THE JUDGES

Each year the AAPC is host to the world’s only awards competition solely for political and public affairs communications, and it could not be done without the contributions of the many individuals and organizations listed below!

2005 POLLIE AWARDS JUDGES

Robert Blaemire, Blaemire Communications
Glen Bolger, Public Opinion Strategies
Jason Box, Global Strategy Group
Chris Bravacos, Bravo Group
Leroy Bridges, University of Oklahoma Political Communication Center
Kevin Bruce, Municipality of Anchorage
Sasha Bruce, America Coming Together
Justin Caporusso, Schubert Public Affairs
Nancy Clack, Precision Communications, Inc.
John Convy, Convy & Associates
Joseph Cooper, LSG Consulting
Lester Cooper, Terry Cooper Political Research
Brett Cott, PA State House of Representatives
William Croner, Croner Group
Richard Davis, Dixon/Davis Media Group
Jim Denton, Jim Denton Associates
Elissa Dodge, Qorvis Communications
Dave Dogan, DNC
Rebecca Donatelli, Campaign Solutions
Bryan Dooley, Hamilton Beattie & Staff
Matthew Dowd, Dowd Strategic Consulting
Sybil Dunlop, EMILY’s List
Cathy DuVall, AmericaVotes
Rob Engel, National Committee for on Effective Congress
Ryan Erwin, November, Inc.
Ron Faucheux, American Institute of Architects
Peter Feld, Conde Nast
Pam Fielding, e-advocates
Celia Fischer, Hoeftel for Senate
Andrew Frank, Strategy 21 Group
John Franzén, Franzen & Co.
Gail Garbarino, The Blais Institute, Univ. of Akron
Scott Goodstein, Catapult Campaigns
Rachel Gorin, LHS Media
Michael Grossman, Fifty Plus One
Casey Guiley, The Tarrant Group
April Hackney, Edmonds Hackney ALASKA, Inc.
Art Hackney, Edmonds Hackney ALASKA, Inc.
Christopher Hanson
Doug Hattaway, Hattaway Communications
Eily Hayes, Global Strategy Group
Maren Heisa, Campaign for Tobacco-Free Kids
Charles Hewitt, Mirror Studios
Harrison Hickman, Global Strategy Group
Bill Holden, Holden Productions
Jerry Hood, Jerry Hood & Associates
Tierney Hunt, MacWilliams, Robinson & Partners
Mary Iserhour, PA State Democratic Party
Bud Jackson, The Jackson Group
Karen Jagoda, E-Voter Institute
Karisa Johnson, SEIU
Dan Judy, Ayres, McHenry & Associates
Dina Kalli, Intellect Media
Robert Kaplan, The Robert Kaplan Company
Carter Kidd, Campaign Solutions
Stephen Kinney, Public Opinion Strategies
Amy Kurtz, League of Conservation Voters
Micah Lasher, Knickerbocker SKD
Jesse Lee, DCCP
Jordan Lieberman, Campaign Impact
Arnold Linhardt, Strategic Services, Inc.
Brent Littlefield, Political Solutions
Lori Lodes, MacWilliams, Robinson & Partners
Peter Loge, MKR Strategic Services
Mark Lotwis, Strother Duffy Strother
James MacGregor, DCCP
William Maer, Comprehensive Communications Group
Kevin Malecek, Willoughby Hills City Council
Bernard Martino, The Tarrant Group
Michael Maslansky, Luntz Research
Lewiuzi, University of Oklahoma Political Communication Center
Michael McCabe, McCabe and Associates
John McCarthy, Kentucky Republican Party
Jon McHenry, Ayres McHenry
Howell Medley, NEA
Mark Mellman, The Mellman Group
Mike Mikus, DCCP
Beth Miller Malek, Wilson Miller Communications
Adnan Madani, Mission Control, Inc.
Andrew Myers, DLCC
Elisabeth Myers, The Alvo Group
Todd Myers, Washington State Department of Natural Resources
Elizabeth Nesbitt, DCCP
Neil Neuhouse, Public Opinion Strategies
Mike Panetta, Grassroots Enterprise
Paul Patton, Former Governor of Kentucky
Edward Peary, Mission Control, Inc.
A record number of entries was received for this year’s Pollie Awards. Please join us in recognizing the winning firms and entries within the following categories.

**DIRECT MAIL**

**CANDIDATE: PRESIDENTIAL PRIMARY – DEMOCRAT**

*Gold:* Newsweek Dean
The Baughman Company
Dean for America

*Silver:* Can You Feel It
The Baughman Company
Dean for America

*Bronze:* Homeland Security Begins At Home
Winning Directions
International Association of Fire Fighters

*Honorable Mention:* Matt’s Plan
Winning Directions
Democratic National Committee

**CANDIDATE: PRESIDENTIAL GENERAL ELECTION – DEMOCRAT**

*Gold:* You’re Fired
The Campaign Network
Democratic National Committee

*Silver:* Eagle
Phil Giarrizzo
Campaign Consulting
Democratic National Committee

*Bronze:* Narrow Agenda
The Campaign Network
Democratic National Committee

*Honorable Mention:* No Exit
The Campaign Network
Democratic National Committee

**CANDIDATE: PRESIDENTIAL GENERAL ELECTION – REPUBLICAN**

*Gold:* Arizona Republican Party Early Ballot Application
Coleman Dahm & Associates
Arizona Republican Party

*Silver:* Late Contract
Olsen & Shulaw
Bush-Cheney ’04

**CANDIDATE: U.S. SENATE**

*Gold:* Unappable
Malcolm Schlackman
Hoppy & Cooper
Blair Hull for U.S. Senate

*Silver:* Out of Balance
The Kenney Group
Ken Salazar for Senate

*Bronze:* Bayh Map
Winning Directions
Evan Bayh Committee

*Honorable Mention:* Wendy Letter
St. Raymond Communications
Vitter for U.S. Senate

**CANDIDATE: U.S. HOUSE – DEMOCRAT**

*Gold:* “Buffalo”
Mission Control Inc.
Carolyn Maloney for Congress

*Silver:* So Many Stories
Winning Directions
Andy Rosenberg for Congress

**THE WINNERS**
Bronze: “Refresh” Mission Control Inc. Bean for Congress
Honorable Mention: Carnahan: Blow You Away BatesNeimand, Inc. Russ Carnahan for Congress

CANDIDATE: U.S. HOUSE – REPUBLICAN
Gold: Veterans BrabenderCox
Silver: Lifelong Sportsman Jamestown Associates Friends of Sherwood Boehlert
Bronze: Navigo Jamestown Associates Rick Renzi for Congress

Honorable Mention: Medical Malpractice BrabenderCox Jim Gerlach for Congress

CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: GENERAL – REPUBLICAN
Gold: Tourist The Mallard Group Frank Farkas Campaign
Silver: Nothing Wrong JohnsonClark Associates, J.C. Evans Communications Gary Pedeste for Senate
Bronze: Bunny St. Raymond Communications Phil Short

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly

CANDIDATE: COUNTY/REGIONAL
Gold: Tax Lane BrabenderCox Roddy for County Executive
Silver: Dead Last Stearns Consulting, Inc. Kamala Harris for District Attorney
Bronze: Schwartz Hand in Cookie Jar Political Solutions Inc. Eileen Watt

CANDIDATE: CITY/MUNICIPAL
Gold: No Talles Tall Roberts for Council Buisson Creative Strategies Roberts for Council
Bronze: A Nose for Trouble – Muniz for Council Buisson Creative Strategies Muniz for Council

Honorable Mention: Education King Strategic Communications Wright for Missouri

CANDIDATE: GOVERNOR – DEMOCRAT
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: CITY/MUNICIPAL
Gold: Official Campaign Car Kennedy Communications North Brunswick
Bronze: Three Strikes Winning Directions Jonathan Weintrafel for Mayor

Honorable Mention: Education King Strategic Communications Wright for Missouri

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly


CANDIDATE: CITY/MUNICIPAL
Gold: No Talles Tall Roberts for Council Buisson Creative Strategies Roberts for Council
Bronze: A Nose for Trouble – Muniz for Council Buisson Creative Strategies Muniz for Council

Honorable Mention: Education King Strategic Communications Wright for Missouri

CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly


CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
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Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly


CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
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Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

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Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
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CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
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CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly


CANDIDATE: GOVERNOR – REPUBLICAN
Gold: Where’s Dino? Malchow Schlackman Hoppey & Cooper
Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
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CANDIDATE: STATE LEGISLATURE: GENERAL – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
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Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
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Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly


CANDIDATE: GOVERNOR – REPUBLICAN
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Silver: How Proud Are You Now? Message, Audience and Presentation Abel Herrero for State Representative
Bronze: A Man Named Ched Abel Herrero for State Representative

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Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – DEMOCRAT
Gold: Bob did what? JM Direct Debbie Benefield for State House
Silver: Rainly: Dirty Drinking Water BatesNeimand, Inc. Iowa Democratic Party
Bronze: A Man Named Ched Abel Herrero for State Representative

CANDIDATE: STATE LEGISLATURE: PRIMARY – REPUBLICAN
Gold: Actions JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly
Silver: Tim Burns’ Bold Blueprint St. Raymond Communications Tim Burns
Bronze: House of Cards JohnsonClark Associates, J.C. Evans Communications Van Tran for Assembly

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: PRESIDENTIAL
Gold: One Earth Malchow Schlackman Hoppy & Cooper Sierra Club
Silver: Janet Jamestown Associates Republican Jewish Coalition
Bronze: “Iowa” Mission Control Inc. Democratic National Committee
Honorable Mention: No Plan Winning Directions ACT-New Mexico

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: U.S. HOUSE – DEMOCRAT
Gold: Back Winning Directions DCCC
Silver: I’m a Mother Malchow Schlackman Hoppy & Cooper
Bronze: “Iowa” Mission Control Inc. Democratic National Committee
Honorable Mention: No Plan Winning Directions ACT-New Mexico

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: CANDIDATE: STATEWIDE
Gold: One Fish, Two Fish... Malchow Schlackman League of Conservation Voters
Silver: Coors Drunk The Bangham Company Committee to Protect Our Families
Honorable Mention: Coors Can Malchow Schlackman Hoppy & Cooper

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: CITY/MUNICIPAL
Silver: The Conservatives Malchow Schlackman Hoppy & Cooper
Honorable Mention: “Leavers” Mission Control Inc. NY State Democratic Committee

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: NON-CANDIDATE
Gold: Protecting Children Kennedy Communications
Silver: Us and Them? Winning Directions & Robert Kaplan Company & Brent Cohen
Bronze: “Polarizing” Mission Control Inc. California Teachers Association
Honorable Mention: “Polling Place” Mission Control Inc. California Teachers Association

ABSENTEE BALLOT MAIL – DEMOCRAT
Gold: “Supreme Court” Mission Control Inc. Kansas Democratic Party
Silver: “No Waiting” Malchow Schlackman Hoppy & Cooper
Bronze: “You Do Not Exist” William Berry Campaigns 21st Century Democrats
Honorable Mention: “Enough Is Enough” Winning Directions Voices for Working Families

ABSENTEE BALLOT MAIL – REPUBLICAN
Gold: Arnold Meredith Pacific Inc. California Republican Party

MEMBERSHIP POLITICAL MAIL
Silver: Friends Winning Directions Alaska AFL-CIO
Bronze: America the Beautiful Malchow Schlackman Hoppy & Cooper Sierra Club

GOTV MAIL
Gold: “Gynecological Exam” Mission Control Inc. NARAL
Silver: Flex Your Muscle Project Deliver the Vote and Jerry Cooley Creative Project Deliver the Vote PAC
Bronze: You Do Not Exist William Berry Campaigns 21st Century Democrats
Honorable Mention: Enough Is Enough Winning Directions Voices for Working Families
INITIATIVE/REFERENDUM/
CONSTITUTIONAL
AMENDMENT:
REGIONAL/COUNTY
Gold:
Yes on M, Sonoma County –
Potholes
Terris, Barnes & Walters
Yes on Measure M, Sonoma County
Silver:
DNA
St. Raymond Communications
St. Tammany Coroner
Bronze:
Bus Sign
Seearms Consulting, Inc.
Yes on I – Coalition for a Clean
and Reliable Muni
Honorable Mention:
Hearts in San Francisco
Stearns Consulting, Inc.
Homes for the City, Committee
for Proposition A

INITIATIVE/REFERENDUM/
CONSTITUTIONAL
AMENDMENT: LOCAL
Gold:
Emeryville Likes Pixar
Barnes Mosher Whitehurst
Lauter & Partners
Pixar Animation Studios
Silver:
Dog Ate Homework
William Berry Campaigns
Committee For YES on
Measure C – Excellence in
Dublin Schools
Bronze:
Pick Me
Barnes Mosher Whitehurst
Lauter & Partners
Yes on Measure H
Honorable Mention:
“Do the Math”
Barnes Mosher Whitehurst
Lauter & Partners
Yes on Measure H

INITIATIVE/REFERENDUM/
CONSTITUTIONAL
AMENDMENT: STATEWIDE
Gold:
“Learn”
Mission Control Inc.
Floridians for a Level Playing Field
Silver:
“What they don’t want you
to know”
GSM | Mercury
No on I-892
Bronze:
Arnold’s Initiative Guide
Forde and Mollichin, Wilson-Miller
Communications, Bryant
Communications
Honorable Mention:
California 2014 Taxpayer
Voter Guide
JohnsonClark Associates
Team California

BILINGUAL OR FOREIGN
LANGUAGE MAIL
Gold:
Rosado – Faith, Family, Hard Work
The Campaign Network
Felix Rosado for City Council
Silver:
Worst Nightmare
Winning Directions
DCCC
Bronze:
“Winners”
Andrew Sharp Consulting
America’s Families United
Honorable Mention:
“I.E. Campaign
Winning Directions
America Coming Together

CANDIDATE FUNDRAISING
Gold:
Handwritten Notecard
The Lukens Company
John Thune for U.S. Senate
Silver:
Certified Emergency Letter
for Primary Runoff
Campaign Funding Direct
Vernon Robinson for Congress
Bronze:
GWB Plastic Membercard
Olsen & Shuvalov
Bush-Cheney ’04

COORDINATED CAMPAIGN
Gold:
Astro’s Facilities
Kennedy Communications
McGuire, Carroll,
Padilla & Cabrera
Silver:
Dog House
Kennedy Communications
McGuire, Carroll,
Padilla & Cabrera
Bronze:
Sheep
Kennedy Communications
Panter and Morgan
Honorable Mention:
Her Future
The Campaign Network
Democratic National Committee

DIRECT MAIL CAMPAIGN –
DEMOCRAT
Gold:
Alliance for Colorado Families
(Jwinn Green/HD 23)
JMG Direct
Silver:
Crane Series
Democratic Congressional
Campaign Committee
Bronze:
Real People, Real Stories Series
Winning Directions
America Coming Together
Honorable Mention:
Minnesota House DFL Caucus
I.E. Campaign
Winning Directions
America Coming Together

DIRECT MAIL CAMPAIGN –
REPUBLICAN
Silver:
Scott Brown: Our Senator
Donatelli Avella
Scott Brown for State Senator
Bronze:
Focus
Curtis Scott Advertising Inc.
Coulson Campaign Committee
Honorable Mention:
The Telemarketer
JohnsonClark Associates,
J.C. Evans Communications
Greg Hill for Assembly

PAC/INITIATIVE
FUNDRAISING
Gold:
TV Ad Filmstrip
Campaign Funding Direct
Black America’s Political Action
Committee
Silver:
Real Democrat Test
A.B. Data, Ltd.
Democrats for America’s Future
Bronze:
DumpDaschle.com
Campaign Solutions
South Dakota Republican Party

FUNDRAISING
FUNDRAISING CAMPAIGN
Silver:
Truth Pamphlets
Hanon McKendry
Alliance Defense Fund
Bronze:
Campaign Solutions
DumpDaschle.com
Campaign Solutions
South Dakota Republican Party

POLITICAL PARTY
FUNDRAISING
Gold:
Republican National
Committee Calendar
The Lukens Company
Republican National Committee
Silver:
Alliance for Colorado Families
(Gwyn Green/HD 23)
JMG Direct
Alliance for Colorado Families
Bronze:
“Do the Math”
Barnes Mosher Whitehurst
Lauter & Partners
"Focus"
Curtis Scott Advertising Inc.
Coulson Campaign Committee
Honorable Mention:
"The T elemarketer"
JohnsonClark Associates,
J.C. Evans Communications
Greg Hill for Assembly

CANDIDATE FUNDRAISING
Gold:
"Learn"
Mission Control Inc.
Floridians for a Level Playing Field
Silver:
"What they don’t want you
to know"
GSM | Mercury
No on I-892
Bronze:
Arnold’s Initiative Guide
Forde and Mollichin, Wilson-Miller
Communications, Bryant
Communications
Honorable Mention:
California 2014 Taxpayer
Voter Guide
JohnsonClark Associates
Team California

BILINGUAL OR FOREIGN
LANGUAGE MAIL
Gold:
Rosado – Faith, Family, Hard Work
The Campaign Network
Felix Rosado for City Council
Silver:
Worst Nightmare
Winning Directions
DCCC
Bronze:
“Winners”
Andrew Sharp Consulting
America’s Families United
Honorable Mention:
“I.E. Campaign
Winning Directions
America Coming Together

CANDIDATE FUNDRAISING
Gold:
Handwritten Notecard
The Lukens Company
John Thune for U.S. Senate
Silver:
Certified Emergency Letter
for Primary Runoff
Campaign Funding Direct
Vernon Robinson for Congress
Bronze:
GWB Plastic Membercard
Olsen & Shuvalov
Bush-Cheney ’04

COORDINATED CAMPAIGN
Gold:
Astro’s Facilities
Kennedy Communications
McGuire, Carroll,
Padilla & Cabrera
Silver:
Dog House
Kennedy Communications
McGuire, Carroll,
Padilla & Cabrera
Bronze:
Sheep
Kennedy Communications
Panter and Morgan
Honorable Mention:
Her Future
The Campaign Network
Democratic National Committee

DIRECT MAIL CAMPAIGN –
DEMOCRAT
Gold:
Alliance for Colorado Families
(Jwinn Green/HD 23)
JMG Direct
Alliance for Colorado Families
Silver:
Crane Series
Democratic Congressional
Campaign Committee
Bronze:
Real People, Real Stories Series
Winning Directions
America Coming Together
Honorable Mention:
Minnesota House DFL Caucus
I.E. Campaign
Winning Directions
America Coming Together

DIRECT MAIL CAMPAIGN –
REPUBLICAN
Silver:
Scott Brown: Our Senator
Donatelli Avella
Scott Brown for State Senator
Bronze:
Focus
Curtis Scott Advertising Inc.
Coulson Campaign Committee
Honorable Mention:
The Telemarketer
JohnsonClark Associates,
J.C. Evans Communications
Greg Hill for Assembly

PAC/INITIATIVE
FUNDRAISING
Gold:
TV Ad Filmstrip
Campaign Funding Direct
Black America’s Political Action
Committee
Silver:
Real Democrat Test
A.B. Data, Ltd.
Democrats for America’s Future
Bronze:
DumpDaschle.com
Campaign Solutions
South Dakota Republican Party

FUNDRAISING
FUNDRAISING CAMPAIGN
Silver:
Truth Pamphlets
Hanon McKendry
Alliance Defense Fund
Bronze:
Campaign Solutions
DumpDaschle.com
Campaign Solutions
South Dakota Republican Party

POLITICAL PARTY
FUNDRAISING
Gold:
Republican National
Committee Calendar
The Lukens Company
Republican National Committee
Silver:
Alliance for Colorado Families
(Gwyn Green/HD 23)
JMG Direct
Alliance for Colorado Families
Bronze:
“Do the Math”
Barnes Mosher Whitehurst
Lauter & Partners
"Focus"
Curtis Scott Advertising Inc.
Coulson Campaign Committee
Honorable Mention:
"The T elemarketer"
JohnsonClark Associates,
J.C. Evans Communications
Greg Hill for Assembly
COLLABORAL
BILLBOARD/BUS SIGNS/TRAIN SIGNS
Silver: Job Count Malchio Schllackman Hoppy & Cooper Capri Cafaro for Congress
Bronze: The Bigger The Ears Winning Directions Ron Kind for Congress
Honorble Mention: No on J – Fork Billboard Terris, Barnes & Walters No On Measure J

YARD/OUTDOOR SIGNS
Gold: Dr. Ramirez Precision Politics Dr. Ramirez for Hospital Board
Bronze: Keep Pixar in Emeryville Barnes Mosher Whitehurst Lauer & Partners Pixar Animation Studios
Bronze: Renewable Energy Welchert & Britz Inc. Coloradans for Clean Energy
Silver: Yes on M, Sonoma County Terris, Barnes & Walters Yes on Measure M, Sonoma County
Bronze: Keep Pixar in Emeryville Barnes Mosher Whitehurst Lauer & Partners Pixar Animation Studios
Honorble Mention: Gary For Governor R&P Partners Gary Herbert for Governor

DOORHANGERS
Gold: Endorsement Malcho Schllackman Hoppy & Cooper Democratic Congressional Campaign Committee
Silver: Liberty Malchio Schllackman Hoppy & Cooper ACT-Oregon
Bronze: Keep Pixar in Emeryville Barnes Mosher Whitehurst Lauer & Partners Pixar Animation Studios
Bronze: Steel Canvas Winning Directions America Coming Together
Honorble Mention: League of Conservation Voters Terris, Barnes & Walters League of Conservation Voters
LOGO DESIGN
Gold: Logo Welchert & Britz Inc. Coloradans for Clean Energy
Silver: Yes on M, Sonoma County Terris, Barnes & Walters Yes on Measure M, Sonoma County
Honorble Mention: Gary For Governor R&P Partners Gary Herbert for Governor

MOST ORIGINAL/INNOVATIVE COLLATERAL ITEMS
Bronze: “W94 Bumper Sticker RSD Advertising Bush-Cheney ’04
Silver: “Beer Coaster” North Woods Advertising Hickenlooper for Mayor

NEWSPAPER
FULL PAGE: CANDIDATE
Gold: Casino Cash Montgomery & Associates, Inc. Tracy O. King
Silver: Flying Moose Edmonds Hackney ALASKA, Inc. Alaskans for Don Young
Bronze: “Poodle” MLK The Campaign Network Democratic National Committee

INSERT/OTHER
Silver: Tall Meridian Pacific Inc. Jerry Lenthall
Bronze: “Shadow-” GSM/Mercury No on L-892
Bronze: Nurses The Campaign Network Democratic National Committee
Honorble Mention: Big John Dittman-Hoffman Campaigns Alaska State Senate

LESS THAN FULL PAGE: CANDIDATE
Gold: “Put yourself in his shoes” All Points Communications Citizens for Real Insurance Reform
Silver: Flying Moose Edmonds Hackney ALASKA, Inc. Alaskans for Don Young
Bronze: MLK The Campaign Network Democratic National Committee

FULL PAGE: INDEPENDENT EXPENDITURE
Silver: New Mayor Lisella Public Affairs, LLC Charleston Restaurant Association
Bronze: Hot Air Edmonds Hackney ALASKA, Inc. Edmonds Hackney ALASKA, Inc.
Honorable Mention:  "Soldier Missing Gun"
Edmonds Hackney & Associates, Inc.
National Rifle Association

GOTV
Gold:
Flying Moose
Edmonds Hackney ALASKA, Inc.
Alaskans for Don Young
Silver:
What Will You Tell Her?... Edmonds Hackney ALASKA, Inc.
Stevens for Senate
Bronze:
Significant
Dittman-Hoffman Campaigns
Lisa Murkowski for U.S. Senate
Honorable Mention:
What Will You Tell Them?
Edmonds Hackney ALASKA, Inc.
Stevens for Senate

INTERNET
CANDIDATE: WEBSITE:
PRESIDENTIAL
Gold:
Bush-Cheney '04
GeorgeWBush.com
New Media Communications
Bush-Cheney '04

CANDIDATE: WEBSITE:
U.S. SENATE
Gold:
Kemp100.com
Campaign Solutions
Katherine Harris for Congress
Silver:
Bev Kilmer for Congress Website
Americana Media Consulting, Inc.
Bev Kilmer for Congress
Bronze:
Randy2004.com
Campaign Solutions
Randy Neugebauer for Congress

CANDIDATE: WEBSITE:
GOVERNOR
Gold:
MattBlunt.com
Campaign Solutions
Matt Blunt for Governor

CANDIDATE: WEBSITE:
MUNICIPAL/ REGIONAL
Gold:
Hahn 2005
Campaign Solutions
John Hahn for Governor

WEBSITE: INITIATIVE/REFERENDUM/ CONSTITUTIONAL AMENDMENT
Gold:
Yes400.com
HighGround, Inc.
Yes on 400

WEBSITE: INDEPENDENT EXPENDITURE CAMPAIGN/ ISSUE ADVOCACY/527
Gold:
National Education Association
Carol/Trevelyan Strategy Group
National Education Association
Silver:
Shelley Must Resign
JC-Evans Communications
South Dakota Republican Party
Bronze:
Team EMILY and the GOTR
Counter Convention
e-advocates
EMILY's List

WEBSITE: ORGANIZATION
Gold:
www.gopconvention.com
Campaign Solutions
2004 Republican National Convention
Silver:
GOP.com
New Media Communications
Republican National Committee
Bronze:
NRAPVF.org
New Media Communications
NRA Political Victory Fund

WEBSITE: BILINGUAL/ MULTI-LINGUAL
Gold:
GeorgeWBush.com/espanol
New Media Communications
Bush-Cheney '04

BEST USE OF WEBSITE FOR PERSUASION
Gold:
Rate Hike Heidi
Fifty Plus One
David Dellla for Seattle City Council Committee
Silver:
www.gopconvention.com
Campaign Solutions
2004 Republican National Convention
Bronze:
MattBlunt.com
Campaign Solutions
Matt Blunt for Governor

BEST USE OF WEBSITE FOR FUNDRAISING
Gold:
The Gay & Lesbian Victory Fund
www.victoryfund.org
Mindshare Interactive
Campaigns, LLC
The Gay & Lesbian Victory Fund
Silver:
John Thune for Senate
New Media Communications
John Thune for Senate
Bronze:
DumpDaschle.com
Campaign Solutions
South Dakota Republican Party

BEST USE OF WEBSITE FOR VOLUNTEER/FIELD ORGANIZATIONS
Gold:
Sierra Club Online
Volunteer Phonebank
Grassroots Enterprise
Sierra Club
Silver:
ACT - ACTHere.com
Blue State Digital
ACT
Bronze:
Mary Jo Kilroy Online Community
Internet Association Corporation
Mary Jo Kilroy for Congress Commissioner
Honorable Mention:
Save Our License Initiative
JC–Evans Communications
Save Our License
WEB VIDEO
Gold: Unprincipled, Chapter 1
Chris Mattola Consulting, Inc.
Bush-Cheney '04
Silver: Beware of the Name Bush
New Democrat Network
Bronze: Ronald Reagan Tribute
Bush-Cheney '04 – Justin Germany
Bush-Cheney '04
Honorable Mention: Two Step
BrabenderCox
David Vitter for U.S. Senate

WEB ANIMATION
Gold: Republican Survivor
Carol/Tevelyan Strategy Group
DCCC
Silver: Polluter Pete
Malchow Schlackman
Hoppy & Cooper
League of Conservation Voters
Bronze: The Right Wing Squares
HighGround, Inc.

BEST USE OF E-MAIL/ VIRTUAL MARKETING
Gold: Bush-Cheney '04 E-mail Marketing
New Media Communications
Bush-Cheney '04
Silver: Republican Survivor
Carol/Tevelyan Strategy Group
DCCC
Bronze: “Release Report”
McNally Temple Associates, Inc.
Californians United for Public Safety, No on Prop 66
Honorable Mention: Yes on 400 – Deep Thoughts
HighGround, Inc.
Yes on 400

MOST INNOVATIVE USE OF TECHNOLOGY
Gold: Bush-Cheney '04 Tech Team
New Media Communications
Bush-Cheney '04
Silver: Palm Pilot Field Video
Mac/Williams Robinson & Partners
Bronze: Yes on 400 – Interactive Map
HighGround, Inc.
Yes on 400
Honorable Mention: Internet Ad Tracker
TNS Media Intelligence/CMAG

BEST PERSUASION ONLINE ADVERTISEMENT: PRESIDENTIAL
Gold: GOtv Streaming Video Message
Malchow Schlackman
Hoppy & Cooper
Democratic National Committee
Silver: John Kerry Post-Debate Campaign
Malchow Schlackman
Hoppy & Cooper
Democratic National Committee
Bronze: “Now George” – 20/20 Vision
Online Ad Campaign
@dvocacy, Inc.
20/20 Vision
Honorable Mention: A New Direction – Roller
Malchow Schlackman
Hoppy & Cooper
Democratic National Committee

BEST PERSUASION ONLINE ADVERTISEMENT: CONGRESSIONAL
Gold: Cloveer Cover-Up
Malchow Schlackman
Hoppy & Cooper
Friends of Jamie Metz for Congress
Silver: Hands Off My Constitution
Campaign Advantage
Stan Matsunaka for Congress
Honorable Mention: Internet Ad Tracker
TNS Media Intelligence/CMAG

BEST PERSUASION ONLINE ADVERTISEMENT: INITIATIVE/REFERENDUM
Gold: The Circulator
The Media Guys, Inc.

BEST PERSUASION ONLINE ADVERTISEMENT: STATEWIDE
Gold: Outsourcing Washington Jobs
Malchow Schlackman
Hoppy & Cooper
Washington Democratic Party
Silver: Polluter Pete Banner Ads
Malchow Schlackman
Hoppy & Cooper
League of Conservation Voters

BEST PERSUASION ONLINE ADVERTISEMENT: ORGANIZATION
Gold: Brooke’s Story
Malchow Schlackman
Hoppy & Cooper
Win Back Respect
Silver: Iraq Draft?
Malchow Schlackman
Hoppy & Cooper

BEST USE OF HUMOR
Gold: Elephant Removal
Malchow Schlackman
Hoppy & Cooper
Democratic National Committee
Silver: Skeletons in the Closet
Malchow Schlackman
Hoppy & Cooper
Friends of Jamie Metz for Congress
Bronze: Doing All You Can?
Malchow Schlackman
Hoppy & Cooper
John Kerry for President
Honorable Mention: The Waffle House
Welcome to the Waffle House

BEST USE OF FUNDRAISING
Gold: DumpDaschle.com Banner Ad
Campaign Solutions
South Dakota Republican Party
Bronze: Dethrone/One Termer
Malchow Schlackman
Hoppy & Cooper
Democratic National Committee
Silver: Do All You Can
Malchow Schlackman
Hoppy & Cooper
John Kerry for President
Bronze: Welcome to the Waffle House
Split the Ticket

INTERNET CAMPAIGN
Gold: www.gopconvention.com
Campaign Solutions
The 2004 Republican National Convention

AUTOMATED PHONE CALLS
CANDIDATE: PRESIDENTIAL
Silver: Kerry Prospecting ID
Dewey Hub
John Kerry for President, Inc.
CANDIDATE: U.S. SENATE
Gold: Gamble
Chris Mattola Consulting, Inc.
Spencer for Senate
CANDIDATE: U.S. HOUSE
Gold: Personalized Recorded Messages
Extended Data Solutions
Kirk for Congress
Silver: Rosie for Congress
Winning Connections, Inc.
Rosenberg for Congress
Bronze: Melissa Bean for Congress
She Lives Here
Stonestones' Phoneline
Bean for Congress
Honorable Mention: Andrea Stewart-Cousins for Stones' Phones

CANDIDATE: STATEWIDE
Gold: Justice James Graves' Victim Call Winning Connections, Inc.
Justice James Graves for Mississippi Supreme Court
Silver: Jim Hood for Mississippi Attorney General
Winning Connections, Inc.
Jim Hood for Mississippi Attorney General
Bronze: Christine Greer for Governor: Bill Says Vote Gregoire
LSG Strategies

CANDIDATE: LEGISLATIVE
Gold: Happy Halloween
The Mallard Group
Frank Farkas Campaign
Silver: Telemarker-Phone
JohnsonClark Associates
Greg Hill for Assembly
Bronze: Andrea Stewart-Cousins for State Senate
Stones' Phones
Andrea Stewart-Cousins for State Senate

CANDIDATE: LOCAL/MUNICIPAL
Gold: Bill Cosby – Gettin’ Hugs from Mayor Street
LSG Strategies
John Street for Mayor
Silver: CTA Sacramento School Board: You’re Fired
Winning Connections, Inc.
California Teachers Association
Bronze: Panorama Park Measure – Cathedral City, CA
Stones' Phones

Honorable Mention: Quit Bugging The Mayor – John Lewis
LSG Strategies
John Street for Mayor

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/$27
Gold: Shakedown Lawsuits
Johnson Clark Associates
Native American & Peace Officers I.E. Committee
Silver: Jackson Convention Center Tax, Election Day Appeal
Winning Connections, Inc.
Bronze: Jackson Convention Center Tax
Winning Connections, Inc.

BEST USE OF 800/INBOUND TECHNOLOGY
Gold: Tom Joyner – Unity04
LSG Strategies

BILINGUAL OR FOREIGN LANGUAGE
Gold: ARA – A Golden Girl on saving your Golden Years
LSG Strategies
Alliance for Retired Americans
Silver: TEAMSTERS: Who does George Bush Think He’s Kidding?
Stones' Phones
International Brotherhood of Teamsters

INITIATIVE/REFERENDUM
Gold: Coalition for a Better Colorado
Calling All Couch Potatoes
Winning Connections, Inc.
Silver: Jackson Convention Center Tax
Winning Connections, Inc.
Bronze: Tiny City Schools

BEST USE OF OUTBOUND CAMPAIGN/ISSUE EXPENDITURE/INDEPENDENT
Gold: Pat Boone
Political Solutions Inc.
LSG Strategies
Silver: Call to Action
Precision Communications & Grassroom Solutions
America Coming Together – Minnesota

HONORABLE MENTION: No On the Amendment
Executive Communications, Inc.
No On the Amendment

LIVE PHONE CALLS
BILINGUAL OR FOREIGN LANGUAGE
Silver: Costa for Congress Campaign 2004
The Clinton Group, Inc.
Costa for Congress Campaign 2004
CANDIDATE: SENATE/HOUSE
Silver: Jim Costa for Congress CA 2004
The Clinton Group, Inc.
Jim Costa for Congress CA 2004
Bronze: Blanche Lincoln for Senate
Winning Connections, Inc.
Blanche Lincoln for Senate

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/$27 – OUTBOUND
Gold: Sierra Club Internet
Volunteer Phonebank
Grassroot Enterprise
Sierra Club
Silver: State by State Mail
Reinforcement Call
Winning Connections, Inc.
Democratic National Committee
Bronze: Committee to Protect our Families
The Clinton Group, Inc.
Committee to Protect our Families

HONORABLE MENTION: Washington LCV ID – Gang Green
LSG Strategies
Washington League of Conservation Voters

HONORABLE MENTION: CSS – Mongiardo
Winning Connections, Inc.
Citizens for a Strong Senate

Bronze: Buddy Dyer for Orlando Mayor
Winning Connections, Inc.
Buddy Dyer for Orlando Mayor
Honorable Mention: Woldt for Representative
Winning Connections, Inc.
Woldt for Representative

20
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<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>GOTV/EARLY VOTE/VOTE BY MAIL</td>
<td>AFL-CIO Voter Protection Program Winning Connections, Inc. AFL-CIO</td>
<td>Floridians for Patient Protection Winning Connections, Inc. Floridians for Patient Protection</td>
<td>ACORN Voter Registration Trouble Shooting Winning Connections, Inc. ACORN</td>
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<td>Patti Smith – Family</td>
<td>Hickenlooper for Mayor</td>
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<td>Dawson McCarthy Nelson</td>
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<td>Benjamin for Supreme Court</td>
<td>Media, LLC</td>
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<td>&quot;The Truth&quot;</td>
<td>&quot;Knock Knock&quot;</td>
<td>&quot;Why Larry Flynt&quot;</td>
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<td>Wilson Grand Communications</td>
<td>North Wood Advertising</td>
<td>Durham for Congress</td>
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<td>Lynette McDonald, Clark</td>
<td>Jack Ryan for US Senate</td>
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<td>&quot;Singin' The Blues&quot;</td>
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<td>JobsPAC</td>
<td>Hickenlooper for Mayor</td>
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<td>National Rife Association</td>
<td>Americans for a Brighter</td>
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<td>BEST USE OF HUMOR</td>
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<td>Big Voice Series</td>
<td>Bobby Jindal</td>
<td>&quot;Standing&quot;</td>
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<td>NOW Communications Group Inc.</td>
<td>Todd &amp; Castellanos Creative Group</td>
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<td>Manitoba New Democratic Party</td>
<td>Friends of Bobby Jindal</td>
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<td>RADIO CAMPAIGN</td>
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<td>Wyoming Campaign</td>
<td>Regional Measure 2</td>
<td>&quot;Standing&quot;</td>
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<td>All Points Communications, LLC</td>
<td>Barnes Mosher Whitehurst</td>
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<td>Citizens for Real</td>
<td>Luster &amp; Partners</td>
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<td>Insurance Reform</td>
<td>Bay Area Commuters for Transportation Solutions</td>
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<td>Yes on 400 – Freeways</td>
<td>Yes on 400 – Father Daughter</td>
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<td>HighGround, Inc.</td>
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<td>&quot;Mob&quot;</td>
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<td>“Hickenlooper for Mayor Radio Campaign”</td>
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<td>Candidate:</td>
<td>Presidential General Election</td>
<td>Gold</td>
<td>Strategic Perception Inc. Bush-Cheney '04</td>
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Silver: Truth Is Fletcher Rowley Chan, Inc. State Senator John Wilder
Silver: Gotta Go! The Jackson Group Mike Gerber for State Representative
Bronze: Gretchen Lagesen Hamburger Stone Citizens for Slone
Honorable Mention: Fix Albany Novak Media, Inc. Valey for Senate

CANDIDATE: CITY/MUNICIPAL Gold: Hag AKP Message & Media Friends of John F. Street
Silver: “Change” North Woods Advertising Hicklenooper for Mayor
Bronze: Back Scratchers Eichenbaum+Associates Tabak for City Attorney
Honorable Mention: Signs Eichenbaum+Associates Bhot for Mayor

Silver: Penny Lane BrabenderCox Roddey 2003, Inc.
Bronze: Moving In BrabenderCox Roddey 2003, Inc.
Honorable Mention: NASCAR Taxes Wilson Group Communications Clark County, Nevada

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: PRESIDENTIAL Gold: “Ashley’s Story” McCarthy Marcus Hennings, Ltd. Progress for America Voter Fund
Silver: Ravaged Stevens Reed Curcio & Potham Swift Boat Veterans for Truth
Bronze: “They Can’t Vote!” North Wood Advertising Independent Voters of America

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: CANDIDATE: STATEWIDE – REPUBLICAN Gold: Dancing Governor The Stevens & Schriefer Group The Republican Governors Association

Silver: Missing Persons DeVito/Verdi Citizens for a Strong Senate
Bronze: “Car Wreck” DeVito/Verdi Citizens for a Strong Senate

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: LEGISLATIVE OR MUNICIPAL Gold: BRNext “Loop” Imagefilm BRNext
Silver: Thanks, Ray Lagesen Hamburger Stone Forward Colorado
Bronze: Search Engine Reynolds Applegate Media Democratic Legislative Campaign Committee

Silver: Congressional Exam Dixon/Davis Media Group Democratic Senatorial Campaign Committee
Bronze: Excellent Adventure BrabenderCox Get-On-Board.org
Honorable Mention: Cowboy The Glover Park Group JEC

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: CONSTITUTIONAL AMENDMENT Gold: Wolf in Sheep’s Clothing Schubert Public Affairs Committee for SAF-Keeping

INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: INITIATIVE/REFERENDUM Gold: Highways Aren’t the Answer The Kenney Group Fastracks Yes
Silver: “Parody” English Language Version IKON Public Affairs Citizens for a Fair Share
Bronze: Becky All Points Communications Citizens for Real Insurance Reform

Bronze: The Professor – New Orleans East Business Association Busson Creative Strategies New Orleans East Business Association

Honorable Mention: “Local Mother” Doak, Carrier, O’Donnell, Wilkinson, Goldman & Associates No on I-892

BILINGUAL OR FOREIGN LANGUAGE Gold: “Parody” Spanish Language Version IKON Public Affairs Citizens for a Fair Share
Silver: Predator TV (Spanish) R&R Partners Mark Shurtleff for Attorney General
Bronze: Graduación (Spanish) Chambers Lopez & Gaitan LLC Kerry-Edwards 2004
Bronze:
Scrapbook
New Democrat Network

Honorable Mention:
Dos Guerras
Message, Audience
and Presentation
Democratic National
Committee I.E.

TELEVISION AD – MORE THAN 60 SECONDS

Gold:
Free and Peaceful
The Stevens & Schriefer Group
Bush-Cheney ’04, Inc.

Silver:
Salazar: American Story
Grunwald Communications
Ken Salazar for Senate

BEST NON-BROADCAST VIDEO

Gold:
The Pitch
The Stevens & Schriefer Group
The 2004 Republican National Convention

Silver:
Bush-Cheney ’04 Rally Video
Bush-Cheney ’04 –
Justin Germany
Bush-Cheney ’04

Bronze:
“Quotes”
Joe Slade White and Company
Fight Back Campaign

Honorable Mention:
Promise Preview
Penn, Schoen & Berland Associates
New Democrat Network

BEST USE OF HUMOR

Gold:
Gotta Go!
The Jackson Group
Mike Gerber for
State Representative

Silver:
Top
Dixon/Davis Media Group
Missouri Democratic Party

Bronze:
Fresh New Breeze
Winning Mark, LLC
City of Portland

Honorable Mention:
Rollover
BrabenderCox
Roddye 2005, Inc.

INTERNATIONAL

Gold:
Unemployment
Newlink Political Consulting
and Research
Dominican Liberation Party

Silver:
Decisive Game I and II
Newlink Political Consulting
and Research
Dominican Liberation Party

Bronze:
Long-Term Care
NOW Communications
Group Inc.
Nova Scotia New Democratic Party

Honorable Mention:
Four Commitments
NOW Communications
Group Inc.
Saskatchewan New Democratic Party

TV CAMPAIGN

Gold:
David Vitter For Senate
BrabenderCox
Vitter for U.S. Senate

Silver:
GERBER – PA House Democratic Campaign Committee
The Jackson Group
PA House Democratic Campaign Committee

Bronze:
“Hickenlooper for Mayor TV Campaign”
North Woods Advertising
Hickenlooper for Mayor

Honorable Mention:
Stood/Debater/Bank job
Payne & Co., Inc.
Barney Frank for Congress
A SPECIAL THANKS TO THE POLLIE AWARDS COMMITTEE

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Kevin Lenaburg, Pollie Awards Coordinator
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