



# WE'VE GONE DIGITAL! JUDGE ONLINE



Thank you for agreeing to judge this year's National Newspaper Association Better Newspaper Contest and/or Better Newspaper Advertising Contest, using the BetterBNC online contest platform from SmallTownPapers.

Below are instructions for you to follow.

Please assign a 1st, 2nd, and 3rd place winner for all categories along with comments for each selection. You may also award up to two honorable mentions and add comments about each overall competition, if you wish.

Because we are using an online contest platform, we will have visibility to your judging progress throughout the competition, to make sure we meet our judging deadline.

The deadline to complete judging is **June 1**.

Thank you again, and happy judging!

*Sara Dickson, Programs & Outreach Manager*

## **IMPORTANT – BEFORE YOU BEGIN JUDGING**

Please make sure you:

1. Are using an approved browser (Firefox (3.6 or higher) or Internet Explorer (8 or higher)).
2. Have installed a current version of Adobe Flash Player (10 or higher) for your browser (each browser needs its own update). To update your Flash Player, go to <http://get.adobe.com/flashplayer/>.

## **BNC/BNAC Judging Instructions:**

1. Go to [www.betterbnc.com](http://www.betterbnc.com).
2. Click [judges login](#) in the upper left corner of the page.
3. From the Contests drop-down list, select the appropriate contest:
  - o NNA 2012 Better Newspaper Advertising Contest
  - or
  - o NNA 2012 Better Newspaper Contest

NOTE: If you are judging entries in **both** contests (Better Newspaper **Advertising** Contest **and** Better Newspaper Contest), you will have to select one contest, login and judge those entries, log out, and then login to the other contest to judge its entries.

4. Enter your email address.
5. In the password box, enter "**judge**" (all lower-case, no quotation marks)
6. Click Login. If you wish to change your password, mouse over [Judging](#) (top left), click [My Account](#), click [Change Password](#), and complete the required fields.

7. During your first login, click [View Official Judging Instructions](#) button to read the contest rules.
8. To view your assigned competitions, either click [Locate Your Judging Assignments](#) at the end of the rules, or go back to your Judges home page and click [Assignments](#).
9. To view the entries within a competition, click on the competition name, then click on an entry's content (attachment or website URL) thumbnail image(s) to view each of them for review. In the case of a hardcopy or mailed entry, review the physical entry content instead.
10. Once you have reviewed all parts of an entry (e.g. multiple attachments, website URLs, comments, captions, etc.), you can give the entry a preliminary score from 0-10 in the "How would you rate this entry?" scoring bar near the top of the page, which will help you sort the entries when you are ready to choose winners.
11. If you wish, you can add confidential entry comments (viewable only to yourself) in the Private Note box in the lower right side of the entry page.
12. When you have completed all review steps, click [Done Reviewing This Entry](#) at the bottom right of the page. This will help you keep track of which entries you have already reviewed for the competition you are currently evaluating.
13. Because the Reviewed Entries are automatically sorted by their preliminary scores (highest to lowest), you can simply view the first entries in the Reviewed Entries box when you are ready to select your winners. In other words, your preliminary scores help narrow down your winning candidates, so you don't have to look at every entry again.
14. Once you determine which entries you want to award 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> places and honorable mentions to, simply drag and drop the thumbnail images for those entries into the corresponding Winners boxes at the bottom of the page.
15. You can add brief comments for each of the winning entries in the Comments boxes directly below each winning entry's thumbnail image.
16. You may also comment on the overall competition in the Competition Comments field, to the right of the winning entry boxes.
17. Once you have completed the judging process for a competition, click [Finalize Judgment](#) to save your decisions.
18. Repeat these steps for each of your assigned competitions.
19. MAILED ENTRIES: If you have mailed-in entries, select winners and add judging comments online, and return winning entries to address below.

### **Questions?**

Contact Sara Dickson (saradickson@nna.org) at 573-777-4980 or

\*Carter Cheston (carter@smalltownpapers.com) at 360-427-6300.

\*Sara will be out of the office May 18-June 1, 2012.

### **Address to return mailed-entries:**

Attn: BNC-BNAC

309 S Providence Road

Columbia, MO 65203