

## OVERALL CAMPAIGNS

### CANDIDATE DIVISION

- A01** **Direct Mail Campaign:** Series (more than one) of direct mail pieces made for any Candidate Campaign.
- A02** **Television Campaign:** Series (more than one) of television spots made for any Candidate Campaign.
- A03** **Digital or Internet Campaign:** Series (more than one) of digital or internet pieces made for any Candidate Campaign.
- A04** **Phone Campaign:** Series (more than one) of phone calls made for any Candidate Campaign.
- A05** **Radio Campaign:** Series (more than one) of radio spots made for any Candidate Campaign.
- A06** **Fundraising Campaign:** Series (more than one) of fundraising pieces (any medium) made for any Candidate Campaign.
- A07** **Best Use of Opposition Research:** Series (more than one) of opposition research (any medium) made for any Candidate Campaign.
- A08** **Best in Show:** Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Candidate Campaign.

### BALLOT INITIATIVE DIVISION

- A09** **Direct Mail Campaign:** Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.
- A10** **Television Campaign:** Series (more than one) of television spots made for any Ballot Initiative Campaign.
- A11** **Digital or Internet Campaign:** Series (more than one) of digital or internet pieces made for any Ballot Initiative Campaign.
- A12** **Phone Campaign:** Series (more than one) of phone calls made for any Ballot Initiative Campaign.
- A13** **Radio Campaign:** Series (more than one) of radio spots made for any Ballot Initiative Campaign.
- A14** **Best in Show:** Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

### PUBLIC AFFAIRS DIVISION

- A15** **Direct Mail Campaign:** Series (more than one) of direct mail pieces made for any Public Affairs Campaign.
- A16** **Television Campaign:** Series (more than one) of television spots made for any Public Affairs Campaign.
- A17** **Digital or Internet Campaign:** Series (more than one) of digital or internet pieces made for any Public Affairs Campaign.
- A18** **Phone Campaign:** Series (more than one) of phone calls made for any Public Affairs Campaign.
- A19** **Radio Campaign:** Series (more than one) of radio spots made for any Public Affairs Campaign.
- A20** **Best in Show:** Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs Campaign.

## DIRECT MAIL CANDIDATE DIVISION

- B01** **For President:** Direct mail piece made for any Presidential Candidate Campaign.
- B02** **For Governor:** Direct mail piece made for any Gubernatorial Candidate Campaign.
- B03** **For U.S. Senate:** Direct mail piece made for any U.S. Senatorial Candidate Campaign.
- B04** **For U.S. House of Representatives:** Direct mail piece made for any U.S. House of Representatives Candidate Campaign.
- B05** **For Down-Ballot Statewide:** Direct mail piece made for any down-ballot statewide Candidate Campaign.
- B06** **For State Legislature:** Direct mail piece made for any state legislature Candidate Campaign.
- B07** **For Local/Municipal/Regional:** Direct mail piece made for any local, municipal, or regional Candidate Campaign (including mayoral).
- B08** **For PAC/Super PAC:** Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.
- B09** **For Organization:** Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).
- B10** **For Special Election:** Direct mail piece made for any special election Candidate Campaign.
- B11** **Bilingual/Multilingual/Foreign Language:** Direct mail piece made in a language other than English for any Candidate Campaign.
- B12** **Early Voting/Absentee Ballot/Vote-by-Mail:** Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.
- B13** **Best Use of Humor:** Effective use of humor in a direct mail piece made for any Candidate Campaign.
- B14** **Best Use of Negative or Contrast:** Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.
- B15** **Best Use of Illustration or Photography:** Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.
- B16** **Best Use of Social Pressure:** Effective use of social pressure in a direct mail piece made for any Candidate Campaign.
- B17** **Best Use of Slate Mail:** Effective use of slate in a direct mail piece produced for any Candidate Campaign.
- B18** **GOTV:** Direct mail piece made for any statewide/local GOTV Candidate Campaign.
- B19** **Independent Expenditure Campaign – President:** Direct mail piece made for an independent expenditure campaign for any Presidential Candidate Campaign.
- B20** **Independent Expenditure Campaign – Governor:** Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- B21** **Independent Expenditure Campaign - U.S. Senate:** Direct mail piece made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.
- B22** **Independent Expenditure Campaign - U.S. House of Representatives:** Direct mail piece made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.
- B23** **Independent Expenditure Campaign - Down-Ballot:** Direct mail piece made for an independent expenditure campaign for any down-ballot Candidate Campaign (including statewide/state legislature/local/municipal/regional).

## BALLOT INITIATIVE DIVISION

- B24** **For Statewide:** Direct mail piece made for any statewide Ballot Initiative Campaign.
- B25** **For Local:** Direct mail piece made for any local Ballot Initiative Campaign.
- B26** **GOTV:** Direct mail piece made for any statewide/local GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).
- B27** **Bilingual/Multilingual/Foreign Language:** Direct mail piece made in a language other than English for any Ballot Initiative Campaign.
- B28** **Best Use of Negative or Contrast:** Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.
- B29** **Best Use of Social Pressure:** Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

## PUBLIC AFFAIRS DIVISION

- B30** **For National:** Direct mail piece made for any national Public Affairs Campaign.
- B31** **For Statewide:** Direct mail piece made for any statewide Public Affairs Campaign.
- B32** **For Local:** Direct mail piece made for any local Public Affairs Campaign.

## MISCELLANEOUS

- B33** **Best Use of Opposition Research:** Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## TELEVISION

### CANDIDATE DIVISION

- C01** **For President:** Television advertisement made for any Presidential Candidate Campaign.
- C02** **For Governor:** Television advertisement made for any Gubernatorial Candidate Campaign.
- C03** **For U.S. Senate:** Television advertisement made for any U.S. Senatorial Candidate Campaign.
- C04** **For U.S. House of Representatives:** Television advertisement made for any U.S. House of Representatives Candidate Campaign.
- C05** **For Down-Ballot Statewide:** Television advertisement made for any down-ballot statewide Candidate Campaign.
- C06** **For State Legislature:** Television advertisement made for any state legislature Candidate Campaign.
- C07** **For Local/Municipal/Regional:** Television advertisement made for any local, municipal, or regional Candidate Campaign (including mayoral).
- C08** **For PAC/Super PAC:** Television advertisement made for a PAC/Super PAC for any Candidate Campaign.
- C09** **For Special Election:** Television advertisement made for any special election Candidate Campaign.
- C10** **Bilingual/Multilingual/Foreign Language:** Television advertisement made in a language other than English for any Candidate Campaign.
- C11** **Best Use of Humor:** Effective use of humor in a television advertisement made for any Candidate Campaign.
- C12** **Best Use of Negative or Contrast:** Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.

- C13** **Best Use of Personality or Celebrity:** Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.
- C14** **Independent Expenditure Campaign – President:** Television advertisement made for an independent expenditure campaign for any Presidential Candidate Campaign.
- C15** **Independent Expenditure Campaign – Governor:** Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- C16** **Independent Expenditure Campaign - U.S. Senate:** Television advertisement made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.
- C17** **Independent Expenditure Campaign - U.S. House of Representatives:** Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.
- C18** **Independent Expenditure Campaign - Down-Ballot:** Television advertisement made for an independent expenditure campaign for any down-ballot Candidate Campaign (including statewide/state Legislature/local/municipal/regional).

## **BALLOT INITIATIVE DIVISION**

- C19** **For Statewide:** Television advertisement made for any statewide Ballot Initiative Campaign.
- C20** **For Local:** Television advertisement made for any local Ballot Initiative Campaign.
- C21** **Bilingual/Multilingual/Foreign Language:** Television advertisement made in a language other than English for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS DIVISION**

- C22** **For National:** Television advertisement made for any national Public Affairs Campaign.
- C23** **For Statewide/Local:** Television advertisement made for any statewide Public Affairs Campaign.

## **DIGITAL/INTERNET CANDIDATE DIVISION**

- D01** **Internet Advertising – President:** Online, social, or mobile advertisement made for any Presidential Candidate Campaign.
- D02** **Internet Advertising – Governor:** Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.
- D03** **Internet Advertising - U.S. Senate:** Online, social, or mobile advertisement made for any U.S. Senatorial Candidate Campaign.
- D04** **Internet Advertising - U.S. House of Representatives:** Online, social, or mobile advertisement made for any U.S. House of Representatives Candidate Campaign.
- D05** **Internet Advertising - Down-Ballot:** Online, social, or mobile advertisement made for any down-ballot Candidate Campaign (including statewide/state legislature/local/municipal/regional).
- D06** **Internet Advertising - Special Election:** Online, social, or mobile advertisement made for any special election Candidate Campaign.
- D07** **Internet Advertising - Best Use of Search Engine Marketing:** Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign.
- D08** **Internet Advertising - Best Use of Targeting:** Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.

- D09 Website – President:** Website made for any Presidential Candidate Campaign.
- D10 Website – Governor:** Website made for any Gubernatorial Candidate Campaign.
- D11 Website - U.S. Senate:** Website made for any U.S. Senatorial Candidate Campaign.
- D12 Website - U.S. House of Representatives:** Website made for any U.S. House of Representatives Candidate Campaign.
- D13 Website - Down-Ballot:** Website made for any down-ballot Candidate Campaign (including statewide/state legislature/local/municipal/regional).
- D14 Bilingual/Multilingual/Foreign Language:** Digital or internet piece in a language other than English made for any Candidate Campaign.
- D15 Best Use of Email Marketing (Non-Fundraising):** Effective use of email marketing (non-fundraising) in any Candidate Campaign.
- D16 Best Use of Humor:** Effective use of humor in a digital or internet piece made any Candidate Campaign.
- D17 Best Use of Negative or Contrast:** Effective use of negative or contrast in a digital or internet piece made for any Candidate Campaign
- D18 Best Use of Internet Radio:** Effective use of internet radio, i.e. Pandora, for any Candidate Campaign.
- D19 Best Use of Social Media:** Effective use of social media in any Candidate Campaign.
- D20 Web Video:** Web video made solely for the internet for any Candidate Campaign.
- D21 Independent Expenditure Campaign – President:** Digital or internet piece for an independent expenditure campaign made for any Presidential Candidate Campaign.
- D22 Independent Expenditure Campaign – Governor:** Digital or internet piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.
- D23 Independent Expenditure Campaign - U.S. Senate:** Digital or internet piece for an independent expenditure campaign made for any U.S. Senatorial Candidate Campaign.
- D24 Independent Expenditure Campaign - U.S. House of Representatives:** Digital or internet piece for an independent expenditure campaign made for any U.S. House of Representatives Candidate Campaign.
- D25 Independent Expenditure Campaign - Down-Ballot:** Digital or internet piece for an independent expenditure campaign made for any down-ballot Candidate Campaign (including statewide/state legislature/local/municipal/regional).

## **BALLOT INITIATIVE DIVISION**

- D26 Internet Advertising:** Online, social, or mobile advertisement made for any Ballot Initiative Campaign.
- D27 Website:** Website made for any Ballot Initiative Campaign.
- D28 Best Use of Email Marketing (Non-Fundraising):** Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.
- D29 Best Use of Internet Radio:** Effective use of an internet radio, i.e. Pandora, in any Ballot Initiative Campaign.
- D30 Best Use of Social Media:** Effective use of social media in any Ballot Initiative Campaign.
- D31 Web Video:** Web video made solely for the internet for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS DIVISION**

- D32 Internet Advertising:** Online, social, or mobile advertisement made for any Public Affairs Campaign.
- D33 Website:** Website made for any Public Affairs Campaign.
- D34 Best Use of Email Marketing (Non-Fundraising):** Effective use of email marketing (non-fundraising) in any Public Affairs Campaign.
- D35 Best Use of Internet Radio:** Effective use of an internet radio, i.e. Pandora, in any Public Affairs Campaign.
- D36 Best Use of Social Media:** Effective use of social media in any Public Affairs Campaign.
- D37 Web Video:** Web video made for any Public Affairs Campaign.

## PHONES

### CANDIDATE DIVISION

- E01 Automated Calls – Statewide:** Automated call made for any statewide Candidate Campaign.
- E02 Automated Calls – Local:** Automated call made for any local Candidate Campaign.
- E03 Automated Calls - Independent Expenditure Campaign:** Automated call for an independent expenditure campaign made for any Candidate Campaign.
- E04 Patch-Through Program - Autodial/Live:** Autodial or live patch-through program made for any Candidate Campaign.
- E05 Live Calls:** Live call made for any Candidate Campaign.
- E06 Telephone Town Hall Call/Forum Call:** Telephone town hall call made for any Candidate Campaign.

### BALLOT INITIATIVE DIVISION

- E07 Automated Calls:** Automated call made for any Ballot Initiative Campaign.
- E08 Patch-Through Program - Autodial/Live:** Autodial or live patch-through program made for any Ballot Initiative Campaign.
- E09 Live Calls:** Live call made for any Ballot Initiative Campaign.
- E10 Telephone Town Hall Call/Forum Call:** Telephone town hall call made for any Ballot Initiative Campaign.

### PUBLIC AFFAIRS DIVISION

- E11 Automated Calls:** Automated call made for any Public Affairs Campaign.
- E12 Patch-Through Program Autodial/Live:** Autodial or live patch-through program made for any Public Affairs Campaign.
- E13 Live Calls:** Live call made for any Public Affairs Campaign.
- E14 Telephone Town Hall Call/Forum Calls:** Telephone town hall call made for any Public Affairs Campaign.

### MISCELLANEOUS

- E15 Best Use of Mobile Application:** Effective use of a mobile application made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

- E16** **Best Use of Mobile Technology:** Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- E17** **Best Use of Social Pressure:** Effective use of social pressure in a phone call made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- E18** **Best Use of Unusual Phone Techniques:** Effective use of an unusual phone technique in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- E19** **Innovative Use of Automated Technology:** Innovative use of automated technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## **RADIO**

### **CANDIDATE DIVISION**

- F01** **For President:** Radio advertisement made for any Presidential Candidate Campaign.
- F02** **For Governor:** Radio advertisement made for any Gubernatorial Candidate Campaign.
- F03** **For U.S. Senate:** Radio advertisement made for any U.S. Senatorial Candidate Campaign.
- F04** **For U.S. House of Representatives:** Radio advertisement made for any U.S. House of Representatives Candidate Campaign.
- F05** **For Down-Ballot:** Radio advertisement made for any down-ballot Candidate Campaign (including statewide/state legislature/local/municipal/regional).
- F06** **For PAC/Super PAC:** Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.
- F07** **Bilingual/Multilingual/Foreign Language:** Radio advertisement made in a language other than English for any Candidate Campaign.
- F08** **Best Use of Humor:** Effective use of humor in a radio advertisement made for any Candidate Campaign.
- F09** **Best Use of Negative or Contrast:** Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.
- F10** **Independent Expenditure Campaign:** Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.

### **BALLOT INITIATIVE DIVISION**

- F11** **Best Use of Radio:** Effective use of a radio advertisement made for any Ballot Initiative Campaign.

### **PUBLIC AFFAIRS DIVISION**

- F12** **Best Use of Radio:** Effective use of a radio advertisement made for any Public Affairs Campaign.

## **FUNDRAISING**

- G01** **Best Use of Direct Mail:** Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G02** **Best Use of Email:** Effective use of an email to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G03** **Best Use of Social Media:** Effective use of social media to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G04** **Best Use of Website/Donation Page:** Effective use of a website/donation page to solicit donations

for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

- G05 Best Use of Phones:** Effective use of a phone call to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign (including telephone town hall/forum calls).
- G06 For PAC/Super PAC Fundraising:** Fundraising piece for a house list or prospect list of contributors to solicit donations for a PAC /Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.
- G07 For Use of Trade Association Fundraising:** Fundraising piece for a house list or prospect list of contributors to solicit donations made for any Trade Association Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.
- G08 Fundraising Gift with Donation:** Fundraising gift(s) to solicit or recognize donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G09 Fundraising Event:** Fundraising event for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## NEWSPAPER

- H01 Full Page:** Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- H02 Less Than Full Page:** Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- H03 Insert:** Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## COLLATERAL

- I01 Billboard:** Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I02 Door Hanger:** Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I03 Logo:** Logo made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I04 Mass Transit/Bus Sign:** Mass transit or bus sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I05 Most Original/Innovative Collateral Material:** Creative or innovative collateral material (any medium) made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I06 Non-Mail Brochure:** Hand out brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- I07 Yard/Outdoor Sign:** Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## FIELD

- J01 Absentee Program:** Increasingly, elections are being won and lost in this phase of the game. Explain your rationale for targeting the voters you focused on. Then, explain the tools and tactics you utilized to get them to opt in to the absentee program. Finally, demonstrate your results by showing exactly how many participated.
- J02 GOTV Program:** In order to be called the best, you need to demonstrate results. Start by informing



the judges about who your targets were. Explain the rationale for choosing those targets and the tactics you used to mobilize them. Finally, demonstrate the effectiveness of the effort by showing just how many actually went to the polls (Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign).

- J03** **Best Use of Analytics:** More campaigns are leveraging data for all kinds of innovative reasons, mostly geared toward optimizing resource allocation. Explain your use of analytics, the problem it was meant to solve, the execution of the program, and subsequent results (Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign).
- J04** **Voter ID Program:** Knowing the minds of the people can be the key to winning any election or public affairs campaign. First, explain the circumstances of the challenge you faced and the rationale for selecting the targets you worked to ID. Then, inform the judges about the tools and tactics you brought to bear on the problem. Finally, demonstrate the results of your efforts (Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign).
- J05** **Walk/Handout Piece:** Hand out brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

## INTERNATIONAL

- K01** **Direct Mail:** Direct mail piece made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K02** **Television:** Television advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K03** **Internet or Digital:** Website or other web based communications made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K04** **Phones:** Phone call made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K05** **Radio:** Radio advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K06** **Fundraising:** Fundraising made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K07** **Newspaper:** Newspaper advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.
- K08** **Best in Show:** Unique and exceptionally effective piece (any medium) made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign outside of the U.S.

## STUDENT

- L01** **Best Campaign Plan:** Campaign plan made by a student in a degree program.