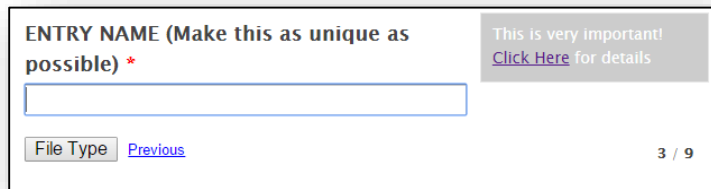


Best in Media / Forms / Entry Name:



ENTRY NAME (Make this as unique as possible) *

This is very important!
[Click Here](#) for details

File Type [Previous](#) 3 / 9

You will reach a point in your entry form where you will be asked to create an “Entry Name” for your entry.

This name is to be a unique name as it relates to your content, story, segment or your special report, etc.

Example. You are entering into Division: TV Category: Best Breaking Story

Good Entry Names: (adding call letters to the front of the name is optional, but helpful for searching)

Governor Rich Announces Run for Senate

KTOM Governor Rich Announces Run for Senate

Storm Heads Up the Coast / Landfall Before Midnight

WXCT Storm Heads Up the Coast / Landfall Before Midnight

- These names are good because they are very specific and descriptive of the content
- The words are separate so our search engines can locate it faster
- Adding your Call Letters makes the search even faster

Not So Good Entry Names:

Breaking News Story 4-12-2015

IPCentry-2015-awards-breaking-news

Breakingnews02052015mov

The first one only references the category which the form has already collected from you. It does not describe the content

The second name uses “-”, which makes it only searchable as one word and again, gives no idea as to the content

The third...no SEO, no content description, all one word. No identifier!