



Contestant Instructions

Entries to the 2025 Bonner McLane Public Service Awards will be submitted using the BetterBNC Media Awards Platform. Below are directions for preparing and submitting entries.

Questions? Contact TAB's [Beth Bobbitt](#).

Important Dates

- Entries: must have been aired/posted/published in 2024
- **Submission Window: January 1-April 29**
- Judging Window: May 1-12
- Winners Announced: TBD
- Event Registration Window Opens: May 1

Station Groups

- Radio-Large: Dallas-Fort Worth, Houston, San Antonio, Austin
- Radio-Medium: Amarillo, Beaumont-Port Arthur, Corpus Christi, El Paso, Laredo, Lubbock, Odessa-Midland, Rio Grande Valley, Tyler-Longview-Lufkin-Nacogdoches, Waco-Temple Bryan
- Radio-Small: All other markets

- TV-Large: Dallas-Fort Worth, Houston, San Antonio, Austin
- TV-Medium: Amarillo, Corpus Christi, El Paso, Lubbock, Rio Grande Valley, Texarkana, Tyler-Longview-Lufkin-Nacogdoches, Waco-Temple-Bryan
- TV-Small: Abilene, Beaumont-Port Arthur, Laredo, Odessa-Midland, San Angelo, Sherman, Victoria, Wichita Falls

Awards Gala

- Date: August 7, 2025
- Location: Kalahari Resort and Convention Center – Round Rock
- Event Registration Window Opens: May 1



SUBMISSION INFORMATION

- Entries are only open to TAB Member Stations. Don't know if your station is a member? Email [TAB](#).
- Awards will be given for first place only (no second, third or honorable mentions).
- All entries must have been aired/posted/published in 2024.
- All entries will be submitted online and must be received by April 29, 2025, by 10:45 PM CST.
- All entries will be judged; however, it is the judge's discretion whether to select a winner.
- You may NOT submit the same entry if your station won with that topic in 2024.
- Each video entry for Television must be uploaded via Vimeo (preferred) or YouTube and submitted as a link. If you submit a link to your station's website, commercials should be edited out for time.
- Audio entries for Radio must be uploaded via Soundcloud (preferred) and submitted as a link. If you submit a link to your station's website, commercials should be edited out for time.
- 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 should test to ensure all of your links work before you submit your entry.
- One plaque will be given to the winning individual or station. Contest winners will be responsible for shipping costs for their awards if they are unable to attend the Awards Gala on August 7.



Login & Submit Entry

Go to <https://betternewspapercontest.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.

NEW CONTESTANT (FIRST TIME LOGGING INTO YOUR ACCOUNT)

1. Click the LOGIN icon (bottom right of the screen)
2. On the Contestant Manager tab:
 - a. "Select a Contest" Choose **2025 Bonner McLane Public Service Awards**
 - b. "Select Media Organization" Choose your Station/Media Organization from the dropdown; if your organization isn't listed, contact [TAB](#)
 - c. Enter the temporary password – **bnc** (all lowercase)
 - d. Click the LOGIN button
3. After you log in using that temporary password, the system will require you to update your password.
4. Complete the form on the next page to:
 - a. Choose a new password
5. Enter your Contact Information – please add a secondary contact if desired (this is for contacting your organization only)
 - a. Agree to the Terms of Use
 - b. Click Submit
6. Start to submit your entry



Submit Entry

1. Click “Submit Entry” from the Manage Entries page
2. Select a division: **2025 Bonner McLane Public Service Awards**
3. Select a Category: **2025 Bonner McLane Public Service Awards**
4. Enter the entry headline or title
5. Add Content:

Documents

- To upload digital file attachments, click “Choose File” and then Browse to select additional files if needed.
- Allowed file types are PDF, JPG, GIF and PNG.
- To upload additional attachments to a single entry, click the “Browse and Attach More Files” button.
- BetterBNC will allow up to a 20 MB file; however, we suggest keeping your files around 5 MB in case the judges have a slow connection.

Web/Audio/Video Content

- Paste the content’s URL address into the provided Website URL field.
 - To host your content online, either upload it to a free streaming content website (e.g., Vimeo, YouTube, Soundcloud) or talk to your IT person about adding it to your station’s website.
 - Make sure the content will be accessible online throughout the duration of the contest and awards process and are not behind a paywall or a password-protected area.
6. Add Credit (IMPORTANT: Add this information carefully. This is the information that will be printed on your physical award. You will NOT have the opportunity to proof/review the awards before TAB prints them).
 7. Click “Submit Entry”
 8. Go to the Manage Entries page to review your submissions. All organizations are responsible for reviewing their entries to ensure all attachments and links are working and readable. This is the most crucial step in the entry process. If your work samples are inaccessible, the judge may disqualify your entry.