



Kentucky Broadcasters Association Impact Broadcast Awards

2023 College Contest Rules

Entries for the 2023 KBA Impact Broadcast Awards College Contest, sponsored by the Kentucky Broadcasters Association, will be submitted using an online platform accessible at <https://betternewspapercontest.com/login>. Below are instructions for submitting entries. Contest information and rules can be found at <https://www.kba.org/impact-broadcast-awards/>

If you have questions, please contact Becky Day at becky@kba.org or 209-552-6541.

DEADLINE

Entries must be submitted by Friday, April 28, 2023, 11:59 p.m. Central.

PASSWORD

Temporary password: **Contest1**

- If this is the first time your station has logged into the system for this year's contest, you must select one contact who will serve as the primary person for submitting entries. That person is the "Contestant Manager." He or she must be the first person to log in for your station. After the Contestant Manager submits two entries, this person will be able to designate additional people who will be able to enter on behalf of your organization. Those people will be called "Authorized Entrants."



- Visit <https://www.kba.org/impact-broadcast-awards/> and click the “SUBMIT ENTRIES HERE” button or visit <https://betternewspapercontest.com/login> and select 2022 Kentucky KBA Impact Awards

- The temporary password is **Contest1** (case sensitive).

- Step-by-step entry instructions for the Contestant Manager and authorized entrants are here: <http://betterbnctsupport.com>.

- **IMPORTANT NOTES ON ENTRIES**

- **IF ENTRY REQUIRES A PASSWORD:** Entries should not be behind a paywall or password-protected area. If they must be, provide username/password info in the Comments section of your entry. If your website requires a subscription after reading several stories, please provide a login. **PLEASE, test, retest and check again. Make sure that the login works from computers outside your office. If entries and attachments are inaccessible and judges cannot view the entry in may be disqualified.**

- **ENTRY FORMAT:** The BetterBNC platform does not accept any audio or video files to be uploaded directly. (No MP3s.) Contestants may upload the file to any third-party site (YouTube, SoundCloud, Google Drive, Dropbox or similar service), then paste a link in the URL field on the entry form.

- For problems logging in, contact Becky Day at becky@kba.org. Do not use the “contact us” link on the online platform.

SUBMISSIONS

- All colleges and universities in Kentucky are eligible to enter the contest. All entries must have been aired or posted in 2022.

- No more than three names may be included per entry. If more than three people are involved in producing the work the award will be presented to the news organization. Please do NOT enter “staff”, “news team”, or “news organization” for the credit name. Please either enter names or leave this blank.



- There is a 15-minute limit for entries, with editing permitted to meet time limit, with the exception of a 30-minute time limit for newscast entries or if otherwise noted in rules for a specific category.
- Finalists will be announced. First-place awards will be given in all categories.
- All entries will be judged, but it is the judge's discretion whether to name a winner when there is only one entry in a category.
- There is no limit to the number of entries that can be made in each category unless otherwise noted.

DIVISIONS

TV

RADIO

ENTRY FEES

\$10 per entry

Entry fees must be paid with at

<https://kentuckybroadcastersassociation.growthzoneapp.com/ap/Events/Register/qPYY4w1P?mode=Attendee> . Entry fees must be paid by the contest deadline date/time.



CATEGORIES

BEST NEWSCAST: May submit up to two entries, any time slot.

BEST NEWS STORY: Coverage of a hard news issue.

BEST FEATURE STORY: Any type of human-interest story.

BEST SPORTS COVERAGE: A single story or sports program.

BEST PUBLIC AFFAIRS: Can be a regularly scheduled program, a documentary or a special coverage story to raise public awareness of an issue for public good (e.g. United Way, voter registration, etc.)

BEST TELEVISION REPORTER: News package that showcases student's abilities to report on top news stories.

BEST VIDEOGRAPHER: A composite of student's work showing variety, use of color and natural sound, framing, lighting, pacing, editing, etc.

BEST RADIO REPORTER: A composite of live or taped work by student anchor or reporter.

BEST DIGITAL JOURNALIST: By submitting links to five online stories, journalists showcase their work in telling stories online. The emphasis in judging is placed on the text, still images, video, audio, and graphics used to enhance a story.

BEST WEBSITE: Submit URL to organization's website that showcases online journalism. The emphasis in judging is placed on the text, still images, video, audio, and graphics used to enhance storytelling and coverage.