AAPC Thanks Those Who Made the 2016 Pollie Awards & Conference a Success

2016 POLLIE CONFERENCE PLANNING COMMITTEE

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Congratulations to all of this year’s honorees!

Pollie After Party compliments of

MARKETING THAT LEARNS™
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3 Pollie Awards Judges
9 Pollie Awards Winners

Official Printer of the 2016 AAPC Pollie Awards & Conference
The same voter isn’t always the same voter

If you only know Diane from voter file data, you don’t really know Diane

Go beyond the voter file and identify moments that make a difference. Rocket Fuel’s Moment Scoring™ technology finds optimal moments to drive candidate awareness, persuasion, fundraising, GOTV efforts, and votes. Onboard your voter files and couple them with Moment Scoring™, which leverages 18MM+ data points, and reach your target voter in the right context at the right moment, regardless of device. Our political/advocacy team has 30+ years of experience and is permanently based in Washington DC to help you find the path to victory.

Call (202) 322-9825, email dc@rocketfuel.com or visit rocketfuel.com/political and let us help you find voters in the right moment.
AAPC is honored to have had over 200 judges participate in the 2016 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 WINDING CREEK GROUP

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CHEBON MARSHALL
WORKING AMERICA / AFL CIO

JENNIFER MATHEWS
AMM POLITICAL STRATEGIES

SARAH MCCREARY
HAMBURGER GIBSON CREATIVE

LOUIS MCDONALD
TITLE FIGHT MEDIA

PATRICK MCGILL
PRECISION NETWORK

MICHAEL MCKINNEY
CAPITOL CORE GROUP, INC.

STEPHEN MCKITTRICK
NEXUS DIRECT
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<td>Will Miller</td>
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<td>Erik Milman</td>
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SITAL SIGH
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JAMES SIMPSON
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SOPHIE THURBER
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ELECT SYSTEMS, INC.

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ONMESSAGE INC.

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DSPOLITICAL

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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 500K+ inventory auctions happening a second, our cross-screen 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, 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.

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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.

TubeMogul.com
The Pollie Awards have always been the hallmark of the best work in political advertising. This year’s Contest placed greater emphasis on political effectiveness in the evaluation of entries. At the same time, we raised the curve for trophy eligibility, making each win even more significant. AAPC salutes this year’s winners for their outstanding creative and technical achievements in the 2015 political season!
OVERALL - CANDIDATE DIVISION

A01 - Best Direct Mail Campaign
Gold
Martin White for PA House
Red Maverick Media
Silver
Tecklenburg for Mayor
Convergence Targeted Communications
Bronze
Megan Barry for Mayor
Gumbinner & Davies Communications

A02 - Best Internet Campaign
Gold
Bernie 2016
Revolution Messaging

A04 - Best Television/Radio Campaign
Gold
John Kennedy for Louisiana State Treasurer “Best I Can” Campaign
Strategic Perception Inc.
Silver
Joe Hogsett for Mayor Campaign
Putnam Partners, LLC
Bronze
John Bel Edwards for Louisiana Arsement Media Group

A05 - Best Field Campaign
Bronze
David Fox for Mayor
Stampede Consulting

A06 - Best Use of Humor
Bronze
Chris Brown and Will Pauls for Assembly Ad Campaign
Jamestown Associates

A07 - Best Use of Negative or Contrast
Gold
“Louisiana Water Coalition PAC”
Penn Schoen Berland
Silver
Bevin for Kentucky Ad Campaign
Jamestown Associates

A09 - Best in Show
Gold
Bernie 2016
Revolution Messaging
Silver
A Future To Believe In
Devine Mulvey Longabaugh

OVERALL - BALLOT INITIATIVE DIVISION

A10 - Best Direct Mail Campaign
Silver
Nashville Amendment 3
Gumbinner & Davies Communications
Bronze
Right Project, Right Now
Calvert Street Group

A11- Best Internet Campaign
Gold
Mission Rock - Yes on D
Trilogy Interactive
Silver
Rustling Up Votes for the National Western Stock Show
4degree.es Social Media Agency

A12 - Best Phone Campaign
Silver
Validated IVR & Artificial Neural Network Modeling – Yes on 2C
4degree.es Social Media Agency

A14 - Best Television/Radio Campaign
Gold
San Francisco for Everyone - NO on Prop F
Joe Slade White & Company

A15 - Best Use of Humor
Gold
Dysart Dracula
HighGround, Inc.

A16 - Best Use of Negative or Contrast
Silver
San Francisco for Everyone, No on Proposition F, “Night”
Joe Slade White & Company

A17 - Best in Show
Gold
Coalition Against Higher Taxes and Special Interest Deals - “Special Interest Man”
The Strategy Group Company

OVERALL - PUBLIC AFFAIRS DIVISION

A18 - Best Direct Mail Campaign
Silver
Better Roads Ahead
Bouchard Gold Communications
Silver
Preserving the David Wright House
HighGround, Inc.

A19 - Best Internet Campaign
Gold
When You Need It - Where You Need It
Gateway Media
Silver
PCI PAC - PAC Education Emails & “Time is Now” Email Fundraising Campaign
Sagac Public Affairs
Bronze
Secure America Now
Harris Media LLC

A20 - Best Phone Campaign
Bronze
Aid in Dying Lives!
Compassion & Choices

A21 - Best Field Campaign
Gold
NACS In Store Campaign
NACS
Silver
United Shale Advocates
Five Corners Strategies
Bronze
Make it Work - Iowa, Ambassador Program
Field Strategies
Make it Work
A24 - Best Use Of Negative or Contrast
Gold
“Red Eyes Caused by Pee, Not Chlorine”
Healthy Pools Campaign
Sachs Media Group
American Chemistry Council
Silver
Parks In Peril
The Pivot Group
Bronze
Trump Hats
Correct The Record

A25 - Best in Show
Gold
Parks In Peril
The Pivot Group
Silver
The Home Depot PAC - PAC Fundraising Campaign
Sagac Public Affairs
Bronze
Up4NYC 421a Campaign
Kivvit

OVERALL - MISCELLANEOUS
A26 - Best New and Unusual Tactic
Gold
BPI Vantage
Bully Pulpit Interactive
Silver
Dynamic Membership Card
Campaign Solutions
Bronze
Vote by Mail / NJ DACC
Muller Public Strategies

A27 - Best Use of Opposition Research
Gold
Bill Cosby
Carol Brown Andrews
Grindstone Research
Silver
The Book / Eustace and Lagana for Assembly
Muller Public Strategies

DIRECT MAIL - CANDIDATE DIVISION
B02 - For Presidential Primary - Democrat
Bronze
Bernie I - Intro Immigration
Solidarity Strategies

B03 - For Governor
Gold
Be a Hero!
Mad Dog Mail
Silver
The Book / Eustace and Lagana for Assembly
Muller Public Strategies
Bronze
Joe Ganim is Listening
Katzing Creative Ways

B06 - For State Legislature
Gold
Stephanie Hilferty - Right Reasons
Buisson Creative
Silver
“33”
Gumbinner & Davies Communications
Bronze
LD1 - Andrzejczak Shoes
Kennedy Communications

B07 - For Local/Municipal/Regional (Non-Mayoral including Judicial)
Gold
Capes
The Chadderdon Group

B09 - For Special Election - Non-Federal
Gold
SD7 - Nightmare
Convergence Targeted Communications
Silver
Murphy: For my brother.
Gumbinner & Davies Communications
Bronze
My Neighborhood
The Beytin Agency

B10 - For Organization
Gold
Play
The Balduzzi Group
Silver
My Life’s Work
The Beytin Agency

B11 - Best Use of Membership Political Mail
Gold
Ryu - Answer the Call
Los Angeles County Democratic Party
Silver
Clean Slate
Mad Dog Mail

B12 - Best Use of Campaign Mail
Gold
峥嵘
Buisson Creative
Silver
The Book / Eustace and Lagana for Assembly
Muller Public Strategies
Bronze
The Beytin Agency

B13 - Best Use of Slate
Gold
Clean Slate
Mad Dog Mail

B14 - Best Use of Vote-By-Mail Ballot Request
Gold
Ross County Sample Ballot
Bergmann Zwerdling Direct
Bronze
Indiana Vote-By-Mail Application
JVA Campaigns

B15 - Best Use of Early Voting
Gold
Louisiana Safety & Justice
BerlinRosen
Bronze
John Bel Edwards
Mad Dog Mail
DON’T MISS A SINGLE OPPORTUNITY

Radio leads all other media in reaching the critical “Opportunity Vote.”

SOURCE: KRG “THE LOCAL VOTE 2016” STUDY

FOR SALES INFORMATION, PLEASE CONTACT:
Patrick McGee: SVP, Political Strategies
Email: Patrick.McGee@katzradiogroup.com
Telephone: 215.557.4229

FOR INSIGHTS FROM KATZ RADIO GROUP’S THE LOCAL VOTE 2016, PLEASE CONTACT:
Stacey Schulman: EVP, Strategy, Analytics and Research
Email: Stacey.Schulman@katzmediagroup.com
Telephone: 212.424.6512
B16 - Best Use of Illustration

**Gold**
Mississippi Safety & Justice: “No Black Jurors Allowed”
BerlinRosen

**Silver**
Ryu - Answer the Call
Los Angeles County Democratic Party

B17 - Best Use of Humor

**Gold**
Circus Is Coming To Town
Mammen Group Inc.

**Silver**
Empower Mississippi Voter Contact Mail Campaign
The Lukens Company

B18 - Best Use of Negative or Contrast

**Gold**
“Sarnoffopoly”
MDWCOMM

**Silver**
Reasons
Wildfire Contact

**Bronze**
Garza Aussie
The Public Response Group, Inc.

B21 - Independent Expenditure Campaign - Governor

**Gold**
GUMBO PAC “Stench” Talking Mailer
Ourso Beychok

B25 - Independent Expenditure Campaign - For Local/Municipal/Regional (Non-Mayoral including Judicial)

**Gold**
I Love San Diego
Meridian Pacific, Inc

**Silver**
How Manny Morales’ Love of Guns and Facebook Shot His Candidacy in the Foot
Bronstein & Weaver, Inc. for Philadelphia 3.0

B28 - Best Use of Bilingual/Multilingual/Foreign Language

**Gold**
Martin Arteaga: A Violent Man
Mad Dog Mail

B30 - For Local Campaigns

**Gold**
Tacoma Streets
Moxie Media

**Silver**
Bowie County - Fighting the Forces of Being Dry
Texas Petition Strategies

**Bronze**
Proposition A - Teachers for Housing
SCN Strategies

B31 - For Membership Organization

**Gold**
Felix
Gumbinner & Davies Communications

**Silver**
Issue 1 = Fair Districts
JVA Campaigns

B38 - For National Public Affairs

**Gold**
JP Morgan & Co. PAC - “Make a Difference, Make an Impact, Get Involved” Postcard
Sagac Public Affairs

**Silver**
The Home Depot PAC - Ambush Election Postcard to Congress
Sagac Public Affairs

B39 - For Statewide Public Affairs

**Silver**
Indian Point Public Affairs Mail Campaign
The Parkside Group

**Bronze**
Illinois Risk
Bouchard Gold Communications

B40 - For Local Public Affairs

**Gold**
Caution!
Calvert Street Group

B41 - For Membership Organization

**Gold**
American Dental Association - Meet Dentin & Enamel Postcard
Sagac Public Affairs

**Silver**
Show Me
Petel & Co.

B42 - Best Use of Advocacy/Grassroots Lobbying

**Gold**
Breath
Bergmann Zwerdling Direct

**Silver**
NCLCV - “Flat Pat”
Moxie Media

**Bronze**
E.ON Twin Forks Fact Book
Davies

B47 - Best Use of Opposition Research

**Gold**
The Cos
Carol Brown Andrews
Grindstone Research

TELEVISION - CANDIDATE DIVISION

C01 - For Presidential Primary - Republican

**Gold**
Jeb 2016, Inc. “Honor”
FPI Strategies, LLC
Improve **Speed, Efficiency** and **Certainty of Media Payments**

The only payment solution designed specifically for political media

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- Avoid cumbersome checks, overnight couriers and payment verification calls
- Unlock revenue share

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info@anchorops.com
844-438-3729
C02 - For Presidential Primary - Democrat
Gold
“It’s Called A Rigged Economy, And This Is How It Works”
Devine Mulvey Longabaugh
Silver
“Never Quit” - Draft Biden Committee
Putnam Partners, LLC
Bronze
A Future To Believe In
Devine Mulvey Longabaugh

C03 - For Governor
Silver
Food Fight
Jamestown Associates

C04 - For Downballot Statewide
Gold
Veterans Court
Snyder Pickerill Media Group
Silver
Mike Chaney “The Boot”
Strategic Partners & Media

C05 - For Mayor
Gold
“Sneakers” - Joe Hogsett for Mayor
Putnam Partners, LLC
Silver
Wood
Snyder Pickerill Media Group

C06 - For State Legislature
Gold
Debate
Jamestown Associates
Silver
“Drill Sergeant” - Mickey Murphy for State Senate
Putnam Partners, LLC

C07 - For Local/Municipal/Regional (Non-Mayoral including Judicial)
Gold
“As A New Dad, There’s A Lot To Learn”
Devine Mulvey Longabaugh
Silver
MOTS (Montage)
Jamestown Associates

C10 - Best of Humor
Silver
“Getting”
Gumbo PAC
Bronze
“Rocket Scientist”
The Prime Time Agency

C11 - Best Use of Negative or Contrast
Gold
Mad Man
ArmourMedia
Bronze
“The People vs. David Vitter”
Louisiana Water Coalition PAC
Penn Schoen Berland

C13 - Independent Expenditure Campaign - Presidential Primary - Republican
Gold
New Day for America PAC
Strategic Perception Inc.
Silver
New Day for America PAC
Strategic Perception Inc.
Bronze
New Day for America PAC
Strategic Perception Inc.

C16 - Independent Expenditure Campaign - Downballot Statewide
Gold
Kentucky AG IE - TIME
Three Point Media

C22 - Best Use of Bilingual/Multilingual/Foreign Language
Bronze
Mike Yenni - Energia
Buisson Creative

TELEVISION - BALLOT INITIATIVE DIVISION
C23 - For Statewide Campaigns
Gold
Coalition Against Higher Taxes and Special Interest Deals - “Checkout”
The Strategy Group Company

C24 - For Local Campaigns
Gold
Yes on D
Beacon Media
Silver
Bathroom
Jeff Norwood
Anthem Media
Bronze
Jobs
Jeff Norwood
Anthem Media

C26 - Best Use of Personality/Celebrity
Bronze
San Francisco for Everyone, “Newsom”
Joe Slade White & Company

C27 - Best Use of Humor
Gold
Coalition Against Higher Taxes and Special Interest Deals - “Checkout”
The Strategy Group Company
Silver
Hotel San Francisco
Beacon Media

C28 - Best Use of Negative or Contrast
Gold
San Francisco for Everyone, No on Proposition F, “Night”
Joe Slade White & Company
**TELEVISION - PUBLIC AFFAIRS DIVISION**

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<td><strong>Silver</strong> Florida Crystals - “Unbroken Spirit 60” The Strategy Group Company</td>
<td><strong>Bronze</strong> Common Sense MN “Common Sense” The New Media Firm</td>
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<td><strong>Bronze</strong> “Answer the Question” Louisiana Water Coalition PAC Penn Schoen Berland</td>
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DRIVE ELECTION RESULTS USING SMART DATA

Today’s political campaigns are intense and competitive. Media fragmentation and device proliferation have given voters access to unlimited amounts of information across more platforms than ever before making it more difficult to effectively allocate media resources.

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nielsen.com/electioncentral
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WINNERS

D35 - Internet Advertising - Best Use of Targeting
Gold
Rob Portman
Harris Media LLC
Silver
Chris Nevitt for Denver City Auditor
4degree.es Social Media Agency

D42 - Independent Expenditure Campaign - Governor
Silver
Louisiana Families First - Jindal Hammer Web
Fletcher & Rowley Inc.

D44 - Independent Expenditure Campaign - Mayor
Bronze
Who is she really?
Politicalconsulting.com
Cornerstone Solutions

D49 - Best Use of Email Marketing Non-Fundraising
Gold
The Correctors
Correct The Record

D51 - Best Use of Facebook Advertising
Bronze
Keep Montgomery Strange
Mowery Consulting Group
FIXR Digital

D53 - Best Use of Social Media
Gold
Keep Montgomery Strange
Mowery Consulting Group
FIXR Digital

INTERNET - BALLOT INITIATIVE DIVISION
D58 - Website - Local
Gold
No Translink Tax
Torch

D59 - Web Video
Gold
NRA-ILA - “Tradition”
OnMessage Inc.

INTERNET - PUBLIC AFFAIRS DIVISION
D75 - Website - State/Local
Bronze
Cal-American Water
Trilogy Interactive

D76 - Web Video
Gold
#GoodellMustGo
UltraViolet
Revolution Messaging
Silver
No Such Thing - Rights 4 Girls
AL Media

Bronze
What Do We Have To Do to Get Paid Family Leave???
ART NOT WAR

D77 - Internet Advertising - National
Gold
Human Rights Campaign
Bully Pulpit Interactive
Silver
Secure America Now
Harris Media LLC

D78 - Internet Advertising - State/Local
Bronze
Missouri Health Matters
Missouri Health Matters

D79 - Internet Advertising - Advocacy/Grassroots Lobbying
Gold
Ban Bogus Bids
Calvert Street Group
Silver
Uber's Campaign for Airport Access in Chicago
Joe Slade White & Company
Bronze
Missouri Health Matters
Missouri Health Matters

D80 - Internet Advertising - Best Use of Targeting
Gold
Missouri Health Matters
Missouri Health Matters
Silver
Exporters for EXIM - Online Ad Targeting
Resonate

Bronze
Gov. Brown Sign that Bill!
DSPolitical
Compassion & Choices

D82 - Landing Page
Silver
Secure America Now
Harris Media LLC
Bronze
AT&T Aspire Accelerator
VOX Global

D83 - Best Facebook Page
Silver
FrackFeed
Harris Media LLC

D84 - Best Use of Facebook Advertising
Gold
When You Need It - Where You Need It
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D86 - Best Use of Twitter
Gold
Missouri Health Matters
Missouri Health Matters

D87 - Best Use of Social Media
Gold
Missouri Health Matters
Missouri Health Matters
Silver
Freedom to Marry and Blue State Digital - Love Must Win Campaign
Blue State Digital

D88 - Best Use of Internet Radio
Gold
NJEA “Testing”
The New Media Firm

D89 - Best Use of Humor
Gold
Kader - What If You Were A Woman, Mr. President?
Oyku | Dialogue International
Silver
Global Zero “Toasted”
ART NOT WAR
Bronze
EPA Police Commercial
Berman and Company

D90 - Best Use of Negative or Contrast
Gold
Trustworthy?
Lucas R. Baiano
WeRPolitics, LLC
Silver
Failed Leadership
Lucas R. Baiano
WeRPolitics, LLC
Bronze
Leading From Behind
Lucas R. Baiano
WeRPolitics, LLC

INTERNET - MISCELLANEOUS
D91 - Best Use of Opposition Research
Bronze
Paul Paulson Opposition Ads
Impact Politics

PHONES - CANDIDATE DIVISION
E01 - Automated Calls - Presidential Primary - Republican
Bronze
Ted Cruz Daughter’s Robo Call
The Lukens Company

E04 - Automated Calls - Downballot Statewide
Gold
In the Nick of Grimes
Chism Strategies

E06 - Automated Calls - State Legislature
Gold
Out of Touch, Out of Office
Chism Strategies
Bronze
An Uphill Battle in Jackson
Chism Strategies

E07 - Automated Calls - Local/Municipal/Regional (Non-Mayoral)
Gold
Press 1 for Presley
Chism Strategies
Silver
Petition Circulator Call
Elect Systems, Inc.

E08 - Automated Calls - Best Bilingual/Multilingual
Bronze
David Ryu for City Council
Zero Week Solutions

E09 - Telephone Town Hall Call/Forum Call - Presidential Primary - Democrat
Gold
Bernie 2016 Grassroots Fundraising
Revolution Messaging
Silver
Matching Check Housefile
The Lukens Company
Bronze
Bernie Sanders - Labor Telephone Town Hall Call
Solidarity Strategies

E10 - Telephone Town Hall Call/Forum Call - Presidential Primary - Democrat
Bronze
Bernie Sanders - Labor Telephone Town Hall Call
Solidarity Strategies

E16 - Telephone Town Hall Call/Forum Call - Best Use in Organizing
Bronze
Organizing Early and Often
Stones’ Phones

E23 - Live Calls - Best Use of Persuasion - Local
Bronze
David Ryu for City Council
Zero Week Solutions

E27 - Live Calls - Best GOTV - State Legislature
Bronze
Convince Yourself to Vote...Against Guns
Stones’ Phones

PHONES - BALLOT INITIATIVE DIVISION
E35 - Telephone Town Hall Call/Forum Call - Statewide
Bronze
Cleaning Up Elections One State At A Time
Stones’ Phones

E38 - Live Calls - Best GOTV
Bronze
Last Call
Caivert Street Group

FUNDRAISING - CANDIDATE DIVISION
F02 - Best Use of Overall Internet Fundraising - Presidential Primary - Democrat
Gold
Bernie 2016 Grassroots Fundraising
Revolution Messaging

F10 - House Mailer
Gold
Carly for President National Review Article Appeal
The Lukens Company
Silver
Matching Check Housefile
The Lukens Company

F12 - Best Fundraising Gift With Donation
Gold
SuperPACK of Supporters
Bernie 2016
Revolution Messaging
Our Fans Are Your Voters

Home Team Sports viewers are more likely to vote for your candidate and support your issue!

2x more likely than Local News Viewers

2.9x more likely than National Sports Viewers

Source: Analytics Media Group and Deep Point Analytics 2015 Audience and Viewership Study

Stephen Ullman, Director of Political Sales | Stephen.Ullman@FoxSports.net | 212.656.0607
PoliticalMarketingAndMedia.com | PMM_2016 | PoliticalMarketingAndMedia
F14 - Best Use of Telephone Town Halls Fundraising  
**Gold**  
Cruzin’ for Cash  
CampaignHQ

F16 - Best Use of Website/Donation Page Fundraising  
**Gold**  
Mia Love Goal Gauge  
Campaign Solutions

F17 - Best Use of Email Fundraising  
**Gold**  
Ben & Jerry Email  
Bernie 2016  
Revolution Messaging

**FUNDRAISING - BALLOT INITIATIVE DIVISION**

F23 - Best Use of Overall Internet Fundraising - Statewide  
**Silver**  
United for Care 9 to 1  
Impact Politics

F28 - Best Use of Email Fundraising  
**Gold**  
Yes on I-1401: Save Animals Facing Extinction  
Mothership Strategies

**FUNDRAISING - PUBLIC AFFAIRS DIVISION**

F30 - House Mailer - Grassroots/Issue Advocacy/Public Affairs  
**Gold**  
The Home Depot PAC - Annual Report to Donors  
Sagac Public Affairs  
Dannenfelser Petition  
The Lukens Company

F31 - Prospect Mailer - Grassroots/Issue Advocacy/Public Affairs  
**Gold**  
EMILY’s List “Take Back the Senate”  
Emergency Telemarketing Appeal  
CCAH  
**Bronze**  
EMILY’s List “Take Back the Senate” Mid-Level Donor Appeal  
CCAH

F33 - Best Use of Telephone Fundraising  
**Gold**  
EMILY’s List “Take Back the Senate”  
Emergency Telemarketing Appeal  
CCAH  
**Bronze**  
EMILY’s List “Take Back the Senate” Mid-Level Donor Appeal  
CCAH

F37 - Best Use of Social Media Fundraising  
**Gold**  
Unsilent Minute  
Reform Act

F39 - Best Use of Email Fundraising  
**Gold**  
Tyco Employees PAC  
Sagac Public Affairs

**FUNDRAISING - MISCELLANEOUS**

F41 - Best Use of Super PAC/PAC Fundraising  
**Bronze**  
Building a National Grassroots Movement to End Citizens United  
Mothership Strategies

**RADIO - CANDIDATE DIVISION**

G02 - Best Use of Radio - Presidential Primary - Democrat  
**Gold**  
Music To Your Ears  
Devine Mulvey Longabaugh

G03 - Best Use of Radio - Governor  
**Bronze**  
Stamp  
Jamestown Associates

G04 - Best Use of Radio - Downballot Statewide  
**Bronze**  
John Kennedy for Louisiana State Treasurer “Best Radio”  
Strategic Perception Inc.

G06 - Best Use of Radio - State Legislature  
**Gold**  
Sally Doty - Liars get a "whipping"  
Hapax Creative Strategies  
Amile Wilson  
**Silver**  
Max  
Go BIG Media, Inc.

G07 - Best Use of Radio - Local/Municipal/Regional (Non-Mayoral Race)  
**Gold**  
Real Politician of Genius  
Buisson Creative

G12 - Independent Expenditure Campaign - Statewide  
**Gold**  
Louisiana Familie First - Vote Hammer Radio  
Fletcher & Rowley Inc.

G14 - Best Use of Radio - Bilingual/Multilingual/Foreign Language  
**Bronze**  
“M’ija”: VA Senate 29  
Chambers Lopez Strategies  
PFAW
WINNERS

RADIO - BALLOT INITIATIVE DIVISION
G16 - Best Use of Radio - Local
Gold
San Francisco for Everyone, “Newsom”
Joe Slade White & Company

RADIO - PUBLIC AFFAIRS DIVISION
G21 - Best Use of Radio - State/Local
Gold
Uber’s Campaign for Airport Access in Chicago, “Invisible”
Joe Slade White & Company
Silver
Sales Pitch
North Woods Advertising
National Nurses United

G24 - Best Use of Humor
Gold
Horse Race
North Woods Advertising
National Nurses United

NEWSPAPER
H02 - Less Than a Full Page
Gold
Guy McInnis - Recreation
Buisson Creative
Silver
Drive Yellow
The Parkside Group

H03 - Insert
Gold
Mt. Pleasant – The Harder they Fall
Texas Petition Strategies
Silver
David Wright House Insert
HighGround, Inc.

COLLATERAL
I01 - Billboard
Gold
No on Proposition F Binoculars Billboard
50+1 Strategies
Silver
Keeps Us Building Roads
Olsen + Company

I03 - Logo
Gold
Ryan Quarles for Agriculture Commissioner
Grit Creative
Silver
ABV Sticker
Ousso Beychok
Bronze
Joni PAC (Roast and Ride)
Targeted Victory

I04 - Mass Transit/Bus Sign
Silver
Drive Yellow
The Parkside Group
Bronze
Mike Yenni - Bus Wrap - Progress Ahead
Buisson Creative

I05 - Non-Mail Brochure
Gold
$10
Holly Robichaud
Silver
DowPAC
Sagac Public Affairs
Bronze
GOP Clown Car
Los Angeles County Democratic Party

I06 - Yard/Outdoor Sign
Bronze
ARF Report Card
Wildfire Contact

I07 - Most Original/Innovative Collateral Material
Gold
The Complete Guide to the Benghazi Select Committee
Correct The Record
Silver
Black and White Cookie Stunt
Berman and Company
Bronze
The Color Makes the Difference
Jordi Segarra
EL EQUIPO DE CAMPAÑA

FIELD
J01 - Best Absentee Program
Gold
UTLA IE for Scott Schmerelson
Zero Week Solutions
Silver
David Ryu for City Council
Zero Week Solutions

J02 - Best GOTV Program
Gold
Butler Township Trustee Race
James S. Nathanson & Associates

J03 - Best Voter ID Program
Gold
David Fox for Mayor
Stampede Consulting
Silver
Moving Forward: Identifying Voters in a Union’s Leadership Election
Ampersand Consulting

J04 - Best Use of Analytics
Gold
UTLA IE for Scott Schmerelson
Zero Week Solutions
Silver
Small-Scale Microtargeting & Probabilistic-Weighted Polling
Grassroots Targeting
Bronze
Data and Analytics Yields Historic Victory for Liberal Party of Canada
Precision Strategies
INTERNATIONAL
K02 - Best Use of Television/Radio
Gold
The Last Line
E70
Political and Institutional Communications
Gold
Bibi-sitter
Shaviv Strategy and Campaigns
Silver
Nurses Know Campaign
Ontario Nurses’ Association
K03 - Best Use of Internet
Gold
Kader - What If You Were A Woman, Mr. President?
Oyku | Dialogue International
Silver
No TransLink Tax
Torch
Bronze
How We Created an Internet Dance Craze, Saturated a Country & Got Out Our Vote
BuzzMaker

K05 - Best Use of Newspaper
Gold
Kader - Do Not Forget The Female Candidates
Oyku | Dialogue International

STUDENT
L01 - Best Campaign Plan
Silver
Betty McCollum for Governor
Michael Adams, Dina Charchour, James Flood, Michael Galotti, and DawnMarie Kuhn
Fordham University

SHOULDA, WOULDA, COULDA
M01 - Best Use of Direct Mail
Gold
Waldo
Landslide Victory Campaigns
Silver
Stop the Gag Law
Media One Advertising/Marketing
Bronze
Right-Wing Idol
Landslide Victory Campaigns

M02 - Best Use of Television/Radio
Gold
“Mary”
ArmourMedia
Silver
Extra Mile
Snyder Pickerill Media Group

M03 - Best Use of Internet
Bronze
Cruz for President Emoji Keyboard
The Lukens Company

M05 - Best Use of Newspaper
Silver
The Gag Law
Media One Advertising/Marketing
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