

Contest name 2022 Iowa Better Newspaper Contests

Date time July 30, 2025, 7:24 pm

Circ Group(s)	Division Code	Division Name	Cat Code
Weekly Class 1	A	Advertisin g	A02
Weekly Class 1	A	Advertisin g	A02
Weekly Class 2	E	Editorial	E14
Weekly Class 2	E	Editorial	E14
Weekly Class 2	E	Editorial	E14
Weekly Class 1	A	Advertisin g	A09
Weekly Class 1	A	Advertisin g	A09
Daily Class 2	E	Editorial	E01
Daily Class 2	E	Editorial	E01
Daily Class 2	E	Editorial	E01
Daily Class 1	E	Editorial	E01

Weekly Class 2	A	Advertisin g	A04
Weekly Class 2	A	Advertisin g	A04
Weekly Class 2	A	Advertisin g	A04
Daily Class 1	W	Writing	W12
Daily Class 1	W	Writing	W12
Weekly Class 1	E	Editorial	E14
Weekly Class 1	E	Editorial	E14
Daily Class 2	A	Advertisin g	A06
Daily Class 2	A	Advertisin g	A06
Daily Class 2	A	Advertisin g	A06
Weekly Class 2	A	Advertisin g	A02
Weekly Class 2	A	Advertisin g	A02
Weekly Class 2	A	Advertisin g	A02
Daily Class 2	A	Advertisin g	A10

Daily Class 2	A	Advertising	A10
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Daily Class 2	A	Advertising	A10
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Daily Class 2	M	Marketing	M1
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Weekly Class 2	A	Advertising	A11
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Category Name	Judge	Award	Code
Best Ad Featuring Financial- Insurance or Other Professional Service	Jan Herod	First Place	EGE02
Best Ad Featuring Financial- Insurance or Other Professional Service	Jan Herod	Second Place	CAC01
Best Use of Graphics	Glen Miller	First Place	SMS01
Best Use of Graphics	Glen Miller	Second Place	LMD01
Best Use of Graphics	Glen Miller	Third Place	HII01
Best Ad Featuring Agriculture	Jan Herod	First Place	AWJ01
Best Ad Featuring Agriculture	Jan Herod	Second Place	AWJ02
Best Editorial Page(s)	Allie Prater	First Place	SCJ02
Best Editorial Page(s)	Allie Prater	Second Place	DTH01
Best Editorial Page(s)	Allie Prater	Third Place	CRG01
Best Editorial Page(s)	J.D. Meisner	First Place	WCD01

Best Ad Featuring Automotive- Boats- Aircraft- Tires- Gasoline- Etc.	Cindy Shea	First Place	SCN02
Best Ad Featuring Automotive- Boats- Aircraft- Tires- Gasoline- Etc.	Cindy Shea	Second Place	PEN02
Best Ad Featuring Automotive- Boats- Aircraft- Tires- Gasoline- Etc.	Cindy Shea	Third Place	IDIO4
Best COVID-19 Coverage	Allie Prater	First Place	WCD01
Best COVID-19 Coverage	Allie Prater	Second Place	AMT01
Best Use of Graphics	Pam Lencioni	First Place	AWJ01
Best Use of Graphics	Pam Lencioni	Second Place	WBT02
Best Special Section Advertising	Pam Lencioni	First Place	CRG02
Best Special Section Advertising	Pam Lencioni	Second Place	CRG03
Best Special Section Advertising	Pam Lencioni	Third Place	FDM03
Best Ad Featuring Financial- Insurance or Other Professional Service	Landon Cobb	First Place	HII02
Best Ad Featuring Financial- Insurance or Other Professional Service	Landon Cobb	Second Place	RRL04
Best Ad Featuring Financial- Insurance or Other Professional Service	Landon Cobb	Third Place	SMS02
Best Web Advertisement	Landon Cobb	First Place	DMR02

Best Web Advertisement	Landon Cobb	Second Place	CRG01
Best Web Advertisement	Landon Cobb	Third Place	DMR01
Best Newspaper Marketing	Landon Cobb	First Place	CRG04
Best Newspaper Marketing	Landon Cobb	Second Place	CRG03
Best Newspaper Marketing	Landon Cobb	Third Place	DTH01
Best Ad Designer	Landon Cobb	First Place	IDI01
Best Ad Designer	Landon Cobb	Second Place	SCN04

Organization	Circ Group	Contestant Type	Open Call Contestant	Address	City
Eagle Grove - The Eagle Grove Eagle	Weekly Class 1	Normal		PO Box 6	Eagle Grove
Calmar - Calmar Courier	Weekly Class 1	Normal		PO Box 507	Calmar
Sheldon - The Sheldon Mail-Sun	Weekly Class 2	Normal		PO Box 160	Sheldon
Le Mars - Daily Sentinel	Weekly Class 2	Normal		41 First Ave. NE	Le Mars
Hawarden - Hawarden Independent/Ireton Examiner	Weekly Class 2	Normal		700 7th St	Hawarden
Ackley - Ackley World Journal	Weekly Class 1	Normal		PO Box 5	Ackley
Ackley - Ackley World Journal	Weekly Class 1	Normal		PO Box 5	Ackley
Sioux City - Sioux City Journal	Daily Class 2	Normal		PO Box 118	Sioux City
Dubuque - Telegraph Herald	Daily Class 2	Normal		PO Box 688	Dubuque
Cedar Rapids - The Gazette	Daily Class 2	Normal		PO Box 511	Cedar Rapids
Webster City - Daily Freeman Journal	Daily Class 1	Normal		PO Box 490	Webster City
Sioux Center - Sioux Center News	Weekly Class 2	Normal		67 3rd St NE	Sioux Center
Parkersburg - Eclipse News Review	Weekly Class 2	Normal		PO Box 340	Parkersburg
Ida Grove - Ida County Courier	Weekly Class 2	Normal		PO Box 249	Ida Grove
Webster City - Daily Freeman Journal	Daily Class 1	Normal		PO Box 490	Webster City
Ames - Ames Tribune	Daily Class 1	Normal		317 Fifth St.	Ames
Ackley - Ackley World Journal	Weekly Class 1	Normal		PO Box 5	Ackley

West Branch - West Branch Times	Weekly Class 1	Normal	PO Box 368	West Branch
Cedar Rapids - The Gazette	Daily Class 2	Normal	PO Box 511	Cedar Rapids
Cedar Rapids - The Gazette	Daily Class 2	Normal	PO Box 511	Cedar Rapids
Fort Dodge - The Messenger	Daily Class 2	Normal	PO Box 659	Fort Dodge
Hawarden - Hawarden Independent/Ireton Examiner	Weekly Class 2	Normal	700 7th St	Hawarden
Rock Rapids - Lyon County Reporter	Weekly Class 2	Normal	PO Box 28	Rock Rapids
Sheldon - The Sheldon Mail-Sun	Weekly Class 2	Normal	PO Box 160	Sheldon
Des Moines - The Des Moines Register	Daily Class 2	Normal	PO Box 957	Des Moines
Cedar Rapids - The Gazette	Daily Class 2	Normal	PO Box 511	Cedar Rapids
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Cedar Rapids - The Gazette	Daily Class 2	Normal	PO Box 511	Cedar Rapids
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Dubuque - Telegraph Herald	Daily Class 2	Normal	PO Box 688	Dubuque
Ida Grove - Ida County Courier	Weekly Class 2	Normal	PO Box 249	Ida Grove
Sioux Center - Sioux Center News	Weekly Class 2	Normal	67 3rd St NE	Sioux Center



State	Zip	Email
IA	50533-0006	egeagle@goldfieldaccess.net
IA	52132-0507	calmarnews@midamericapub.com
IA	51201-0160	jrust@nwestiowa.com
IA	51031-0930	senteditor@gmail.com
IA	51023-0031	kanderson@iowainformation.com
IA	50601-0005	mmeints@iafalls.com
IA	50601-0005	mmeints@iafalls.com
IA	51102-0118	ddreeszen@siouxcityjournal.com
IA	52004-0688	agilligan@wcinet.com
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	50595-0490	ablankenship@freemanjournal.net
IA	51250-1834	rwielenga@iowainformation.com
Iowa	50665-0340	eclipsedesign@midamericapub.com
IA	51445-0249	glads@qwestoffice.net
IA	50595-0490	ablankenship@freemanjournal.net
IA	50010-0380	kmcgowan@gannett.com
IA	50601-0005	mmeints@iafalls.com

IA	52358-0368	wbtimes@lcom.net
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	50501-0659	cbargfrede@messengernews.net
IA	51023-0031	kanderson@iowainformation.com
IA	51246-0028	lmiller@ncppub.com
IA	51201-0160	jrust@nwestiowa.com
IA	50306-0957	kpercy@registermedia.com
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	50306-0957	kpercy@registermedia.com
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	52406-0511	Zack.Kucharski@thegazette.com
IA	52004-0688	agilligan@wcinet.com
IA	51445-0249	glads@qwestoffice.net
IA	51250-1834	rwielenga@iowainformation.com

Entry Title

The Future Looks Bright

Calmar A2

"Best Use of Graphics"

Best Use of Graphics

Best Use of Graphics

Congrats to the Underdog

Spring Farm Safety

Sioux City Journal

Telegraph Herald editorial pages

Cedar Rapids Gazette -- 3 submissions

Daily Freeman-Journal Editorial Pages 3/10/21, 3/19/21; 6/21/21

Leusink Repair

The Anticipation is Over!

Intercept a Big Deal

'A crisis moment'; Vaccine expected to arrive before Jan. 1; McFarland Clinic scheduling vaccine appointments; Ramping up clinics; A long tough winter

Ames Tribune COVID-19 coverage

Best Use of Graphics

E14 WBTimes Graphics

Parade of Homes

Engineers Week 2021

Holy Trinity

Your Partner on the Journey

Go Local

Grand Opening

Think Iowa City

Welcoming Week

Insite Natural Lawn Care 4.6-26\_2021

Iowa Ideas campaign

Derecho One Year

Telegraph Herald Testimonial Campaign

Jenny Suentjens - Ida County Courier

Elizabeth Myers

## Comments

it is a very crisp ad. It connects the service with the theme of the page. It is a small but mighty ad. Gr

This ad is ok, but there is not an eye-catching design. I think that this needed an open house graphic

Clean graphics and the color was well positioned on the pages. The "High Note" and "Concert" pages  
The only negatives I had was the "Take a Bite" page would have had more impact with a bigger photo

This was a very close second and I loved the "Stigma" graphic on a story that has been big news in 20

Good color on the graphics. Nice shot to influence the judge with the graphic on the award-winning pa

Great use of color and photography. I also like the play on words (underdog and underground). This is  
I am not sure if I would consider this an ad featuring local agriculture from any business. This is more  
are easy to read but there is not much originality because of that too.

Content is locally centered and sourced. Layout is clean, simple, readable and aesthetically pleasing.

Very clean and well put together. Content is local, plentiful, and meaningful. Great use of supplement

Great use of graphics and local content. Simple and clean layout. Very well done. But sometimes the

You were the only entry. With that said, you probably had a shot at first anyway. You put out a solid

Love everything about this ad!

Really caught my attention!

Love the layout and use of color.

Incredible use of resources, in-depth local coverage, useful and easy to understand information for re

Great local coverage with lots of useful information for readers. Incredible work.

Beautiful design skills. The creative use of white space and color is incredible. You should be very pro

Very nice work. Consider updating some fonts to a more contemporary approach. Watch drop shadow

Amazing support from your local homebuilding community. Beautiful design and creative content.

Beautiful example of contemporary design elements. I loved reading every page of this excellent edit

Wonderful salute to a new addition to the community. I'm sure they were equally thrilled!

Great use of colors and photos. Message flows easily and is easy to read. Ad really pops and catches t

Very simple and clean looking ad. Great mix of art and photos.

Great use of color, message is clear and concise, photo is clean and placed in a great spot.

Great use of messaging and photos. The slideshow of photos is really inviting and makes you want to

Fantastic use of colors! The colors in the ad really flow with the photo, and the ad really stands out!

Simple, yet satisfying. Great use of photo depicting a lawn so plush you don't need shoes. Very clear

Very clean and simple. All of the pieces flow together very nicely.

Each of the entries tie together very nicely. Very catchy.

Nice way to promote the newspaper. Testimonials are well done.

Great designs, great use of color, ads stand out among others.

Very clean looking designs. Great use of photos. Ads are inviting and have great effectiveness.

Credits	Link
Faith Betts	<a href="http://betternewspapercontest.com/admin/entries/edit/1589801">http://betternewspapercontest.com/admin/entries/edit/1589801</a>
Faith Betts	<a href="http://betternewspapercontest.com/admin/entries/edit/1580796">http://betternewspapercontest.com/admin/entries/edit/1580796</a>
Briana Harrell, Thea DeWaard, Kirsten Elyea	<a href="http://betternewspapercontest.com/admin/entries/edit/1588326">http://betternewspapercontest.com/admin/entries/edit/1588326</a>
Kim Fickett	<a href="http://betternewspapercontest.com/admin/entries/edit/1588478">http://betternewspapercontest.com/admin/entries/edit/1588478</a>
Briana Harrell, Thea DeWaard, Kirsten Elyea	<a href="http://betternewspapercontest.com/admin/entries/edit/1588917">http://betternewspapercontest.com/admin/entries/edit/1588917</a>
Brent Lennard	<a href="http://betternewspapercontest.com/admin/entries/edit/1590406">http://betternewspapercontest.com/admin/entries/edit/1590406</a>
Brent Lennard	<a href="http://betternewspapercontest.com/admin/entries/edit/1590410">http://betternewspapercontest.com/admin/entries/edit/1590410</a>
Bruce Miller, Dave Dreeszen	<a href="http://betternewspapercontest.com/admin/entries/edit/1588409">http://betternewspapercontest.com/admin/entries/edit/1588409</a>
Staff	<a href="http://betternewspapercontest.com/admin/entries/edit/1589356">http://betternewspapercontest.com/admin/entries/edit/1589356</a>
Staff	<a href="http://betternewspapercontest.com/admin/entries/edit/1588938">http://betternewspapercontest.com/admin/entries/edit/1588938</a>
Staff	<a href="http://betternewspapercontest.com/admin/entries/edit/1589755">http://betternewspapercontest.com/admin/entries/edit/1589755</a>
Mindy Schaefer	<a href="http://betternewspapercontest.com/admin/entries/edit/1588088">http://betternewspapercontest.com/admin/entries/edit/1588088</a>
Molly Kahler, Danielle Potkonak	<a href="http://betternewspapercontest.com/admin/entries/edit/1590017">http://betternewspapercontest.com/admin/entries/edit/1590017</a>
Jenny Seuntjens	<a href="http://betternewspapercontest.com/admin/entries/edit/1589301">http://betternewspapercontest.com/admin/entries/edit/1589301</a>
Anne Blankenship	<a href="http://betternewspapercontest.com/admin/entries/edit/1589777">http://betternewspapercontest.com/admin/entries/edit/1589777</a>
Danielle Gehr, Ronna Faaborg, Isabella Rosario, Phillip Sitter	<a href="http://betternewspapercontest.com/admin/entries/edit/1590155">http://betternewspapercontest.com/admin/entries/edit/1590155</a>
Brent Lennard	<a href="http://betternewspapercontest.com/admin/entries/edit/1590061">http://betternewspapercontest.com/admin/entries/edit/1590061</a>



Gregory Norfleet <http://betternewspapercontest.com/admin/entries/edit/1588824>

Chad Willenborg <http://betternewspapercontest.com/admin/entries/edit/1589718>

Jacob Willenborg <http://betternewspapercontest.com/admin/entries/edit/1589719>

Staff <http://betternewspapercontest.com/admin/entries/edit/1590158>

Kristin Oldenkamp <http://betternewspapercontest.com/admin/entries/edit/1588629>

Ashley Huisman <http://betternewspapercontest.com/admin/entries/edit/1590053>

Elizabeth Myers <http://betternewspapercontest.com/admin/entries/edit/1588402>

Kallie Fields, Edwin John Yang <http://betternewspapercontest.com/admin/entries/edit/1589176>

Gazette Design Team <http://betternewspapercontest.com/admin/entries/edit/1589746>

Deirdre Whipple, Wanda Newsome, Stephanie McCullar, Brandy Crabill <http://betternewspapercontest.com/admin/entries/edit/1589175>

Staff <http://betternewspapercontest.com/admin/entries/edit/1587963>

Staff <http://betternewspapercontest.com/admin/entries/edit/1587976>

Michelle Schmidt <http://betternewspapercontest.com/admin/entries/edit/1587995>

Jenny Seuntjens <http://betternewspapercontest.com/admin/entries/edit/1589303>

Elizabeth Myers

[http://betternewspapercontest.com/  
admin/entries/edit/1588406](http://betternewspapercontest.com/admin/entries/edit/1588406)

## Competition Comments

All four papers used good graphics. The availability of four-color fueled the top three placers. Each en

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Single entry contest. But the winner has a solid page.

All ads were great! Was hard to pick just 3.

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COVID-19 has been hard hitting news all over the country, every entrant provided high quality, in-depth information. It was how easy it would be for some of the more uneducated readers to understand the information that

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Three of the entries had nothing attached to see:

Iowa's Top 130

Iowa State Fair

Vote for Ankeny

Would like to have seen those too.

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