

2023 MPA Better Newspaper Contest | Special Categories

General Excellence Advertising | General Excellence Print | Best in Show | Individual Awards

General Excellence Advertising | Weekly 1

1. **The Camden Herald** | A nice layout adds to the appeal of the advertisements in this publication. Some ads are eye-catching and bold, with a good use of photography in them. Front page ad is outstanding. Nicely done!
2. **The Calais Advertiser** | We loved the ads on the Veterans Day pages, as well as the dining guide. All great uses of shallow horizontal spaces.
3. **Machias Valley News Observer** | This paper proves that black and white ads can be as effective as color ads, when done well. Very nicely laid out so all ads shine.

General Excellence Advertising | Weekly 2

1. **Mount Desert Islander** | The layout for the advertisements were excellent. Each design was quality and clear. The Out and About inserts and the classifieds were attractive. The advertisements and the community calendar were eye catching as was the business directory. The local ad showed community support.
2. **The Ellsworth American** | The community involvement in the advertisements on the pages celebrating the baseball success were great. The car success were great. The "Out and About" inserts and classifieds were attractive. The car classified sidebar showed quality pictures and prices to help attract readers.
3. **Boothbay Register** | The real estate page had wonderfully designed ads and the inserts from local businesses were attention grabbing.

General Excellence Advertising | Daily/Weekend

1. **Bangor Daily News** | Wow. Each edition delivered. Ads were placed well with eye-catching visuals and striking photos / art. Ads in the center of a page where it seemed odd at first really draws us in. Cars, comics, classifieds, all call a reader to react. Easy to read.
2. **Portland Press Herald** | These papers were well planned with excellent placements of ads and editorial. The special sections were exceptional and had a mix of well-rounded ads. Each was easy to read and stayed true to the message.
3. **Sun Journal** Nice layouts and mix of advertisers. Attention to detail in each ad that was easy to follow. Placements were solid.

General Excellence Print | Weekly 1

1. **Houlton Pioneer Times** | LOVE the tag line on the front page... "The only newspaper in the world interested in Houlton, Maine. This is a true community newspaper, with every story something that will be of interest to the readers. Beautifully laid out, crisp color, and a nice classified section.
2. **Machias Valley News Observer** | Nice use of local photographs to help tell stories. User friendly layout, excellent community calendar. Informative and interesting. Love the spread of Memorial Day parade photos.
3. **The Calais Advertiser** | We love Tommy Tom Tom, the office cat. (Full disclosure: We have two office dogs on our masthead -- Georgie is Chief Morale Officer, and Penny is Community Liaison.) Nice coverage of local sports, and beautifully in depth obituaries. Nice layout and photos, too! We liked the wildlife photos!

General Excellence Print | Weekly 2

1. **Mount Desert Islander** | The design of this newspaper is unbelievable. The layout is assembled with phenomenal traits in each section. The support of local ads and the incredible photojournalism used to show local events demonstrate overwhelming local support for this publication. The writing is clear and concise and keeps up with what's going on. This newspaper is the total package.
2. **The Ellsworth American** | Writing is an essential part of the newspaper business and The Ellsworth American is one of the best in this category. They have a unique way of putting together a layout and design and they have quality community news and pictures. Their pictures and stories of community events are outstanding.
3. **The Courier-Gazette** | Each section had great local photos documenting different local events. Their layout was easy to follow. Good local business ads which provided community support for the paper.

General Excellence Print | Daily

1. **Portland Press Herald** | Stunning. Great layouts and photos that brought our eyes to a story. Nice layouts. Clear stories. It is obvious this newspaper knows the community and serves it well. Great coverage of every single event.
2. **Kennebec Journal** | A beautiful paper. Great leads. Strong photos. Easy to read. Nice placements. Great ads. Nice follow throughs and community involvement.
3. **Morning Sentinel** | Love the amount of news in each edition. Great use of color and graphics. Nice flow throughout.

General Excellence Print | Weekend

1. **Maine Sunday Telegram** | What a paper! This paper covers it all and covers it well. Cover to cover each edition is absolutely beautiful. Great photos. Nice stories. Total package. The ads were great. There was literally something for everyone to read and enjoy. World, state, local. it's all covered.
2. **Bangor Daily News** | Great paper with timely topics and easy to follow layouts. Good use of separation and color to help readers slow down and absorb a story's meaning. Nice photos. Great stories.
3. **Central Maine Sunday** | These newspapers had great leads and photos. Their passion for community was evident. Nice layouts. Good balance of stories.

Best in Show Photo

Weekly 1: Rosemary Wyman, Castine Patriot



Fireworks are very difficult to capture. This shot is beautiful. It is perfectly composed, exposed and focused. The fireworks reflecting off the water give the photo an extra sizzle and are the result of precise timing. Very well done.



Weekly 2: Derrick Z. Jackson, The Maine Monitor

Gorgeous photo full of detail! Tells the story of how these beautiful birds eat.

Daily/Weekend: Rich Abrahamson, Morning Sentinel

This is an outstanding human interest photo. It makes you wonder who is the actual crossing guard watching out for the children. By capturing the golden retriever's glance up at the crossing guard and the expression in her eyes the photographer made her the center of this touching scene. A beautiful moment well composed and shot.



Individual Awards

Journalist of the Year

Michael Shepherd, Bangor Daily News

Advertising Person of the Year

Peter Filippelli, Portland Press Herald

Bob Drake Young Writer

John Terhune, Portland Press Herald

Unsung Hero

Monica Speranza Cochran, The Times Record

Unsung Hero

George Harvey, The Maine Monitor