



MAINE PRESS ASSOCIATION

2019 Better Newspaper Contest

April 12, 2019

Dear Maine Press Association member,

Welcome to the 2019 Better Newspaper Contest, for work published from April 1, 2018 to March 31, 2019.

Last year's feedback on the new digital contest-management system was overwhelmingly positive, and we will continue with this system this year.

We have two significant changes to announce this year.

- First, we will accept online payments through the contest site. If you prefer to mail your payment, you may do so. See the rules for more information. An important note: If you delete your "free" entry in a category – everyone receives one entry in each category for the \$75 base fee – you must re-enter or add a new entry in the same category to receive a free entry.
- The other big change this year is a new circulation threshold for the two weekly divisions. Last year, 18 members competed in Weekly 1 (below 4,000) and just nine in Weekly 2 (4,000 and up). If the threshold had been 3,000, we would have had 14 in Weekly 1 and 13 in Weekly 2, a more even distribution. Thus, this year the threshold is 3,000.

Each newspaper is already in a division based on the most recent circulation numbers we have. If you believe your newspaper is in the wrong division, please contact us.

This year's contest introduces one new category, Outdoors Story, and will split the category of News/Sports Headline into News Headline and Sports Headline. Two categories are no more, due to waning interest: Feature Section and Sponsorship Page.

The Kentucky Press Association will judge the contest this year and we will judge Kentucky's contest later this year.

As a reminder, we now require each member to provide a judge for our partner's contest. If you belong to a group of newspapers, please identify a different judge for each newspaper.

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.

I want to thank Executive Director Diane Norton for her work on the contest, as well as the rest of the 2019 contest committee: Lynda Clancy, Lisa DeSisto, Nick McCrea, and Rob Montana.

The committee welcomes comments and questions at maine@newspapercontest.com. If necessary, you can also call me at 563-3171 or Diane at 691-0131.

The deadline for entries is May 24. We hope to release results Aug. 30.

Good luck,

J.W. Oliver

Maine Press Association 1st Vice President and 2019 Contest Chair