2006
The Winners
POLLIE AWARDS
The 15th Annual Pollie Awards
Recognizing the Best in Public Affairs and Political Communication
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THE JUDGES

EACH YEAR AAPC IS HOST TO THE WORLD’S ONLY AWARDS COMPETITION SOLELY FOR POLITICAL AND PUBLIC AFFAIRS CONSULTANTS, AND IT COULD NOT BE DONE WITHOUT THE TIME, TALENT AND CONTRIBUTIONS OF THE MANY INDIVIDUALS AND ORGANIZATIONS LISTED BELOW!

2006 POLLIE AWARDS JUDGES

Bruce Andrews, Quinn Gillespie & Associates, LLC
Maureen Aull
Jennifer Backus, Backus Consulting
Michael Bassik, MSHC Direct
Glynda Becker, McBee Strategic Consulting, LLC
Jennifer Backus, Backus Consulting
Michael Bassik, MSHC Direct
Glynda Becker, McBee Strategic Consulting, LLC
Joel Benenson, Benenson Strategy Group
Jonathan Bing
Robert Blaemire, Blaemire Communications
Michael Bocain, Greenberg Quinlan Rosner Research
Jim Bonham
Mark Bunge, Hart Research
James Clark, American Bankers Association
Henry Copeland, Blogads
Brett Cott, Democratic Caucus, Pennsylvania House of Representatives
Rich Davis, Dixon/Davis Media Group
Marcus Dell’Artino
Becki Donastelli, Campaign Solutions
Christopher Garland
Harry Giannoulis, The Parkide Group
Rachel Gorlin, Tipping Point Strategies
Josh Gottheimer, Ford Motor Company
Bob Grossfeld, Strother-Duffy-Shelton
Michael Grossman, Fifty Plus One
Casey Gulley, The Tarrance Group
April Hackney, Hackney & Hackney, Inc.
Art Hackney, Hackney & Hackney, Inc.
Chris Hanson
Baha Hariri
Eily Hayes, Global Strategy Group
Deborah Haynes, National Media, Inc.
Linda Hennessee
Doug Heyl
Mary Istenhour, All Points Communications
Karen Jagoda, e-Voter Institute
Dana Jones, EMILY’s List
Dan Judy, Ayres McHenry & Associates, Inc.
Dina Kaldi, INTELLECTMEDIA
Robert Kaplan, Fund Raising, Inc.
Carter Kidd, Campaign Solutions
Stephen Kinney
Jesse Lee, Democratic Congressional Campaign Committee
Penny Lee, Democratic Governors Association
Kevin Lenburg
Ernest Lendler
Jordan Lieberman, Campaigns & Elections
Lori Lodes, MacWilliams, Robinson & Partners
Peter Loge, M+R Strategic Services
Mark Lotviv, Strother-Duffy-Shelton
Michael Markarian, The Humane Society of the United States
Sandy Marks, MSHC Direct
Michael Matthews, LSG Strategies
Michael McCabe
Katherine Merrill, Progressive Strategy Partners
Don Millar, AFRM
Katherine Miller, Scribe Communications
Beth Miller Malek, Wilson-Miller Communications, Inc.
Michael Murphy, Democratic Party of Wisconsin
Andrew Myers, Strategic Services
Elisabeth Myers
Nathan Nayman
Margie Omero, Momentum Analysis, LLC
Thomas Oppel, All Points Communications, LLC
Stacey Oswald, Strategic Communications Group
Ademola Oyefeso
Jeff Plaut, Global Strategy Group
Jeffrey Pollock, Global Strategy Group
Jonathan Prince, The Parkide Group
Joe Qualls, The Parkide Group
Andrew Rasiej, Personal Democracy Forum
Joe Reubens, The Parkide Group
Will Robinson, MacWilliams, Robinson & Partners
Doug Rohanna, Bravo Group
Jim Ross, Jim Ross Political Consulting
Barbara Sallee, Jordan-Chiles, Inc.
Michael Sargeant, Democratic Legislative Campaign Committee
Elizabeth Shipp, NARAL Pro-Choice America
Any Simon, Goodwin Simon Strategic Research
Tom Skidmore, Skidmore Ad Group, Inc.
Mark SooHoo
Evan Stavisky
Marty Stone, Stones’ Phones
Ken Strasma, Strategic Telemetry, Inc.
Jill Strauss
Bernard Toon
Nancy Todd Tyner
Erica Walters, Terris Barnes Walters
Amy Weiss, POINT>BLANK Public Affairs, LLC
Carol Whitney
Richard Wiebe, Schubert Flint Public Affairs
Kristina Wilfore, Ballet Initiative Strategy Center
David Winston, The Winston Group
Kristen Grimm Wolf, Spinfire Strategies
Christopher Wright
Amy Young, AFL-CIO
Rachel Zenner
THE WINNERS

Please join us in recognizing the winning firms and entries within the following categories.

DIRECT MAIL

NATIONAL GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS

Gold: 
It's Your World: Earth Day
MSHC Partners, Inc.

Silver: 
Pennsylvania Jobs
Winning Directions

Bronze: 
Social Security Reform Integrated
Adam Hussey & Associates

Honorable Mention:
Recruitment
Winning Directions

LOCAL GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS

Gold: 
It's Your World: Earth Day
MSHC Partners, Inc.

Silver: 
Pennsylvania Jobs
Winning Directions

Bronze: 
Social Security Reform Integrated
Adam Hussey & Associates

Honorable Mention:
Recruitment
Winning Directions

STATE ORGANIZATION

Silver: 
Drilled
Terra, Barnes & Walters

Bronze: 
Safe Health Care
Winning Directions/Gold Communications

Honorable Mention, Tie:
Success
Mack Crounse Group

It's Not a Game
Media Directions, Inc.

LOCAL ORGANIZATION

Silver: 
Holdup
Winning Directions

Bronze: 
True Liar Postcard
Winning Directions

Honorable Mention:
Denied Access
Gold Communications

STATE BALLOT MEASURE

Silver: 
WA Yes on I-330/
No on I-336
Dresser, Wicker & Associates

Bronze: 
WA Yes on I-330/
No on I-336
Dresser, Wickers & Associates

Honorable Mention:
Powerful Forces:
No on Prop. 77 – Ballot
Polka Consulting

LOCAL BALLOT MEASURE

Gold: 
Montreal
GSM/Mercury

Silver: 
Values
GSM/Mercury

Bronze: 
Promises Made Promises Kept
The Banghman Company

Honorable Mention:
Ideas and Innovation
The Parkside Group

U.S. HOUSE

Gold: 
One Vote Arctic
MSHC Partners, Inc.

Silver: 
Pombo in Their Pocket – Public Affairs
MSHC Partners, Inc.

Bronze: 
Mariachi Bands and UFOs
Gillard Blanning Wysocki & Associates

Honorable Mention:
Memorial Day 2005
Government Graphics

STATE GOVERNMENT

Bronze: 
Joyce
Mack Crounse Group

Honorable Mention:
Entering Crossthaven
NYS Democratic Assembly Campaign

FUNDRAISING

Silver: 
Supreme Court Retirement Appeal
Adam Hussey & Associates

Bronze: 
The Politics of Hope
AB Data

Honorable Mention:
Neighbors’ Comojo
10th Anniversary
Bates Neimand

LOCAL BALLOT MEASURE, SIGNATURE GATHERING

Silver: 
Wall of Crushed Cars
Winning Directions

Bronze: 
Silence
Kennedy Communications

STATE BALLOT MEASURE, BILINGUAL/MULTILINGUAL

Silver: 
Two Faces
Phil Guarrizzo Campaign Consulting

Bronze: 
Su Voto Es Su Voz
Phil Guarrizzo Campaign Consulting
LOCAL BALLOT MEASURE, BILINGUAL/MULTILINGUAL
Bronze: A Helping Hand
TBWB Public Finance Strategies

HONORABLE MENTION: Welcome to Sarasota
MSHC Partners, Inc.

PRINT/GRAPHICS
BILLBOARD
Bronze: Ney Billboard
MacWilliams, Robinson & Partners

HONORABLE MENTION: Sunburst China Trade Mission Poster
Barnes Mosher Whitehurst Lauter & Partners

BUS/TRAIN SIGN
Gold: Know You’re Negative, NJ HIV/AIDS
GMMB
Silver: Ain’t Cool
MacWilliams, Robinson & Partners

HONORABLE MENTION: Unions Make a Difference
NOW Communications

YARD/OUTDOOR SIGN
Silver: OIF Roadless Rules Poster
Bates Neimand

LOGO DESIGN
Silver: COS Measure A
TBWB Public Finance Strategies

HONORABLE MENTION: Jill for School Board
Welchert & Britz, Inc.

NON-MAIL BROCHURE
Silver: CA Infrastructure Coalition
Wilson-Miller Communications

NEWSPAPERS
FULL-PAGE, NATIONAL GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Silver: Pombo in Their Pocket
MSHC Partners, Inc.

HONORABLE MENTION: Not Our Place to Take Sides
Jamestown Associates

FULL-PAGE, BILINGUAL/MULTILINGUAL
GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Bronze: Lideres Deben Actuar Ahora
Cerrell Associates

HONORABLE MENTION: New Year Resolution
Hackney & Hackney

LOCAL BALLOT MEASURE, VOTE-BY-EMAIL
BALLOT REQUEST
Silver: Keep Us Silent
Winning Directions

LOCAL BALLOT MEASURE, VOTE-BY-EMAIL
BALLOT REQUEST
Bronze: Pittsburg VBM #1
Barnes Mosher Whitehurst Lauter & Partners

STATE BALLOT MEASURE, GOTV
Silver: Protect It
MSHC Partners, Inc.

Bronze: Under Attack
Winning Directions

LOCAL BALLOT MEASURE, SATELITE MAP
Silver: True Liar Postcard
Winning Directions

STATE BALLOT MEASURE, VOTE-BY-EMAIL
BALLOT REQUEST
Silver: Protect Flagstaff’s Future – Freedom Ad
HighGround, Inc.

HONORABLE MENTION: No Thanks to Another
TAXing Problem
Issue Dynamics, Inc.

HONORABLE MENTION: 898 Days
Jamestown Associates

LESSTHANFULLPAGE, NATIONAL GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Silver: Gill Foundation
Turn Out “Classifieds”
DBB Issues & Advocacy

HONORABLE MENTION: Enough Bull
Jamestown Associates

HONORABLE MENTION: New Year Resolution
Hackney & Hackney

FULL-PAGE, STATE GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Silver: Fenocious
Hackney & Hackney

HONORABLE MENTION: ROADBLOK
GMMB

FULL-PAGE, LOCAL GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Silver: We Think So Too
Novak Media, Inc.

HONORABLE MENTION: Speakout
MSHC Partners, Inc.

FULL-PAGE, LOCAL GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Gold: Mirant Helps Petco Save Energy
Wilson-Miller Communications

Silver: Immediate Action
Hackney & Hackney

HONORABLE MENTION: New Year Resolution
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HONORABLE MENTION: ROADBLOK
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FULL-PAGE, LOCAL GRASSROOTS/ISSUE
ADVOCACY/PUBLIC AFFAIRS
Silver: We Think So Too
Novak Media, Inc.

HONORABLE MENTION: Speakout
MSHC Partners, Inc.
LESS-THAN-FULL-PAGE,
LOCAL GRASSROOTS/
ISSUE ADVOCACY/
PUBLIC AFFAIRS
Silver:
Killing Zones
Hackney & Hackney
Bronze:
Food for Thought
Hackney & Hackney
Honorable Mention:
Seeing Red
Hackney & Hackney

INSERT NEWSPAPER AD
Silver:
New Life
Mark Caounse Group
Bronze,
Tie:
GM – Pete Hunt
Goddard Claussen
Strategic Advocacy
AZ – Healthy Communities
Goddard Claussen
Strategic Advocacy

NATIONAL GRASSROOTS/
ISSUE ADVOCACY/
PUBLIC AFFAIRS
Gold: Sounds of Wartime
North Woods Advertising
Bronze:
Empire
MacWilliams, Robinson & Partners

STATE BALLOT MEASURE,
BILINGUAL/MULTILINGUAL
Silver:
Amendment 4:
I Want to Be (Spanish)
Rise Strategies
Bronze:
Garcia
JohnsonClark Associates

LOCAL GOVERNMENT
Silver:
Ed Koch Tour
EpandMedia
Bronze:
General Market Housing
EpandMedia
Honorable Mention:
4 Years Ago
EpandMedia

TELEVISION
NATIONAL GRASSROOTS/
ISSUE ADVOCACY/
PUBLIC AFFAIRS
Gold:
Be a Witness
Julian Mulvey Group
Bronze:
NATCA – Dangerous Act
The Glover Park Group

STATE GRASSROOTS/
ISSUE ADVOCACY/
PUBLIC AFFAIRS
Gold:
Extremely
Humane USA PAC
Silver:
Name That Politician!
MDSA Strategic Communications
Bronze:
Nunam Expenses
Tactical Edge, Ltd.

INTERNATIONAL
Bronze:
Ottawa/ (Canadian
Federal Election)
Sterling Communication

STATE ORGANIZATION
Silver, Tie:
Tobacco Reality Unfiltered.
Capstrat
Coming Home
McNally Temple Associates, Inc.

STATE BALLOT MEASURE
Gold:
Awful
Humane Society of the
United States
Silver:
Yes on 901, Big Fan
Armour Griffin Media Group
Bronze:
Leap
The Kenney Group
Honorable Mention:
Cops
McNally Temple Associates, Inc.
LOCAL BALLOT MEASURE
Gold: Priorities
The Kenney Group
Silver: Bennett
The Kenney Group
Bronze: Bear Dance
The Kenney Group
Honorable Mention: Jobs Crisis
Meridian Pacific, Inc.

STATE BALLOT MEASURE, BILINGUAL/MULTILINGUAL
Gold: Teacher
Rise Strategies
Silver, Tie: PARA UNA
AYUDA VERDADERA
Schubert Flint Public Affairs
Counter
Rise Strategies
Bronze: They Keep Coming
McNally Temple Associates, Inc.
Honorable Mention: Maestra
McNally Temple Associates, Inc.

U.S. SENATE
Silver: Fundraising Video
Adelestein Liston
Bronze: Incredible Sacrifices
Julian Mulvey Group

HUMOR
Silver: No Food For You!
Adelestein Liston
Bronze: Distinctions – USTelecom
The Glover Park Company
Honorable Mention: SMASH
Berman and Company

LOCAL GOVERNMENT
Gold: Before, NJ Prescription Drug Coverage
GMMB
Silver: Best Friend
All Points Communications
Bronze: College Savings Mississippi TV
Frontier Strategies
Honorable Mention: Caprio for General Treasurer R J LaChance Advertising

INTERNATIONAL
Gold: Most Devastating NOW Communications
Silver: Movimiento Libertario – Community Work
Campaigns International, Inc.

INTERNET/ ELECTRONIC MEDIA WEBSITES
NATIONAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS
Gold: Ripples of Genocide
United States Holocaust Memorial
Silver: Deserve
NOW Communications
Bus Passes
NOW Communications
Bronze: Pombo in Their Pocket Website
MSHC Partners, Inc.
Honorable Mention: Republican National Committee
New Media Communications

STATE GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS
Silver: Renewable Resources Coalition
Hackney & Hackney
Bronze: Paradise in Peril
Hackney & Hackney
Honorable Mention: Californians Against Assisted Suicide
Johnson Clark Associates

LOCAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS
Bronze: Long Beach Airport Alliance
Mindshare Interactive
Campaigns, LLC

INTERNATIONAL
Gold: Most Devastating
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Gold: Ripples of Genocide
United States Holocaust Memorial
Silver: Deserve
NOW Communications
Bus Passes
NOW Communications
Bronze: Pombo in Their Pocket Website
MSHC Partners, Inc.
Honorable Mention: Republican National Committee
New Media Communications

STATE GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS
Silver: Renewable Resources Coalition
Hackney & Hackney
Bronze: Paradise in Peril
Hackney & Hackney
Honorable Mention: Californians Against Assisted Suicide
Johnson Clark Associates

LOCAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS
Bronze: Long Beach Airport Alliance
Mindshare Interactive
Campaigns, LLC

INTERNATIONAL
Gold: Most Devastating
NOW Communications
Silver: Movimiento Libertario – Community Work
Campaigns International, Inc.
LOCAL BALLOT MEASURE
Silver: Dump the Dumb Dump Viteva
U.S. SENATE
Bronze: Kennedy for Senate 2006 Blue State Digital
Honorable Mention: Senator Jim Talent E-Newsletter iConstituent
STATE GOVERNMENT
Silver: caecygagle.com The Stoneridge Group
Bronze: Nevada State Democratic Party Geary Interactive
Honorable Mention: The Ohio Secretary of State Website GovTech Solutions, LLC
LOCAL GOVERNMENT
Silver: MayorMarty.com BuzzMaker, LLC
Bronze: Kim Berfield for Florida Senate Americana Media Consulting, Inc.
Honorable Mention: Green GSM|Mercury
HUMOR
Silver: Door to Door GMMB
Bronze: Beer Bag Bias Grassroom Enterprise, Inc.
Honorable Mention: dnexst Penczner Media
NEGATIVE/CONTRAST
Bronze: Jnnmden.com Opposition Micro-site Geary Interactive
INTERNATIONAL
Bronze: Fair Deal for Newfoundland Grassroom Enterprise, Inc.
Honorable Mention: IFES New Media Communications
FUNDRAISING
Silver: Crossing the Amazon Challenge Grassroom Enterprise, LLC
Bronze: NARAL Pro-Choice America – Supreme Court GetActive Software
INTERNET COMMUNICATIONS/ADVERTISING
PERSUASION ONLINE ADVERTISEMENT, GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Silver: Whackaloophole.com GSM|Mercury
Bronze: IFAW’s Stop Seal Clubbing Campaign Grassroom Interactive Campaigns, LLC
Honorable Mention: Never Forget September 11th MSHC Partners, Inc.
PERSUASION ONLINE ADVERTISEMENT, STATE BALLOT MEASURE
Silver: Yes on Prop. 78/No on Prop. 79 Grassroom Enterprise, Inc.
Bronze: NFIB: New York Prop. One Connell Donatelli, LLC
PERSUASION ONLINE ADVERTISEMENT, BEST USE OF HUMOR
Silver: Speechless Penczner Media
Bronze: Ben-George McCarthy Marcus Hennings, Ltd.
Honorable Mention: NFIB: Corrine Zero Ad Connell Donatelli, LLC
PERSUASION ONLINE ADVERTISEMENT, BEST USE OF NEGATIVE/CONTRAST
Bronze: BSA’s Enforcement Campaign Grassroom Interactive Campaigns, LLC
Honorable Mention: Alito’s America Online Ad Campaign MSHC Partners, Inc.
BLOG AD
Silver: Our Heroes Campaign Solutions
Bronze: We Must Never Forget Our Heroes Campaign Solutions
Honorable Mention: Jesús’ Story MSHC Partners, Inc.
WEB VIDEO
Silver: Our Heroes Campaign Solutions
Bronze: We Must Never Forget Our Heroes Campaign Solutions
Honorable Mention: Jessi’s Story MSHC Partners, Inc.
PHONE CALLS
NATIONAL GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Gold: Clear Skies Act of 2005 Executive Communications, Inc.
Bronze: Alaska Coalition Projects 2005 The Clintons Group, Inc.
Honorable Mention: American Diabetes Association Hotline Winning Connections, Inc.
BEST USE OF PODCASTING
Silver: John Edwards Podcast Grassroom Enterprise, Inc.
Bronze: Voices on Genocide Prevention United States Holocaust Memorial
Honorable Mention: Republican National Committee New Media Communications
BEST USE OF E-MAIL/ VIRAL MARKETING
Gold: DC Olympic Committee Grassroom Enterprise, Inc.
Silver: Preschool California’s Snow Globe Mindshare Interactive Campaigns, LLC
Bronze: Creigh Mack Crowne Group
Honorable Mention: Yes on Prop. 78/No on Prop. 79 Idego Group
BEST USE OF WEB ANIMATION, INITIATIVE/GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Gold: Yak in the Box Humane Society of the United States
Silver: There’s a Fufanu in My Collar Too! Humane Society of the United States
Bronze: The Amazing Ron Communications Counsel, Inc.
Honorable Mention: Sam’s Journey Julian Mulvey Group
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STATE GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Gold: ONE Rocks the Senate Stones’ Phones
Silver: VA Senate Bill 651 Executive Communications, Inc.
Bronze: Wake-Up Wal-Mart Fair Share Health The Clinton Group, Inc.
Honorable Mention: How to Turn the Exurbs Blue Stones’ Phones

LOCAL GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Silver: Get the Hospital You Deserve Grassroots Solutions
Bronze: Save the Airport Jamestown Associates
Honorable Mention: Pushbutton Activism: Tax Reform in Philadelphia Stones’ Phones

STATE BALLOT MEASURE
Gold: Get It Straight LSG Strategies
Silver: Common Cause JohnsonClark Associates
Bronze: No on 912 GOTV Winning Connections, Inc.

LOCAL BALLOT MEASURE
Gold: Teach Your Children Well Stones’ Phones
Silver: Giving New Mexico a Raise Stones’ Phones

STATE ORGANIZATION
Bronze: Keeping California’s Promise Stones’ Phones
Honorable Mention: Vote-by-Mail GOTV Winning Connections, Inc.

LOCAL ORGANIZATION
Bronze: Stonewall Democrats Stones’ Phones
Honorable Mention: Persuasion Identification E-Mail Winning Connections, Inc.

U.S. HOUSE

STATE GOVERNMENT
Silver: Dittus Taser Project The Clinton Group, Inc.

LOCAL GOVERNMENT
Gold: St. Tammany Parish Sales Tax Renewal ConnectCallUSA.com
Silver: Urgent Evacuation LSG Strategies
Bronze: Bob Levy Upset Victory in Atlantic City Global Strategy Group

HUMOR
Bronze: Al Franken/Stuart Smalley – Registration The Tyson Organization, Inc.

STATE BALLOT MEASURE, BILINGUAL/MULTILINGUAL
Bronze: The ABCs of Latino Voter Outreach Stones’ Phones

NEGATIVE/CONTRAST
Gold: Setting the Record Straight Stones’ Phones

Silver: Republican Incumbent Supports The Tyson Organization, Inc.

Bronze: Say No to the Governor by Mail Winning Connections, Inc.
Honorable Mention: Protect Schools and Seniors Winning Connections, Inc.

INTERNATIONAL
Bronze: INDEC – Censo Nacional Económico Julio Aurelio S.A.

GET OUT THE VOTE
Gold: Word of Mouth GOTV Stones’ Phones
Silver: Former Ranger Chad Kreuter – Vote No The Tyson Organization, Inc.
Bronze: GOTV/Recruitment Call on Election Day Winning Connections, Inc.
Honorable Mention: Gaming for Education Initiative Winning Connections, Inc.

FUNDRAISING
Bronze: Matching Gift Major Donor TM Appeal Adams Hussey & Associates
Honorable Mention: NEA Multi-State Fundraising Program Winning Connections, Inc.

MEBERSHIP CALLS
Silver: Pro-Choice Voices LSG Strategies
Bronze: Order a Tape The Tyson Organization, Inc.

MOST INNOVATIVE USE OF AUTOMATED PHONES FOR INITIATIVE/GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
Silver: Ruta Emergency Evacuation Call Winning Connections, Inc.
Bronze: Denver Light Rail Tax Winning Connections, Inc.
Honorable Mention: Katrina Homeowner Help Line Winning Connections, Inc.

SHOULDA, WOULDA, COULDA
TELEVISION
Gold: Fruitbowl DeVito/Verdi
Silver: Work Joe Stake White and Company
Bronze: Ohoans Against Unsafe Drug Laws Communications Counsel, Inc.
Honorable Mention: Newspapers, 30 North Wood Advertising

RADIO
Silver: Simply Evil Media Directions, Inc.
Bronze: Florence Communications Counsel, Inc.
Honorable Mention: Kiss Your Baby North Wood Advertising
DIRECT MAIL
Silver: AFSCME PEOPLE Hope and Vote Bates Neimand
Bronze: Every Dime MSHC Partners, Inc.
Honorable Mention: A Woman Scorned MSHC Partners, Inc.

AUTOMATED CALLS
Silver: Sarah Jessica Parker on Bush Winning Connections, Inc.

ARNIES 2
BEST USE OF TV FOR MULTIPLE MEASURES
Gold: Happy People/Spirit of ’76 Maiden Lane
Silver: You Decide/Balloon/Kids Schubert Flint Public Affairs

BEST USE OF DIRECT MAIL FOR MULTIPLE MEASURES
Silver: Beach/Kick Butt/Couch McNally Temple Associates, Inc.

BEST USE OF AUTOMATED CALLS FOR MULTIPLE MEASURES
Bronze: Message from CSEA President Winning Connections, Inc.

BEST GET OUT THE VOTE FOR MULTIPLE MEASURES
Gold: Alliance GOTV Phil Guarizzo Campaign Consulting