

Online Contest Instructions and FAQs:

***Please be sure to read all of the instructions and rules before beginning.

-How do I login?

You'll submit electronic entries by uploading the files from within the online contest registration system. It is located online at <http://www.betternewspapercontest.com>. There are three links. The first link is "Are you a newspaper?" Click that link. A drop down box will appear asking you to choose which contest you want to enter. Select "2010 NCPA News, Editorial & Photojournalism Contest". **You may not submit entries separately on a disk or via email.** Click on the "Newspaper Login" link at the top of the page. Select the name of your newspaper from the drop-down list. Type in your password. **Your temporary password will be BNC.** Click Login. You will then be prompted to change the password to a permanent one. Update and verify your contact information, then click Submit. You will then be able to begin uploading entries.

NOTE: the website is compatible with Internet Explorer (6+) and FireFox (2+) on the PC, and FireFox (2+) on the Macintosh.

-How do I upload electronic files?

Login. Click the Submit Entry link in the upper left-hand corner. Select your classification.

Community Categories - For community papers in divisions A, B and C

Daily Categories - For daily papers in divisions D, E and F

Special Awards - For the Duke, Bar Association, and FOI categories

Specialty Categories - For specialty papers in divisions A, B and C

Select the category you want to enter. Fill out the rest of the form. Upload the file. Click "Submit". Repeat as necessary.

-What categories are required to be entered online?

Community Newspapers: Categories 1- 26 and 33

Daily Newspapers: Categories 1- 31

Specialty Newspapers: Categories 1- 25 and 33

Special Award Categories: Media and the Law Awards of Excellence, Duke University/Green-Rossiter Award for Distinguished Newspaper Work in Higher Education, Duke Divinity School Awards for Excellence in Religion Reporting and the Henry Lee Weathers Freedom Of Information Award

-What categories MUST BE SUBMITTED BY MAIL?

Even though you are submitting these by mail, you will still need to fill out the online form, just like the rest of the entries, but instead of uploading a PDF, you will ignore that field and just click Submit. A page with a label will appear. Print that out and attach it to the entries you are mailing.

Community Newspapers: Categories 27-32 , **Daily Newspapers:** Categories 32-37 , **Specialty Newspapers:** Categories 26-28 and **Special Award Categories: PSA, CSA and Hugh Morton POY** will need to be mailed to:

NCPA CONTEST
5171 Glenwood Ave., Suite 364
Raleigh, NC 27612

-What file formats are accepted for uploading?

File types are PDF, JPG, GIF, and PNG - so, if for some reason you don't have a pdf of the tearsheet or clippings you wish to submit , simply scan the clippings and submit the resulting file.

-How do I know what I've already uploaded? How do I make changes?

After you log in, you should see a screen with a list of the entries you've already uploaded. "Label" displays a breakdown of your entry. "Edit" allows you to change the information on the form you filled out for that particular entry. "Disable" will remove your entry from the judge's view. If you click on the image of the file type, you will see the file you uploaded.

-How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system. You will **not** submit them separately (e.g., via email or on a CD). The online contest registration system for NCPA contests is hosted on the web servers of SmallTownPapers in Washington. We will impose only two requirements on the files you submit as contest entries:

1. **Only submit pages that contain entry-related content.** Many categories allow more than one item per entry. For example, all photo categories may include a single or series of photos, for each photo, the entire page must be included for judging.
2. **Make PDF files as small as possible.** (See below for specific instructions.) Because the contest judges will access these PDFs over the internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

-How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution: resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.
2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

-What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Giving each resulting file a **clearly descriptive name.**

Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below.

Distill. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

-How do I extract pages from a full-issue or full-section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

-How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

-How will NCPA prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. However, NCPA members have pointed out that electronic contest entries will not necessarily represent published pages because they can be changed before submission.

It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and NCPA members on the NCPA web site. If fraud is suspected with any entries, a full investigation will follow.

-How to submit payment?

Since you will be uploading the majority of your entries and will have very few physical entry submissions, please make sure to print a copy of all of your entries from the "Manage Entries" page and turn in with payment.

-What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the divisions of each paper are as accurate as possible, however if you note that your division is listed incorrectly, DO NOT PANIC, simply call Holly Johnson at 919-787-7443 ext. 2093 or e-mail Holly@ncpress.com or john@ncpress.com and it will be fixed A.S.A.P! If you can't find your paper listed at all, please follow the same steps and call or e-mail Holly.

-Where can I get more help for anything I can't find here?

Call Holly Johnson at 919-787-7443 ext. 2093 or e-mail Holly@ncpress.com or john@ncpress.com. Also check the contest blog at bloggingonthecontest.blogspot.com for answers to past questions or to post your own.