AAPC will always be the forum to promote excellence by recognizing the best in our profession. This year, we recognize the best and brightest as their careers blossom with our inaugural 40 Under 40 Awards while honoring the lifetime achievements of our esteemed Hall of Fame recipients, Lionel Sosa (R) and Bob Shrum (D). We celebrate the outstanding body of work of our Campaign Excellence winners throughout the 2014 cycle along with the best advertising and outreach efforts of all of our Pollie Contest winners. The Pollie is the hallmark of excellence in the practice of politics – and this year we introduce a new, elegant Pollie trophy. Congratulations to all of this year’s honorees!
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AAPC Thanks Those Who Made the 2015 Pollie Awards & Conference a Success

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The Campaign Excellence Awards are a longstanding tradition of the AAPC and recognize those individuals that have significantly contributed to the success of a candidate or public affairs campaign and whose conduct has been consistent with the professional code of ethics of the AAPC. This year, we received 108 nominations in 8 categories from the AAPC membership and political consulting community at large. Each nomination was vetted by an Independent Panel of Judges and recommendations were voted upon and confirmed by the AAPC Board of Directors. Congratulations to our Campaign Excellence Winners!
Ballot Measure Campaign of the Year
Holly Robichaud, Steve Aylward and Geoff Diehl
TanktheGasTax.org -- Yes on 1
Holly, Steve and Geoff built a huge grassroots team with over 1,500 active volunteers and as a result won the ballot question with 53% of the vote while being outspent 31 to 1.

Campaign Manager of the Year- Democrat
Mike Firestone
Maura Healey for Attorney General
Given little chance of becoming Attorney General of Massachusetts, Healey surprised observers by winning the support of 48% of the Democratic Convention delegates and winning 346 of the state’s 351 municipalities in what was called “the biggest surprise of this political year.”

Campaign Manager of the Year- Republican
Jon Kohan
Joni Ernst for Iowa
Jon Kohan successfully managed Joni Ernst’s historic 8.34% General Election victory helping to elect Iowa’s first-ever female federal officeholder and the first female combat veteran in United States Senate history.

Campaign Strategist of the Year- Republican
David Polyansky
Joni Ernst for Iowa
David Polyansky built the Ernst for U.S. Senate campaign from the ground up. Ernst ultimately ended up raising almost 13 million dollars and outraised the other high profile GOP senate races in the 3rd quarter of 2014. Ernst won all 4 Iowa Congressional districts and 75 out of Iowa’s 99 Counties, demonstrating her statewide appeal.

Local Campaign Manager of the Year-Democrat
Walker Mattox
Mayor Jim Gray’s Re-Election Campaign, General Election 2014
Walker Mattox built and managed a campaign infrastructure that was able to raise over $400,000 in less than 3 months. The result was a 30% margin of victory, exceeding pre-election expectations based on internal polling.

Local Campaign Manager of the Year-Republican
Jordanne Anderson
2014 Massachusetts State Senate Race
Through the development and implementation of a sophisticated field operation and direct-mail program, Jordanne took over a campaign that started as a 6.5-point underdog and saw a 20.5-point swing in favor of the Fattman Campaign.
MVP of the Year-Republican
Ward Baker
National Republican Senatorial Committee (NRSC)
As leader of Republican candidate recruitment nationwide, Ward was very instrumental in expanding the
2014 playing field for Republicans, putting more seats in play and increasing the chances for picking up the
number of seats necessary to take control of the Senate.

Pollster of the Year- Democrat
Jefrey Pollock
In 2014, Jefrey Pollock served as pollster and strategist for three of only five Democrats to win in
Congressional districts won by Mitt Romney in 2012: Ann Kirkpatrick of Arizona, Collin Peterson of
Minnesota, and Brad Ashford of Nebraska. In addition, he helped guide the re-election campaigns of New
York Governor Andrew Cuomo and Connecticut Governor Dan Malloy and was part of the DGA’s independent
expenditure team in Hawaii.

Pollster of the Year- Republican
The Tarrance Group
The Tarrance Group played a key role in Congressional, Senate and gubernatorial contests throughout
2014, including defending targeted seats in Colorado and Michigan, winning tough Democratic-held
districts in Illinois and West Virginia, while helping the Republicans secure a takeover of the Senate in key IE
campaigns in North Carolina and Alaska. In addition, the Tarrance Group played a pivotal role in defending
three targeted Midwestern Republican governors in Wisconsin, Ohio and Michigan.

Public Affairs Campaign of the Year
Joe Slade White & Company
Defeat David Beckham’s Soccer Stadium at Port Miami
Facing incredible odds, Joe Slade White & Company leveraged new technologies and launched innovative
targeting to defeat David Beckham by carefully targeting each core message to commissioners and moving
them one vote at a time.

International Consultant of the Year
Jonathan Snowling
Juan Carlos Varela for President of the Republic of Panama 2014
As the on ground Campaign Director/Manager, Jonathan R. Snowling successfully steered an upset victory
in the face of being outspent, out of government, and underrepresented in questionable media sponsored
polls.

Best Use of New Technology
Advantage, Inc.
In the 2014 election, the Advantage Mobile App played a crucial role in Republican campaigns in 34 states.
Available on iTunes and Android, the app made 17 million contacts at doors and public events and collected
three million surveys. The app had over 19 thousand users over the course of the 2014 campaign.
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Source: 2014 NPower 3Q A35-64 Share of Viewing to ad supported cable vs broadcast. *Based on Kantar/CMAG for broadcast and NCC Cubes for cable.
The AAPC is dedicated to fostering the next generation of political professionals and is proud to recognize leaders and innovators in the political business community who are making a mark in their organization and their profession. AAPC’s 40 Under 40 recognizes the best and brightest young political professionals working in the United States. Congratulations to our inaugural Class of 2015!
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AAPC is honored to have had 277 judges participate in the 2015 Pollie Awards—across all disciplines and party lines. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts.

To all of our judges, thank you! Without you, the Pollie Awards would not be possible.
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The Pollie Awards are the most prized and sought after awards in the political consulting and communications industry. This year's Contest was the largest in AAPC's history with over 2,400 entries. AAPC salutes this year's winners for their outstanding creative and technical achievements in the 2014 political season!
OVERALL - CANDIDATE DIVISION
A01-Best Direct Mail Campaign - Republican
Gold
Stopping Barber
thezągroup
Silver
Grimm for Congress
thezągroup
Bronze
Mitch McConnell Direct Mail Voter Contact Program
The Lukens Company
A02-Best Direct Mail Campaign - Democrat
Gold
Rick Nolan for Congress
Bergmann Zwerdling Direct
Silver
Ann Kirkpatrick for Congress
Bergmann Zwerdling Direct
Bronze
Justin Jones
Mad Dog Mail
A03-Best Internet Campaign
Gold
Joni Ernst for U.S. Senate
Targeted Victory
Silver
Patrick Murphy for Congress
Impact Politics
Bronze
Senator John Cornyn - Overall Advertising
Upstream Communications
A06-Best Television/Radio Campaign - Republican
Gold
John Kasich for OH Governor - “Kasich Works Campaign”
The Strategy Group Company
Silver
Jack Kingston for US Senate - “Roadmaster Campaign”
The Strategy Group Company
Bronze
McConnell Senate Committee ‘14
McCarthy Hennings Whalen, Inc.
A07-Best Television/Radio Campaign - Democrat
Gold
Gina Raimondo for Governor - Entire Campaign
Putnam Partners, LLC
Silver
Tedesco for County Executive
Silver Strategies and Communication Group
Bronze
State Rep. Will Coursey Campaign
newSouth Strategies
A08-Best Use of Fundraising
Gold
Joni Ernst for U.S. Senate
Targeted Victory
Silver
Okla. State Senator Dan Newberry/
NEWPAC - “Soar to New Heights”, Mailer, Event & Materials
Sagac Public Affairs
Bronze
U.S. Senator Jim Inhofe: 10th Anniversary Dove Hunt Event, Invitation Mailer & Event Materials
Sagac Public Affairs
A09-Best Use of Humor
Gold
Mary Landrieu for U.S. Senate - Moon Mary Ad Series
Putnam Partners, LLC
A10-Best Use of Negative/Contrast
Gold
Road to Six
Republican National Committee
Silver
Mary Burke - “Absolutely,” “Reagan,” and “Four Years”
GMMB
Bronze
Pat Roberts for U.S. Senate
FP1 Strategies
A11-Best in Show
Gold
Dan Sullivan for U.S. Senate
FP1 Strategies
A12-Best Direct Mail Campaign
Gold
No on 487 Direct Mail Campaign
Javelina
Silver
Larimer Humane Society - Yes on 200 RBI Strategies
Bronze
State Rep. Will Coursey Campaign
newSouth Strategies
A13-Best Internet Campaign
Gold
No on Question 2: Stop Forced Deposits
Goddard Gunster Public Affairs
Silver
United for Care
Impact Politics
A14-Best Phone Campaign
Silver
No on E - Stop Unfair Beverage Taxes
Whitehurst/Mosher Campaign Strategy and Media
A15-Best Field Campaign
Gold
No on E - Stop Unfair Beverage Taxes
Whitehurst/Mosher Campaign Strategy and Media
A16-Best Television/Radio Campaign
Gold
Vote No on 1
Porcaro Communications
Silver
Yes on 17 - Even Kids Understand
Media One Advertising and Marketing
Bronze
Yes on I&2
SCN Strategies
A18-Best in Show
Gold
Citizens Against Rail Taxes
KC Strategies
Silver
No on MNO
McNally Temple Associates, Inc.

OVERALL - PUBLIC AFFAIRS DIVISION
A20-Best Internet Campaign
Gold
California Drivers Alliance
The Wayne Johnson Agency
Silver
Coalition To Protect America’s Health Care
Blue State Digital
Bronze
CRNC - "Reality TV Campaign"
The Strategy Group Company

A21-Best Phone Campaign
Silver
Jake’s Law
Kearney O’Doherty Public Affairs

A23-Best Television/Radio Campaign
Gold
Chevron’s Richmond Proud Campaign:
Creating a Newer, Safer, Cleaner Refinery in
Richmond
Singer Associates

A24-Best Use of Fundraising
Silver
Exelon PAC
Sagac Public Affairs
Silver
DIPAC - DynCorp International
Sagac Public Affairs

A27-Best in Show
Gold
White Coat Waste Movement
White Coat Waste Movement
Silver
Coloradans for Responsible Energy
Development
Pac/West Communications
Bronze
The Home Depot PAC
Sagac Public Affairs

OVERALL - MISCELLANEOUS
A28-Best New and Unusual Tactic
Silver
Anatomy of a Smear multimedia campaign
Charion LLC
Bronze
Ladies in Blue
Starboard Group

DIRECT MAIL - CANDIDATE DIVISION
B01-For Governor - Republican
Gold
Tax Man
Axiom Strategies

B02-For Governor - Democrat
Silver
Andrew Cuomo - Hallway
Mission Control, Inc.

B03-For U.S. House of Representatives - Republican
Gold
EPA
Red Maverick Media
Silver
Junk Food
Axiom Strategies
Bronze
Didier Double Pay
Strategic Impact

B04-For U.S. House of Representatives - Democrat
Gold
Wrong Team
Bergmann Zwedling Direct
Silver
Kathleen Rice - “Special K”
SKDKickerbocker
Bronze
Eat Last
The Dover Group

B05-For U.S. Senate - Republican
Gold
Grimes/Obama NOPE
The Lukens Company
Silver
Graham for Senate “Obamacare Flatline”
First Tuesday Strategies

Bronze
Fraud Alerts
The Lukens Company

B06-For U.S. Senate - Democrat
Gold
American Ingenuity
Kennedy Communications

B08-For Downballot Statewide - Democrat
Silver
Red Tape
JVA Campaigns

B09-For Mayor - Republican
Gold
Yanni Progress Creative
Buisson Creative
Silver
Chrisysos
LRW Consulting
Bronze
Top 10
Freeman Public Affairs

B10-For Mayor - Democrat
Gold
Dan Siegel vs. Business as Usual
Left Coast Communications
Silver
“Fighting to stop Chris Christie from closing our schools”
BerlinRosen

B11-For State Legislature - Republican
Gold
Dear Carrier
Murphy Nasica & Associates
Silver
Sweepstakes
Axiom Strategies
Bronze
Presnell
Direct Edge Campaigns
THE AAPC FOUNDATION SALUTES THE 2015 POLLIE WINNERS!

The AAPC Foundation’s mission is to support the American system of free elections and protect political free speech as well as provide scholarships for students preparing to enter the profession of politics. Visit www.theaapc.org to donate today! Congratulations again to this year’s Pollie Contest Winners!
WINNERS

B17- For State Organization - Republican

Gold
Pants Problem
Right Angle Consulting
Silver
Democrats & Independents for Rene Plasencia
Millennium Consulting
Bronze
Great Lakes
Gridiron Communications

B18- For State Organization - Democrat

Silver
Vanderslicing
The Beytin Agency
Bronze
Adam’s Story
The Beytin Agency

B19- For Membership Political Mail - Democrat

Gold
How he made it.
Petel & Co.
Silver
Mountain West Credit Union Association for Mark Udall “Super Hero”
Elevated Campaigns & Public Affairs

B20- Best Use of Membership Political Mail - Democrat

Gold
How he made it.
Petel & Co.
Silver
Mountain West Credit Union Association for Mark Udall “Super Hero”
Elevated Campaigns & Public Affairs

B21- For Super PAC - Republican

Silver
Double Vision
Axiom Strategies

B22- For Super PAC - Democrat

Gold
Kentucky Bourbon
JVA Campaigns
Silver
NextGen New Hampshire: Senator Jeanne Shaheen
Greenlight Media Strategies

B23- Best Use of Slate - State/Local

Gold
HB Jobs
Powers Communications

B24- Best Use of Vote-By-Mail Ballot Request

Gold
VBM3
Bergmann Zwerdling Direct
Silver
PA GOP Absentee Mailer
Cold Spark Media

B25- Best Use of Early Voting/ Absentee Ballot

Gold
Pan for Senate IE - GOP Families Are Voting By Mail for Dr. Pan
JPM&M, Inc
Silver
PA GOP Absentee Mailer
Cold Spark Media

B26- Best Use of Illustration - Republican

Gold
Obama/Grimes NOPE
The Lukens Company
Silver
Fight Poster
Axiom Strategies
Bronze
Clue
UPT Strategies

B27- Best Use of Illustration - Republican

Gold
Obama/Grimes NOPE
The Lukens Company
Silver
Fight Poster
Axiom Strategies
Bronze
Clue
UPT Strategies

B28- Best Use of Illustration - Democrat

Gold
Block by Block
The Beytin Agency
Silver
Vanderslicing
The Beytin Agency
Bronze
Pat Gerard - “Taxing Torpedo”
Mad Dog Mail

B29- or Coordinated Campaign - Republican

Gold
Fact
REVOLVIS
Silver
Vanderslicing
The Beytin Agency

B30- For Coordinated Campaign - Democrat

Silver
Counting on You
Gold Communications

B31- Best Use of Social Pressure - Republican

Silver
Report Card
Axiom Strategies
Bronze
A boy or a girl?
The Singularis Group

B32- Best Use of Social Pressure - Democrat

Gold
Ugly Mail
Chism Strategies
Silver
VPC - Georgia Neighbor Redacted
Mission Control, Inc.
Bronze
Stop the Calls - Pink
Cerillion N4 Partners

B33- Best Use of Humor - Republican

Gold
Money Lover
Axiom Strategies
Silver
Monopoly
Axiom Strategies
Bronze
Pants Problem
Right Angle Consulting

B34- Best Use of Humor - Democrat

Gold
Greatest Hits
Bergmann Zwerdling Direct
Silver
Dolph Santorine - “Advice for the Ladies”
Mad Dog Mail
Silver
Vanderslicing
The Beytin Agency
Silver
Pregnancy Test
Moxie Media
Bronze
Fracking Best Friends
The Dover Group
B35-Best Use of Negative/Contrast - Governor
Gold
Holes
Axiom Strategies
Silver
Dannel Malloy - Yacht
Mission Control, Inc.

B36-Best Use of Negative/Contrast - U.S. House of Representatives
Gold
Wrong Team
Bergmann Zwerdling Direct
Silver
Veterans Contrast
The Dover Group
Bronze
Timeline
Mammen Group, Inc.

B37-Best Use of Negative/Contrast - U.S. Senate
Gold
Obama/Grimes NOPE
The Lukens Company
Silver
Voyeur
Axiom Strategies
Silver
Graham for Senate “Absentee”
First Tuesday Strategies

B38-Best Use of Negative/Contrast - Downballot Statewide
Gold
Nebraska
Kennedy Communications
Silver
Voyeur
Axiom Strategies
Silver
Graham for Senate “Absentee”
First Tuesday Strategies

B39-Best Use of Negative/Contrast - State Legislature - Republican
Silver
Million Dollar Man Servant
Cerillion N4 Partners
Bronze
Prison Escape
JVA Campaigns

B40-Best Use of Negative/Contrast - Local/Municipal/Regional - Republican
Gold
Party-line Marklein
The Campaign Workshop
Silver
Alarming - Steve Padilla for Chula Vista City Council
Rose Kapolczynski Consulting
Bronze
The Real Story
The Beytin Agency

B41-Best Use of Negative/Contrast - U.S. Senate - Republican
Gold
Gov.Pat Quinn doesn’t think you should have a say in your child’s education
Goodman Political LLC
Silver
“Gamble” - Club for Growth
Jamestown Associates
Bronze
“Invite”
The Lincoln Club of San Diego County

B42-Best Use of Negative/Contrast - Local/Municipal/Regional - Democrat
Gold
Our Values
Moxie Media
Silver
NextGen New Hampshire: Senator Jeanne Shaheen
Greenlight Media Strategies

B43-Best Use of Negative/Contrast - U.S. Senate - Democrat
Gold
The Real Story
The Beytin Agency
Silver
I’m the f’ing senator
The Beytin Agency
Bronze
Miguel Pulido Under Investigation
Venture Strategic

B44-Independent Expenditure Campaign - Governor - Republican
Silver
Knocking Teeth
Strategic Impact
Bronze
Taxenstein
thetrazgroup

B45-Independent Expenditure Campaign - Governor - Democrat
Gold
Our Values
Moxie Media
Silver
Baraka Job
Kennedy Communications
Silver
Baraka Car
Kennedy Communications

B46-Independent Expenditure Campaign - U.S. Senate - Republican
Silver
Knocking Teeth
Strategic Impact
Bronze
Taxenstein
thetrazgroup

B47-Independent Expenditure Campaign - U.S. House of Representatives - Democrat
Silver
Experience Matters
Moxie Media

B48-Independent Expenditure Campaign - U.S. Senate - Republican
Gold
AWOL
Cold Spark Media
Silver
“Gamble” - Club for Growth
Jamestown Associates

B49-Independent Expenditure Campaign - U.S. House of Representatives - Democrat
Silver
Experience Matters
Moxie Media

B50-Independent Expenditure Campaign - Mayor
Gold
“Invite”
The Lincoln Club of San Diego County
Silver
Baraka Job
Kennedy Communications
Silver
Baraka Car
Kennedy Communications

B51-Independent Expenditure Campaign - State Legislature
Gold
“I'd really love it if you'd vote for me”
The Lincoln Club of San Diego County
Silver
Baraka Job
Kennedy Communications
Silver
Baraka Car
Kennedy Communications

B52-Independent Expenditure Campaign - State Legislature
Silver
“I’m the f’ing senator
The Beytin Agency
Bronze

WINNERS

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B53-Independent Expenditure Campaign - Local/Municipal/Regional
Gold
Toilet Water - Talking Mail
MailPOW
Silver
Fight Corruption Boxing Poster - Segura for Sweetwater School Board
Rose Kapolczynski Consulting
Bronze
“Variable”
The Lincoln Club of San Diego County

B54-Independent Expenditure Campaign - Super PAC
Silver
Help
Red Maverick Media

B56-Best Use of Bilingual/Multilingual/Foreign Language - Congressional/Legislative/Local
Gold
Our voice is our vote
Cerillion N4 Partners
Silver
Postura
Bergmann Zwerdling Direct
Bronze
“Immigration- Latino” – Bonnie Garcia for State Senate
Imprinta Communications Group

DIRECT MAIL- BALLOT INITIATIVE DIVISION
B57-For Statewide Campaigns
Gold
Line-Up
JVA Campaigns
Silver
Yes on 17
Media One
Bronze
Politics Has No Place in Exam Room
JPM&M, Inc

B58-For Local Campaigns
Gold
Yes on 71 - Colorblind
Mission Control, Inc.
Silver
This is Your Money
Behr Communications

Bronze
Friends of Patriot Hall “yes” introductory mailer
Elevated Campaigns & Public Affairs

B66-Best Use of Bilingual/Multilingual/Foreign Language
Silver
Prop L&M
Solidarity Strategies
Silver
Prop 45 Your Health Care
JPM&M, Inc

DIRECT MAIL - PUBLIC AFFAIRS DIVISION
B69-For Local Organization
Silver
Council @ 50
Calvert Street Group

B67- For National Organization
Silver
White House in Spring Commemorative Print Campaign
CCAH

B68- For Statewide Organization
Gold
Pay Scale
The Campaign Workshop
Silver
Wrong Road
Red Maverick Media
Bronze
Your own money
Ampersand Consulting

B74-Best Use of Social Pressure
Gold
For Her Sake
The Campaign Workshop
Silver
CMA Doctors Under Attack
JPM&M, Inc

B75- Best Use of Humor
Silver
Ridiculous Bear
Red Maverick Media

B76-Best Use of Negative/Contrast
Silver
Something Has to Change
Anvil Strategies
WINNERS

DIRECT MAIL - MISCELLANEOUS

B77-Best Use of Talking Mail
Gold
Don’t Drink Toilet Water
MailPOW

B78-Best Use of Third Party
Gold
Scandal
The Balduzzi Group
Silver
Vote Mom Vote
Gridiron Communications

TELEVISION-CANDIDATE DIVISION

C01-For Governor - Republican
Gold
John Kasich for OH Governor - “Purpose”
The Strategy Group Company
Silver
Bill Haslam for Governor “Whisper 60”
Strategic Perception
Bronze
Tom Corbett for Governor “No, No, No”
BrabenderCox

C02- For Governor - Democrat
Gold
Gina Raimondo for Governor - “Gansett”
Putnam Partners, LLC
Silver
John Hickenlooper for Governor - “Restaurant”
Putnam Partners, LLC
Bronze
Cab
Hamburger Company

C03- For U.S. House of Representatives - Republican
Gold
Curt Clawson for Congress - “3 Point Challenge”
The Strategy Group Company
Silver
I can and I will
Jamestown Associates
Bronze
Sean Duffy for Congress - “I Am an Ax”
The Strategy Group Company

C04- For U.S. House of Representatives - Democrat
Gold
“The Most Brutal Attack Ad…”
Devine Mulvey Longabaugh
Silver
South Valley Farm
The New Media Firm
Bronze
Everyone
Snyder Pickerill Media Group

C05-For U.S. Senate - Republican
Gold
Joni - Squal
Something Else Strategies
Silver
Tom Cotton “My Dad”
OnMessage, Inc.
Bronze
“Home” - McConnell Senate Committee ‘14
McCarthy Hennings Whalen, Inc.

C06-For U.S. Senate - Democrat
Gold
Mark Begich for U.S. Senate - “Road”
Putnam Partners, LLC
Silver
Mary Landrieu for U.S. Senate - “Will Not Rest”
Putnam Partners, LLC
Bronze
Mark Begich for U.S. Senate - “Alaska’s Son”
Putnam Partners, LLC

C07-For Downballot Statewide - Republican
Gold
Mike Heffeman “Cheap”
POOLHOUSE
Silver
A victim of human trafficking speaks out
WWP Strategies
Bronze
David Dewhurst “Food Fight”
BrabenderCox

C08-For Downballot Statewide - Democrat
Gold
Measure
Snyder Pickerill Media Group
Silver
Maura Healey for Massachusetts Attorney General
The Campaign Group, Inc.

C09-For Mayor - Republican
Gold
Kevin Faulconer for Mayor
Revolvis & Monument Communications
Silver
Bagneris - Blue Hemorrhage
Buisson Creative
Bronze
Terrence Murphy for Senate “Selfie”
BrabenderCox

C10-For Mayor - Democrat
Gold
Man with a Plan
RSH Campaigns
Silver
Rich Funke for Senate “Fairness”
BrabenderCox
Bronze
Terence Murphy for Senate “Selfie”
BrabenderCox

C11- For State Legislature - Democrat
Gold
Fences
Glass House Strategy
Silver
“Seliger Delivers”
The Eppstein Group
Bronze
Sara Gelser for State Senate “Karly”
Elevated Campaigns & Public Affairs

C12-For State Legislature - Republican
Gold
Protecting our families, preserving our values
Bronstein & Weaver, Inc.
Silver
Sara Gelser for State Senate “Karly”
Elevated Campaigns & Public Affairs
Bronze
Richard Young - Values Revolution

C13-For Local/Municipal/ Regional (Non-Mayoral) - Republican
Silver
“Your ads don’t say you’re Republican”
Amplify Relations
Bronze
Back on Track
Tom Shepard & Associates, Inc.
**C14-For Local/Municipal/Regional (Non-Mayoral) - Democrat**

**Gold**
Rob McGuire - Law and Order
Fletcher Rowley Inc

**Silver**
Sheriff Mike Blakely Gets Things Done
Red Brick Strategies, LLC

**Bronze**
News Team Investigation
Silver Strategies and Communication Group

**C15-For Super PAC - Republican**

**Gold**
“Spelling Bee-Arkansas” - American Crossroads
McCarthy Hennings Whalen, Inc.

**Silver**
Faith Family Freedom Fund - “Operation NC”
The Strategy Group Company

**Bronze**
Athena Fulton
Hackney & Hackney, Inc.

**C16-For Super PAC - Democrat**

**Gold**
Forever
GMMB

**Silver**
PUT ALASKA FIRST PAC: “BEAT”
GMMB

**Bronze**
Vote Vets Action Fund - “The Walk”
GMMB

**C17- Best Use of Illustration**

**Gold**
Polluting Our Justice With Dirty Money
Devine Mulvey Longabaugh

**C18-Best Use of Personality/Celebrity**

**Gold**
Rauner - Harold Washington
Something Else Strategies

**Silver**
Rauner - Ditka
Something Else Strategies

**C19-Best Cable Only Broadcast - Republican**

**Silver**
Rauner - Harold Washington
Something Else Strategies

**C21- Non-Broadcast Video - Republican**

**Gold**
Big Bad John II
Strategic Perception

**Silver**
Rick Snyder for Governor “The Nerd Works”
Strategic Perception

**Bronze**
Tom Cotton “Dardanelle Boys Always Come Home”
OnMessage, Inc.

**C22-Non-Broadcast Video - Democrat**

**Gold**
“The Best Candidate Introduction Video of Any Candidate This Cycle” - PoliticsPA
Devine Mulvey Longabaugh

**Silver**
We Believe
Behr Communications

**C23-Best Use of Humor - Republican**

**Gold**
Skrmetta - Like a Box of Chocolates
Buisson Creative

**Silver**
Shopping Cart
Jamestown Associates

**Bronze**
“Commercials” - McConnell Senate Committee ‘14
McCarthy Hennings Whalen, Inc.

**C24-Best Use of Humor - Democrat**

**Gold**
Man with a Plan
RSH Campaigns

**Bronze**
Joe Dorman - Flip Flop Fallin
Fletcher Rowley Inc

**C25A-Best Use of Negative/Contrast - Governor - Republican**

**Gold**
Rick Scott “Don’t Turn Back”
OnMessage, Inc.

**Silver**
Anthony Brown - “Don’t Belong”
Adelstein | Liston

**Bronze**
NRCC “The Letter”
FP1 Strategies

**C25B-Best Use of Negative/Contrast - Governor - Democrat**

**Gold**
Lee Zeldin for Congree “Day and Night”
BrabenderCox

**Silver**
Ryan Zinke for Congress “Two”
Strategic Perception

**Bronze**
Pat Roberts for U.S. Senate
FP1 Strategies

**C26A-Best Use of Negative/Contrast - U.S. House of Representatives - Republican**

**Gold**
“Commercials” - McConnell Senate Committee ‘14
McCarthy Hennings Whalen, Inc.

**Silver**
Ryan Zinke for Congress “Two”
Strategic Perception

**Bronze**
Phony Baloney
Jamestown Associates

**C26B-Best Use of Negative/Contrast - U.S. Senate - Republican**

**Gold**
Thom Tillis “Cocktails”
OnMessage, Inc.

**Silver**
Ed Gillespie “We Can Do Better”
POOLHOUSE

**Bronze**
Pat Roberts for U.S. Senate
FP1 Strategies

**C27A-Best Use of Negative/Contrast - U.S. Senate - Democrat**

**Gold**
Tom Udall for U.S. Senate - “So What”
Putnam Partners LLC

**Silver**
Mark Warner for Senate – “Ahead”
GMMB

**C27B-Best Use of Negative/Contrast - U.S. Senate - Democrat**

**Gold**
“Commercials” - McConnell Senate Committee ‘14
McCarthy Hennings Whalen, Inc.
NEW ORLEANS IS A PARTY TOWN
L2 WANTS TO REMIND YOU TO
KEEP IT CLEAN, LIKE OUR DATA

L2POLITICAL.COM/POLLIES

BETTER DATA
BETTER DECISIONS
C30-Best Use of Negative/Contrast - State Legislature - Republican  
Gold  
Rich Funke for State Senate “Repeat Offender”  
BrabenderCox  

Gold  
Sue Serino for NY Senate - “Thanks”  
The Strategy Group Company  

Silver  
Exposed  
Meridian Pacific, Inc.  

Bronze  
Knute Buehler for State Representative  
FP1 Strategies  

Bronze  
George Amedore for State Senate “Matter of Trust”  
BrabenderCox  

C31-Best Use of Negative/Contrast - State Legislature - Democrat  
Silver  
SD6 IE- “Did Nothing”  
JPM&M, Inc  

C32- Best Use of Negative/Contrast - Local/Municipal/Regional  
Gold  
News Team Investigation  
Silver Strategies and Communication Group  

Silver  
Seville  
Behr Communications  

C33-Independent Expenditure Campaign - Governor  
Gold  
My Choice  
DC London Inc  

Silver  
Working for Us  
The New Media Firm  

Bronze  
LePage “Working for Maine”  
Strategic Partners & Media  

C34-Independent Expenditure Campaign - U.S. House of Representatives  
Gold  
DCCC - Grimm “Charges”  
Adelstein | Liston  

Silver  
NRCC “McCormick”  
FP1 Strategies  

Silver  
Remember  
GMMB  

Bronze  
DCCC “Big One”  
Three Point Media  

C35-Independent Expenditure Campaign - U.S. Senate  
Gold  
“Opportunity-Hagan”  
Agentia Creative LLC  

Gold  
Vote Vets Action Fund - “The Walk”  
GMMB  

Silver  
Shopping Cart  
Jamestown Associates  

Bronze  
White Flag (AR)  
Harbinger Outreach  

C38-Independent Expenditure Campaign - State Legislature  
Gold  
WAGEMANN’S WHEEL  
76 Words  

Silver  
Stupid  
Visuality  

Bronze  
Heroes  
The Campaign Group, Inc.  

C39- Independent Expenditure Campaign - State Legislature  
Silver  
Colorado Democratic Party - Pop Quiz  
Fletcher Rowley Inc  

C40-Best Use of Bilingual/Multilingual/Foreign Language - Republican  
Gold  
Jeb por Gardner  
Revolution Agency  

Silver  
Estamos de Acuerdo  
The Factor, Inc.  

Bronze  
NRCC - Garcia Communism Works  
Something Else Strategies  

TELEVISION- BALLOT INITIATIVE DIVISION  
C42-For Statewide Campaigns  
Gold  
Washington Alliance for Gun Responsibility - “Rory”  
SKDKnickerbocker  

Silver  
Crime Victims’ Bill of Rights - “Kelsey Grammer”  
The Strategy Group Company  

Bronze  
Washington Alliance for Gun Responsibility  
SKDKnickerbocker  

C43-For Local Campaigns  
Gold  
Montgomery County Human Services Levy November 2014 Spot #1  
Burges and Burges Strategists  

Silver  
Yes on F - Neighborhood  
SCN Strategies  

Bronze  
No San Francisco Beverage Tax, “GOTV Spanish Graphic”  
Goddard Gunster Public Affairs  

C45-Best Cable Only Broadcast  
Silver  
Yes to Proposal 1, “Fifteen”  
Joe Slade White & Company  

Bronze  
The Right Compromise  
REVOLVIS
Without clear communication and reliable payment processes, advertising delivery may be impacted.

The world of political media buying is a unique one. Media buying in the political space comes with unprecedented time pressures and demands. In this fast-paced environment, communication regarding media placement and payment is crucial to the campaign's success. It's essential to work with partners who understand these requirements and the need for speed and precision.

AnchorOps ePay Political is a media-specific electronic payment solution that meets the distinct needs of the political media landscape.

ePay Political automates manual steps to expedite payments to media suppliers. The solution not only streamlines the payment process – it unleashes untapped potential in the agency's bottom line while enabling frictionless collaboration between agencies, advertisers, and suppliers.

There are many benefits to AnchorOps ePay Political that go beyond process improvement:

- Increased revenue through cash rebates
- Portal Pay – Automated payments through supplier portals and forms
- Prioritized supplier activation
- Geo mapping for political campaign preparation
- Easy auditing and tracking of payments
- Rapid return of funds due to media under delivery
- Robust reporting
- 24 x 7 transaction support

We integrate with most accounting systems, including: Quickbooks, Microsoft Dynamics GP and SL, Advantage, Harris EAS, Mediaocean and more.

You have enough to worry about – let AnchorOps take care of the electronic payment processing, with speed and precision to keep you on track.

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John A. Jamieson | Strategic Sales Manager
207.523.6811 Phone | 207.239.8687 Mobile | john.jamieson@wexinc.com
**TELEVISION - PUBLIC AFFAIRS DIVISION**

**C51-For National Public Affairs**

- **Gold**
  - Prepaid Wireless Users of America: Lifeline
  - Meath Media Group
  - Richard Sales Media

- **Silver**
  - American Lung Association - “Mother’s Instinct”
  - GMMB

- **Bronze**
  - NRA Institute for Legislative Action - “Insult”
  - OnMessage Inc.

**TELEVISION - MISCELLANEOUS**

**C59-Best Use of Television - Third Party**

- **Silver**
  - “Political Surgery”
  - North Woods Advertising

**INTERNET-CANDIDATE DIVISION**

**D01-Website - Governor**

- **Gold**
  - Citizens for Rauner
  - BASK Digital Media

- **Silver**
  - Mary Burke for Governor of Wisconsin
  - Wide Eye Creative

- **Bronze**
  - Susana Martinez
  - Targeted Victory

**D02-U.S. House of Representatives**

- **Gold**
  - Debbie Dingell for Congress
  - PowerThru Consulting

- **Silver**
  - toodyoungforcongress.com
  - BrabenderCox

**D03-Website - U.S. Senate**

- **Gold**
  - Mitch McConnell
  - Harris Media, LLC

- **Silver**
  - Jeanne Shaheen for U.S. Senate
  - Wide Eye Creative

- **Bronze**
  - Lindsey Graham for Senate 2014
  - Campaign Solutions

**D04-Website - Downballot Statewide**

- **Gold**
  - Maryland State Education Association - MDAppleBallot.com
  - Connectivist Media LLC

- **Silver**
  - Justice Jeff Brown
  - Upstream Communications

**D05-Website - Mayor**

- **Gold**
  - A New Way Forward
  - GNI Strategies

**D06-Website - State Legislature - Republican**

- **Silver**
  - Knute Buehler Bucks Oregon Electoral Trends, Wins House District 54 Seat
  - Gallatin Public Affairs

**D10-Website - State/Local Organization**

- **Gold**
  - NYGOP.org
  - BrabenderCox

- **Silver**
  - African American Voter Rep Project
  - PowerThru Consulting

**D12-Website - Best Use of Early Voting/Absentee Ballot**

- **Gold**
  - Prosperity Action PAC
  - Targeted Victory

- **Silver**
  - Greg Abbott for Governor
  - Targeted Victory

**D13-Website - Best Use of Humor**

- **Silver**
  - CRNC – SharkVote.com
  - The Strategy Group Company

**D14-Website - Best Use of Negative/Contrast**

- **Gold**
  - Always Register Your Domain Names Before You Announce
  - Connectivist Media LLC

- **Silver**
  - NY-19 Makes the Call - Chris Gibson for Congress
  - CRAFT Media Digital

**D15-Web Video - Governor**

- **Silver**
  - Parker Griffith - Wake Up Alabama
  - Fletcher Rowley Inc

- **Bronze**
  - “Hackleburg” - Bentley for Governor (AL)
  - The Wickers Group
We’ll capture their eyes. You capture their hearts.

Whether you are managing a local campaign or you work for a presidential hopeful, the TubeMogul Platform can help you get your message out and engage voters. With over 200K+ inventory auctions happening a second, our video advertising platform can get you seen, heard and elected.

**CROSS-SCREEN PLATFORM**
Reach the voters that matter the most to you, when and where they are. Plan, buy, measure and optimize desktop, mobile, tablet, social, connected and linear television video ads all from one platform.

**GRANULAR SCALABLE TARGETING**
Deliver highly targeted campaigns to swing states (to the zip code), retarget engaged supporters like website visitors or get in front of the demographic audience that could make a difference.

**CUSTOM CREATIVE FORMATS**
Don’t just place ads, create experiences. TubeMogul offers rich media and custom formats for all screens. Remember a 15 second pre-roll ad is just the beginning of the engagement.

**MANAGED OR SELF-SERVE**
Don’t have time to manage your advertising? Or do you have a team of experts working for your campaign? Either way we can get you up running almost immediately and we offer the research and training needed to succeed.

**TRANSPARENT REPORTING**
From site level viewability to audience conversion data, our real-time stats will show you everything there is to know about your campaigns performance – including market awareness, lift and regional saturation.
D16-Web Video - U.S. House of Representatives
Gold
Mike Honda - “Triumph”
Adelstein | Liston

Silver
Clay Aiken for Congress - “Open Door”
Putnam Partners, LLC

Bronze
New Generation Republican - Carl DeMaio for Congress
CRAFT Media Digital

D17-Web Video - U.S. Senate
Gold
La-Z-Boy
Jamestown Associates

Silver
Stand for Liberty
PassCode Creative

Bronze
Joni Ernst “Momentum”
POOLHOUSE

D18-Web Video - Downballot Statewide
Silver
Mike Heffernan “Meet Mike”
POOLHOUSE

D19-Web Video - Mayor
Gold
I’m Running
Calvert Street Group

Silver
Rise Above
Revovlis & Monument Communications

D20-Web Video - State Legislature
Gold
We Believe
Behr Communications

Silver
George Amedore “Announcement”
BrabenderCox

Bronze
The 44th District
Revovlis & Monument Communications

D21-Web Video - Local/Municipal/Regional
Gold
A Better Situation
Revovlis & Monument Communications

Silver
“Favorite Teacher”
The Bully Documentary Company

D22-Web Video - Best Use of Humor
Gold
Get Rid of Obamacare - Vote Republican
Republican National Committee

Silver
Absent
GMMB

Bronze
La-Z-Boy
Jamestown Associates

D23-Internet Advertising (Online/Social/Mobile) - Governor - Republican
Gold
Hogan
Strategic Partners & Media

D24-Internet Advertising (Online/Social/Mobile) - Local/Municipal/Regional
Silver
DemocraticAds.com - Jim Tedesco for Bergen County Executive
DSPolitical & Silver Strategies Group

Bronze
Kuehl: Measure AC - The Valley Dome
Los Angeles County Democratic Party

D25-Internet Advertising (Online/Social/Mobile) - Governor - Democrat
Gold
Shaheen for Senate
Precision Network

Silver
American for Responsible Solutions for Senator Jeanne Shaheen
The Campaign Group, Inc.

D26-Internet Advertising (Online/Social/Mobile) - U.S. House of Representatives - Democrat
Silver
John Delaney
SKDKnickerbocker

D27-Internet Advertising (Online/Social/Mobile) - U.S. Senate - Democrat
Gold
Shaheen for Senate
Precision Network

Silver
American for Responsible Solutions for Senator Jeanne Shaheen
The Campaign Group, Inc.

D28-Internet Advertising (Online/Social/Mobile) - Local/Municipal/Regional
Gold
Just Another Politician With A Pants Problem
Right Angle Consulting

D29-Internet Advertising (Online/Social/Mobile) - State Legislature - Republican
Gold
Hogan “Jaymi”
Strategic Partners & Media

D30-Internet Advertising (Online/Social/Mobile) - State Legislature - Democrat
Gold
Mainstream CO - “Man to Man”
Adelstein | Liston

Bronze
Rob Nosse for Congress “As Equal”
Elevated Campaigns & Public Affairs

D31-Internet Advertising (Online/Social/Mobile) - Best Use of Voter File-Matched Advertising - Banners
Gold
Greg Abbott for Governor
Targeted Victory

Silver
John Bolton Super PAC
Campaign Solutions

Bronze
Joni Ernst for U.S. Senate
Targeted Victory

D32-Internet Advertising (Online/Social/Mobile) - Best Use of Voter File-Matched Advertising - Video
Gold
Hogan “Jaymi”
Strategic Partners & Media
**D38- Internet Advertising (Online/Social/Mobile) - Best Use of Search Engine Marketing**
Silver
Lindsey Graham for Senate 2014
Campaign Solutions
Silver
Dan Patrick
Harris Media, LLC
Bronze
Greg Abbott
Targeted Victory

**D39-Landing Page - Statewide**
Gold
Mitch McConnell
Harris Media, LLC
Silver
Tom Wolf for PA - About Page Paralax
Groundswell Public Strategies
Bronze
Joni Ernst for U.S. Senate
Targeted Victory

**D40-Landing Page - Congressional/Legislative/Local**
Silver
Senator John Cornyn - Keep It Red
Upstream Communications

**D42-Landing Page - Best Donation Page**
Gold
Joni Ernst for U.S. Senate
Targeted Victory

**D43- Independent Expenditure Campaign - Governor**
Gold
Walker Mallot - 19th Century Man
Fletcher Rowley Inc
Silver
CRNC - “CCSI WI 1-3”
The Strategy Group Company

**D44-Independent Expenditure Campaign - U.S. House of Representatives**
Gold
Democratic Congressional Campaign Committee
Bully Pulpit Interactive
Silver
Credit Union National Association for Pete Aguilar “Exito” -ESP
Elevated Campaigns & Public Affairs

**D45- Independent Expenditure Campaign - U.S. Senate**
Gold
“Ducks Series: Raising Money”
Burning Glass Consulting
Silver
White Flag (AR)
Harbinger Outreach
Bronze
I Feel Pretty
Harbinger Outreach

**D48-Independent Expenditure Campaign - State Legislature**
Silver
Who is Craig Wilhelm?
Gallatin Public Affairs
Bronze
Minnesota Action Network
Targeted Victory

**D50-Best Facebook Page**
Gold
Joni Ernst for U.S. Senate
Targeted Victory
Silver
Dan Patrick
Harris Media, LLC
Bronze
Hogan for Governor
Strategic Partners & Media

**D51- Best Use of Facebook Advertising**
Gold
Michelle Nunn: Facebook Amplification Ads
Trilogy Interactive
Silver
John Cornyn - Second Amendment
Upstream Communications
Bronze
Senator John Cornyn Overall
Upstream Communications

**D52-Best Use of Facebook GOTV**
Silver
Joni Ernst for U.S Senate
Targeted Victory
Bronze
Rauner
BASK Digital Media

**D53- Best Use of Twitter**
Silver
John Bolton Super PAC
Campaign Solutions
Bronze
Dan Malloy for Connecticut
PowerThru Consulting

**D54-Best Use of Internet Radio**
Gold
Allen West Guardian Fund
Campaign Solutions
Silver
Bill Johnson for Congress - “Bieber”
Politics Counsel

**D55-Best Use of Social Media**
Silver
Stewart Mills Facebook Photo Campaign
Blueprint Interactive

**D56- Best Use of Social Media Fundraising**
Gold
Michelle Nunn: Facebook Amplification Ads
Trilogy Interactive
Silver
Joni Ernst for U.S. Senate
Targeted Victory

**D57-Best Use of Website Fundraising**
Gold
Joni Ernst for U.S. Senate
Targeted Victory
Silver
NRSC Store.NRSC.org
Targeted Victory
Bronze
EMILY’s List
Blue State Digital
D58-Best Use of Email Fundraising
Gold
Michelle Nunn: Facebook Amplification Ads
Trilogy Interactive
Silver
NRSC- October End of Month
Targeted Victory
Bronze
Gardner for U.S Senate
OnMessage Inc./ National Media Digital

D59-Best Use of New Technology
Silver
DLCCads.com
DSPolitical & DLCC

INTERNET- BALLOT INITIATIVE DIVISION
D61-Website - Statewide
Gold
Bristol Bay Forever
BEAST Digital
Silver
Oregon Right to Know Ballot Initiative Website
Blueprint Interactive
Bronze
Empower Alabama
NGP VAN

D63-Web Video
Gold
No on Question 2: Stop Forced Deposits, “Cartoon Curbside”
Goddard Gunster Public Affairs
Silver
Traffic or Tranquility
Revolution
Bronze
Defending the Indefensible
Trippi and Associates
Bronze
Amanda
76 Words

D64- Web Video - Best Use of Humor
Gold
The Comedy Club
Patterson & Company
Silver
No on Question 2: Stop Forced Deposits, “The 80s”
Goddard Gunster Public Affairs

D65-Internet Advertising (Online/Social/Mobile) - Statewide
Gold
Women’s Equality Party
Bully Pulpit Interactive
Silver
Fighting for Safe Drinking Water: California hospitals mobilize online to support California Prop 1, the Water Bond
Blue State Digital
Bronze
“Protect Our Schools”
Mowery Consulting Group

D66-Internet Advertising (Online/Social/Mobile) - Local
Gold
Larimer Humane Society: Yes on 200
RBI Strategies
Silver
Santa Barbara No on Measure P
BASK Digital Media
Bronze
Seattle Parks Campaign
Northwest Passage Consulting

D68- Landing Page - Local
Silver
Yes Des Moines
Groundswell Public Strategies

D69-Best Facebook Page
Gold
Texas Infrastructure Now
Upstream Communications
Silver
“No San Francisco Beverage Tax”
Goddard Gunster Public Affairs

D70-Best Use of Facebook Advertising - State/Local
Gold
Santa Barbara No on Measure P
BASK Digital Media
Silver
Yes on 4!
The New Media Firm

D76-Best Use of Email Fundraising
Gold
Yes on 92
Rising Tide Interactive
Silver
United for Care
Impact Politics

D77-Best Use of New Technology
Silver
Prosperity Action PAC
Targeted Victory

D79- Best Use of Voter File-Matched Advertising - Banners
Silver
Santa Barbara No on Measure P
BASK Digital Media
Bronze
Vote Yes on 1 FL
Groundswell Public Strategies

D80-Best Use of Voter File-Matched Advertising - Video
Gold
No Personhood Colorado (No on 67)
DSPolitical & JVA Campaigns
Silver
United for Care
Impact Politics
Bronze
Give South Dakota A Raise
The New Media Firm

INTERNET - PUBLIC AFFAIRS DIVISION
D82- Website - National
Gold
Allen West Guardian Fund
Campaign Solutions
Gold
Tea Party Scorecard Website
Americans United for Change
Silver
Polyurethane. Website
WHITE
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D84-Web Video
Gold
VOTE.UTAH.GOV
Love Communications
Silver
Freedom to Marry - Who We Are As Southerners
Blue State Digital
Bronze
The Truth about the Tipped Minimum Wage
Berman and Company

D85-Web Video - Best Use of Humor
Silver
Slushie
Gateway Media

D88-Internet Advertising (Online/Social/Mobile) - Advocacy/Grassroots Lobbying - State/Local
Gold
Free Love Field
Hill+Knowlton Strategies

D89-Internet Advertising (Online/Social/Mobile) - Best Use of Humor
Silver
Citizens for a Healthy Iowa - Branstad Beer Groundswell Public Strategies

D90-Landing Page
Silver
Prosperity Action PAC
Targeted Victory

D91-Landing Page - Best Donation Page
Silver
General Motors PAC
DDC

D92-Best Facebook Page
Gold
Faces of Lawsuit Abuse Merc Strategy Group, LLC

D94-Best Use of Facebook Advertising - State/Local
Gold
Road Trip Girl
Gateway Media

D95- Best Use of Twitter
Gold
Save Studio A
Calvert Street Group

D97-Best Use of Email
Gold
The Home Depot PAC - #Share the PAC
Sagac Public Affairs
Silver
Mobilizing for Michael Brown: NAACP’s response to the murder of Michael Brown
Blue State Digital

D98-Best Use of Email Fundraising
Gold
Working America’s No-Show Gala
Trilogy Interactive
Silver
Americans for Responsible Solutions PAC Revolution Messaging

Bronze
Dow Corporate PAC (DOWPAC) “Working Together to Create Results”
Sagac Public Affairs

D99-Best Use of New Technology
Silver
Register.gop

D101-Best Use of Negative/Contrast
Silver
NYC Landlord Watchlist
Albatross Digital

D103-Best Use of Voter File-Matched Advertising - Video
Gold
Miami Seaport Alliance Campaign Against David Beckham’s Soccer Stadium Proposal
Joe Slade White & Company

INTERNET - MISCELLANEOUS

D104- Best Use of Internet Advertising - Third Party
Gold
VOTE.UTAH.GOV
Love Communications
Silver
Democratic National Committee List building Program
Bully Pulpit

PHONES - CANDIDATE DIVISION

E07-Automated Calls - Local/Municipal/Regional (Non-Mayoral)
Silver
Eleven Year Old Gets Out the Vote
HighGround, Inc

E10-Automated Calls - Independent Expenditure - Congressional/Legislative/Local
Silver
Arizonans Can Make a Difference - Superhero
HighGround, Inc

E11-Automated Calls - GOTV
Silver
Dallas County Dracula
Murphy Nasica & Associates

E13-Best Use of Telephone Town Hall Call/Forum Call - Congressional/Legislative/Local
Silver
Troubled Waters
Control Point Group LLC

E16-Best Use of Live Calls
Silver
Good Ol’ Iowa Boy Advocacy
Campaign Headquarters
Silver
Creighton Personalized Neighbor-to-Neighbor
Murphy Nasica & Associates

E17-Best Use of New Technology
Gold
Delivering The Perfect Voice
Strategic Fundraising
Silver
Validating the Backlash
Chism Strategies

E19-Best Use of Mobile Application
Silver
Advantage Mobile App
Advantage, Inc.
### WINNERS

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<th>Award Category</th>
<th>Title</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td><strong>PHONES-BALLOT INITIATIVE DIVISION</strong></td>
<td><strong>E22-Most Innovative Use of Automated Technology</strong></td>
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<td>Silver</td>
<td>Downballot but not Forgotten&lt;br&gt;Stones’ Phones</td>
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<td><strong>E23-Best Use of Unusual Phone Techniques</strong></td>
<td>Gold</td>
<td>Arizonans Can Make a Difference –&lt;br&gt;Superhero Calls&lt;br&gt;HighGround, Inc</td>
<td>Silver</td>
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<td><strong>E24-Automated Calls - Statewide</strong></td>
<td>Silver</td>
<td>Keep it Green&lt;br&gt;Chism Strategies</td>
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<td></td>
<td><strong>E25-Automated Calls - Local</strong></td>
<td>Silver</td>
<td>How Many Family Members Are You Bringing?&lt;br&gt;Chism Strategies</td>
<td>Silver</td>
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<td><strong>E26-Best Use of Telephone Town Halls</strong></td>
<td>Silver</td>
<td>Let’s Talk About Guns&lt;br&gt;Stones’ Phones</td>
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<td><strong>E29-Best Use of Unusual Phone Techniques</strong></td>
<td>Gold</td>
<td>Downey Measure B: Dispatch&lt;br&gt;Los Angeles County Democratic Party</td>
<td>Silver</td>
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<td><strong>E31-Best Use of Telephone Town Hall Call/Forum Call</strong></td>
<td>Silver</td>
<td>Mass Transit &amp; the Mayor&lt;br&gt;Calvert Street Group</td>
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<td><strong>E32-Best Use of Patch-Through Program For Public Affairs (Live)</strong></td>
<td>Gold</td>
<td>Jake’s Law&lt;br&gt;Kearney O’Doherty Public Affairs</td>
<td>Silver</td>
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<tr>
<td></td>
<td><strong>E33-Best Use of Patch-Through Program For Public Affairs (Autodial)</strong></td>
<td>Silver</td>
<td>Another Round of Public Pension Roulette&lt;br&gt;Stones’ Phones</td>
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<td><strong>E36-Most Innovative Use of Automated Technology</strong></td>
<td>Gold</td>
<td>MOYO – Motivate Yourself&lt;br&gt;Chism Strategies</td>
<td>Silver</td>
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<td><strong>E37-Best Use of Unusual Phone Techniques</strong></td>
<td>Silver</td>
<td>Starting Difficult Conversations&lt;br&gt;Chism Strategies</td>
<td>Bronze</td>
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### PHONES - PUBLIC AFFAIRS DIVISION

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<thead>
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<th>Award</th>
<th>Title</th>
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<tbody>
<tr>
<td><strong>F01-House Mailer - Local</strong></td>
<td>Senator Mark Warner: Committee of 1000&lt;br&gt;Avalon Consulting Group</td>
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<td><strong>F02-Prospect Mailer - Local</strong></td>
<td>We Can Win&lt;br&gt;Red Maverick Media</td>
<td>Silver</td>
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<td>Okla. State Senator Dan Newberry/&lt;br&gt;NEWPAC - “Soar to New Heights”&lt;br&gt;Sagac Public Affairs</td>
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<tr>
<td><strong>F03-Best Fundraising Gift With Donation - Mailer</strong></td>
<td>A picture is worth a thousand words&lt;br&gt;HSP Direct LLC</td>
<td>Silver</td>
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<td><strong>F04-Best Use of Internet Fundraising - U.S. Senate</strong></td>
<td>Greg Abbott for for Governor&lt;br&gt;Targeted Victory</td>
<td>Silver</td>
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<td><strong>F07- Best Use of Internet Fundraising - Downballot Statewide</strong></td>
<td>Susan Happ - Attorney General&lt;br&gt;New Blue Interactive</td>
<td>Silver</td>
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<td><strong>F18-House Mailer</strong></td>
<td>EMILY’s List Election Night Victory Guide&lt;br&gt;CCAH</td>
<td>Silver</td>
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<td><strong>F21-PAC/Trade Association Program - Mailer</strong></td>
<td>The Home Depot PAC - Peer to Peer Fundraising&lt;br&gt;Sagac Public Affairs</td>
<td>Silver</td>
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<td><strong>F23-Best Use of Telephone Fundraising</strong></td>
<td>DNC October Final Push&lt;br&gt;CCAH</td>
<td>Silver</td>
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</table>
F24- Best Use of Super PAC/PAC Fundraising

**Gold**
- Prosperity Action PAC
- Targeted Victory

**Silver**
- The Home Depot PAC - Peer to Peer Fundraising
- Sagac Public Affairs

**Bronze**
- House Majority PAC - a People-Powered PAC
- New Blue Interactive

F25-Best Use of Trade Association Fundraising

**Silver**
- National Association of Broadcasters PAC
- Sagac Public Affairs

RADIO- CANDIDATE DIVISION

G01-Best Use of Radio - Governor

**Gold**
- Rauner - Springfield Downs
- Something Else Strategies

**Silver**
- Our Message
- Harbinger Outreach

**Bronze**
- Independent Approach
- EpandMedia

G02-Best Use of Radio - U.S. House of Representatives

**Gold**
- Insensitive
- Hackney & Hackney, Inc.

**Silver**
- Our Message
- Harbinger Outreach

G03-Best Use of Radio - U.S. Senate

**Gold**
- Jack Kingston for US Senate - “Call Me Maybe”
- The Strategy Group Company

**Silver**
- Ernst - Cinema phone
- Something Else Strategies

G06-Best Use of Radio - State Legislature - Republican

**Silver**
- George Amedore “Flooding”
- BrabenderCox

G08-Best Use of Radio - Local/ Municipal/Regional (Non-Mayoral Race)

**Gold**
- Skrmetta - The Pretender
- Buisson Creative

**Silver**
- “Warrant”
- CAMCO Consulting, LLC

**Bronze**
- Tell Wright He’s Wrong
- Hackney & Hackney, Inc.

G10-Best Use of Negative/ Contrast - Republican

**Gold**
- Missed Votes
- Meridian Pacific, Inc.

**Silver**
- Sorry I Missed You
- Hackney & Hackney, Inc.

**Bronze**
- Opponent
- Jamestown Associates

G13-Independent Expenditure Campaign - Statewide

**Gold**
- NRSC - Baggage
- Something Else Strategies

**Silver**
- Leader
- EpandMedia

G14- Independent Expenditure Campaign - Congressional/ Legislative/Local

**Gold**
- Vruwink Zone
- Liberty House Consulting

**Silver**
- F-S-C
- Public Square Partners, LLC

**Bronze**
- Morning in America PAC - “Game Show”
- The Strategy Group Company

G15- Best Use of Radio - Bilingual/Multilingual/Foreign Language

**Gold**
- “Your Vote Matters/Tu Voto Cuenta”
- Chambers Lopez Strategies

RADIO-BALLOT INITIATIVE DIVISION

G16-Best Use of Radio - Statewide

**Gold**
- Crime Victims’ Bill of Rights - “Immeasurable Loss”
- The Strategy Group Company

**Silver**
- Cop Stories
- Porcaro Communications

**Bronze**
- “Rigged”
- The New Media Firm

RADIO - PUBLIC AFFAIRS DIVISION

G20-Best Use of Radio - National Organization

**Gold**
- “Personalized Care/Algorithms”
- North Woods Advertising

**Silver**
- Down the Drain: Fighting Article 3 in Maine
- DDC

G21-Best Use of Radio - State Organization

**Silver**
- Miami Seaport Alliance Campaign Against David Beckham’s Soccer Stadium Proposal, “Yo Yo Taxes”
- Joe Slade White & Company

**Bronze**
- Taxpayer Circus
- Red Maverick Media
**NEWSPAPER-PUBLIC AFFAIRS DIVISION**

**H07-Full Page**
- **Gold**
  - You Don’t Let Her Smoke
  - The Campaign Workshop
- **Silver**
  - “Bubbe” for Bend the Arc
  - BerlinRosen
- **Silver**
  - Rennick
  - Jamestown Associates
- **Bronze**
  - Bristol Bay Regional Seafood and Development Association (BBRSDA)
  - GMMB

**COLLATERAL**

**I01- Billboard**
- **Gold**
  - A Tablet Could Take Your Job
  - Berman and Company
- **Silver**
  - Would you take energy advice from the woman who broke up The Beatles?
  - Berman and Company
- **Bronze**
  - No San Francisco Beverage Tax, “Taylor”
  - Goddard Gunster Public Affairs

**I02-Door Hanger**
- **Gold**
  - No on E - Stop Unfair Beverage Taxes
  - Whitehurst/Mosher Campaign Strategy and Media
- **Silver**
  - Do Not Disturb!
  - The Balduzzi Group
- **Bronze**
  - McConnell - For Kentucky
  - The Lukens Company

**I03-Logo**
- **Gold**
  - #DCCanDoBetter
  - The Balduzzi Group
- **Silver**
  - Okla. State Senator Dan Newberry/NEWPAC - “Soar to New Heights”
  - Sagac Public Affairs

**I04-Mass Transit/Bus Sign**
- **Gold**
  - Gov. Quinn Moving Company
  - Goodman Political LLC
- **Silver**
  - National People’s Action - Preyday Lenders Revolution Messaging

**I05-Non-Mail Brochure**
- **Gold**
  - Trailblazer
  - The Balduzzi Group
- **Silver**
  - Park Southern
  - The Balduzzi Group
- **Bronze**
  - Did You Know?
  - Gridiron Communications

**I06-Yard/Outdoor Sign**
- **Silver**
  - Vote YES 4 SALMON
  - Hackney & Hackney, Inc.
- **Bronze**
  - “Siegel vs. Dropout Rates”
  - Left Coast Communications

**I07-Most Original/Innovative Collateral Material**
- **Gold**
  - Sorry! Covered California Edition
  - JPM&M, Inc
- **Silver**
  - 2014 Democratic Team: Baseball Cards
  - Los Angeles County Democratic Party
- **Bronze**
  - UltraViolet Board of Tourism
  - Revolution Messaging

**FIELD**

**J01-Best Absentee Program**
- **Silver**
  - FDP for CD18
  - Bergmann Zwerdling Direct

**J02-Best GOTV Program**
- **Gold**
  - Mississippi Senate Run-Off
  - James S. Nathanson & Associates And Advanced Micro Targeting, Inc

**INTERNATIONAL**

**K01-Best Use of Direct Mail**
- **Gold**
  - Tim Hudak’s Plan
  - NOW Communications Group Inc
- **Silver**
  - World Jewish Congress (American Section)
  - Power of the Pen Prospect Campaign
  - CCAH
- **Bronze**
  - WJC Major Donor Hungary Petition Appeal
  - CCAH
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<tr>
<td>K02-Best Use of Television</td>
<td>Best Use of Television Gold</td>
<td>NOW Communications Group Inc</td>
<td>ARA ÉS L'HORA (Catalunya Independence Silver</td>
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<tr>
<td>K03-Best Use of Internet</td>
<td>Best Use of Internet Gold</td>
<td>Rodrigo Rollemberg Governor PUBLICC Silver</td>
<td>THE SHOEBOX Bronze</td>
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<td>K06-Best Use of Newspaper</td>
<td>Best Use of Newspaper Silver</td>
<td>NOW Communications Group Inc</td>
<td>WISH EVERYDAY WAS A FEAST Bronze</td>
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<td>K07-Best Use of Collateral</td>
<td>Best Use of Collateral Gold</td>
<td>Is Your Family’s Health at Risk? Silver</td>
<td>Varela Hermanos defense Bronze</td>
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<td>K08-Best Use of Humor</td>
<td>Best Use of Humor Gold</td>
<td>Alkoholstör (Alcohol Annoys) Silver</td>
<td>Varela Hermanos defense Bronze</td>
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<td>K09-Best Use of Negative/Contrast</td>
<td>Best Use of Negative/Contrast Gold</td>
<td>THE BAGEL Silver</td>
<td>THE SHOEBOX Bronze</td>
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<td>L01-Best Campaign Plan</td>
<td>Best Campaign Plan Gold</td>
<td>McCollum for Governor 2014 Silver</td>
<td>THE BAGEL Bronze</td>
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<td>L02-Best Use of Direct Mail</td>
<td>Best Use of Direct Mail Gold</td>
<td>“A Kentucky Tradition” Silver</td>
<td>THE BAGEL Bronze</td>
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<td>L03-Best Use of Television</td>
<td>Best Use of Television Gold</td>
<td>My Calling Silver</td>
<td>THE BAGEL Bronze</td>
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<td>L06-Best Fundraising Effort</td>
<td>Fundraising Effort Silver</td>
<td>Hillary Clinton for President 2016 Silver</td>
<td>THE BAGEL Bronze</td>
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<td>L07-Best Use of Radio</td>
<td>Best Use of Radio Gold</td>
<td>The Girl Who Cried Race Silver</td>
<td>THE BAGEL Bronze</td>
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<td>M01-Best Use of Direct Mail</td>
<td>Best Use of Direct Mail Gold</td>
<td>Tom Smith Biography Silver</td>
<td>THE BAGEL Bronze</td>
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<td>M02- Best Use of Television</td>
<td>Best Use of Television Gold</td>
<td>Matt Bevin Snake Oik Silver</td>
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<td>M03-Best Use of Internet</td>
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<td>Why Jeff Barth for Congress? Silver</td>
<td>THE BAGEL Bronze</td>
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<td>M08-Best Use of Collateral</td>
<td>Best Use of Collateral Silver</td>
<td>Tom Wolf - Join the Wolf Silver</td>
<td>THE BAGEL Bronze</td>
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</table>
Every year the AAPC selects individuals whose careers and activities can serve as inspirations to us all, especially students and young professionals looking for examples of leadership, longevity and accomplishment. Induction into the AAPC Hall of Fame is the highest honor that the working members of the profession can bestow upon a colleague.

**Lionel Sosa**

Lionel Sosa is an independent marketing consultant and nationally recognized portrait artist. He is the founder of Sosa, Bromley, Aguilar & Associates (now Bromley Communications), which became the largest Hispanic advertising agency in the U.S. Sosa is an acknowledged expert in Hispanic consumer and voter behavior and was named “One of the 25 most influential Hispanics in America” by Time Magazine. Lionel was media consultant for Presidents Ronald Reagan, George H. W. Bush, and George W. Bush. He has served on the teams of eight national Republican presidential campaigns.


Sosa currently serves on the boards of The Cisneros Center, The Kipp Academy of San Antonio, City-Year San Antonio, Texans for Education Reform and the Texas Higher Education Coordinating Board’s Strategic Planning Committee.

Lionel has served on the Board of Regents of The Texas A&M University System, the Board of Trustees for the University of the Incarnate Word, the Boards of Sesame Workshop, creators of Sesame Street, ACT (American College Testing), PBS, the Public Broadcasting System, NCLR, National Council of La Raza and The Briscoe Western Art Museum. He chaired both the United Way of San Antonio and the San Antonio Symphony and was Executive Director for the grass roots foundation, MATT - Mexicans and Americans Thinking Together. He is a member of the Texas Business Hall of Fame.

In 2001, Sosa was a Fellow at the Institute of Politics at Harvard University. He was awarded an honorary PHD in Humanities from the University of the Incarnate Word. His portraits in oil have been exhibited at The Smithsonian Museum in Washington DC, The George H.W. Bush Presidential Library at College Station, Texas and Texas A&M University San Antonio, among others.
Robert M. Shrum

Robert M. Shrum holds the Carmen H. and Louis Warschaw Chair in Practical Politics and is Professor of the Practice of Political Science at the University of Southern California’s Dornsife College of Letters, Arts and Science. For more than a third of a century, he was deeply involved in Democratic politics.

He was speechwriter to Senator George McGovern in his 1972 presidential campaign. He was speechwriter to Senator Edward M. Kennedy during and after the 1980 presidential campaign; his press secretary from 1980 to 1984; and consultant, ad maker, and strategist for the Senator until 2009.

Mr. Shrum was a strategist and advertising consultant for 30 winning Senate campaigns; for 8 winning campaigns for governor; for the Mayors of New York, Los Angeles, Chicago, Philadelphia, Houston, Denver, Dade County, and San Francisco; and for the Speaker and Democratic Leader of the House of Representatives. He advised President Bill Clinton during his time in the White House. He was senior strategist in the 2000 Gore for President campaign and the 2004 Kerry for President campaign.


As a journalist, Mr. Shrum’s work has appeared in The New York Times, New York Magazine, The Los Angeles Times, Time, Newsweek, and The Huffington Post. He has been a columnist for Slate, The Week, and The Daily Beast. He has written for commercial television, including “The Emmy Awards,” “The American Film Institute Life Achievement Awards,” and the Emmy and Peabody Award-winning “Kennedy Center Honors: A Celebration of the Performing Arts,” for which he received a Writers Guild of America award.

Mr. Shrum’s book, No Excuse: Concessions of a Serial Campaigner was a national bestseller published in June 2007 by Simon and Schuster. He is a graduate of Georgetown University and Harvard Law School – and in addition to USC, has taught at New York University, Yale, and Boston College. He now lives in Los Angeles, California with his wife, the journalist and writer Marylouise Oates, and his puppy Cody.
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