



# 2022 PA NEWSMEDIA ASSOCIATION FOUNDATION NEWSPAPER CARRIER OF THE YEAR

Since 1959, the Pennsylvania NewsMedia Association (PNA) Foundation's Newspaper Carrier of the Year contest has helped Pennsylvania newspapers recognize the exemplary performance of newspaper carriers of all ages. Throughout the years, golf outing sponsorships have sustained this special recognition program which has honored hundreds of youth, adult and senior carriers. Beginning in 2020, an awards luncheon will no longer be held by PNA, but cash prizes and certificates continue to be awarded.

## AWARDS

Three overall winners will be selected across all ages and will receive:

- **First Place Prize** - \$350 cash and an award certificate, suitable for framing.  
*The nominating manager/supervisor of the first place winner will receive a \$100 gift card.*
- **Second Place Prize** - \$250 cash and an award certificate, suitable for framing.
- **Third Place Prize** - \$150 cash and an award certificate, suitable for framing.

*Winners will be announced in July. Certificates and prize checks will be sent to the managers of winning carriers for local presentations.*

## RULES

- Each participating newspaper may nominate carriers across all ages, from youth to adult to senior.
- Nominees will be evaluated on:
  - 1) Route Performance – length of service, route size, qualities (leadership, initiative, responsibility), etc.
  - 2) Customer Service - evidence of good delivery service including reliability and extra efforts.
  - 3) Personal and Community Service - participation in personal, scholastic and/or community activities.
- All carriers must have been on route as of February 1, 2022, to be eligible. Combination newspapers should enter as a single paper.
- There are no limits on the number of entries from a single paper.
- Entries must be submitted by the news organization. No individual entries will be accepted.
- All entry forms submitted must be signed by the circulation director or district sales manager. All entries for carriers under 18 years of age must also be signed by a parent or guardian.
- Entries not completed in their entirety may be disqualified.
- The deadline to submit entries for the 2022 Newspaper Carrier of the Year contest is June 30, 2022. Payment and completed payment form must accompany completed carrier entry form.

## SUGGESTIONS

The PNA Foundation's Newspaper Carrier of the Year contest is a high-impact recognition program that parents, families, carriers and communities will strongly support. Here's a sampling of ideas you can easily implement to enhance your program:

- Involve your district managers in the selection process.
- Recruit department leaders throughout the newspaper to serve as judges in selecting candidates for the contest.
- Recommendation: enter different candidates each year to recognize and/or include all your carriers.
- Prepare and publish an article announcing, describing and showing the value of the program.
- Follow-up with a warm, human interest feature story about your local winner(s).
- Include a photograph of the carriers receiving their awards that may include the circulation manager or publisher congratulating your winners.
- Consider hosting your own recognition program at your newspaper.

***For more information, contact the PNA Foundation at (717) 703-3003 or [foundation@pa-news.org](mailto:foundation@pa-news.org).***

