EVENING PROGRAM

I. Welcome Remarks
II. National Anthem
III. AAPC Acknowledgements
IV. Dinner and Presentation of Pollie and Campaign Excellence Awards
V. Winner Portraits Taken (Coronado Foyer)
VI. Pollie After Party & Desert Reception (Coronado Ballroom)
AAPC Thanks Those Who Made The 2014 Pollie Awards & Conference A Success

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AAPC is honored to have had 265 judges participate in the 2014 Pollie Awards—across all disciplines and party lines. Our judges are essential to the success and integrity of the Pollie Awards program and we truly appreciate their time and effort.

To all of our judges, thank you! Without you, the Pollie Awards would not be possible.
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OVERALL CAMPAIGNS - CANDIDATE DIVISION
A01 - Best Direct Mail Campaign
Gold
Terry McAuliffe for Governor Flight
Moore Campaigns

Silver
Funds for Jobs, Growth and Security - Frank Balles
Mission Control, Inc.

A02 - Best Internet Campaign
Gold
Liberal Party of Australia 2013 Race
IMGE

Silver
Cory Booker for Senate Digital Marketing Program
Trilogy Interactive

A03 - Best Phone/Field Campaign
Gold
Laura Maczka For Mayor: “The Clinic”
Stampede Consulting

Silver
Vidak for State Senate
GOCO Consulting, LLC

A04 - Best Television/Radio Campaign
Gold
Turnaround Detroit
Joe Slade White & Company

Silver
New Yorkers for de Blasio
AKPD Message and Media LLC

Bronze
Philip Levine for Mayor of Miami Beach
The Victory Group

A05 - Best Use of Fundraising
Gold
U.S. Senator Jim Inhofe: Dove Hunt Invitation Mailer & Event Materials
Sagac Public Affairs

Silver
U.S. Senator Jim Inhofe - Striper Fishing Tournament Event, Invite & Materials
Sagac Public Affairs

Bronze
Okla. State Treasurer - Ken Miller Campaign “Tip Off” Event
Sagac Public Affairs

A06 - Best Use of Humor
Gold
Frank Balles for NJ Senate - “Favorite Things”
The Strategy Group Company

Silver
I’m ObamaCare Series
Republican National Committee

Bronze
I’m ObamaCare: Down
Republican National Committee

A07 - Best Use of Negative/Contrast
Gold
Women’s Flight
Moore Campaigns

Silver
Voice
Jamestown Associates

Bronze
Turnaround Detroit, “Park”
Joe Slade White & Company

A08 - Best in Show
Gold
Turnaround Detroit Write-In Campaign
Joe Slade White & Company

Silver
MARTY WALSH FOR BOSTON MAYOR
Jackson Group Media LLC

Bronze
Foxes in Ballot Boxes
The Beytin Agency

OVERALL CAMPAIGNS - BALLOT INITIATIVE DIVISION
A09 - Best Direct Mail Campaign
Gold
Yes for SeaTac
Moxie Media

Silver
Henrico County Meal Tax - Vote Yes
Mission Control, Inc.

A10 - Best Internet Campaign
Gold
Yes on 522, the Campaign to Label GMOs in Washington State
Oldmixon Hill

Silver
Highmark Blue Cross Blue Shield Overall Campaign
BrabenderCox

Bronze
UPMC - Contract Campaign
The Strategy Group Company

A11 - Best Phone/Field Campaign
Gold
Field to the Rescue
Calvert Street Group

A12 - Best Use of Fundraising
Gold
Yes on 522, the Campaign to Label GMOs in Washington State
Oldmixon Hill

Silver
Reclaim America PAC
Targeted Victory

Bronze
Clear Channel PAC - Peer to Peer Campaign
Sagac Public Affairs

A13 - Best Use of Humor
Gold
Dumb and Dumber
Hackney & Hackney, Inc.

OVERALL CAMPAIGNS - PUBLIC AFFAIRS DIVISION
A17 - Best Direct Mail Campaign
Gold
The Home Depot “Why e-Fairness Matters” Postcard
Sagac Public Affairs

Silver
AARP Chained CPI Appeal Campaign
Chapman Cubine Adams + Hussey

A18 - Best Internet Campaign
Gold
Zombies For Responsible Government
Gateway Media

Silver
Moving America Out of the Red
Proof Integrated Communications

Bronze
Lady Parts Justice - Clear Eyes, Full Hearts, Can Choose
Revolution Messaging

A19 - Best Phone/Field Campaign
Gold
Napa Pipe: Creating A New Vision
Davies Public Affairs

Silver
Ratepayer Revolt
Calvert Street Group

A20 - Best Television/Radio Campaign
Gold
AARP - Fraud
GMMB

Silver
Highmark Blue Cross Blue Shield Overall Campaign
BrabenderCox

Bronze
UPMC - Contract Campaign
The Strategy Group Company

A21 - Best Use of Fundraising
Gold
Reclaim America PAC
Targeted Victory

Silver
Clear Channel PAC - Peer to Peer Campaign
Sagac Public Affairs

Bronze
NARAL Defeat Cuccinelli eAppeals
Chapman Cubine Adams + Hussey
A22 - Best Use of Humor
Gold
Zombies For Responsible Government
Gateway Media

A24 - Best in Show
Gold
Coloradans for Responsible Energy Development
Pac/West Communications
Silver
Pastors and General Push for ATT
Eleison, LLC
Silver
White Coat Waste Movement
White Coat Waste Movement
Bronze
Texas Works
WeRPolitics

DIRECT MAIL - CANDIDATE DIVISION

B08 - For Mayor - Republican
Gold
Taylor Major Liberal Donor
AH Strategies & Majority Designs
Silver
“Faulconer: Proven Record.” Mailer
Revolvis Consulting
Bronze
Lost Jobs
Meridian Central Public Affairs

B09 - For State Legislature - Democrat
Gold
Foxes in Ballot Boxes
The Beytin Agency
Silver
“Faulconer: Proven Record.” Mailer
Revolvis Consulting
Bronze
Lost Jobs
Meridian Central Public Affairs

B10 - For State Legislature - Republican
Gold
Carona Missing Poster
Axiom Strategies
Silver
Carona Highway
Axiom Strategies
Bronze
LD1 Assembly - “Above the Law”
Chris Russell Consulting LLC

B11 - For Local/Municipal/Regional Candidate - (Non-Mayoral Race) - Democrat
Gold
Service
The Chadderdon Group
Silver
Safety In Numbers
Blue&Read
Bronze
Mug Shot
Red Horse Strategies

B12 - For Local/Municipal/Regional Candidate - (Non-Mayoral Race) - Republican
Gold
Doors
Cold Spark Media
Silver
LIAR LIAR
thetrazgroup
Bronze
FINGERS CROSSED
thetrazgroup

B15 - For Membership Organization
Gold
Teamsters Slate
Cerillion N4 Partners
Silver
Thank You Debbie Halvorson
BerlinRosen
Bronze
Get To Work
Cerillion N4 Partners
B17 - GOTV - Statewide/Local
Gold
Pledge to Vote Signatures
Northwest Passage Consulting

B18 - Slate - Statewide/Local
Gold
Foxes in Ballot Boxes
The Beytin Agency

B21 - Independent Expenditure Campaign - Governor
Gold
NextGen Climate Action - Smokestack
Mission Control, Inc.
Silver
NextGen Climate Action - 98%
Mission Control, Inc.

B22 - Independent Expenditure Campaign - U.S. Senate/House
Gold
Badge
Bergmann Zwerdling Direct

B23 - Independent Expenditure Campaign - Statewide (Non-Gubernatorial Race)
Gold
Control
Gold Communications

B24 - Independent Expenditure Campaign - Mayor
Gold
Skeletons
The Campaign Workshop
Silver
Double Standard
Ryan Clumpner
Bronze
Gone Fishin’
The Chadderdon Group

B25 - Independent Expenditure Campaign - State Legislature
Gold
Disaster
Kennedy Communications, Inc.
Silver
Fall of Roma
Kennedy Communications, Inc.
Bronze
Guns Three
Kennedy Communications, Inc.

B26 - Independent Expenditure Campaign - Local/Municipal/Regional
Gold
Superhero
The San Diego Group
Silver
Thumbs Up
JVA Campaigns
Bronze
No Sara
Bergmann Zwerdling Direct

B27 - Best Use of Bilingual/Multilingual/Foreign Language
Gold
Uno - Ron Serpico
Mad Dog Mail
Silver
Nieto
The Strategy Group
Bronze
DREAM
Ryan Clumpner

B28 - Best Use of Humor
Gold
Dodgers
The Parkside Group
Silver
Gorilla
The Public Response Group
Bronze
Nudes
The Parkside Group

B29 - Best Use of Illustration
Gold
Anderson Went to Richmond - Reed Heddleston
Mad Dog Mail
Silver
Elephant in Sheep’s Clothing
Los Angeles County Democratic Party
Bronze
Foxes in Ballot Boxes
The Beytin Agency

B30 - Best Use of Negative/Contrast - U.S. Senate/House
Gold
McConnell MGB Fraud
The Lukens Company

B32 - Best Use of Negative/Contrast - Local/Municipal/Regional (Including Mayor)
Gold
Stephen Fulop for Jersey City Mayor - Watch Mission Control, Inc.
Silver
Funds for Jobs, Growth and Security - Cane Mission Control, Inc.

B38 - For City Campaigns
Gold
Spin
Moxie Media
Silver
Safe Schools=Safe Kids
Greenlight Media Strategies
Bronze
Mad Hatter
JVA Campaigns

B40 - For Local/Municipal/Regional Organization
Gold
Tyler Proud - Vote By Mail
365 Strategies

B49 - Franked Mail
Gold
Cut
Bergmann Zwerdling Direct
Silver
BUDGET VOTE
thetrazgroup

B51 - For State/Local Public Affairs
Gold
Sante Fe Gold - Building an Army of Advocates
Davies Public Affairs
Silver
Direct Mail for Active Adult Development Project
Five Corners Strategies
Bronze
Morse Double Dip
DMI DIRECT

B53 - For Membership Communications
Gold
Transport Workers Union “Teamster Air”
Putnam Partners, LLC

B56 - Best Use of Humor
Gold
Transport Workers Union “Air Sickness Bag”
Putnam Partners, LLC
Political Printing:

Offset & Digital Printing
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B58 - Best Use of Negative/Contrast
Gold
What if
Englin Consulting

TELEVISION - CANDIDATE DIVISION

C02 - For Governor - Republican
Gold
Right Direction
Strategic Partners & Media
Silver
Compassion
Jamestown Associates

C03 - For U.S. Senate/House - Democrat
Gold
Sciortino for Congress “Father’s Son”
Putnam Partners, LLC
Silver
Stringer 2013 - “Making It”
Devine Mulvey Longbaugh

C04 - For U.S. Senate/House - Republican
Gold
Teddy Turner for Congress - “Break Up”
The Strategy Group Company
Silver
Change Washington
Jamestown Associates

C07 - For Mayor - Democrat
Gold
Steven Fulop for Mayor “Hudson”
Putnam Partners, LLC
Silver
Dante
AKPD Message and Media LLC
Bronze
Bill Peduto for Mayor “Sweeper”
Putnam Partners, LLC

C08 - For Mayor - Republican
Gold
Dewey Bartlett for Tulsa Mayor “Cents”
The Strategy Group Company
Silver
Part Time
CRAFT Media | Digital
Bronze
Stothert for Omaha “Good Kids”
Redstone Public Affairs

C09 - State Legislature - Democrat
Gold
How a former ironworker and political insider showed what motivates him
The Campaign Group, Inc.

C10 - State Legislature - Republican
Gold
Arrogant Albano
Jamestown Associates
Silver
Stahl for Senate: Results
Richard Sales Media

C11 - Local/Municipal/Regional - (Non-Mayoral Race) - Democrat
Gold
Out of Touch
Silver Strategies and Communications Group
Silver
Stringer 2013 - “Making It”
GMMB
Bronze
Ohio’s Next Big Thing: P.G. Sittenfeld
Devine Mulvey Longbaugh

C12 - Local/Municipal/Regional - (Non-Mayoral Race) - Republican
Gold
David Lindemood for Judge
KC Strategies

C13 - Best Use of Bilingual/Multilingual/Foreign Language
Gold
What Kind of Person?
Chambers Lopez Strategies
Silver
Pathways to Progress
Jackson Group Media LLC
Bronze
SOMOS BOSTON
Jackson Group Media LLC

C14 - Best Use of Humor
Gold
Sciortino for Congress “Father’s Son”
Putnam Partners, LLC
Silver
Turnaround Detroit, “Park”
Joe Slade White & Company
Bronze
Wheelbarrow
ArmourMedia, Inc.

C15 - Best Use of Negative/Contrast
Gold
Turnaround Detroit, “Park”
Joe Slade White & Company
Silver
What Kind of Person?
Chambers Lopez Strategies
Bronze
Steven Fulop for Mayor “New Mayor”
Putnam Partners, LLC

C16 - Best Use of Television Over 30 Seconds
Gold
Sciortino for Congress “Father’s Son”
Putnam Partners, LLC
Silver
Ken Cuccinelli for Governor ‘Justice’
FP1 Strategies
Bronze
Jersey Pride (English)
Strategic Partners & Media

C32 - Independent Expenditure Campaign - Governor
Gold
Garden State Forward “Wrong Direction”
The New Media Firm
Silver
Job Security
Chambers Lopez Strategies

C33 - Independent Expenditure Campaign - U.S. Senate/House
Gold
NFIB: Democrat Printing
The Herald Group

C35 - Independent Expenditure Campaign - Mayor
Gold
MARTY WALSH FOR BOSTON MAYOR
Jackson Group Media LLC
Silver
Japan, India, China
Revolution Media
Bronze
GUN SHOT
Jackson Group Media LLC

C36 - Independent Expenditure Campaign - State Legislature
Gold
Fighting For What Matters Most
Media & Associates

C37 - Independent Expenditure Campaign - Local/Municipal/Regional
Gold
Antonio Sanchez - “Valley Raised”
SCN Strategies

TELEVISION - BALLOT INITIATIVE DIVISION

C18 - For Statewide Campaigns
Gold
Bad Idea New Jersey
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C19 - For County/City/Local Campaigns
Gold
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Gold
YES on 20-213 Commercial
Revilis Consulting
Silver
Yes on B - “Two Mayors”
SCN Strategies

C20 - Best Use of Bilingual/Multilingual/Foreign Language
Gold
Raise the Wage
Revolution Media

C21 - Best Use of Humor
Gold
Bad Idea New Jersey
Berman and Company

C23 - Best Use of Television Over 30 Seconds
Gold
Committee For Research Treatments & Cures ‘Grateful’
FP1 Strategies

C24 - For National Campaigns
Gold
Gabby Giffords Stirs Emotion In Her Return To Politics
The Campaign Group, Inc.
Silver
“Shots Fired, Officer Down”
Devine Mulvey Longabaugh
Bronze
Popularity Contest
Revolution Media

C25 - For Statewide Campaigns
Gold
Youngbloms
76 Words
Silver
“A Better Connecticut: Don’t Choose
Three Point Media
Bronze
OINK! OINK! Sen. Graham!
Devine Mulvey Longabaugh

C26 - For Local Campaigns
Gold
Action Movie
The Eppstein Group

C27 - For Organization
Gold
Combatting “Vultures” in the Northern Las Vegas Housing Market
DDC Advocacy
Silver
Silent Movie
The Eppstein Group
Bronze
Highmark Blue Cross Blue Shield “What’s Next”
BrabenderCox

C28 - Best Use of Humor
Gold
AARP - Fraud
GMMB
Silver
Newsreel
The Eppstein Group
Bronze
Popularity Contest
Revolution Media

C29 - Best Use of Negative/Contrast
Gold
Max the Dog
Berman and Company
Silver
“Kids First”
DC London Inc.
Bronze
“Starving” - Philadelphia Federation of Teachers
Adelstein | Liston

C30 - Best Use of Television Over 30 Seconds
Gold
Highmark Blue Cross Blue Shield “What’s Next”
BrabenderCox
Silver
Highmark Blue Cross Blue Shield “Working Together”
BrabenderCox
Bronze
Highmark Blue Cross Blue Shield “Monopoly- Bread”
BrabenderCox

TELEVISION - MISCELLANEOUS
C31 - Best Use of Celebrity/Personality
Gold
Shaq
Strategic Partners & Media

INTERNET - CANDIDATE DIVISION
D01 - Website - Governor
Gold
Christine Jones
Harris Media LLC
Silver
Mike Ross for Governor Website:
www.MikeRoss.com
Trilogy Interactive
Bronze
Brophy For Governor Website
Innovative Advertising

D02 - Website - U.S. Senate/ House
Gold
Cory Booker for Senate Website:
www.CoryBooker.com
Trilogy Interactive
Silver
Sean Duffy for Congress
Campaign Solutions/Connell Donatelli
Bronze
Eric Cantor for Congress
Integrated Web Strategy

D03 - Website - Statewide (Non-Gubernatorial or Senate)
Gold
MalachiForTexas.com
Upstream Communications
Silver
ChristiCraddick.com
Upstream Communications
Bronze
Nina Turner
NGP VAN

D04 - Website - Mayor
Gold
Mitch Landrieu for Mayor Website:
www.MitchLandrieu.com
Trilogy Interactive
Silver
Garcetti Website
New Economy Campaigns
Bronze
Kasim Reed for Mayor Website
Oldmixon Hill
You’ve Reached the Top of Your Game

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02 PERSUASION

03 GET OUT THE VOTE

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WANT MORE INFO?
Erin Vieira
evieira@undertone.com | 202.263.4634
D05 - Website - State Legislature/Local
Gold
Frank Balles for NJ Senate - “Whelanopoly.com”
The Strategy Group Company

Silver
Dr. Richard Pan for Senate Website: www.DrRichardPan.com
Trilogy Interactive

Bronze
SherryBergforTexas.com
Upstream Communications

D06 - Website - National Organization
Gold
Ready For Hillary
NGP VAN

D07 - Website - State/Local Organization
Gold
Texas Democratic Party Website: www.txdemocrats.org
Trilogy Interactive

Silver
NY State Party
Bully Pulpit Interactive

Bronze
Republican Party of Texas
Harris Media LLC

D08 - Website - Independent Expenditure
Gold
Freedom’s Frontier
IMGE

D09 - Website - Best Landing Page
Gold
Charlie Janssen for Governor
The Prosper Group

Silver
Dan Branch for Attorney General
The Prosper Group

Bronze
Turning WV Blue
Control Point Group

D10 - Website - Best Microsite
Gold
The Choice App
IMGE

D11 - Web Video - Governor
Gold
Storybook McAuliffe
Republican National Committee

Silver
Manifesto
Something Else Strategies

Bronze
Citizens United: Fast Terry
Richard Sales Media

Bronze
Rick Snyder for Michigan “Nerdy”
Strategic Perception Inc.

D12 - Web Video - U.S. Senate/House
Gold
American Crossroads: Ashley’s Story
Richard Sales Media

Silver
American Commitment: #BookerFAIL
Richard Sales Media

Bronze
Alison Lundergan Grimes for U.S. Senate
“For Thelma”
Putnam Partners, LLC

D13 - Web Video - Statewide (Non-Gubernatorial or Senate)
Gold
Let Texas Work for Texas
WeRPolitics

D14 - Web Video - Mayor
Gold
Mindless
Gateway Media

Silver
A Music Video for LA Mayor
LUKerativeVentures

Bronze
Zombie Talk
Gateway Media

D15 - Web Video - State Legislature/Local
Gold
Stringer 2013 - “Colossal Failure”
GMMB

D16 - Web Video - Best Use of Pre-Roll Video
Gold
Turnaround Detroit, “Ballot”
Joe Slade White & Company

Silver
Enterprise Washington - “Death and Taxes”
The Strategy Group Company

D17 - Web Video - Best Use of Humor
Gold
Bystander President
Republican National Committee

Silver
Ed Markey’s Greatest Hits
CRAFT Media | Digital

Bronze
American Crossroads: Ashley’s Story
Richard Sales Media

D18 - Web Video - Best Technology Innovation
Gold
Dishonest Terry
WeRPolitics

Silver
American Commitment: #BookerFAIL
Richard Sales Media

Bronze
Stringer 2013 - “Colossal Failure”
GMMB

D19 - Web Video - Best Use of Negative/Contrast
Gold
Dishonest Terry
WeRPolitics

Silver
 manifesto
Something Else Strategies

Bronze
American Crossroads: Ashley’s Story
Richard Sales Media

D20 - Internet Advertising (Online/Social/Mobile) - Governor
Gold
Terry McAuliffe
Bully Pulpit Interactive

Silver
Charlie Janssen for Governor
The Prosper Group

D21 - Internet Advertising (Online/Social/Mobile) - U.S. Senate/House
Gold
Roger Williams - Polygraph Video
Upstream Communications

Silver
David Vitter Stands with Duck Dynasty
BrabenderCox

Bronze
John Cornyn - Google Campaign (Display, Search and YouTube)
Upstream Communications

D22 - Internet Advertising (Online/Social/Mobile) - Statewide (Non-Gubernatorial or Senate)
Gold
Dan Patrick
Harris Media LLC
WINNERS

D23 - Internet Advertising (Online/Social/Mobile) - Mayor
Gold
Marty Walsh
Bully Pulpit Interactive
Silver
Bill de Blasio
Bully Pulpit Interactive
Bronze
Turnaround Detroit
Joe Slade White & Company

D24 - Internet Advertising (Online/Social/Mobile) - State Legislature/Local
Gold
Frank Balles for NJ Senate - “Whelanopoly.com”
The Strategy Group Company
Silver
“Be Happy”
Totten Communications
Bronze
Saturating DC
BuzzMaker

D25 - Internet Advertising (Online/Social/Mobile) - Independent Expenditure
Gold
Keep Ken Out
Blueprint Interactive
Silver
Too Extreme Ken
Blueprint Interactive

D27 - Best Overall Use of Social Media - U.S. Senate/House
Gold
John Cornyn U.S. Senate Re-election
Upstream Communications
Silver
Cory Booker for Senate Social Media Program
Trilogy Interactive
Bronze
Roger Williams - Social Media Engagement
Upstream Communications

D28 - Best Overall Use of Social Media - Statewide (Non-Gubernatorial or Senate)
Gold
I’m In: Targeted Sharing for Pete Snyder for Lt. Gov
Engage

D29 - Best Overall Use of Social Media - Mayor
Gold
Garcetti Social Media - Mayor
New Economy Campaigns

D30 - Best Overall Use of Social Media - State Legislature/Local
Gold
Ridley-Thomas Facebook Voter Targeting
Los Angeles County Democratic Party
Silver
Judge Rebecca Bradley
Connectivist Media

D31 - Best Use of Facebook Advertising
Gold
Senator Mitch McConnell
Harris Media LLC
Silver
Cory Booker for Senate
Trilogy Interactive
Bronze
Ridley-Thomas Facebook Voter Targeting
Los Angeles County Democratic Party

D32 - Best Technology Innovation
Gold
Democracy.com
Democracy.com
Silver
I’m In: Targeted Sharing for Pete Snyder for Lt. Gov
Engage
Bronze
John Cornyn - Google Hangout
Upstream Communications

D33 - Best App
Gold
The Choice App
IMEGE
Silver
Cost of Labor App
IMEGE
Bronze
I’m In: Targeted Sharing for Pete Snyder for Lt. Gov
Engage
Bronze
MiniVAN
NGP VAN

D34 - Best Use of Social Media - Independent Expenditure
Gold
Keep Ken Out
Blueprint Interactive
Silver
Too Extreme Ken
Blueprint Interactive
Bronze
Saturating DC
BuzzMaker

INTERNET - BALLOT INITIATIVE DIVISION

D35 - Website
Gold
Texans For Term Limits Website
Innovative Advertising
Silver
Yes for SeaTac, the Campaign to Raise the Minimum Wage to $15/hr
Oldmixon Hill

INTERNET - PUBLIC AFFAIRS DIVISION

D36 - Web Video
Gold
What’s in the school levy?
Cerilion N4 Partners

D41 - Best Use of Social Media
Gold
United for Care Social Media
Impact Politics
Silver
Vote Yes Linn County - Virtual Field Director
Campaign Headquarters

D46 - Website - National
Gold
National Council of Textile Organizations – “Stop Exporting American Jobs” Campaign Website
SevenTwenty Strategies
Silver
The Parent Toolkit Produced by NBC News’ Education Nation and Sponsored by Pearson
Connections Media
Bronze
Worker Centers
Berman and Company

D47 - Website - State/Local
Gold
Washington Good Spirits Council Website
Cerrell Associates, Inc.
Silver
Alliance for Michigan Power Website
DDC Advocacy
Bronze
Alabama Trauma System
Mowery Consulting Group

D48 - Web Video - National
Gold
Freedom to Marry - Video Series Against DOMA
Blue State Digital
Silver
Concerned Veterans for America: America’s Challenge
Richard Sales Media
Silver
Fedoras for Fairness
Lake Research Partners
Bronze
Americans for Prosperity: Table the Farm Bill
Richard Sales Media
D49 - Web Video - State/Local
Gold
Do the Math: Arizona Medicaid made simple
HighGround, Inc
Silver
Transportation Infrastructure Now
Kearney O’Doherty Public Affairs
Bronze
“Sally”
Kevin Cate Communications, Inc.

D50 - Web Video - Best Use of Humor
Gold
Crossroads GPS: Propaganda
Richard Sales Media
Silver
Mindless / Zombie Talk
Gateway Media
Bronze
GOP Guide: How to Talk to Women
American Bridge 21st Century

D51 - Web Video - Best Use of Negative/Contrast
Gold
Mindless / Zombie Talk
Gateway Media
Silver
“Ever-Pending Backlog”
DC London Inc.

D52 - Web Video - Best Use of Pre-Roll Video
Gold
NARAL Pro-Choice America - Stop Cardboard Ken - Preroll Ads
Revolution Messaging
Silver
Reaction
CRAFT Media | Digital
Bronze
Mindless
Gateway Media
Bronze
Two Georgias
CRAFT Media | Digital

D53 - Online/Social/Mobile Advertising - National
Gold
ACLU - Where will you be? - DOMA Ads
Revolution Messaging
Silver
Shocking - CAGW
CRAFT Media | Digital
Bronze
Live Action - “Inhuman” Campaign
Campaign Solutions/Connell Donatelli

D54 - Online/Social/Mobile Advertising - State/Local
Gold
SEIU-UHW - Healthy California
Trilogy Interactive
Silver
American Crossroads
Targeted Victory
Bronze
Planned Parenthood ACA Pennsylvania
Education Campaign
D3Political

D55 - Best Microsite
Gold
#EndPartisanship
IVC Media LLC
Silver
American Crossroads
Targeted Victory
Bronze
March for Innovation
Strategic Elements LLC

D56 - Best Use of Social Media
Gold
March for Innovation
Strategic Elements LLC
Silver
Reclaim America PAC
Targeted Victory
Bronze
For America
Harris Media LLC

D57 - Best Use of Facebook Advertising
Gold
Fix My Energy Bill
IVC Media LLC
Silver
Reclaim America PAC
Targeted Victory
Bronze
Freedom to Marry - SCOTUS Rulings
Blue State Digital
D58 - Best Technology Innovation
Gold
Colorado Consumer Health Initiative
Blue Guide
Albatross Digital
Silver
U.S. Chamber Free Enterprise Network
Integrated Web Strategy

D59 - Best App
Gold
Mobile Advocacy for the Missouri NEA
Purple Forge
Silver
The Energy App - Natural Resource Committee Democrats
Manitou Media
Bronze
Colorado Consumer Health Initiative
Blue Guide
Albatross Digital

PHONES - CANDIDATE DIVISION

E02 - Automated Calls - U.S. Senate/House
Gold
Sean Duffy
The Strategy Group Company
Silver
Eight is Not Enough
Control Point Group

E03 - Automated Calls - Statewide (Non-Gubernatorial or Senate)
Gold
Mark Obenshain for VA Attorney General - "Convention Calls"
The Strategy Group Company

E04 - Automated Calls - Mayor
Gold
"Momma" Walsh - Martin J. Walsh for Mayor of Boston
CK Strategies
Silver
Bartlett GOTV Calls
AH Strategies & Majority Designs

E05 - Automated Calls - State Legislature
Gold
Wolf in Sheep’s Clothing
Los Angeles County Democratic Party

E14 - Live Calls - Mayor
Gold
A New Mayor for a New Meridian
Chism Strategies

E15 - Live Calls - Local/Municipal/Statewide Downballot (Non-Mayoral Race)
Gold
Bilingual in Bakersfield
Strategic Fundraising

E19 - Telephone Town Halls - All Others
Gold
Close Enough For You?
Stones’ Phones

E20 - Telephone Town Halls - Organization
Gold
Down Ballot but Not Forgotten
Stones’ Phones
Silver
A Union of Allies
Stones’ Phones
Bronze
SEIU Oregon Local 503 Unification
Winning Connections

E24 - Automated Push Button - Interactive - Mayor
Gold
Neighbor by Neighbor messaging - Using IVR’s to develop microtargeted messages in Boston
CK Strategies

E25 - Automated Push Button - Interactive - All Others
Gold
Taxpayer Funding and Obamacare
Victory Media Group, Ltd/
Antietam Communications
Silver
Spending and Debt
Victory Media Group, Ltd/
Antietam Communications
Bronze
Labor Love
Victory Media Group, Ltd/
Antietam Communications

E26 - Best Use of Humor
Gold
Wolf in Sheep’s Clothing
Los Angeles County Democratic Party

E27 - Best Use of Negative/Contrast
Gold
Celia Israel: Donna Beth
InFocus Campaigns

E31 - Live Calls
Gold
Microtargeted Persuasion Calls for Proposition P
Chism Strategies

E32 - Telephone Town Halls
Gold
School Choice Ohio
The Strategy Group Company
Silver
A Power Play in Sherwood
Chism Strategies
Bronze
Respect ABQ Choices
Stones’ Phones

PHONES - PUBLIC AFFAIRS DIVISION

E36 - Automated Calls
Gold
Tower of Babel
Chism Strategies
Silver
Save the BAA McCall Robocall
JTD Strategies
Bronze
EMILY’s List “Friends of EMILY” Sustainer Recruitment Series
Chapman Cubine Adams + Hussey

E37 - Live Calls
Gold
DNC Telemarketing Responsive 2013 Phone Series
Chapman Cubine Adams + Hussey
Silver
DNC Prospective Member Conversion Phone Series
Chapman Cubine Adams + Hussey
Bronze
This Is NOT Obamacare
Chism Strategies

E38 - Telephone Town Halls
Gold
NEA Immigration Forum
Chism Strategies
Silver
Tea Party Patriots & Ted Cruz - Defund Obamacare
Campaign Headquarters
Bronze
This Is NOT Obamacare
Chism Strategies

E39 - Automated Push Button - Interactive
Gold
Solar Energy in the Bayou State
Chism Strategies
Silver
Don’t Poison the Water
Chism Strategies
Bronze
Press 1 to Save Your Gun Rights
Amplify Relations
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PHONES - MISCELLANEOUS

E42 - Best Use of New Technology
Gold
Echo Echo Echo
Strategic Fundraising

FUNDRAISING - CANDIDATE DIVISION

F03 - Prospect Mailer - National
Gold
EMILY’s List August Warren Prospect
Chapman Cubine Adams + Hussey

F06 - Most Creative Fundraising Event - Mailer
Gold
U.S. Senator Jim Inhofe: Dove Hunt
Invitation Mailer
Sagac Public Affairs
Silver
Okla. State Treasurer - Ken Miller
Campaign “Tip Off” Mailer
Sagac Public Affairs

F08 - Best Use of Internet Fundraising - U.S. Senate
Gold
Leading By Example
WeRPolitics

F09 - Best Use of Internet Fundraising - U.S. House
Gold
Sciortino Blitz
BuzzMaker
Silver
Push-Up Coffman
The Starboard Group
Bronze
Mia Love - Online Fundraising
Campaign Solutions/Connell Donatelli

FUNDRAISING - PUBLIC AFFAIRS DIVISION

F22 - House Mailer - Grassroots/Issue Advocacy/Public Affairs
Gold
AARP April Yes/No Appeal
Chapman Cubine Adams + Hussey
Silver
EMILY’s List August Poster Prospect
Chapman Cubine Adams + Hussey

F23 - PAC/Trade Association Program - Mailer
Gold
The Home Depot Pac - Peer to Peer Campaign
Sagac Public Affairs
Silver
ADPAC (American Dental Assoc) Fundraising Campaign
Sagac Public Affairs
Bronze
Pathogen
The Public Response Group

F25 - Best Use of Internet Fundraising - National Organization
Gold
Reclaim America PAC
Targeted Victory
Silver
NARAL I Stand with Wendy Davis eAppeals
Chapman Cubine Adams + Hussey
Bronze
PFAW Early Renewal Campaign
Chapman Cubine Adams + Hussey

F26 - Best Use of Internet Fundraising - State Organization
Gold
Southern Company Employees PAC: Join Richard Sales Media
Silver
Jobs First Coalition - “Welcome”
The Strategy Group Company
Bronze
Sick Jamestown Associates

F28 - Best Use of Fundraising - Telephone Town Halls
Gold
Raising Money the Virginia Way: People for the American Way
Stones’ Phones

RADIO - CANDIDATE DIVISION

G01 - Best Use of Radio - Governor
Gold
Shaq
Jamestown Associates
Silver
“Political Swamp”
Totten Communications
Bronze
Jobs First Coalition - “Welcome”
The Strategy Group Company

G02 - Best Use of Radio - U.S. Senate/House
Gold
WOLF at the Door [Frank Wolf]
Devine Mulvey Longabaugh
Silver
Lamar Alexander for Senate “Healthcare” Strategic Perception Inc.
Bronze
Lamar Alexander for Senate “Schools” Strategic Perception Inc.

G03 - Best Use of Radio - Statewide (Non-Gubernatorial or Senate)
Gold
McGuire for Lt. Governor “It’s Time”
Optima Public Relations

G04 - Best Use of Radio - Mayor
Gold
Rick Kriseman for Mayor - Who Cares
Fletcher Rowley Inc.
Silver
Rick Kriseman for Mayor - Fostering Failure
Fletcher Rowley Inc.
Bronze
Dewey Bartlett for Tulsa Mayor - “Leadership”
The Strategy Group Company

G05 - Best Use of Radio - State Legislature
Gold
Frank Balles for NJ Senate - “Favorite Things”
The Strategy Group Company
Silver
Jobs First Coalition - “Welcome”
The Strategy Group Company
Bronze
Jobs First Coalition - “Call”
The Strategy Group Company

G06 - Best Use of Humor
Gold
Frank Balles for NJ Senate - “Favorite Things”
The Strategy Group Company
Silver
Jobs First Coalition - “Welcome”
The Strategy Group Company

G07 - Best Use of Negative/Contrast
Gold
Frank Balles for NJ Senate - “Favorite Things”
The Strategy Group Company
Silver
“Political Swamp”
Totten Communications
Bronze
Jobs First Coalition - “Welcome”
The Strategy Group Company

G08 - Best Use of Internet Radio
Gold
Teddy Turner for Congress - “Break Up”
The Strategy Group Company

G22 - Independent Expenditure Campaign - U.S. Senate/House
Gold
Yes He Does
BerlinRosen
Silver
Energy Leadership
Hackney & Hackney, Inc.

G24 - Independent Expenditure Campaign - Mayor
Gold
MARTY WALSH FOR BOSTON MAYOR
Jackson Group Media LLC
Silver
Turnaround Detroit, “Chief”
Joe Slade White & Company

G25 - Independent Expenditure Campaign - State Legislature
Gold
Leticia Perez Fighting For The Middle
Media & Associates

RADIO - BALLOT INITIATIVE DIVISION
G12 - Best Use of Radio - County/City/Local
Gold
You’re So Cute
Clark Strategy Group
Silver
We’re Happy
Texas Petition Strategies
Bronze
Alcohol Tax
Hackney & Hackney, Inc.

RADIO - PUBLIC AFFAIRS DIVISION
G16 - Best Use of Radio - National Public Affairs
Gold
Pray for Immigration Reform
Eleison, LLC

G17 - Best Use of Radio - State/Local Public Affairs
Gold
Combatting “Vultures” in the Northern Las Vegas Housing Market
DDC Advocacy
Silver
Uranium mining in Virginia? No way!
Devine Mulvey Longabaugh
Bronze
Call Darrell
Gateway Media
Bronze
Faith in Public Life Action Fund “Sam”
The New Media Firm

G18 - Best Use of Radio - Organization
Gold
Combatting “Vultures” in the Northern Las Vegas Housing Market
DDC Advocacy
Silver
Friends of The Boundary Waters Wilderness Association: “Ask Governor Dayton”
The New Media Firm

G19 - Best Use of Internet Radio
Gold
American Petroleum Institute - “Mechanic”
The Strategy Group Company
Silver
Transportation Infrastructure Now
Kearney O’Doherty Public Affairs
Bronze
Don’t Major In Debt
Robbett Advocacy Media, LLC

NEWSPAPER - CANDIDATE DIVISION
H02 - Less Than Full Page
Gold
Should have known
The Campaign Workshop
Silver
Unacceptable
The Beytin Agency

NEWSPAPER - BALLOT INITIATIVE DIVISION
H04 - Full Page
Gold
Longview Voter Alert
Texas Petition Strategies
Silver
Dumb and Dumber
Hackney & Hackney, Inc.

H05 - Less Than Full Page
Gold
Telluride - No On 2A Campaign
Newspaper Ad
Goddard Gunster Inc
Silver
Dumb and Dumber
Hackney & Hackney, Inc.
Bronze
Newsprint on Newsprint
Calvert Street Group

H06 - Insert
Gold
Don’t Let Them Scare You
Texas Petition Strategies

NEWSPAPER - PUBLIC AFFAIRS DIVISION
H07 - Full Page
Gold
Keep States Covered (NCSL)
The Campaign Workshop
Silver
CWA - UnAmerican Airlines
GMMB
Bronze
Looks Like
The Eppstein Group

H08 - Less Than Full Page
Gold
AANP Leading the Charge
SevenTwenty Strategies
Silver
Crush Teen Smoking (color, MA)
The Campaign Workshop
Bronze
1968
Hackney & Hackney, Inc.

COllATERAL

I01 - Billboard
Gold
“Retratos”
ST! POLITICS

Silver
Water Just Twice
The Eppstein Group

I02 - Door Hanger
Gold
No on G Doorhanger
Phil Giarrizzo Campaigns Inc.

I03 - Logo
Gold
Keep Texas Working Logo
The Eppstein Group

Silver
McGuire for Lt. Governor Logo
Optima Public Relations

Bronze
Chalkboard
Calvert Street Group

I04 - Mass Transit/Bus Sign
Gold
Where’s the Funding?
Berman and Company

Silver
School Bus Wraps
Calvert Street Group

Bronze
I Support DC Equality
The Campaign Workshop

I05 - Non-Mail Brochure
Gold
Keep Texas Working Brochure
The Eppstein Group

Silver
Vote!
The Balduzzi Group

Bronze
A Guide to Paid Sick Days
BerlinRosen

I06 - Yard/Outdoor Sign
Gold
Laura Maczka for Mayor: “Chinese Language 4x8 Sign”
Stampede Consulting

I07 - Most Original/Innovative Collateral Material
Gold
The Monsanto Challenge
ART NOT WAR

Silver
Mazed & Confused
LRW Consulting

Bronze
Gay Pride Stickers 2013
Left Coast Communications

FIELD

J01 - Best Absentee Program
Gold
Virginia HRCC Absentee Ballot Tool
CRAFT Media | Digital

Silver
Early Votes for The Arch
Chism Strategies

J02 - Best GOTV Program
Gold
Coordinated GOTV - Progressive Democrats for Pittsburgh Mayor and City Council
Ampersand Consulting

Silver
GOTV, the Hard Way!
AH Strategies & Majority Designs

Bronze
Martin J. Walsh for Mayor GOTV Program
CK Strategies

J03 - Best Use of New Technology
Gold
March for Innovation
Strategic Elements LLC

Silver
Aristotle Mobile Processor (AMP)
Aristotle

Bronze
Bradley Byrne
Targeted Victory

INTERNATIONAL

K02 - Best Use of Television Ad
Gold
Carretilla (Handcart)
Roldán Carreón & Asociados

Silver
“Let’s make it happen”
ST! POLITICS

K03 - Best Use of Internet
Gold
Liberal Party of Australia: Designed for Victory
Engage

K05 - Best Use of Radio Ad
Gold
Don’t be a zombie
Equipo 70

K06 - Best Use of Newspaper Ad
Gold
Nicolás brings the cake today
Equipo 70

K07 - Best Use of Collateral
Gold
Team 229
Penguin Action GmbH

Silver
“Retratos”
ST! POLITICS

K08 - Best Use of Humor
Gold
Cuban soap opera
Equipo 70

K09 - Best Use of Negative/Contrast
Gold
Liberal Party of Australia: These Are The Facts
Richard Sales Media

Silver
All at Sea
BuzzMaker

K10 - Best in Show
Gold
Carretila (Handcart)
Roldán Carreón & Asociados

Silver
Horacio Cartes - Recorrido
GMMB

STUDENT

L01 - Best Campaign Plan
Gold
Betty McCollum for Governor 2014
Candice Woods, Fordham University

Silver
Campaign plan Carolyn McCarthy vs. Fran Becker 4th Congressional District New York
Bryndis Hlodversdottir, Fordham University

L02 - Best Use of Direct Mail
Gold
A Friend in Ohio
Alex Bilchak, University of Akron Bliss Institute of Applied Politics

L03 - Best Use of Television Ad
Gold
My Calling
Jerod Patterson, University of Texas at Austin

Silver
Joe Biden - Affordable Care Act
Louis McDonald, Fordham University ECM

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Travis N. Taylor
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L04 - Best Use of Internet
Gold
Mobile App for Bystander Intervention: Ending Violence Against Women
Purple Forge

L05 - Best Use of Phones
Gold
Captain Clean
Jerod Patterson, University of Texas at Austin

L06 - Best Fundraising Effort
Gold
Chris Christie for President 2016, General Fundraising Dynamics
Candice Woods, Fordham University
Silver
10K Meet the Match
Oklahoma Democratic Party

L07 - Best Use of Radio Ad
Gold
He Just Doesn’t Get That
Soren Rasmussen, Fordham University
Silver
Election Day
Carlos Hernandez-Echevarria, Fordham University ECM
Bronze
Commitment
Lucas Aragao, Fordham University

SHOULD, WOULD, COULDA

M01 - Best Use of Direct Mail
Gold
Deception
Ryan Clumpner
Silver
Pavlic Intro
Southpaw Strategies

M02 - Best Use of Television Ad
Gold
Light of Hope
Roldán Carreón & Asociados

Silver
Americans for Prosperity: Right
Richard Sales Media
Bronze
“I’m The Real Justus Loughry”
The Manahan Group

M03 - Best Use of Internet
Gold
Prosper: Angie
Richard Sales Media

M05 - Best Fundraising Effort
Gold
Colorado Women’s Alliance Football-Themed Wine Reception
The Starboard Group

M06 - Best Use of Radio Ad
Gold
Junior League Welcome
Chism Strategies

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