



Kentucky Broadcasters Association Impact Broadcast Awards

2020 College Contest Rules

Entries for the 2020 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 Monday, March 29, 2021, 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 2020 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 NOTE ON PASSWORDS:** Entries preferably will not be behind a paywall or password-protected area. If they must be, provide username/password info in the Comments section of your entry. Test that the login works from a computer outside your office. ***Judges may disqualify an entry if work samples are not accessible.***
- 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 2020.
- 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.
- First, second and third 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 a at <https://kentuckybroadcastersassociation.growthzoneapp.com/ap/Events/Register/ZrnXboP>. 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.

TOM PETERSON SCHOLARSHIP: The Associated Press is coordinator for the Tom Peterson Memorial Scholarship. Established by Mr. Peterson's family to honor Tom's life and work, the scholarship provides \$1000 to a deserving Kentucky college student pursuing a career in communications and/or journalism.

The scholarship is open to students in their sophomore, junior, or senior years of college study. Applicants must be full-time students with majors in broadcast journalism, journalism, mass communications, digital media, or telecommunications.

If you are interested in applying contact Becky Day (becky@kba.org). Applicants will be added to the Better BNC contest platform and provided with information on uploading files and supporting documents to submit with completed applications.

Please share this information with colleagues and associates who may know Kentucky communications/broadcasting/journalism students who qualify.