ACP 2024-25 INDIVIDUAL AWARDS

ACP INDIVIDUAL AWARDS honor the nation's best collegiate journalism — in a wide range of categories. The awards are presented to individuals and small teams. There are 39 contests in seven divisions. Submission deadline is **MAY 23, 2025, 5 p.m. CT.**

ONLINE ENTRY SUBMISSION

ACP STORE:
studentpress.org/
acp/store/

Participation in the ACP Individual Awards is $99 in addition to ACP membership. The 2024-25 Individual Awards Entry fee is available for purchase through the Store on the ACP website for members who did not make the purchase when renewing their membership.

Payment is due no later than **Monday, May 19,** and access will be provided to the BetterBNC within 24 hours of purchase. The deadline for submitting entries is **Thursday, May 23, 5 p.m. CT**. The BetterBNC portal does not provide access until payment is received.

Each ACP-member media outlet at your college/university must purchase the 2024-25 Individual Awards Entry Fee to participate:

Broadcast (B)
Magazine (M)
Newspaper/Newsmagazine (N)
Online (O)
Yearbook (Y)

Publications may enter Online (O) content if the print and website products are converged.

1. LOG INTO YOUR ACCOUNT

1A> Go to www.betterbnc.com and click on **Contestant Login** at the top.

1B> Make sure you are on the **Contestant Manager** tab.

1C> On the left, under **Select a Contest,** locate **ACP (College) 2025 Individual** awards from the list.

1D> On the right, under **Select Media Organization**, choose your ACP-member media outlet. They are listed by college/ university with media type indicated:

(B) Broadcast
(M) Magazine
(N) Newspaper/Newsmagazine
(O) Online
(Y) Yearbook

1E> On the right, under **Password,** enter —

acp

2. PROVIDE ACCOUNT INFORMATION

Example College (N) (26)

Welcome to BetterBNC. Fill out the details below in order to gain full access to the site.

2A> You Must Choose a New Password — ....

Confirm Your New Password — ....

2B> Contact First Name — Gary

Contact Last Name — Lundgren

Contact Phone — 123-123-1234

Contact Email — gary.lundgren@gmail.com

Confirm Email — gary.lundgren@gmail.com

2C> ☑ I agree to the BetterBNC Terms of Use

Submit

2A> If this is your first time logging into your account, choose a new **Password**.

Password must be a minimum of six characters with at least on capital letter and number.

2B> Provide your **account information** and verify it.

2C> Agree to the **Terms of Use** and click **Submit**.

3. BEGIN MAKING ENTRIES

Welcome to the BNC

- My Account

3B> - Submit Entry

- Logout

3A> Publication and School Information (All fields are required)

Publication Name
This is the name of the publication, website or broadcast as it appears on the publication or website. Include the name of one publication. DO NOT use "Student Media" instead of the actual publication name. Also, do not include the words "Newspaper," "Magazine" or "Yearbook.:"

School Name | Use complete name, no obbreviations

School Street Address

City

State | Spell out, do NOT user postal obbreviations

Zip Code

3A> Before submitting entries, it is critical to provide **Publication and School Information**.

The Publication Name must be the name of the ACP-member Broadcast, Magazine, Newspaper, Online site or Yearbook. Do NOT use the name of your student media department.

3B> To start making entries, click **Submit Entry** at the top left.

First Step: Create New Entry

All entries subject to rules and eligibility requirements.

Division

Category *(When a category's entry limit has been reached, the category will no longer appear in the list.)*

Headline or Title of Entry

✓ Choose
01_Story of the Year
02_Reporter of Year
03_Multimedia Story of the Year
04_Design of the Year
05_Photo of the Year
06_Cartoon of the Year
07_Broadcast Story of the Year

3C> In the **Create New Entry** box, select the **Division**:

01_Story of the Year
02_Reporter of the Year
03_Multimedia Story of the Year
04_Design of the Year
05_Photo of the Year
06_Cartoon of the Year
07_Broadcast of the Year

First Step: Create New Entry

All entries subject to rules and eligibility requirements.

Division — 05_Photo of the Year

Category *(When a category's entry limit has been reached, the category will no longer appear in the list.)*

Headline or Title of Entry

✓ Choose
5A News/Breaking News Photo
5B Feature Photo
5C Sports Game/Action Photo
5D Sports Feature Photo
5E Environmental Portrait

3D> Choose the appropriate **Category**. They vary for each Division.

Division — 05_Photo of the Year

Category *(When a category's entry limit has been reached, the category will no longer appear in the list.)* — 5B Feature Photo

Feature Photo --Category Note
Delivers a human-interest story with the emphasis on peop environment.

Submission: An image file (JPG, TIF, PNG) is required along w caption. Do not submit URL link or PDF file.

Headline or Title of Entry

3E> Enter the **Headline or Title of the Entry.** Use the primary headline from the story or the keywords from the caption lead-in. For designs, use the primary headline from the page/spread.

3G> Next Step: Upload Attachments & Links Need Help?

Get File(s) to Attach to this Entry
The number of file attachments allowed is determined by your contest rules.

3G> Choose File Sample.jpeg   Sample.jpeg

Browse & Attach More Files

Browse my Scrapbooks

Upload files and URL/Links from scrapbooks. More info

3H> Next Step: Comments, Credits & Other Info

Caption

3I> Journalistic caption goes here.

Who should be credited for this entry? Enter the names of up to 5 people.

First Name	Last Name
3J> Veronica	Teeter
First Name	Last Name

Final Step: Answer reCAPTCHA and Submit Entry

3K> ☑ I am not a robot

Submit Entry

Attachments are uploaded when you click "Submit Entry".

3G> The next step is **Upload Attachments & Links.**

Upload attachments by clicking. **Choose File**, then selecting your file. To upload more than one file, if allowed, click Browse & Attach More Files.

To enter URLs, use the URL fields.

If allowed, do NOT submit both an attachment and URL link. Select one.

3H> Provide the information requested in the **Comments, Credits & Other Info** box.

3I> Entries in the 05_Photo of the Year Division require a complete, journalistic **caption.**

3J> Correct spelling of the names of **who should be credited for the entry** is critical. The names of up to five journalists are allowed — list them in alphabetical order by last name. List only journalists who played a key role in producing the content.

3K> Moving on to the **Answer reCAPTCHA and Submit Entry** box, confirm you are not a robot, click **Submit Entry.**

3L>

The Entry has been saved.

This Page is Your Official Entry Form.

Entry Details:
Media Organization: **Example College (N) (26)**
Title or Headline: **Molten masterpiece**
Division: **05_Photo of the Year**
Category: **5B Feature Photo**
Entry Code: **2601**
Credits: **Veronica Teeter**
Entry made by **Gary Lundgren, Contestant** on **2023-04-15 13:31:10**

★★★★★★★★

05_Photo of the Year	CIR	CAT5B	2601

Example College (N)
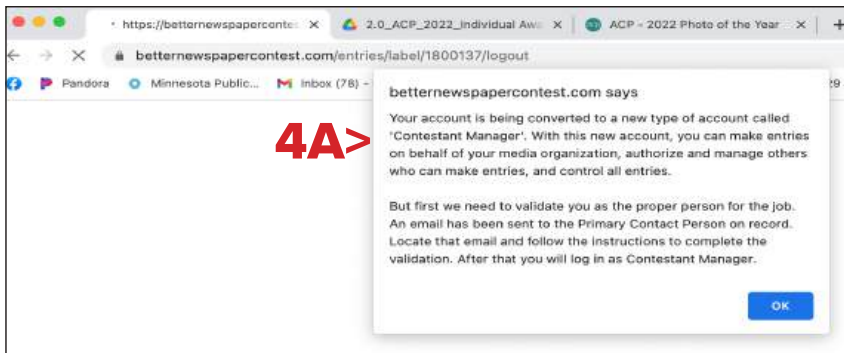Feature Photo

DO NOT HIT YOUR BACK BUTTON

Submit Another Entry   or Manage Entries | Logout

3L> The Entry has been saved and **This Page is Your Entry Form** is your confirmation.

4. VALIDATE YOUR ACCOUNT
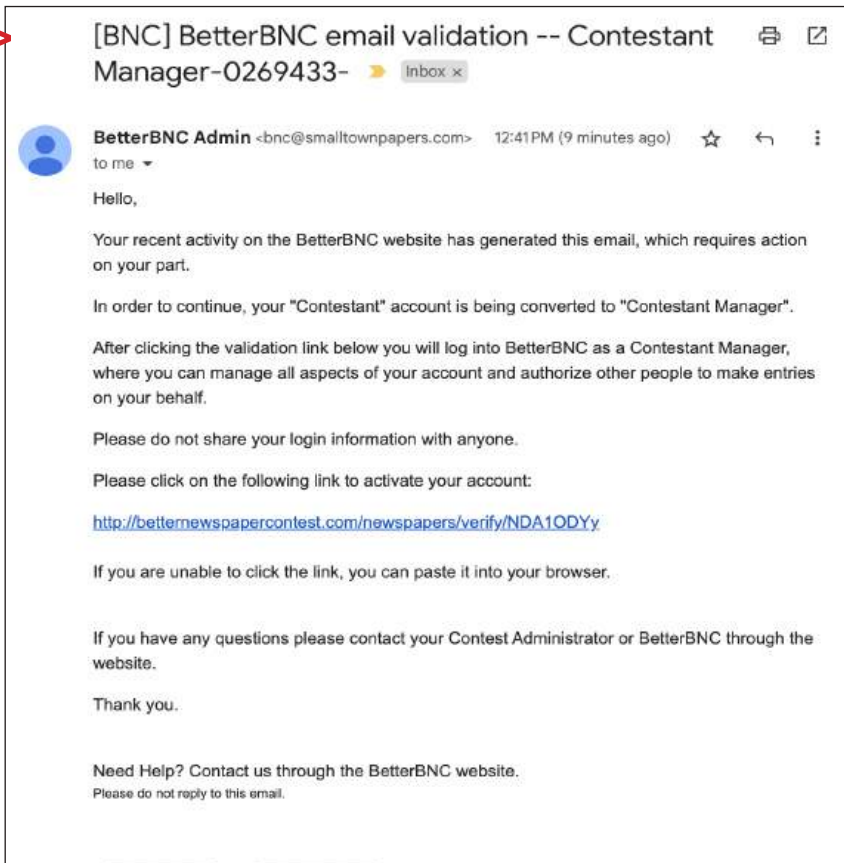
4A>

betternewspapercontest.com says

Your account is being converted to a new type of account called 'Contestant Manager'. With this new account, you can make entries on behalf of your media organization, authorize and manage others who can make entries, and control all entries.

But first we need to validate you as the proper person for the job. An email has been sent to the Primary Contact Person on record. Locate that email and follow the instructions to complete the validation. After that you will log in as Contestant Manager.

OK

4A> After making entries, the process to validate your account is automated. **A popup will notify you that a validation email has been sent to your email address.** Allow a few minutes for the validation email to arrive.

4B>

[BNC] BetterBNC email validation -- Contestant Manager-0269433- Inbox ×

BetterBNC Admin <bnc@smalltownpapers.com>   12:41 PM (9 minutes ago)
to me

Hello,

Your recent activity on the BetterBNC website has generated this email, which requires action on your part.

In order to continue, your "Contestant" account is being converted to "Contestant Manager".

After clicking the validation link below you will log into BetterBNC as a Contestant Manager, where you can manage all aspects of your account and authorize other people to make entries on your behalf.

Please do not share your login information with anyone.

Please click on the following link to activate your account:

http://betternewspapercontest.com/newspapers/verify/NDA1ODYy

If you are unable to click the link, you can paste it into your browser.

If you have any questions please contact your Contest Administrator or BetterBNC through the website.

Thank you.

Need Help? Contact us through the BetterBNC website.
Please do not reply to this email.

4B> Locate your **email from BetterBNC Admin**, then click on the validation link (or copy and paste the validation link into your browser).

If the email doesn't appear in your Inbox, check your spam folder, add the address **bnc@smalltownpapers.com** to your safe sender list, or contact your IT department. You may also contact BetterBNC support at 360.427.6300 on weekdays from 8 a.m.-6 p.m. PT.

5. UPDATE YOUR ACCOUNT INFORMATION

Edit Contestant Manager

Owners	None
Contestant	Example College (N)
Contestant Code	26
Frequency	All
Circ Group	

5A> **Primary Contestant Contact Information – Contestant Manager**

First Name
Gary

Last Name
Lundgren

Contestant Manager Email
gary@studentpress.org

Confirm Email
gary@studentpress.org

Contestant Phone
6124171850

Contestant Website

Password
. . . .

Confirm Password
. . . .

Password must be a minimum of 6 characters long, have at least one capital letter, one lower case letter, and have at least one number.

Mailing Address

Shipping/Physical Address

☑ Same as Mailing Address

Number and Street
2829 University Avenue SE #720

Number and Street

City
Minneapolis

City

State/Province
MN

State/Province

Zip/Postal code
55414

Zip/Postal code

Country
United States

Country

Secondary Contestant Contact Information

Contact Email

Phone

[Submit]

5A> As part of the validation process, **confirm your account information again**.

6. AUTHORIZED ENTRANT ACCOUNTS

Secondary Contestant Contact Information

Contact Email

Phone

People Authorized to make Entry for this contestant - Authorized Entrants

6A> ☑ Contestant Manager Only   Checking this box locks out all Authorized Entrants

Submit

6B> Add More

6A> After you update your account, you can continue making entries.

If you do not want others to make entries, check the **Contestant Manager Only** box.

6B> If you would like to authorize others in your media organization to make entries, as the Contestant Manager, you can create an Authorized Entrant account by checking **Add More** on the black bar at the bottom of the account page.

6C> Complete the **Add Entrant** form and hit "Submit."

Add Entrant

First Name   **6C>**

Last Name

Email

Confirm Email

Password

Confirm Password

☐ Enable   Un-check this box to disable this Authorized Entrant

Submit

7A> From My Contest on the bar at the top, click **Manage Entries.**

7B> It is critical that you verify that attachments and links are uploaded correctly by clicking on the icons in the **Files/URLs** column. If there are no icons in this column, that must be corrected or the entry will be disqualified.

If the rules for the Category indicate only a link or file should be submitted, do NOT submit both.

7C> For each entry, there are four available **Actions** available in the far-right column:

Label (not used for ACP)

Edit (helpful for review and correcting information)

Disable (entry won't be submitted, but will be saved)

Delete (permanently removal)

The Division and Category can not be changed.

CATEGORIES & RULES

DEADLINE: The website for award submission will be closed at 5 p.m. CT May 23, 2025. The deadline will not be reopened.

ONLINE PORTAL: All entries are submitted using the BetterBNC award platform. The site is open to all ACP-member media outlets that have paid the 2024-25 Individual Awards Entry fee.

ELIGIBILITY: Entries must have been published between May 23, 2024 and May 23, 2025. The entry must be published in the ACP-member student media. The Diversity, Equity & Inclusion contest does not require ACP membership.

ENTRY FEE: Participation in the ACP Individual Awards is $99 in addition to ACP membership. The 2024-25 Individual Awards Entry fee is available for purchase through the ACP store on the ACP website.

ANNOUNCEMENT: Finalists will be announced by September 2024. Winners will be announced at the ACP/CMA Fall National College Media Convention, Oct. 15-18, 2025, Washington, D.C. ACP recognizes finalists and winners in its publication and on its websites and social media sites. ACP recognizes the right to publish the entrants' work in its print and online publications as well as on social media.

RECOGNITION: The first-place winner in each category will receive a plaque for the student media outlet and a certificate for up to five students. Second- through 10th-place winners receive certificates. If the entry is the work of more than one student, up to five names will be listed in alphabetical order. If more than five students are responsible, the award will be presented to Staff. Some contests have cash prizes, as noted, and they are provided by co-sponsoring organizations.

NUMBER OF ENTRIES: The number of entries allowed for each contest is indicated. In most cases, two entries per student media outlet are allowed. Staffs are encouraged to work together to select their highest quality work. Entries may not be submitted in more than one category.

SUBMISSION: The submission format required for each contest is indicated. In most categories, a URL link to a website or a PDF file of the printed page is required — but not both. For PDF files, the folio line with the publication date should be included if possible. For Photo of the Year contests, actual image files (JPG, TIF, PNG) are required. Word Google documents will be rejected.

TECH SUPPORT: Assistance with the BetterBNC award platform is available at 360.427.6300, from 8 a.m.-6 p.m. Pacific or by emailing cody@smalltownpapers.com.

QUESTIONS: Inquires about the ACP Individual Awards should be directed to Gary Lundgren, ACP associate director, at gary@studentpress.org.

STORY OF THE YEAR

1.

1A. BREAKING NEWS STORY
1B. IN-DEPTH NEWS STORY
1C. FEATURE STORY
1D. SPORTS GAME STORY
1E. SPORTS FEATURE STORY
1F. EDITORIAL
1G. COLUMN
1H. DIVERSITY, EQUITY & INCLUSION REPORTING
1I. LOCAL CLIMATE CHANGE REPORTING
1J. ERNIE PYLE HUMAN-INTEREST PROFILE

1A. BREAKING NEWS STORY
Timely coverage of a significant news event impacting readers and written on deadline for immediate publication.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1B. IN-DEPTH NEWS STORY
A story about a topic or issue of importance to your college community and explored in significant depth with multiple sources.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1C. FEATURE STORY
Personality profiles, trend stories or human-interest stories; not general news, breaking news or sports.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1D. SPORTS GAME STORY
A story providing timely, accurate and dynamic coverage and analysis of a single game.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1E. SPORTS FEATURE STORY
A human-interest sports story that includes profiles of sports figures, but does not report the results of a single game.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1F. EDITORIAL
The statement of the publication's opinion supported by fact. Editorial generally do not have bylines.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1G. COLUMN
A recurring feature characterized by the voice, personality and opinions of the writer; may include humor and news analysis.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

1H. DIVERSITY, EQUITY & INCLUSION REPORTING
The University of Minnesota Hubbard School of Journalism and Mass Communication has joined ACP in the Diversity, Equity and Inclusion Reporting competition.

Stories from all platforms are eligible. Long-form stories, published in print or online, should be accompanied by sidebars, graphics and data. Broadcast packages may also be entered.

Eligible coverage will include but not be limited to race, religion, ethnicity, sexual orientation, gender identity, disability and other differences.

Winners receive a $500 cash award presented by the Hubbard School.
Number of Entries: Unlimited. ACP membership not required.
Submission: URL link for broadcast and online or PDF file for print. Do not submit both.

1I. LOCAL CLIMATE CHANGE REPORTING
Climate change is one of the most important stories of our generation. This contest, in partnership with the George Mason University Center for Climate Change Communication, encourages local climate change reporting by college media.

Long-form stories, published in print or online, should be accompanied by sidebars, graphics and data. Broadcast packages may also be entered.

Starting this year, photojournalistic images may be entered in the 5F. Local Climate Change News Photo contest.

All student journalists who are interested in reporting on climate change as a local story are encouraged to use the reporting resource Climate Matters in the Newsrooms, science-based reporting materials that are funded, in part, by the National Science Foundation. These materials can be used in award submissions.

The first-place winner earns $500, and the second and third place winners $300 and $200 respectively. Team reporting is permitted, and the cash prize will be divided among the names on the entry form.
Number of Entries: Unlimited entries per ACP-member media outlet.
Submission: URL link for broadcast and online or PDF file for print. Do not submit both.

1J. ERNIE PYLE HUMAN-INTEREST PROFILE
A Pulitzer Prize-winning journalist and war correspondent, Ernie Pyle is best known for his stories about ordinary American soldiers during World War II.

Pyle had the ability to reach out and make readers feel comfortable sharing their good as well as their hard times. He is also known for the columns he wrote as a roving, human-interest reporter for Scripps-Howard newspapers from 1935-1940. Selected columns of Pyle's human-interest stories were published in "Home Country."

The Ernie Pyle Legacy Foundation, with funding from the Scripps-Howard Foundation, is a co-sponsor of this ACP contest to encourage and recognize human-interest storytelling.

Submissions should be columns or feature stories profiling people not already in the headlines.
The first-place winner earns $2,200, second place $1,200, third place $800, fourth place $500 and fifth place $300.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

REPORTER OF THE YEAR

2.

2A. TWO-YEAR SCHOOL, REPORTER OF THE YEAR
2B. FOUR-YEAR SCHOOL, REPORTER OF THE YEAR

2A. TWO-YEAR SCHOOL, REPORTER OF THE YEAR

Any reporter enrolled as a student during the 2024-25 school year and working on the staff of an ACP member newspaper, magazine or news website serving a two-year campus is eligible to enter.

The portfolio must be submitted as a single PDF file including a news story, feature story and two additional pieces of your choice published during the 2024-25 school year. The writing must appear in the portfolio exactly as it was published in an ACP-member student media outlet. The byline of each piece should contain just the applicant's name, and not a team. URL links should be embedded in the PDF for work published online. A résumé is also required as part of the portfolio.
Number of Entries: One entry per ACP-member media outlet serving a two-year campus.
Writing submitted as part of the Report of the Year portfolio may also be entered in individual contest categories.
Submission: A single PDF file with links containing the portfolio résumé.

2B. FOUR-YEAR SCHOOL, REPORTER OF THE YEAR

Any reporter enrolled as a student during the 2024-25 school year and working on the staff of an ACP member newspaper, magazine or news website serving a four-year campus is eligible to enter.

The portfolio must be submitted as a single PDF file including a news story, feature story and two additional pieces of your choice published during the 2024-25 school year. The writing must appear in the portfolio exactly as it was published in an ACP-member student media outlet. The byline of each piece should contain just the applicant's name, and not a team. URL links should be embedded in the PDF for work published online. A résumé is also required as part of the portfolio.
Number of Entries: One entry per ACP-member media outlet serving a four-year campus.
Writing submitted as part of the Report of the Year portfolio may also be entered in individual contest categories.
Submission: A single PDF file with links containing the portfolio résumé.

MULTIMEDIA STORY OF THE YEAR

3.

3A. MULTIMEDIA NEWS STORY
3B. MULTIMEDIA FEATURE STORY
3C. MULTIMEDIA SPORTS STORY
3D. PHOTO SLIDE SHOW
3E. INTERACTIVE GRAPHIC
3F. SOCIAL MEDIA REPORTING
3G. PODCAST
3H. BLOG

3A. MULTIMEDIA NEWS STORY

Reporting on breaking news or an issue of importance to your audience that demonstrates strong news-gathering skills and delivers concise information. In addition to text and images, the entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust news package.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3B. MULTIMEDIA FEATURE STORY

Personality profiles, trend stories or human-interest stories; not general news, breaking news or sports. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust feature package.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3C. MULTIMEDIA SPORTS STORY

Coverage of games or seasonal summary, and it may also include profiles of sports personalities or human-interest sports features. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust sports package.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3D. PHOTO SLIDE SHOW

A photo story on a single subject with each photo communicating a different angle. Captions must be included for every image.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3E. INTERACTIVE GRAPHIC

Allows readers to navigate through an informational graphic to engage with the information. Popular formats include factoids, lists, quizzes, bar charts, line charts, pie charts, tables, ratings, timelines, step-by-step guides, diagrams and maps.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3F. SOCIAL MEDIA REPORTING

Coverage using social media platforms for reporting, updating and engaging with the collegiate community. Collect all social media examples for a specific story by capturing screenshots with links to create a portfolio.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link to portfolio or PDF file of the portfolio. Do not submit both.

3G. PODCAST

Delivers relevant content through engaging audio storytelling and should appear on your media outlet's ACP-member website. Entry must be a single podcast not a collection.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

3H. BLOG

Must reflect journalistic standards in topics, coverage and writing and should appear on your media outlet's ACP-member website. Entry must be a single blog not a collection.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

DESIGN OF THE YEAR

4.

4A. NEWSPAPER/NEWSMAGAZINE FRONT PAGE

4B. NEWSPAPER/NEWSMAGAZINE PAGE/SPREAD

4C. MAGAZINE COVER

4D. MAGAZINE PAGE/SPREAD

4E. YEARBOOK COVER

4F. YEARBOOK PAGE/SPREAD

4G. INFORMATIONAL GRAPHIC

4H. ILLUSTRATION

4A. NEWSPAPER/NEWSMAGAZINE FRONT PAGE
First/cover page featuring dynamic nameplate and compelling verbal and visual content.
Number of Entries: Two entries per ACP-member newspaper/newsmagazine.
Submission: PDF file of printed page.

4B. NEWSPAPER/NEWSMAGAZINE PAGE/SPREAD
Single-page or spread that together display a single verbal/visual story or a package of related content.
Number of Entries: Two entries per ACP-member newspaper/newsmagazine.
Submission: PDF file of printed page(s).

4C. MAGAZINE COVER
First page featuring dynamic nameplate and compelling verbal and visual content.
Number of Entries: Two entries per ACP-member magazine (feature/general audience, literary arts).
Submission: PDF file of cover.

4D. MAGAZINE PAGE/SPREAD
Single-page or spread that together display a single verbal/visual story or a package of related content. A package of two or more spreads is also allowed.
Number of Entries: Two entries per ACP-member magazine (feature/general audience, literary arts).
Submission: PDF file of printed page(s).

4E. YEARBOOK COVER
Creative exterior packaging of the yearbook introducing its verbal and visual branding.
Number of Entries: One entry per ACP-member yearbook.
Submission: PDF file of cover.

4F. YEARBOOK PAGE/SPREAD
Single-page or spread that together display a single verbal/visual story or a package of related content. A package of two or more spreads is also allowed.
Number of Entries: Two entries per ACP-member publication.
Submission: PDF file of printed page(s).

4G. INFORMATIONAL GRAPHIC
Combines illustration and information in an easy-to-read presentation. Popular formats include factoids, lists, quizzes, bar charts, line charts, pie charts, tables, ratings, timelines, step-by-step guides, diagrams and maps.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

4H. ILLUSTRATION
Art or photography used to illustrate a story. All elements must be the original work of the photographer/artist. If appropriate for accuracy, must be labeled as an illustration when published.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

PHOTO OF THE YEAR

5.

5A. NEWS/BREAKING NEWS PHOTO

5B. FEATURE PHOTO

5C. SPORTS GAME/ACTION PHOTO

5D. SPORTS FEATURE PHOTO

5E. ENVIRONMENTAL PORTRAIT

5A. NEWS/BREAKING NEWS PHOTO
Captures a timely visual story and displays news value and evidence of on-the-spot coverage.
Number of Entries: Two entries per ACP-member media outlet.
Submission: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

5B. FEATURE PHOTO
Delivers a human-interest story with the emphasis on people in their environment.
Number of Entries: Two entries per ACP-member media outlet.
Submission: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

5C. SPORTS GAME/ACTION PHOTO
Captures the competitive action and emotion of athletes on school teams competing in games, matches and meets or in personal, non-team sports.
Number of Entries: Two entries per ACP-member media outlet.
Submission: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

5D. SPORTS FEATURE PHOTO
Images communicate a story other than direct action on the playing field including human-interest sports stories such as profiles of sports figures.
Number of Entries: Two entries per ACP-member media outlet.
Submission: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

5E. ENVIRONMENTAL PORTRAIT
Posed images of one or more individuals taken in their natural surroundings to provide insight into their work, interests or personality.
Number of Entries: Two entries per ACP-member media outlet.
Submission: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

CARTOON OF THE YEAR

BROADCAST STORY OF THE YEAR

6.

6A. EDITORIAL CARTOON
6B. COMIC STRIP/PANEL

6A. EDITORIAL CARTOON

Typically printed on the editorial page or other opinion pages and often communicates an opinion on a subject presented in an accompanying editorial or other timely topic in the news. GIFs or multimedia editorial cartoons are allowed in this category.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

6B. COMIC STRIP/PANEL

Usually but not always humorous or light-hearted in its message, with a recurring theme or cast of characters. Comics are fictional and for entertainment. An installment of the comic strip counts as a separate entry.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link for online or PDF file for print. Do not submit both.

7.

7A. BROADCAST NEWS STORY
7B. BROADCAST FEATURE STORY
7C. BROADCAST SPORTS STORY
8D. BROADCAST COMMENTARY

7A. BROADCAST NEWS STORY

Reporting on breaking news or an issue of importance to your audience that demonstrates strong news-gathering skills while delivering concise information.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL links to a website or a video-sharing site such as YouTube or Vimeo. The website or the video-sharing site must be owned by the ACP-member student media program rather than an individual.

7B. BROADCAST FEATURE STORY

Personality profiles or human-interest general features.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL links to a website or a video-sharing site such as YouTube or Vimeo. The website or the video-sharing site must be owned by the ACP-member student media program rather than an individual.

7C. BROADCAST SPORTS STORY

Coverage of past or present games or a seasonal summary, may also include profiles of sports personalities or human-interest sports features.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL links to a website or a video-sharing site such as YouTube or Vimeo. The website or the video-sharing site must be owned by the ACP-member student media program rather than an individual.

7D. BROADCAST COMMENTARY

An editorial segment designed to inform and persuade an audience.

Number of Entries: Two entries per ACP-member media outlet.
Submission: URL links to a website or a video-sharing site such as YouTube or Vimeo. The website or the video-sharing site must be owned by the ACP-member student media program rather than an individual.

ADVERTISING & BUSINESS

PRINT ADVERTISEMENT
DIGITAL ADVERTISEMENT
VIDEO ADVERTISEMENT
AUDIO ADVERTISEMENT
NEWSPAPER SPECIAL SECTION
MEDIA KIT
AUDIENCE ENGAGEMENT EVENT
SOCIAL MEDIA CAMPAIGN
BEST ADVERTISING GRAPHIC DESIGNER
BEST ADVERTISING REPRESENTATIVE

The Advertising & Business Individual Awards will be presented at the ACP Spring National College Media Conference, March 5-7, 2026, San Francisco.

Deadline: Dec. 20, 2025, 5 p.m. CT

To Enter: Visit the membership portal under the Contests tab. The BetterBNC portal is not being used for the Advertising & Business Individual Awards.

Eligibility: Entries must be work of students produced during the Jan. 1, 2025-Dec. 13, 2025 time period.

PRINT ADVERTISEMENT
A single advertisement of any size designed by student(s) and published in an ACP-member print publication for a client or for self promotion. The ad can be in black and white or in color.
Number of Entries: Two entries per ACP-member media outlet.
Submission: PDF file of printed page containing the advertisement.

DIGITAL ADVERTISEMENT
A single advertisement of any size designed by student(s) and published by an ACP-member website, app or email newsletter for an advertising client or self promotion. The advertisement can be static or animated.
Number of Entries: Two entries per ACP-member media outlet.
Submission: URL link.

VIDEO ADVERTISEMENT
A single video advertisement produced by student(s) for an advertising client or self promotion. The advertisement should have run on an ACP-member website, app or YouTube.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

AUDIO ADVERTISEMENT
A single video advertisement produced by student(s) for an advertising client or self promotion. The advertisement should have run on an ACP-member website, podcast or radio station.
Number of Entries: Two entries per ACP-member media outlet.
Submission: Website URL link.

NEWSPAPER SPECIAL SECTION
A special advertising edition/section of the newspaper designed to generate revenue and provide sponsored feature content. Options include back-to-school, homecoming, orientation, welcome-back editions, holiday gift guides, fashion, housing guides and "best of" publications.
Number of Entries: One entry per ACP-member newspaper.
Submission: PDF file of special section or URL link to PDF.

MEDIA KIT
Designed by student(s) for a student media operation. The media kit tells the story of your products, services and your marketplace.
Number of Entries: One entry per ACP-member media outlet
Submission: URL link or PDF file. Do not submit both.

AUDIENCE ENGAGEMENT EVENT
Showcase an audience engagement event with a post-event summary (100-200 words) in addition to supporting materials such as photos, ads, social media posts, etc. Explain how the event improved audience engagement. If the event generated revenue, please provide that breakdown.
Number of Entries: One entry per ACP-member media outlet.
Submission: URL link or PDF file. Do not submit both.

SOCIAL MEDIA CAMPAIGN

Designed by student(s), a series of 3-5 advertisements created for an advertising client or your student media company. The campaign can be focused on one social media platform or across multiple platforms. If it is across multiple platforms, show how you adapted the campaign for each platform. Provide this in a PDF document, showing each ad, and also a screenshot of the engagement of each ad in the platform. Write a brief description (100-200 words) on the idea behind the entire campaign, the strategy in scheduling and how you measured results.

> **Number of Entries:** One entry per ACP-member media outlet.
> **Submission:** PDF file containing active links.

BEST ADVERTISING GRAPHIC DESIGNER

Show off your portfolio. Curate your best work for this entry. Our judges want to see the wide breadth of your skills. We want you to integrate your personality into a PDF portfolio for this entry. Your portfolio presentation is a great way to show us your style, and what makes you unique as a designer. What should be included in your portfolio:

A **cover letter** introducing yourself and answering these questions:
> > Why do you love design and why did you choose it as your major?
> > What is your creative process? Where do you find inspiration?
> > What makes the designer role in a media organization so important?
> > What are your career goals?

A **letter of recommendation** from your adviser; a student media professional staff member; an instructor or mentor; a student manager or an advertising client who can best tell us about you and your advertising design skills.

A **résumé** with a link to your online portfolio. Online portfolios offer us another look into non-client or side work, because the best work doesn't always get into a client campaign or student media product.

Five examples of published work. Examples can be for student media or clients including: print, digital, social or out-of-home campaigns or ads; client promotional materials such as business cards, brochures, menus, signage, etc; media company promotional campaigns or ads for print, digital, social or out-of-home; Media company event flyers, sales materials and media kits are also acceptable. A campaign is considered one example, so if the campaign included multiple ads on various platforms, submit them all. If your multi-media examples include animation, gifs, mp4, etc., you can activate links to them through your PDF document, which the judges can then follow to see animation/video.

> **Number of Entries:** One entry per ACP-member media outlet.
> **Submission:** A single PDF file containing active links

BEST ADVERTISING REPRESENTATIVE

Show off your portfolio. Design it to sell yourself as the best at what you do. Your portfolio presentation is a great way to show your style, and what sets you apart as an advertising professional. What should be included in your portfolio:

A **cover letter** introducing yourself and answering these questions:
> > What have you learned as an advertising representative for student media?
> > What do you think makes you a good advertising representative?
> > How do you stay motivated in the challenging world of sales?
> > What is your biggest success story in working with clients?
> > What will you take with you from this experience into your next job?

A **letter of recommendation** from your adviser; a student media professional staff member; an instructor or mentor; a student manager or an advertising client who can best tell us about you and your advertising design skills.

A **résumé**.

Your **sales history** for the last year. List clients you have running, what they are spending, and the percentage change in sales from last year to this year. This gives us a feel for the variety of accounts you manage and your ability to keep them advertising with your student media, and how you develop new clients.

Examples of what makes you an outstanding advertising representative. (Up to 5 pages). This could include your sales logs/tracking system for clients; goal sheets; examples of client work; sales presentations/pitches to clients and/or awards.

> **Number of Entries:** One entry per ACP-member media outlet.
> **Submission:** A single PDF file containing active links.