



MAINE PRESS ASSOCIATION

**2022 Better Newspaper Contest
CATEGORY GUIDELINES**

PHOTOGRAPHY/DESIGN

News Photo

Photo from an event for which coverage could be planned: a parade, a fair, a town meeting, etc.

Spot News Photo

Photo for which no planning was possible: an accident, a fire, etc.

Scenic Photo

Photo of a landscape, seascape, buildings, clouds, flowers etc. – anything interesting or beautiful.

People Photo

Photo of people alone or in groups that demonstrates personality or human characteristics.

Picture Story

Multiple photos that develop a story line.

Feature Photo

Photo of unusual items, events or people that shows the photographer's skill and imagination.

Sports Photo

Photo that portrays participation in games or other sports events.

Illustration

Art element that accents a story or page, including hand-drawn or computer-generated art and photos.
Submit JPG or PDF.

Graphic

Visual element, such as a chart, a map or a table, that is used to help tell a story. Submit JPG or PDF.

Specialty Page Design

Page devoted to lifestyle, business or any other topic, other than sports, that shows planning, display and coherence. Submit PDF.

Front Page Design

A Page 1 that shows judgment and range in use of stories, typography, photos, headlines & graphics. Submit PDF.

SECTIONS

Editorial Page

Editorial and/or op-ed page(s) that show balance, reader involvement, commitment to open exchange of opinion.
See rules for details. Submit PDFs.

Sports Section

Section that shows excellence in coverage, writing, editing, photography, display, planning, completeness. See rules for details. Submit PDF.

ONLINE

News Video

Judged on originality, storytelling and production quality – for sound and video. Submit link.

Sports Video

Judged on originality, storytelling and production quality – for sound and video. Submit link.

Features/Lifestyle Video

Judged on originality, storytelling and production quality – for sound and video. Submit link.

Best Digital Ad Campaign

One or a series of digital ads that demonstrate creativity and engagement. Engagement metrics or other results should be included with entry. Submit PDFs.

ADVERTISING/CIRCULATION

Local Ad

Single advertisement, black and white or color that shows high-quality content, artwork and layout. Submit PDF.

Campaign or Series

Unusual idea for outside advertisers or house ads. At least three ads, submitted together as one entry; do not enter each ad separately. Color or black and white. Submit PDF.

Supplement/Special Section (DIGITAL ENTRIES ONLY)

May cover one subject and include editorial copy. No inserts that are not part of the newspaper. Magazines may be entered if they are inserted in the newspaper, share the newspaper's branding, and are produced by the newspaper's staff. All entries must contain display advertising. Submit link.

Best Supplement Cover

Shows command of page design, type and headlines, and relates to the section's topic. Submit PDF.

Best Young Reader Engagement Idea

Best idea (print or online) that reflects efforts to engage young readers. Can be Newspaper in Education (NIE) program or other efforts that show imagination and engagement. Submit PDFs and supporting statements.

Best Circulation Promotion

Best efforts to drive readership through any medium—print or online. Submit PDF.

Self-Promotion

House ad, sales materials, event or project (including community relations) that markets the paper and/or its image. **MUST** include a statement explaining the goals and results. Submit PDFs and supporting statements.

Best New Revenue Idea

Best idea to find new sources of revenue. Can be a special section, event, or expo. **MUST** include statement explaining advertisers' or readers' response. Submit PDFs.

SPORTS

Game Story

Story covering a game or other sporting event that shows sound reporting, action, color, writing ability. Submit link or PDF.

Sports News Story

Story on sports news including trends or issues, hirings, firings, business or other developments. Submit link or PDF.

Sports Profile

In-depth story about an athlete, a team or an event that adds to readers' knowledge of the subject. Submit link or PDF.

Sports Columnist

Two examples, from the same writer, of a regularly published column, submitted together as one entry; do not enter each column separately. Submit links or PDFs.

Sports Headline

Accurate, imaginative, informative headline on sports story. Submit link or PDF.

Sports Page Design

Page from a sports section that shows planning, display and coherence. Submit PDF.

WRITING

News Story

Article about a news event that best shows initiative, thoroughness, balance and writing ability. Submit link or PDF.

Spot News Story

Coverage of a story for which no planning was possible. Responsible editor **MUST** submit statement noting lead time, deadlines and circumstances. May include printouts showing how the story was covered online. Submit link or PDF.

Courts Story

Article about court proceedings or crime. Could include reporting on trends in crime, law enforcement, and the judiciary; and profiles of people involved with the justice system. Submit link or PDF.

Political Story

Article about government or politics at any level. Could include reporting on current or historic events, as well as profiles of candidates, or past or present office holders. Submit link or PDF.

Investigative Report

Article or series that shows investigative effort and skill in reporting on a subject of significant public concern. Submit link or PDF.

Analysis

Article that draws together continuing local news topics with new information or meaning. Submit link or PDF.

Continuing Story

Series in one or successive issues, by one writer or more, following an issue or subject. Maximum of five issues, all from within the contest period, and all submitted together as one entry; do not enter each story separately. Submit links or PDFs.

Arts/Lifestyle Feature

Non-news article that shows enterprise, writing ability and imagination. Submit link or PDF.

Feature Story

In-depth story or personality profile that adds to readers' knowledge of subject. Submit link or PDF.

Food Story/Feature

Story, feature or column devoted to farm-to-table, sustainability, recipes, or food trends. Submit link or PDF.

Critic's Award

Article that critiques or reviews art, a movie, a restaurant or another subject. Submit link or PDF.

Local Columnist

Two columns or blogs by the same writer, (not sports or opinion), submitted together as one entry; do not submit each column separately. Submit links or PDFs.

Religion/Spirituality Story

Could include profiles of religious leaders, reporting on initiatives of religious organizations or trends in religion and spirituality, or reporting on the impact of religion or spirituality on a specific individual or situation. Submit link or PDF.

Feature Headline

Accurate, imaginative, informative headline on any feature story. Submit link or PDF.

News Headline

Accurate, imaginative, informative headline on news story. Submit link or PDF.

Editorial

Editorial that shows grasp of subject, quality of argument, strong stand and writing ability. Submit link or PDF.

Opinion Columnist

Two columns by the same writer that appear on opinion or editorial pages, submitted together as one entry; do not submit each column separately. Submit links or PDFs.

Editorial Cartoonist

Three examples of work by local artists, including freelancers, as long as your paper had exclusive use. Submit three examples together as one entry; do not submit each one separately. Submit links or PDFs.

Outdoors Story

Focus is on the exploration, adventure and enjoyment of the outdoor wilderness, e.g., hiking, boating, skiing, hunting, fishing, meditating.

Environmental Story

Article related to issues that have an impact on our environment, such as solid waste disposal, recycling, fossil fuels, wind turbines or other alternative sources of energy. Submit link or PDF.

Business/Economics Story

Article about Maine-based business development, expansion, addition of major product lines or services. Submit link or PDF.

Education Story

Article on educational issues such as new test guidelines, budgets, significant enrollment changes, school closings and consolidation, or challenges for new arrivals to Maine. Submit link or PDF.

Health Story

Article related to issues such as new technology, challenges to serving changing demographics, MaineCare and Medicare reimbursement, expansion of hospitals or community-based health services. Submit link or PDF.

SPECIAL CATEGORIES | See Contest Rules for entry instructions

Freedom of Information

Work shows leadership and courage in news coverage and/or editorials that provide access to public information. Several pieces should be entered (together as one entry) to show commitment to using public-access laws.

General Excellence--Advertising (TEARSHEET ENTRIES ONLY)

** Separate judging for Weekly 1, Weekly 2, Daily/Weekend*

This is the MPA's highest honor for member newspapers' advertising efforts. Award takes into account everything advertising-related in print – from layout and format, originality of design and messaging, easy-to-navigate classified section and public notices, obituaries, groupings and overall design of ads. **See Contest Rules for dates.**

General Excellence—Print (TEARSHEET ENTRIES ONLY)

** Separate judging for Weekly 1, Weekly 2, Daily and Weekend*

Print General Excellence is the highest award given by the MPA to recognize our best printed newspapers. The writing is clear and concise with a flair for storytelling. The headlines are engaging and make readers want to know more. Photographs are made with purpose; they are integrated with the larger story and not just decorations. The design aids the reader, telling them what the important stories are and helps them find them. Print General Excellence is the total package, so it also includes advertising. The ads in winning papers are well-designed and deliver information to readers with clarity and substance. They are effectively placed and integrated with the overall newspaper design. **See Contest Rules for dates.**

General Excellence—Digital ** Separate judging for Weekly and Daily/Weekend*

This is the MPA's highest honor for member newspapers' online efforts. Entries will be judged live in July and August. This award takes into account the website's overall design, ease of use, intuitive navigation and frequency of updates. Does the reader know what the most important news is, and can they find what they are looking for? Winners will have excellent multimedia integration and engaging, web-only content not found in print. Weight will also be given to meaningful reader interaction and effectively synthesized advertising elements.

Best in Show--Photography ** Separate judging for Weekly 1, Weekly 2, and Daily/Weekend*

While you can't enter this category, it will behoove you to think about the photos you're entering in the other categories. Judges will select one photo from among all photos submitted as the Best in Show.

2021 Individual Award Nominations

Email all nominations to maine@newspapercontest.com by July 8, 2022. Do not submit nominations with contest entries. Digital entries only, please. Guidelines for these nominations are in your rules package. Categories are:

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|---|--------------------------------|---|------------------------|
| ➤ | Unsung Hero | ➤ | Bob Drake Young Writer |
| ➤ | Advertising Person of the Year | ➤ | Journalist of the Year |

Finally, remember why you're entering 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 is your best work and I'm submitting it to the annual MPA contest."

Please be sure to share this information with the appropriate members of your staff.

Remember your deadlines:

- **Better Newspaper Contest Entries:** Friday, June 3, 2022
- **Individual Award Nominations:** Friday, July 8, 2022