



MAINE PRESS ASSOCIATION
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2025 Better Newspaper Contest

April 4, 2025

Dear Maine Press Association member,

Welcome to the 2025 Better Newspaper Contest, for work published from April 1, 2024 to March 31, 2025. We look forward to a robust competition that represents the best of Maine's weeklies, dailies and digital publications.

This year, the contest will be judged by the New Jersey Press Association. Our thanks to members who helped to judge the NJPA contest earlier this year.

The contest includes three classes: Daily/Weekend; Weekly 1, which includes newspapers with circulation or distribution from 1 to 1,999; and Weekly 2, which includes newspapers with circulation or distribution of 2,000+.

We use the October 2024 Statement of Ownership, Management, and Circulation as verification (requested from members via email March 12; free newspapers were asked to submit an October 2024 invoice with print run documentation). Once we received the documentation, we sent an email to confirm the member's division. If you have not yet submitted your documentation, please email it immediately to Diane Norton at mainepressmail@gmail.com to ensure you're accounted for correctly in the contest entry portal.

- **BASE FEE** | The base fee of \$100 covers one entry in each of the 60 categories.
- **PAPER ENTRIES** | Only two categories are paper-entries only: General Excellence Advertising and General Excellence Print. All other categories must be submitted online.
- **ENTRY FORMS** must be submitted with hard-copy entries.
- **JUDGING REQUIREMENT** | Please be sure to include the name and contact information of at least one person who will serve as a reciprocal judge for another press association next year.
- **SPORTS PAGES/SECTION** | If your newspaper did not produce a sports section for one of the mandatory weeks as specified, you may submit the last sports section prior to that week.
- **NEW! MENTOR OF THE YEAR** | This year's contest features the introduction of the MPA Mentor of the Year Award, which honors an employee at a member news organization who has offered support, encouragement, or advice that has helped others in their organization grow or achieve in the news industry. More information about the individual award, including entry requirements, can be found in the contest rules.

We look forward to celebrating the excellent work of all of our member papers on **Saturday, Oct. 18** at the annual MPA Conference to be held at the DoubleTree by Hilton Hotel in South Portland. We hope to see you there!

A huge thank-you to MPA Executive Director Diane Norton for her work in preparing and organizing the contest as well as everything she does for the organization year-round. She, along with Contest Committee members Lynda Clancy, editorial director of the Penobscot Bay Pilot; Nick McCrea, managing editor of the Times Record; George Harvey, digital editor of The Maine Monitor; and Chris Crockett, publisher of The Ellsworth American & Mount Desert Islander, are integral to the success of the contest.

The committee welcomes comments and questions at maine@newspapercontest.com. Or, call Diane, 691-0131. **The deadline for entries is Friday, May 30.** We plan to release results to members in late August.

Thank you!

Maia Zewert, Chair, Maine Press Association Better Newspaper Contest Committee