



MAINE PRESS ASSOCIATION
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2022 Better Newspaper Contest

April 8, 2022

Dear Maine Press Association member,

Welcome to the 2022 Better Newspaper Contest, for work published from April 1, 2021, to March 31, 2022. We look forward to a robust competition that represents the best of Maine's weeklies, dailies and digital publications.

Like last year, submissions will be accepted via our online contest platform. In addition:

- In an effort to better balance the entrants in our Weekly Divisions, we've made the following adjustment: Weekly 1 includes newspapers with circulation or distribution from one to 1,999; Weekly 2 includes newspapers with circulation or distribution of 2,000 or more. We use the Oct. 2021 Statement of Ownership, Management, and Circulation as verification (requested from members March 31; free newspapers were asked to submit an Oct. 2021 invoice with documentation of their print run). Once we receive the documentation, we'll contact each weekly member to confirm their division. If you've 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.
- Online-only news organizations The Daily Bulldog, The Maine Monitor, and Pen Bay Pilot will compete in the Weekly 2 Division while Spectrum News Maine will compete in the Daily Division.
- The base fee of \$100 includes one entry in each of the 58 categories.
- Only two categories are paper-entries only: General Excellence Advertising and General Excellence Print. All other categories must be submitted online.
- We require the submission of an entry form with your physical, hard-copy entries. Please note the space on the entry form for judge's information.
- Concerning the Sports Section category: 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.
- The Oregon Newspaper Publishers Association will judge our contest this year. Earlier this year, the Maine Press Association judged their contest.

Pressures on the newspaper industry continue, as the economy recovers from the shock of a global pandemic, only to be thrust into turbulent inflationary waters. But the Fourth Estate in Maine remains tough, and the public recognizes the need for impartial news gathering and perspective.

MPA's annual Better Newspaper Contest is our one collective chance to honor Maine's reporters, photographers, and editors, and our sales, circulation and production crews.

We look forward to celebrating the excellent work of our colleagues in person this year, in Bar Harbor, at the annual MPA Better Newspaper Conference. Please join us, and get those entries of your own publication's finest work submitted.

I thank MPA Executive Director Diane Norton for her unflagging support of the contest, and all of Maine's newspapers. She, along with Contest Committee members J.W. Oliver, editor of the Harpswell Anchor, Nick McCrea, managing editor of the Times Record, and Dan Dinsmore, executive producer of Spectrum News Maine, make sure the nuts and bolts of the contest remain strong.

The committee welcomes comments and questions at maine@newspapercontest.com. Or, call Diane, 691-0131. **The deadline for entries is June 3.** We plan to release results to members in late August/early September.

Good luck,

Lynda Clancy

Chair, Maine Press Association Better Newspaper Contest Committee

It's my duty to see that they get the truth; but that's not enough, I've got to put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they be guided by its light. – Joseph Pulitzer