2003 Award Winners

Campaign Excellence Award Winners

Lifetime Achievement Award - Wally Clinton

MVP in a Campaign - Karl Rove
Pollster of the Year - Public Opinion Strategies
Best Use of New Technology - Webshare Publishing
Field Campaign of the Year - Blaise Hazelwood
Rookie of the Year - Margie Omero

-- Print and Direct Mail Persuasion --

Candidate: Congressional: Democrat
"Number"
Brian Baird for Congress
Terris & Barnes
First
"Bedtime at the Nursing Home"
The Committee to Elect Linda Sanchez
Kennedy Communications
Second
"Second Amendment"
Congressman Earl Pomeroy
Winning Directions
Third
"Tattoo"
Kahn for Congress
Mission Control
Honorable Mention
"Jean Bono Speaks Out"
Friends of Elle Kurplewski for 45th District
Crotty Consulting, Inc.
Honorable Mention

Candidate: Congressional: Republican
"Commitment"
Mike Ferguson for Congress
Jamestown Associates
First
"Border"
Kolbe for Congress
Jamestown Associates
Second
"My Dad is not Dick Army"
Dr. Michael Burgess
Bryan Eppstein, The Eppstein Group
Third
"Introduction"
Rick Renzi for Congress
Jamestown Associates
Honorable Mention
Candidate: US Senator
"All Across Montana"
Montana Democratic Party
Crounse Malchow Schlackman & Hoppey
First
"Blueprints"
Doug Forrester for U.S. Senate
Brabender Cox Mihalke
Honorable Mention
Candidate: Governor
"Tax Holiday"
Roy Barnes for Governor
Crounse Malchow Schlackman & Hoppey
Honorable Mention
"Shallenburger"
Kathleen Sebelius for Governor
The Baughman Company
Honorable Mention
Candidate: Statewide Down Ballot
"Comptrolling"
Dan Hynes for Comptroller
Crounse Malchow Schlackman & Hoppey
First Place
Candidate: State Legislative: Democrat
"Hound"
Alan Chowning for State Representative, Indiana House Democratic Caucus
Terris & Barnes
First
"Roadkill"
Mary Pearl Compton For WV State Senate (WV Democratic Primary)
Media Directions, Inc.
Second
"B-A-R-K-E-R"
Jeff Barker for State Representative
William Berry Campaigns
Third
"New Jobs"
Meeks for Senate
Kennedy Communications
Honorable Mention
"Waffle"
Washington State Democratic Central Committee/Ross Hunter for Washington State Representative, District 48, Position 1
Moxie Media
Honorable Mention
"Education"
Greg Macpherson for State Representative
William Berry Campaigns
Honorable Mention
"6,019 Missed Votes"
Mark Leno for State Assembly
Barnes Mosher Whitehurst Lauter & Partners
Honorable Mention
Candidate: State Legislative: Republican
"Veteran"
Nakanishi for Assembly
JohnsonClark Associates
First
"Komrade Landefeld"
Ohio Republican Party
Majority Strategies
Second
"Crime Victims"
Larry Willey for Assembly
JohnsonClark Associates/JC Evans Communications
Third
"Baaad Plan"
North Carolina Republican Party
Majority Strategies
Third
"One Potato"
Michigan Republican State Committee
The Sterling Corporation
Honorable Mention
Atwater: "Clean Environment"
Jeff Atwater for State Senate
Public Concepts, LLC
Honorable Mention
Candidate: Municipal and Regional
"F.B.I"
Mabel Teng for Assessor
Terris & Barnes
First
"Oakland on the Move"
Re-Elect Jerry Brown for Mayor
Barnes Mosher Whitehurst Lauter & Partners
First
"Meet Mike Bloomberg"
Bloomberg for Mayor
The Baughman Company
First
"10 Reasons"
Andy Spano for County Executive
Crounse Malchow Schlackman & Hoppey
Second
"Wife Beater"
Fontanans for Good Government
Picture Perfect Campaigns
Second
"Barrier"
The End Gridlock Team
Crounse Malchow Schlackman & Hoppey
Third
"Driving Mr. Gulotta"
Tom Suozzi for Nassau County Executive
Mission Control
Honorable Mention
"Two to Tango"
Tom Elderidge for Circuit Court Judge
**Kennedy Communications**
Honorable Mention

"A Special Gift"
Tom Suozzi for Nassau County Executive
Mission Control
Honorable Mention

"Once Upon a Time"
Friends of Larson and Rodgers
Jack Moriarty, Words, Words, Words
Honorable Mention

"Marty and his Bride"
Marty Markowitz for Brooklyn Borough President
Mission Control
Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Candidate - Statewide**

"It just keeps growing and growing"
Iowa Democratic Party for Senator Tom Harkin
**The Strategy Group**, Douglas Herman
First

"ONE"
NARAL
**Bates Neimand, Inc.**
Second

"Your Medical File"
Iowa Democratic Party for Senator Tom Harkin
**The Strategy Group**, Douglas Herman
Third

"The most personal issue"
Texas Abortion Rights Action League
Message, Audience & Presentation
Honorable Mention

"Paul Bunyan"
League of Conservation Voters
**Terris & Barnes**
Honorable Mention

"Sniffin"
South Dakota Republican State Central Committee
Majority Strategies
Honorable Mention

"Drought Relief"
South Dakota Democratic Party
Crounse Malchow Schlackman & Hoppey
Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Congressional**

"Heroes"
Indiana Republican Party
265 Media, Glenn Murphy
First

"Tackle"
League of Conservation Voters
**Terris & Barnes**
First

"Here Comes Martha"
NRCC
St.Claire Communications
Second

"Special Invitation"
Phil Gingrey  
The Stoneridge Group  
"Service"  
DCCC  
Crounse Malchow Schlackman & Hoppey  
Honorable Mention  
"Monkey Business"  
Indiana Republican Party  
265 Media, Glenn Murphy  
Honorable Mention  
"Safe, Clean"  
EMILY'S List  
Crounse Malchow Schlackman & Hoppey  
Honorable Mention  

**Independent Expenditure Campaign/Issue Advocacy: Legislative or Municipal**  
"Government Gone Wild"  
Senate Democratic Leadership Fund  
M & R Strategic Services  
First  
"Battered Woman"  
California Correctional Peace Officers Association  
**Winning Directions**  
Second  
"Used Car Salesman"  
New Hampshire Senate Democratic Caucus  
JMG Direct  
Third  
"$6 Toll"  
WA State Democratic Central Committee  
Mission Control  
Honorable Mention  
"Potential"  
WEA-PAC  
**GSM/ Mercury**  
Honorable Mention  
"Guns Record"  
New York State Democratic Committee  
JMG Direct  
Honorable Mention  

**Independent Expenditure Campaign/Issue Advocacy: Non-Candidate**  
"Birthday Cake"  
Colorado Conservation Voters Education Fund  
**Compass Media Group, Inc.**  
Honorable Mention  
"My Husband Dan"  
Protect Montanakids.org  
M & R Strategies Group, Inc.  
Honorable Mention  

**Absentee Ballot Mail**  
4 More Inches  
North Dakota Democratic Party  
Mission Control  
First  
"New Polling Place"  
California Labor Federation  
**Winning Directions**  
Second  
Iowa Absentee Ballot Self-Mailer  
Iowa Victory 2002/Republican Party of Iowa
Olsen, Delisi, & Shuvalov
Second
"Bob"
Maine Democratic Party
Mission Control
Third
"Polling Place"
Kansas Democratic Party
The Baughman Company
Honorable Mention
"Early Vote"
Washington State Republican Party
Hockaday Donatelli Campaign Solutions
Honorable Mention
Membership Political Mail
"Building for their Future"
Iowa State Education Association
Winning Directions
First
"Child's Dream"
National Education Association
Crounse Malchow Schlackman & Hoppey
Second
"Together"
AFL-CIO
Crounse Malchow Schlackman & Hoppey
Third
"Belly Flop"
Washington Education Association
Bates Neimand, Inc.
Third
"Lady Liberty"
NARAL
Crounse Malchow Schlackman & Hoppey
Honorable Mention
GOTV Mail
"If They Win"
Democratic Party of Georgia
Crounse Malchow Schlackman & Hoppey
First
"Mood Ring"
Tom Suozzi for Nassau County Executive
Mission Control
Second Place
"Secret Tax Plan"
Republican Party of Florida
Public Concepts, LLC
Honorable Mention
"Extinct"
Tom Suozzi for Nassau County Executive
Mission Control
Honorable Mention
"Beautiful Voices"
Democratic Party of Georgia
Crounse Malchow Schlackman & Hoppey
Honorable Mention
Initiative/Referendum/Constitutional Amendment: Statewide
No Awards

Initiative/Referendum/Constitutional Amendment: Regional or
Local

"Not One Red Cent"
Citizens for Stable Neighborhoods Committee

Winning Directions

First
"Here's What You Missed"
Citizens for Better Transportation
Crounse Malchow Schlackman & Hoppey
First
"VA Parks Bond"
The Nature Conservancy Action Fund

Bates Neimand, Inc
Second

"S"
Yes on Measure S
William Berry Campaigns
Third
"Fire Hat"
Friends of Denver's Historic Auditorium Theatre
Crounse, Malchow Schlackman & Hoppey
Honorable Mention
"Hero"
N. Washington Fire District

Welchert & Britz
Honorable Mention

State

"Son of a.."
Texas Democratic Coordinated Campaign
Message, Audience & Presentation
First
Direct Delivery Slate
California Farm Bureau Federation

Picture Perfect Campaigns
Second

"Vicks..."
Texas Democratic Coordinated Campaign
Message, Audience & Presentation
Third
"Go Everywhere Together"
Babylon Victory 2001
Mission Control
Honorable Mention
"Ostrich"
Bergen County Democratic Party

Kennedy Communications
Honorable Mention

Bilingual or Foreign Language Mail

"Bonita"
NALEO
The Strategy Group, Andrew Sharp
First
"Estamos Unidos"
Colorado Democratic Campaign
Crounse Malchow Schlackman & Hoppey/Message Audience & Presentation
First
"Prove It"
Save Dade
Mission Control
Second
"Many Faces"
Dan Kelly for State Assembly
Phil Giarrizzo Campaign Consulting
Second
"Vicks..."
Texas Democratic Coordinated Campaign
Message Audience & Presentation
Third
"Drop Out"
Mi Familia Vota 100%
Winning Directions
Honorable Mention

Candidate Fundraising

"Rubber Chicken"
Robert Reich for Governor of Massachusetts
Bates Neimand, Inc.
Second
"Dear Hero"
Congressman Mike Rogers of Michigan
SCM Associates
Honorable Mention

Political Party Fundraising

"Red, White & Roux"
Republican Party of Louisiana
Innovative Advertising, LLC
First
"Alaska Welcomes GW Bush"
Republican Party of Louisiana
Edmonds Hackney & Associates
Second
"Winning Team"
Republican Party of Alaska
Edmonds Hackney and Associates
Third
"Proud American/Proud Democrat"
Democratic Senatorial Campaign Committee
Joyce Rubenstein, A.B. Data
Honorable Mention

Full Print/Direct Mail Campaign - Candidate

Tom Suozzi for Nassau County Executive
Mission Control
First
Marty Markowitz for Brooklyn Borough President
Mission Control
Second
Congresswoman Sue Kelly
Jay Townsend, The Townsend Group
Third
"David vs. Goliath"
Bill Heath
The Stoneridge Group
Honorable Mention
-- Collateral Material --

Billboard/Bus Signs/Train Signs
"Straphangers Standing Up"
Straphangers Campaign
Robbett Advocacy Media
First
"Make BART Better"
Yes on Measure BB
Barnes Mosher Whitehurst Lauter and Partners
Second
"Let Freedom Ring"
California Secretary of State
McNally Temple & Associates, Inc.
Honorable Mention
"George Gary/Gary George Billboard"
Gary George for Governor
North Woods Advertising
Honorable Mention
Yard/Outdoor Signs
"A Super Judge Executive"
Re-Elect Judge Kent Clark Madison County Judge Executive
Emmons & Company
First
"Make Our Roads Safe"
Yes on Measure M
Barnes Mosher Whitehurst Lauter & Partners
Second
"Effective Democrat"
Mark Leno for Assembly
Barnes Mosher Whitehurst Lauter & Associates
Third
Doorhangers
"Fiona Ma"
San Francisco Labor Council
Winning Directions
Honorable Mention
"South Bay Labor Council GOTV"
South Bay Labor Council
DFS Associates
Honorable Mention
"Ringo"
Charlie Ringo for State Senate
William Berry Campaigns
Honorable Mention
Logo Design
"Fire Fighter"
Greg Markley for Washington State Representative
Moxie Media
First
"Effective Democrat"
Mark Leno For State Assembly
Barnes Mosher Whitehurst Lauter & Partners
Second
"Homes for San Franciscans, Vote Yes on Prop R"
Yes on Prop R
Barnes Mosher Whitehurst Lauter & Partners
Third
**Most Original/Innovative Collateral Items**
"Pingree Pill Bottle"
Chellie Pingree for U.S. Senate
MacWilliams, Robinson & Partners
First
"The Sum of All Veteos"
Tony Sanchez for Governor
**Winning Directions**
Second
"Post-it Notes"
Multiple Campaigns
Public Concepts, LLC
Third
"The Sonny Card"
Sonny Perdue
**The Stoneridge Group**
Honorable Mention

**-- Newspaper --**

**Full Page**
"Kids"
Carl DuBois for Orange County
Jay Townsend, The Townsend Group
First
"Determination"
Stevens for Senate Committee
**Edmonds Hackney and Associates**
Second
"Yard Sign"
Palisades Center Mall
Jay Townsend, The Townsend Group
Third
"Gun Show Loophole"
National Rifle Association
**Edmonds Hackney & Associates**
Honorable Mention
"Commitments"
Republican Party of Alaska
**Edmonds Hackney and Associates**
Honorable Mention

**Less Than Full Page**
"Vote like you Future Depends on It"
Stevens for Senate Committee/Murkowski for Governor
**Edmonds Hackney and Associates**
First
"For the Children"
Stevens for Senate Committee
**Edmonds Hackney and Associates**
Second
"Wolf in Sheep's Clothing"
National Rifle Association
**Edmonds Hackney and Associates**
Third
"Dumb and Dumber"
Alaskans against Pipeline Politics
**Edmonds Hackney and Associates**
Third
"Determination"
Stevens for Senate
**Edmonds Hackney and Associates**
Honorable Mention
**Insert/Other**
"Pingree Want Ads"
Chellie Pingree for U.S. Senate
MacWilliams, Robinson & Partners
Third
"Voting Keeps You Young"
Alaskans for Don Young
**Edmonds Hackney and Associates**
Honorable Mention
**Bilingual or Foreign Language Newspaper**
"Yes on 47" (Spanish)
Yes on 47
Woodward & McDowell
First
"Yes on 47" (Asian)
Yes on 47
Woodward & McDowell
Second
Full Newspaper Campaign - Candidate
No Awards

--- Radio Advertisements ---

**Candidate: Congressional**

"Golfer"
Northup for Congress
**McCarthy Marcus Hennings, Ltd.**
Second
"Believeable"
Nussle for Congress
**McCarthy Marcus Hennings, Ltd.**
Third
"Issues Experience"
Lincoln Davis for Congress
**Fletcher & Rowley**
Honorable Mention
"Snakeheads"
Steny Hoyer for Congress
MacWilliams, Robinson & Partners
Honorable Mention
**Candidate: US Senator**

"Homestead Ranch"
Craig for U.S. Senate
**McCarthy Marcus Hennings, Ltd.**
Second
"Viktor"
Stevens for Senate Committee
**Edmonds Hackney and Associates**
Third
"Brian"
Collins for Senator
**McCarthy Marcus Hennings, Ltd.**
Honorable Mention

**Candidate: Governor**

"e-Gray"
Bill Simon for Governor

**McCarthy Marcus Hennings, Ltd.**

First
"Awll Tawk"
Schundler for Governor
Alfano Communications

Second
"Driving While Black"
Burris For Governor
Jackson Chao Media

Second
"G.W. Bush"
Murkowski for Governor

**Edmonds Hackney and Associates**

Third
"Redford"
Bill Richardson for Governor
Brown, Inc.

Third
"George Gary Song"
Gary George for Governor

**North Woods Advertising**

Honorable Mention

**Candidate: Statewide Down Ballot**

"Hard Work"
Jim Wood for State Auditor
Paschall & Associates

Second
"Kendra"
The Tim Cahill Committee
Viewpoint Strategies

Third

**Candidate: State Legislative**

"Tax Raising Reggie"
Chris Bollinger for Senate

**Innovative Advertising, LLC.**

First
"What You Know"
Bill Shaw for State Senate
Sautter Communications

Second
"Attack Rebuttal"
Re-Elect Senator Ed Worley

**Emmons & Company**

Third

**Candidate: Municipal & Regional**

"He's Crafty"
Republican Party of Louisiana

**Innovative Advertising, LLC**

First
"Typical"
Mike Fahey for Mayor
Dixon-Davis Media Group

Second
"Lights Out"
Republican Party of Louisiana
Innovative Advertising, LLC
Third
Independent Expenditure Campaign/Issue Advocacy-Statewide
"Remember"
National Rifle Association
Edmonds Hackney & Associates
First
"Traffic Copter"
Minnesota Transportation Alliance/Invest 2000
North Woods Advertising
Second
"Summertime"
Reform Voter Project
MacWilliams, Robinson & Partners
Third
Independent Campaign/Issue Advocacy-Congressional Expenditure
"Utah"
American Hospital Association
MacWilliams, Robinson & Partners
Honorable Mention
Advocacy-Legislative or Municipal
"Taxin Bill"
DLCC
Fletcher & Rowley
Second
"Phone Tree"
National Association of Realtors
The Stevens & Schriefer Group / Fenn & King Communications
Second
"16 Tons"
Missouri Republican State Committee
Thompson Communications, Inc.
Third
Political Party Committee (Non-Candidate Only)
No Awards
GOTV
Mrs. Gonzalez
Tony Sanchez for Governor
Message, Audience & Presentation
Honorable Mention
Initiative/Referendum/Constitutional Amendment-Statewide
"Lie Detector"
Citizens for Accountability and Results-No on Referendum 51
Madison Communications
First
"Joe Arizona-Do the Math"
Coalition for Arizona
High Ground, Inc.
Second
"Chief Justice Lambert"
Family Courts of Kentucky
Tom Skidmore/Skidmore Advertising Group
Third
Initiative/Referendum/Constitutional Amendment-Municipal or Regional
"The Boondoggle"
San Franciscans Against the Blank Check-No on D/ Pacific Gas & Electric Company
Solem & Associates
Honorable Mention
Bilingual or Foreign Language Radio
"Gabriel"
The Campaign Group/Message, Audience & Presentation
Message, Audience & Presentation
First
"El Boxeo"
SEIU
MacWilliams, Robinson & Partners/Message, Audience & Presentation
Honorable Mention

Full Radio Campaign - Candidate
Hensarling General Election
Jeb Hensarling For Congress
National Media, Inc.
First
"Last Candidate in America to run a..."
Butch Hollowell for Secretary of State
Solomon Friedman Advertising
Second
"Stevens 2002"
Stevens for Senate Committee
Edmonds Hackney and Associates
Honorable Mention

-- Television Advertisements --

Best Non-Broadcast Video
"Convention Video"
Agricultural Commissioner Susan Combs

Weeks, & Co. LLP
First
"Ladder to the Stars"
Wellstone for Senate

Grunwald Communications
Second
"Expanding Opportunity"
Mehiel Convention Video/Mehiel for Lt. Governor
Axelrod & Associates
Third

Candidate: Congressional: Democrat
"Every"

Stephen Lynch for Congress
Murphy Putnam Media, Inc.
First
"Words"

Kennedy for Congress
Axelrod & Associates
Second
"Best"
Congressman Harold Ford Jr.
Penczner Burton Media
Third
"He's Back"
Roger Kahn For Congress
Allan B. Crow & Associates
Honorable Mention
Candidate: Congressional: Republican
"The Hug"
Randy Forbes for Congress
National Media, Inc.
First
"Social Security"

Butch Otter for Congress
Sandler & Innocenzi
Second
"Change"
Max Burns for Congress
Strategic Perception, Inc.
Third
"Monkey's Uncle"
Mike Sodrel for Congress
265 Media, Glenn Murphy
Honorable Mention

Candidate: US Senator
"Forget Revised"

Inhofe for Senate
Strategic Perception, Inc.
First
"Walk"

Inhofe for Senate
Strategic Perception, Inc.
Second
"Black and White"
Doug Forrester for U.S. Senate
Brabender Cox Mihalke
Third
"Community"
Chellie Pingree for U.S. Senate
MacWilliams, Robinson & Partners
Third

Candidate: Governor
"Iraq"

Bill Richardson for Governor
The Campaign Group, Inc.
First
"Gus & Gabe"

Doyle for Governor
GMMB
Second
"GAME"
Blanchard for Governor
Penczner Burton Media
Third
"George Gary (Oops We Did It Again)"
Gary George for Governor
North Woods Advertising
Honorable Mention
"Frank"
Perdue for Governor
Strategic Perception, Inc.
Honorable Mention
**Candidate: Statewide Down Ballot**
"Little Guy"
Mark Taylor for Lt. Governor
Murphy Putnam Media, Inc.
First
"Thankful"

Lisa Madigan for Attorney General
Murphy Putnam Media, Inc.
Second
"Missed Votes"
Matt Brown for Secretary of State
MacWilliams, Robinson & Partners
Third
"Jessyca"
Friends of Peg Lautenschlager

**Visuality**
Honorable Mention
"Look Who's Back"
Mark Taylor for Lt. Governor
Murphy Putnam Media, Inc.
Honorable Mention
"Breaking Glass"
Lt. Governor Elect David Denhurst
Weeks, & Co. LLP
Honorable Mention

**Candidate: State Legislative**
"Breach of Oath"

Ben Bentain for State Senate
**The Strategy Group for Media**
First
"Ride"

Farhat for State Representative
**The Sterling Corporation**
Second
"Enough Already"
Garry Furnari for Senate
Murphy Putnam Media, Inc.
Third
"Education"
Barbara Canales Black Candidate for Texas Senate
Jeff Montgomery & Associates
Honorable Mention

**Candidate: Municipal & Regional**
"Scott Free"

Charles Genco for District Attorney
Weiner & Weiner, Inc.
First
"Afraid"

Tom Spota for District Attorney
Murphy Putnam Media, Inc.
First
"Vento's Pizza"
Bob O'Connor for Mayor
Murphy Putnam Media, Inc.
Second
"Priorities"
Re-Elect Mercurio Martinez Webb County Judge
Message, Audience & Presentation
Honorable Mention
"Sticker Race"
Phil Kellam for Commissioner of Revenue
Murphy Putnam Media, Inc.
Honorable Mention
"Coffee Table"
Tom Suozzi for Nassau County Executive
Laguens Hamburger Stone
Honorable Mention
**Independent Expenditure Campaign/Issue Advocacy: Candidate-Statewide**
"Hard to Swallow"

League of Conservation Voters
Laguens Hamburger Stone
First
"Lessons"

NJ Republican State Committee
**Jamestown Associates**
Second
"The Daschele Problem"
The Club for Growth
Red Sea, LLC
Third
"Acme"
American Small Business Alliance
MacWilliams, Robinson & Partners
Honorable Mention
"Critical Choices"
National Republican Senatorial Committee
**Stevens Reed Curcio & Potholm**
Honorable Mention
**Independent Expenditure Campaign/Issue Advocacy: Congressional**
"Martha Bus"
National Republican Congressional Committee
**Stevens Reed Curcio & Potholm**
Honorable Mention
**Independent Expenditure Campaign/Issue Advocacy: Legislative or Municipal**
"Unbelievable but True"

Citizens for Truth in Government
Paschall & Associates
First
"Leaving"
Missouri Republican State Committee
Thompson Communications, Inc.
Honorable Mention
**Independent Expenditure Campaign/Issue Advocacy: Non-Candidate**
"Seatbelts"

Minnesota Department of Public Safety
**North Woods Advertising**
First
"Get out the Vote"
California Common Cause
Leo McElroy, Leo McElroy Communications
First
"Broken"
Parents in Charge
North Woods Advertising
Second
"85 Years"
Planned Parenthood Action Fund
Laguens Hamburger Stone
Third
"The Virtual Tour"
The National Education Association
Laguens Hamburger Stone
Third
"Auction"
Save Our Environment
Penczner Burton Media
Honorable Mention
"New Car Smell"
The Natural Resources Defense Council
Laguens Hamburger Stone
Honorable Mention
Initiative/Referendum/Constitutional Amendment
"Joe Arizona"
Coalition for Arizona
High Ground, Inc.
First
"No More Playing Around"
No on Prop L
Barnes Mosher Whitehurst Lauter & Partners
Honorable Mention
"The Boondoggle"
San Franciscans Against the Blank Check-No on D/ Pacific Gas & Electric Company
Solem & Associates
Honorable Mention
Television Ad-More Than 60 Seconds
No Awards
Bilingual or Foreign Language Television Advertisement
"Jaimes"
Omar Garza for Judge, County Court at Law
Message, Audience & Presentation
First
"Leadership"
Gilbert Hinojosa Candidate for Cameron County Judge
Jeff Montgomery & Associates
Second
"Ayuda"
Bob Filner for Congress
The Campaign Group, Inc.
Third
"Healthcare"
Barbara Canales Black for Texas Senate
Jeff Montgomery & Associates
Honorable Mention
**Full Television Campaign - Candidate**
Saxby Chambliss for Senate

Saxby Chambliss for Senate
Perdue Group
First
Rod Blagojevich for Governor

Rod Blagojevich for Governor (IL)
**Squier Knapp Dunn**
Second
Ed Rendell for Governor
Ed Rendell for Governor
**The Campaign Group, Inc.**
Third
"Ehrlich for Governor"
Ehrlich for Governor
**The Stevens & Schnefer Group**
Honorable Mention
Green Party Myths
Ken Pentel for Governor
Jim Cousins, Freelance Political Consultant & Producer
Honorable Mention

-- Technology, Websites and Banner/Pop Up Advertisements --

**Website: US Senator**
www.Tim2002.com
Tim Hutchinson for Senate
**Hockaday Donatelli Campaign Solutions**
First

**Website: Governor**
www.jeb.com
Jeb Bush for Governor
**New Media Communications, Inc.**
First
Schundler for Governor
**Hockaday Donatelli Campaign Solutions**
First
www.GeorgePataki.com
Friends of Pataki
**Hockaday Donatelli Campaign Solutions**
Second

**Website: Statewide Down Ballot**
"Ohioans for Ken Blackwell"
Ohioans for Ken Blackwell
**New Media Communications, Inc.**
Honorable Mention

**Website: Congressional**
Stan2002.com
Stan Matsunaka for Congress
**Phil Nash & Emi Ireland-Campaign Advantage**
First
www.NorthupforCongress.com
Anne Northup for Congress

**Hockaday Donatelli Campaign Solutions**
Honorable Mention

**Best Overall Internet Campaign**
www.GeorgePataki.com
Friends of Pataki

**Hockaday Donatelli Campaign Solutions**
First
Tony Sanchez Online
Tony Sanchez for Governor

**Campaign Momentum**
Second
Joe Arizona- Yes on 201
Coalition for Arizona
**High Ground, Inc.**
Honorable Mention
Lamar Alexander for U.S. Senate
Lamar Alexander for U.S. Senate

**New Media Communications, Inc.**
Honorable Mention

**Best Use of Email / Viral Marketing**
"Chris Is Missing"
Jan Brewer for Secretary of State
**High Ground, Inc.** and AVIMAIL
First
Katherine Harris Emails
Friends of Katherine Harris

**Hockaday Donatelli Campaign Solutions**
Second
Elizabeth Dole for U.S. Senate/eLeader
Elizabeth Dole for U.S. Senate

**New Media Communications, Inc.**
Second

**Best Use of Handheld Technology in a Field Program**
Portable Data Management
Jim Humphrey, NVAAFLCO, NRLE, Maine Democratic Party
Seize the Day, Ltd.
First
Iowa Democratic Coordinated Campaign Canvass Program
Victory 2002/Citizens for Harkin
Jeff Link
Second

**Best Use of 800/Inbound Technology**
"Stop Stroke"
American Heart Association
**Winning Connections**
Honorable Mention

**Website: State Legislative**
www.sampage2002.com
Sam Page for State Representative

**Phil Nash & Emi Ireland-Campaign Advantage**
First
www.waterswave.com
Leslie Waters for Florida State House, District 51

**The Mallard Group**
Second
"Fountain Odom for NC Senate"
Committee to Re-Elect Fountain Odom for NC Senate
Southern Political Information Network
Honorable Mention
**Website: Local/Municipal**
www.TheRecallIsWrong.com
Neighbors for Neil
**Hockaday Donatelli Campaign Solutions**
First
"Mike for Mayor Website"
Mike Bloomberg for Mayor
**New Media Communications, Inc.**
Second
**Website: Initiative/Referendum/Constitutional Amendment**
www.kyfamilycourts.com
Family Courts for Kentucky
Tom Skidmore/Skidmore Advertising Group
First
"Yes on 47 Website"
Yes on 47
Woodward & McDowell
Second
www.joearizona.com
Coalition for Arizona
**High Ground, Inc.**
Honorable Mention
**Website: Independent Expenditure Campaign/Issue Advocacy**
TheRightPrescription.org
Coalition for a Competitive Pharmaceutical Market
e-advocates
First
NRA Political Victory Fund Website
NRA Political Victory Fund
**New Media Communications, Inc.**
Second
"SaveOurChoice.org"
Blue Cross Blue Shield Association
e-advocates
Third
**Website: Organization**
www.NRCC.org
NRCC
**Hockaday Donatelli Campaign Solutions**
First
www.CommitteeforJustice.org
Committee for Justice
**Hockaday Donatelli Campaign Solutions**
Second
www.conservative.org
American Conservative Union
**Hockaday Donatelli Campaign Solutions**
Honorable Mention
www.straighttalkamerica.org
Straight Talk America
**Hockaday Donatelli Campaign Solutions**
Honorable Mention
**Best Use of Website for Fundraising**
"NRCC Contribution Center"
NRCC
**Hockaday Donatelli Campaign Solutions**
First
"Emily's List"
Emily's List
Mindshare Internet Campaigns, LLC
Second
Best Use of Website for Volunteer/Field Organizations
"Working Families Tool Kit"
AFL-CIO
Webshare Publishing
First
ParticipateAmerica.org
Participate America Foundation
e-advocates
Second
Best Use of Website for Persuasion
"TexasInsuranceCrisis.com"
Tony Sanchez for Governor
Campaign Momentum
First

Best Use of Negative Advertising on a Website

No Awards

Banner/Pop Up Ads: Candidate
"Got Britt?"
Mark Leno For State Assembly
Barnes Mosher Whitehurst Lauter & Partners
Honorable Mention
Banner/Pop Up Ads: Non-Candidate
"Yo Bloomberg!"
Independent Women's Action Project
Audrey Mullen, Advocacy Ink
First
Best Use of Flash Animation
"Social Insecurity"
DNC
Eighteenth Street Media
First
"No More Enrons"
American Family Values
Eighteenth Street Media
Second
"Dirty Bomb"
State of Nevada, Office of Nuclear Projects
IssueDynamics, Inc.
Honorable Mention
"Greedy TV and the Free Air Time Campaign"
Alliance for Better Campaigns
Mindshare Internet Campaigns, LLC
Honorable Mention

-- Automated Phone Calls --

Candidate: US Senate
"Carry on My Dad's Fight"
Democratic Farm Labor Party
Stones' Phones
Honorable Mention
"Last Minute in Pulaski County"
Arkansas Democratic Party

**Winning Connections**
Honorable Mention

**Candidate: Governor**
"Standing By"
Robert Reich for Governor of Massachusetts

**Stones' Phones**
First
"Principal"
Kathleen Sebelius for Governor

**LSG Strategies**
Honorable Mention

**Candidate: Statewide Down Ballot**
"Steinham for Madigan"
Lisa Madigan for Attorney General

**Winning Connections**
Honorable Mention

**Candidate: Congressional**
"Newsday Editorial"
Tim Bishop for Congress

**LSG Strategies**
First
Mel Brooks "Sorry for Not Being Funny"
Tim Bishop for Congress

**LSG Strategies**
Second
"Absentee Ballot"
John Dingell for Congress

**LSG Strategies**
Third

**Candidate: State Legislative**
"Fraud Alert"
Guy Houston for Assembly 2002"

**JohnsonClark Associates**
First
"Campaign Violations"
Denham for Senate

**JohnsonClark Associates**
Second
"Nurses Endorse"
Guy Houston for Assembly 2002

**JohnsonClark Associates**
Third

**Candidate: Local/Municipal**

**Initiative/Referendum/Constitutional Amendment**
Joe Arizona, "This is the State of Arizona Just Kidding"
Coalition for Arizona

**High Ground, Inc.**
First
"Forest for Less than $1 a month"
Lake County Forest Preserves, Vote Yes

**Stones' Phones**
Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy**

**Fundraising**
No Awards

**Multi-Phase Phone Call Program**
"Hi It's Kim"
Floridians for Conservative Values
Public Concepts, LLC
First
**Bilingual or Foreign Language Phone Calls**
Leland Yee Bilingual
Ed Jew for Supervisor in San Francisco
**Stones' Phones**
Honorable Mention
**Voter Registration**
"Press 1 to Register"
Arizona Democratic Party
**Stones' Phones**
First
**GOTV**
"Bishop"
Bishop for Congress
**LSG Strategies**
Honorable Mention
"Endorsement for GOTV"
Frank Mann for State Senate
Public Concepts, LLC
Honorable Mention