact information is correct, and the contestant title is what you would like to have on any awards plaques. If you are an organization that is eligible to enter in more than one market size – like a university that will enter both television and radio, your organization should be listed more than once.

2. Submit Entries:

- a. On the Manage Entries page, click Submit Entry (left side).
 - b. Under Division, you will find only “General.”
 - c. Select the appropriate Category.
 - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category’s entry content. Longer descriptions of many of the categories are available in our newsletter or on our website. Complete the Headline/Title field. This is the title that will appear on any subsequent awards plaques.
 - e. Based on the type of entry, add content:
 - i. **To upload digital file attachments (other than audio/video)**, click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. The maximum number of attachments allowed is three. Attachments should only be used if supplementary material is allowed or required by the contest rules. If you are entering the Broadcast Writing category, this is where you will attach your scripts. If more than one attachment 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. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or include the url link to your station’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:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
- IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. **Judges may disqualify your entry** if work samples are inaccessible. You can enter more than one url for categories where multiple stories are allowed (e.g. series, continuing coverage, broadcast writing). Once all urls for an entry are in place, please copy and paste a url for a **30 second clip from the entry**. All winning entries’ clips will be included in our awards ceremony

presentation. To differentiate this clip from the entry itself, please include “clip” in the name of this url.

- f. Click Next.
- g. Please enter Staff in the credits section.
- h. The comments section should be used only for host intros that are not included in the urls. If host intros are already included in the url, please leave the comment section blank.
- i. Click Submit.

3. Payment for Entries

All payments must be made online or mailed with a postmark on or before **January 31, 2025. If payment is not received within one week of **January 31**, entries will be disqualified.**

MBJA will accept payment by check or you can pay through our website using Visa or Mastercard. When you have completed all of your entries, click “calculate entry fees” from your entries page.

If you are paying by check, print the entry fee page and send it, along with your check payable to MBJA to:

MBJA Sevareid Awards
P.O. Box 838
Sturgis, SD 57785

- j. If you are paying by credit card, click “Click here to pay with your Visa or Mastercard.” You will be taken directly to our secure online payment page. Enter the entire amount due (from your “calculate entry fees” page), click “Check Out” and follow the instructions to check out.