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GOVERNOR ARNOLD SCHWARZENEGGER

March 15, 2008

American Association of Political Consultants

Greetings to all who have gathered for the 2008 Peltie Awards.

I applaud your commitment to upholding ethics and practices that promote greater reemergence in America’s political system. Your efforts help political consultants enhance their profession and provide them with more opportunities to hone their skills. And by recognizing the best of the best at today’s event, you not only honor outstanding achievements, but help maintain your industry’s highest standards.

My congratulations go to all of the 2008 Peltie Award winners here today, especially the students who are being recognized for their great accomplishments. I salute these inspiring young people, along with all of this year’s award winners, for their hard work and excellence.

On behalf of all Californians, I hope you have a pleasant stay in my hometown, and I wish you every continued success.

Sincerely,

Arnold Schwarzenegger

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The Campaign Network

The Campaign Network

Newsletters First

Newsletters First
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Stephen Abbott, Abbott Public Relations
David All, David All Group
Cathy Allen, The Connections Group
Eric Amidon, New York’s Future, LLC
John Angier, The Chadderdon Group
Christopher Arterton, GSPM, The George Washington University
Jeff Ballabon, Ballabon Group LLC
Tony Bawidamann, MWW Group
William Beaman, Campaigns & Elections Magazine
Garrett Biggs, Blair Biggs Campaigns
David Bishop, Americana Media Consulting
Larry Blackrock
Todd Blair, Blair Biggs Campaigns
Jason Bost, Center for U.S. Global Engagement
Jeffrey Browne, The Mallard Consulting
Ben Burger, Stevens Reed & Poehlom
Edward Caiffers, The Clinton Group, Inc.
Sean Carwright, Kennedy Communications
Pete Casale, Burkwood Communications
Liz Chadderdon, The Chadderdon Group
Catherine Charles, Various Campaigns
Brad Chism, Zata/3 Consulting
Ted Christian, ADP

James Clark, American Bankers Association
Monica Cloud
William Connelly, Washington and Lee University
CJ Conrad, Axon Design & Marketing
Christopher Crotty, Crotty Consulting Inc.
Carol Dahmen, Comcast Spotlight
Jim Dandeneau, New York State Senate
Heather Davis, Spot Runner
Casey Delaney, The Tarrance Group
Erin DeLallo, DeLallo & Associates, LLC
Stephen DeMauera, Americans for Job Security
John Diamond, University of Maine System
Brian Donahue, Jamestown Associates
Bridget Douley, APSCME Council 31
Jerry Dowell, Office of Missouri Lt. Governor Peter Kinder
Michael Dubke, Crossroads Media
Jennifer Duffy, The Cook Political Report
Matthew Duffy, Duffy Media, Inc.
Dale Emmons, Emmons & Co., Inc.
Jamie Emmons, Emmons & Co., Inc.
Michael Favilla, New York State Senate
Mindy Finn, CTBS, LLC
Hal Fischer, Mount Vernon Printing Company
Ondine Fortune, Fortune Media, Inc.
Will Fowlkes, AT&T
Sean Gamble
Gail Garbrantd, Ray C. Bliss Institute of Applied Politics
Scott Gelman, Spot Runner
Jessica George, www.PoliticalVoiceovers.com
Harry Giannoulis, The Parkside Group
Denny Glover, AirCongress
Rachel Gorlin, Tipping Point Strategies
Chad Gosselin, Zata/3 Consulting
Gary Graves, Graves Communications
Christie Gross, My Campaign Group
Bob Grossfeld, The Media Guys
Josh Grossfeld, Mammen Group
April Hackney, Hackney & Hackney
Arthur Hackney, Hackney & Hackney
Martha Harbin, Harbin Strategies, LLC
Baha Hariri, Committee on Jobs
H.M. Hatta
Ryan Hawkins, Zata/3 Consulting
Elly Hayes, Global Strategy Group
John “Jack” Hebert, The Mallard Group, Inc.
Michael Hoffman, See3 Communications
Aleita Huqoucin, Aleita & Partners
Terry Hunt, The New Media Firm
Glenn Hurowitz, Democratic Courage
Joe Iesue, Com-Start (Civic Enterprise Network)

Bud Jackson, The Jackson Group
Jennifer Jeffrey, J Jeffrey Company
Marc Jensen, Spot Runner
Juliana Johnson, Urquhart Media, LLC
Tugba Kalafatoglu, Tugba Kalafatoglu and Associates
Benjamin Katz, CompleteCampaigns.com
Josiah Keano, Meridian Pacific, Inc.
Amy Keller, Florida Trend Magazine
Richard Kuchinsky, Opinion Factor, Inc.
Dawn Laguens, Laguens Kally Klose Partners
Norman Leahy, Huntsinger & Jeffer
Iro Lee, Zata/3 Consulting
Mitchell Lester, Lester Connect
Joel LeVangia, Feature Films
Levinson, a-Political
Krista Lewie-Cepero
Matt Lewis, Townhall.com
Jordan Lieberman, Campaigns & Elections Magazine
Wesley Little, Washington and Lee University
Alex Lundy, TargetPoint Consulting
Jared Maynard
Lewis Mazzanti, Political Communication Center, University of Oklahoma
Bill McIntyre, Grassroots Enterprise
Bryan McKim, McKim Strategies
Kristin McLaren, Bushson Creative Strategies
Matthew McMillan, BuzzMaker
Howell Medley, Hynum Thompson Ryder
Michael Meyers, TargetPoint Consulting
Stephanie Miller
Thomas Mills, The Campaign Network
Howard Mortman, New Media Strategies
Dan Mullen, Indie Politics
David Murphy, Valley Industry & Commerce Association
Andrew Myers, Myers Research | Strategic Services
Samuel Nitz
Kevin O’Neill, Grassroots Enterprise
Gary Officer, Political Media, Inc.
Anne Palisi, Faulkner Strategies
Mike Panetta, Grassroots Enterprise
Eric Payne, Eric Payne Consulting
Nathaniel Pearlman, NGP Software
Ryan Peene, Capital Impact Public Affairs
Karen Petel, Mack/Crounse Group
William Pierce, Rhode Island General Assembly
Elizabeth Pines, The Athena Group
Jefrey Pollock, Global Strategy Group
Marcus Povinelli, Lee Zeldin for Congress
Drew Pritt, Pritt Political Consulting
Jason Raibston, GMMI
Sherry Reilly, Grassroots Enterprise
Matt Rexroad, Meridian Pacific, Inc.
Marcus Povinelli, Lee Zeldin for Congress
Drew Pritt, Pritt Political Consulting
Jason Raibston, GMMI
Sherry Reilly, Grassroots Enterprise
Matt Rexroad, Meridian Pacific, Inc.
William Shepard, The Parkside Group
Jared Stinson, Faulkner Strategies
Marty Stone, Stone’s Phones
Milton Stumpus
Andrew Tavani, Aristotle
Sean Tonner, Phase Line Strategies
Ed Traz, The Traz Group
Michael Turk, NCTA
David Urban, ACG
Daniel Urena, MAS Consulting Group, Spain
Debra Vanderbeek, Primary Communications
Steve Verzwyvelt, Southern Strategic Relations
Erika Walters, Terris, Barnes & Walters
Larry Weitzner, Jamestown Associates
Elizabeth Welsh, Executive Communications, Inc.
Marcel Wieder, Communications Group
Stephanie Miller
Paul Seale, Alien Media, Inc.
Audra Shap, Americans for Prosperity
Tom Shepard, Tom Shepard & Associates
Kristen Soltis, The Winston Group
Jason Stanford, Stanford Campaigns
Evan Stavisky, The Parkside Group
Jared Stinson, Faulkner Strategies
Marty Stone, Stone’s Phones
Milton Stumpus
Andrew Tavani, Aristotle
Sean Tonner, Phase Line Strategies
Ed Traz, The Traz Group
Michael Turk, NCTA
David Urban, ACG
Daniel Urena, MAS Consulting Group, Spain
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Marcel Wieder, Communications Group
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THE 2008 POLLIE AWARDS JUDGES

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THE 2008 POLLIE AWARDS JUDGES
POLITICO is proud to partner with the American Association of Political Consultants for the 17th Annual Pollie Awards and Conference which brings together the top political minds to discuss the latest political trends and recognize the best in political and public affairs communications.

POLITICO’s mission is to cover politics — the lifeblood of the nation’s capital — with enterprise, style and impact.

During POLITICO’s inaugural year, we experienced tremendous success in print and online. We are proud to have established the largest circulation of any Capitol Hill publication and on the rapidly growing national audience that faithfully comes to POLITICO.com.

In fact, POLITICO.com broke into the Editor and Publisher and Nielsen Net Ratings Top 30 List of the most popular newspaper web sites, ranking #26 in October and climbing to #15 in January!

POLITICO started 2008 strong, smashing our previous audience records and reaching 5.5 million viewers in February. In coming months we will continue to devote our efforts to becoming your number one political news source covering Capitol Hill, the White House and the Executive branch.
Please join us in recognizing the winning firms and entries within the following categories.

**DIRECT MAIL**

- **National Grassroots/Issue Advocacy/Public Affairs – Under $250,000**
  - **Gold:** Sick and Tired Campaign Media Group
  - **Silver:** Smiling Harry

- **State Grassroots/Issue Advocacy/Public Affairs**
  - **Gold:** Only You
    - The Lukens Company
  - **Silver:** You're Kidding Right
    - McNally Temple Associates, Inc.
  - **Bronze:** Clean Energy
    - MSHC Partners

- **Local Grassroots/Issue Advocacy/Public Affairs – Under $250,000**
  - **Gold:** Archival
    - JDK Marketing & Public Affairs
  - **Silver:** Better Shot
    - Compass Media Group
  - **Bronze:** Never Should Have Happened
    - Mack/Crounse Group

- **State Grassroots/Issue Advocacy/Public Affairs – Bilingual/Multilingual/Foreign Language**
  - **Gold:** Chos: There Are 3 Choices for Council
    - Mission Control, Inc.
  - **Silver:** Snow up to his neck
    - Mammen Group

- **Local Grassroots/Issue Advocacy/Public Affairs – Over $250,000**
  - **Gold:** The Parkside Group
    - The Parkside Group
  - **Silver:** Monopoly
    - Checkmate Consulting

- **State Government**
  - **Gold:** Bi-Partisan Coalition
    - Innovative Advertising
  - **Silver:** Sopranos Mailer
    - Innovative Advertising

- **Local Government**
  - **Gold:** Tall Tales
    - Kennedy Communications

- **Public Agency**
  - **Gold:** An Agency That Works
    - Mack/Crounse Group
  - **Silver:** Loopholes You Can Drive a Hummer Through
    - Stearns Consulting LLC

- **State/Local Ballot Measure – Over $250,000**
  - **Gold:** SB Streets
    - Faulkner Strategies
  - **Silver:** Remember
    - The Eppstein Group, Inc.

- **Local/Regional Ballot Measure – Under $250,000**
  - **Silver:** Gateway
    - Compass Media Group
  - **Bronze:** Imagine...
    - Impressa Communications Group, Inc.

- **State/Local Ballot Measure – Signature Gathering**
  - **Gold:** Follow the Hummer
    - Stearns Consulting LLC
  - **Silver:** Give Us a Chance
    - Meridian Pacific, Inc.

- **State/Local Ballot Measure – Vote-by-Mail Request**
  - **Gold:** Yes on Wavyard – Early Ballot Request
    - HighGround, Inc.
Membership

Gold: LCV 2008 Presidential Primaries Voter Guide
eye2eye communications
Silver: E-Comp Activist
Mack/Crounse Group
Bronze: If I Hurts Our Children Mack/Crounse Group

Honorable Mention:
MTA Membership
MSHC Partners

State/Local Absentee
Chase Mail
Gold: Supervoter
Checkmate Consulting
Silver: This Clown Could Ruin Your Life
Winning Directions

Best Use of Humor
Gold: Tantrums and Antics
MSHC Partners
Silver: Party Crashers
Checkmate Consulting
Bronze: Smoking Patrol
San Francisco Association of Realtors

Honorable Mention:
T-Shirt
Checkmate Consulting

Best Use of Negative/Contrast
Gold: Snow up to his neck
Mammen Group

FUNDRAISING

Direct Mail – National Grassroots/Issue Advocacy/ Public Affairs – Prospect Mailer
Gold: Call on You
Moxie Media
Silver: AI Franken for Senate Launch
Donor Acquisition
Mal Warwick Associates
Bronze: Planned Parenthood Keroack
Laguna Kully Klose Partners

Direct Mail – State/Local Grassroots/Issue Advocacy/ Public Affairs – House Mailer
Gold: Call on You
Moxie Media
Silver: Everyone Gone
Response America
Bronze: AI Franken for Senate Max-Out Appeal
Mal Warwick Associates

Collateral – PAC/Trade Association Program
Gold: Mitch McConnell UPS High Dollar Fundraising
The Lukens Company
Silver: Stronger Together
MSHC Partners

Direct Mail – PAC/Trade Association Program
Gold: Call on You
Moxie Media

Collateral

Billboard
Gold: Newark Billboard
Berman and Company
Silver: Sign of the Times
McNally Temple Associates, Inc.
Bronze: Pakistan People’s Party – International
Barnes Mosher Whitehurst

Mass Transit/Bus Sign
Gold: CWA: Washington Post Unfair Station Domination
GMMB
Silver: Negligent Driving Bus Ads
Berman and Company
Bronze: Hold Your Breath
MSHC Partners

Phones – Live Calls
Honorable Mention:
Futuress
Zataj Consulting

Phones – Automated Calls
Silver: The Rock
Zataj Consulting

Non-Mail Brochure
Gold: Rx Help for Washington – Multilingual Brochures
The Connections Group
Silver: Coal Is Filthy Pamphlet
Strategic Perception Inc.

Most Original/Innovative Collateral Material
Gold: Women of the OCVR Calendar
DMI
Silver: Coal Is Filthy Rally Giveaways/ Aerial Banner
Strategic Perception Inc.
Bronze: Hollywood’s #1 Backlot
Barnes Mosher Whitehurst
Lauter & Partners

Honorable Mention:
White Hats
Stearns Consulting LLC

Yard/Outdoor Sign
Gold: Berks Renaissance
Precision Politics
Silver: I’m a Health Care Voter
The New Media Firm
Bronze: Closed
Moxie Media

Honorable Mention:
The Harry Potter Sign
Barnes Mosher Whitehurst
Lauter & Partners

Doorhanger
Gold: Polar Bear
Mercury
Silver: Shops Doorhangers
JDK Marketing & Public Affairs
Bronze: Experienced Community Leadership
Winning Directions

Logo
Gold: Hands
McNally Temple Associates, Inc.
Silver: Energize With Natural Gas
Rainmaker Media Group
Bronze: Erick Erickson Logo
The Stoneridge Group

Honorable Mention:
Max Wells for Dallas Mayor
The Epstein Group, Inc.
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• 66 percent of voters with no political affiliation
• $1.1 percent women, 46.9 percent men
• 24.8 percent HH >$75,000

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<td>GlobalSecurity.org</td>
<td>MyFamily</td>
</tr>
<tr>
<td>Associated Press</td>
<td>HarpersBazaar.com</td>
<td>Real.com</td>
</tr>
<tr>
<td>Autotrader</td>
<td>Hollywood.com</td>
<td>USA Today</td>
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<td>Comcast</td>
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- NO on Prop 92 & 93
- NO on Prop 92 & 93
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- Time to Choose a New Republican President!
- Time to Choose a New Republican President!

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gettyimages.com/political
State Grassroots/Issue Advocacy/Public Affairs
Gold:
- Poor Coverage
  North Woods Advertising
- Treating Room
  RBI Strategies and Research/ Launch Advertising
Bronze:
- TVAUS Fly IL
  Joe Slade White and Company, Inc.
Honorable Mention:
- TVAUS Present TN
  Joe Slade White and Company, Inc.

Local Grassroots/Issue Advocacy/Public Affairs
Silver:
- Max Wells for Mayor
  The Epstein Group, Inc.
Bronze:
- Save Water
  The Epstein Group, Inc.
Honorable Mention:
- Peter Tesei – “Strong Leader”
  Spot Runner

National Organization
Gold:
- Being Green
  North Woods Advertising
Silver:
- Robert Wood Johnson
  Foundation: “Reasons”
  GMMB
Bronze:
- Environmental Defense Fund “Leadership”
  Strategic Perception Inc.
Honorable Mention:
- Pelosi
  Jamestown Associates

State/Local Organization
Best Use of Negative/Contrast – Grassroots/Issue Advocacy/Public Affairs
Silver:
- Ford’s Theatre Society “Gala”
  APCO Worldwide
Honorable Mention:
- OVHA: “Healthy as a Horse”
  The Guice Agency

State/Local Ballot Measure
Silver:
- Marvin Bissel – “Biro Who?”
  The Guice Agency/CAYU Productions
Bronze:
- Como Carano – DA
  The Primetime Agency, LLC
Honorable Mention:
- 50 Kids
  Laguens Kelly Klose Partners

Best Use of Negative/Contrast – State/Local Ballot Measure
Gold:
- Thanks Union B osses
  Berman and Company
Silver:
- Welcher Bobby Mathieson for Delegate
  Fletcher Rowley Chao Riddle Inc.
Bronze:
- Promises
  Leviathan
Honorable Mention:
- Louise, Louise
  Johnson Clark Associates

Best Non-Broadcast Video
Silver:
- Walk a Day in My Shoes – Obama
  The New Media Group
Bronze:
- World Class Bob Clement for Mayor
  Fletcher Rowley Chao Riddle Inc.

INTERNET/ELECTRONIC MEDIA
The AAPC Polkie Awards for Excellence in Digital Media – Brought to You by Yahoo!
Gold:
- Majority Watch
  Mercury
Silver:
- Sportsmen for the Wyoming Range
  Public Affairs Company
Bronze:
- Fly PAC
  Moran & Associates
Silver:
- The UN Foundation – On Day One
  MSHC Partners
Bronze:
- Sick of Blue Cross Website
  Blackrock Associates
Honorable Mention:
- ACEC – Stop Check Out Fees
  Grassroots Enterprise

Local Grassroots/Issue Advocacy/Public Affairs
Silver:
- Partnership for North Carolina’s Future
  Capstrat
Bronze:
- World Class Bob Clement for Mayor
  Fletcher Rowley Chao Riddle Inc.

Gold, Service
- Jamestown Associates

Honorable Mention:
- Joe Slade White and Company, Inc.

Internet Ad – More Than 60 Seconds
Gold:
- Jamestown Associates

Honorable Mention:
- ACEC – Stop Check Out Fees
  Grassroots Enterprise

State Grassroots/Issue Advocacy/Public Affairs
Gold:
- Sick of Blue Cross Website
  Blackrock Associates

Silver:
- The UN Foundation – Gift to the World
  Siegel & Company
Bronze:
- Fair Food Foundation
  Seattle Climate Action Now (SeattleCAN)
Silver:
- The UN Foundation – On Day One
  MSHC Partners
Bronze:
- Sick of Blue Cross Website
  Blackrock Associates
Honorable Mention:
- ACEC – Stop Check Out Fees
  Grassroots Enterprise

State Organization
Gold:
- Iowa Republican Party
  ElectionMall Technologies, Inc.
Silver:
- Illinois Republican Party
  Online Rebranding
  The Stoneridge Group
Bronze:
- VoteFor1.org
  ElectionMall Technologies, Inc.
Honorable Mention:
- Floyd IA Democrats
  electyou.com

U.S. Senate
Gold:
- Fair Food Foundation
  MSHC Partners
Silver:
- Clean Sky Coalition Website
  Strategic Perception Inc.
Bronze:
- Jim Inhofe for Senate: Website and Flash Page
  Strategic Perception Inc.
5 Ways Candidates Can Use LinkedIn

"If Barack Obama wins Iowa, it will be due to the fact that he 'gets' social networking."
- Jonathan Alter, Newsweek editor, October 2007

So whether you're out front stump[ing] or behind the scenes running a campaign, LinkedIn should be an effective part of your e-campaign strategy. LinkedIn can connect your candidate with voters, fundraisers, and volunteers. It can communicate your campaign's message to highly influential business professionals, targeting voters in specific geographic areas. And it can trigger conversations that mobilize grassroots support for your candidate.

1. **Create a positive online brand.**
   Use the "Profile" sections to distinguish your candidate from the pack, to extend the communication lines of a government official, or to tout the successes of a campaign consultant. Check out these examples: www.linkedin.com/in/johnensign, www.linkedin.com/in/barackobama, www.linkedin.com/in/davidson. Claim the "nameplate" web link like these profiles do, and move your profile to the top of a Google hit list.

2. **Target key voters.**
   Use LinkedIn's "InMail" or "Invitation" functions to reach influential voters, particularly high-level executives and professional audiences. The average LinkedIn member has a household income of $100,000; 75% are 29 or older. More than 1.5 million are C-level executives.

3. **Identify voters and contributors.**
   Use the "Advanced Search" function to find and target voters and potential contributors in specific geographic areas, at specific companies, or within specific industries.

4. **Research business issues.**
   Use the "Answers" feature to get pertinent input from LinkedIn's 19 million engaged business professionals on issues that matter—and to answer their questions.

5. **Highlight endorsements.**
   Use the "Recommendations" feature on your candidate's profile to post endorsements from key interest and constituent groups.

Create your profile at www.linkedin.com
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Southern California Firefighters Voter Guide
Northern California Firefighters Voter Guide

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Also Announcing...
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* Supporter-generated content avoids spam filters.

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- Keep pace with your peers
- Build monthly income, both pre- and post-campaign***
- Use Media Curves analysis to get a piece of the TV Ad pie
- Web 2.0 stealth sites drive content and donations
- Utilize your own branded Voter Vision website to drive new business

** 12.2% of every subscription/figure based on a typical Congressional candidate.
*** Voter Vision will be launching Constituent Vision Q3 '08.

http://votervision.us  gary@votervision.us

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PHONES

Live Calls

State/Local Organization
Bronze: Wisdom for the Future
Stones’ Phones
Honorables Mention: Michael Moore’s SICKO
Winning Connections, Inc.
Honorables Mention: SEIU Local 775 Recruitment Test
Winning Connections, Inc.

State/Local Ballot Measure
Gold: Oakland As
Zata3 Consulting
Silver: Winner by a Nose
Zata3 Consulting
Bronze: Under the Radar Screen
Zata3 Consulting

State/Local Government
Bronze: New Movers
Zata3 Consulting
Honorables Mention: Nashville Downtown Bedder Schools
The Clinton Group, Inc.

Chase Call
Gold: Trust Henry Jones With Your Retirement
Zata3 Consulting
Silver: Signature Revocation Saves Panhandle Town
The Clinton Group, Inc.
Bronze: AARP Divided We Fail Recruitment
Winning Connections, Inc.

GOTV Call
Bronze: Don’t Forget to Vote – Leave a Post-It Note!
Stones’ Phones
Honorables Mention: The Early Vote Gets the Win
Stones’ Phones

Automated Calls
State/Local Grassroots/Issue Advocacy/Public Affairs
Gold: Spoiled Food and Bad Business
Zata3 Consulting
Silver: DC Vote Hotline
Winning Connections, Inc.
Bronze: No River Tax-Political Action Committee
GOTVcalls.com

National Organization
Silver: LIVESTRONG
Zata3 Consulting
Bronze: American Physical Therapy Association Patch
Winning Connections, Inc.
Honorables Mention: Sierra Club Energy Accountability
Winning Connections, Inc.

Best Use of Telephone – Town Hall Call/Forum Call
Gold: Explaining the Bad News
Zata3 Consulting
Silver: DCCC Small Donor Pep Rally
Zata3 Consulting
Bronze: Where’s Hillary?
Zata3 Consulting

State/Local Grassroots/Issue Advocacy/Public Affairs
Gold: Lord’s Ark
Zata3 Consulting
Bronze: Congress on the Corner
Zata3 Consulting
Honorables Mention: Speaking to the People
Stones’ Phones

Public Agency
Honorables Mention: Urgent Hurricane Preparedness
Michael Smith

State/Local Ballot Measure
Zata3 Consulting
Silver: Next Exit: Better Roads
Stones’ Phones
Bronze: No Elevator
Zata3 Consulting
Honorables Mention: Community College Yes – Absentee
Vote Reminder
Cardinal Communication Strategies

State/Local Organization
Bronze: Pop Quiz
Stones’ Phones
Honorables Mention: Ortego Co. GOTV – State Sen.
James Seward
The Casale Group

Gold: Lowrey’s Ark
Zata3 Consulting
Bronze: Congress on the Corner
Zata3 Consulting
Bronze: Chief Language
Zata3 Consulting

Bilingual/Multilingual/Foreign Language
Silver: Hungry for Respect
Zata3 Consulting
Bronze: Edwin Call
Innovative Advertising
Honorables Mention: Who Will Save Harry Potter?
Stones’ Phones

Best Use of Negative/Contrast
Silver: Run Wooten Run!
Zata3 Consulting
Bronze: Nutter for Mayor
Zata3 Consulting
Honorables Mention: VA Coordinated Campaign
Zata3 Consulting

Most Innovative Use of Automated Technology
Bronze: Clean My Ride
Winning Connections, Inc.
Honorables Mention: In Their Own Words
Stones’ Phones

Silver: What Happens in Vegas Rarely Stays in Vegas
The Clinton Group, Inc.
Honorables Mention: AARP Fraud Prevention
Winning Connections, Inc.

National Grassroots/Issue Advocacy/Public Affairs
Silver: Here, Let Me Write It for You!
Executive Communications, Inc.
Bronze: Elect Me to the Senate
Zata3 Consulting

Gold: Here, Let Me Write It for You!
Executive Communications, Inc.
Silver: Elect Me to the Senate
Zata3 Consulting
Bronze: Elect Me to the Senate
Zata3 Consulting

Honorable Mention: Let Sleeping Dogs Lie
Zata3 Consulting

Public Agency
Honorables Mention: Fight the Lies
Stones’ Phones

Best Use of Humor
Silver: Run Wooten Run!
Zata3 Consulting
Bronze: Nutter for Mayor
Zata3 Consulting
Honorables Mention: VA Coordinated Campaign
Zata3 Consulting

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Stones’ Phones

Silver: What Happens in Vegas Rarely Stays in Vegas
The Clinton Group, Inc.
Honorables Mention: AARP Fraud Prevention
Winning Connections, Inc.
Patch-Through Program for Grassroots Advocacy

Gold: Stop the Ad Stones’ Phones
Silver: Tell Your Senator Stones’ Phones
Bronze: Support for Patient Equity The Clinton Group, Inc.
Honorable Mention: American Physical Therapy Association Patch Winning Connections, Inc.

CAMPAIGNS

Television Campaign
Gold: How Michael Nutter Moved From Last to First The Campaign Group
Silver: On Proposition 93 JohnsonClark Associates
Bronze: Don’t Let Them Tell You NOW Communications Group, Inc.
Honorable Mention: I Am a Woman A-Political

Field/Phone Campaign
Bronze: Buckley for Supervisor Mail Plan Mack/Crounse Group
Honorable Mention: Luke Ravenstahl for Pittsburgh Mayor Gold Communications

Field/Phone Campaign
Silver: Dead Cow Curtis Scott Advertising Inc.
Bronze: Jeopardy Checkmate Consulting
Honorable Mention: Door to Door Checkmate Consulting

Direct Mail
Gold: Croc Hunter Innovative Advertising

Radio
Gold: Easy Cover RapidResponse Media, Inc.
Silver: Rabbits 1st Strike Creative
Bronze: Skunks 1st Strike Creative

Internet/Electronic Media Campaign
Silver: Nevada Caucus ‘08 – Voter Education Initiative KSR Strategy Group
Bronze: Wexler Wants Hearings Campaign Impact Politics

SHOULDHA, WOULDHA, COULDA

Television
Gold: Intro Greg Intro Greg
Silver: Issue 21, School Levy Jacob Fatkins
Bronze: Intro – Kandid Koss Drew Veeneman

Radio
Gold: Easy Cover RapidResponse Media, Inc.
Silver: Rabbits 1st Strike Creative
Bronze: Skunks 1st Strike Creative

Internet/Electronic Media – Internet Communications/Advertising
Silver: Northfield – No on 41 and 48 OneSource Strategies
Bronze: Doggie Howser Attack Ad Drew Veeneman

Best Fundraising
Silver: Where Will Tom Go Next? Robert Albert
Bronze: The Republican Choice Brian Jobe

Best Phone Calls
Gold: Mayor Godfrey Phone Campaign Jessica Fawson
Silver: Intro Greg Intro Greg
Bronze: The Comeback Kid Comes Back Zata|3 Consulting

Best Television Ad
Gold: Values Matter Chris Brooks
Silver: Intro Greg Intro Greg
Bronze: Door to Door Checkmate Consulting

STUDENT

Best Direct Mail
Gold: Intro Greg Intro Greg
Silver: Intro Greg Intro Greg
Bronze: Intro – Kandid Koss Drew Veeneman

Best Radio Ad
Gold: Intro Greg Intro Greg
Silver: Intro Greg Intro Greg
Bronze: Intro Greg Intro Greg

Best Use of New Media
Gold: Doggie Howser Attack Ad Drew Veeneman
Silver: Website GregGoodnight.com
Bronze: Website GregGoodnight.com

Best Use of New Technology
Gold: Save San Onofre Phil Giarrizzo Campaign Consulting
Silver: Where to Canvas? Zata|3 Consulting
Bronze: Google Maps and District Lines Zata|3 Consulting

Honorable Mention: Size Matters LSG Strategies

Best Volunteer Recruitment Program
Gold: Volunteers Accomplish the Impossible in Utah! FieldWorks
Silver: Volunteers Accomplish the Impossible in Utah! FieldWorks
Bronze: Volunteers Accomplish the Impossible in Utah! FieldWorks

Honorable Mention: Size Matters LSG Strategies

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