



MAINE PRESS ASSOCIATION
2018 Better Newspaper Contest

April 27, 2018

Dear Maine Press Association member,

Welcome to the 2018 Better Newspaper Contest, for work published from April 1, 2017 to March 31, 2018.

This year, we are introducing a new digital contest-management system. With the exception of three of our 60 categories, all entries will be digital. We will accept a mix of JPG files, links, and PDF files, depending on the category.

For details, see the category guidelines and rules in this email, as well as on the contest site. The rules are accessible from the home page and the category guidelines as you enter each category.

Every year, our members spend many hours locating the right newspaper for each entry, tearing out pages, outlining the entry, filling out a label, and stapling the label and pages together. We hope an easy-to-use digital system will make this entry process more efficient.

You can find the new system at newspapercontest.com/maine. The Illinois Press Association created the system, which it calls the Advanced Contest Entry System, or ACES. We will continue to accept print entries for three categories: General Excellence – Advertising, General Excellence – Print, and Advertising Supplement/Special Section.

Although the new system offers the opportunity to transition to online payments in the future, we will not do so this year. Fill out the paper entry form as you go and mail it in with your paper entries and payment by June 1. For the first time ever, we will accept payment by credit or debit card as well as check.

For several years, the New England Newspaper and Press Association has provided most of the judges for Maine's contest. This year, the South Dakota Newspaper Association will provide judges. In order to ensure the availability of impartial judges, we have begun to enter into reciprocal agreements with other newspaper associations. To this end, we have a new rule this year: to enter the contest, each member organization must submit the name and email address of a staff member to serve as a judge for a reciprocating association's contest.

Why enter the contest? It boosts morale for winners and nominees, gives members an opportunity to reflect on the previous year, and provides positive publicity when members report their results. The gesture of selecting work for awards consideration alone is an opportunity for editors and managers to say, "This was your best work and I'm submitting it for MPA."

One note: The contest committee is considering how or whether to continue the popular display of winning entries at the annual convention. One option under consideration is to request print-outs or tear sheets of first-place winners after judging to allow for a smaller-scale display.

The contest committee welcomes comments and questions at maine@newspapercontest.com. You can also call me at 563-3171 or Executive Director Diane Norton at 691-0131. The deadline for entries is June 1.

Good luck,

J.W. Oliver

Maine Press Association 2nd Vice President and 2018 Contest Chair