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II. NATIONAL ANTHEM

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AAPC THANKS THOSE WHO MADE THE 2012 POLLIE AWARDS & CONFERENCE A SUCCESS

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POLLIE WINNERS
**Overall Campaigns - Candidate**

**A01 - Direct Mail Campaign - Republican**

**2012 Gold**  
Who’s Not Voting for Carona?  
Allyn Media

**2012 Bronze**  
Mary Pat & Caroline  
thetrazgroup

**A02 - Direct Mail Campaign - Democrat**

**2012 Silver**  
Chad Lauga for State Representative  
Mad Dog Mail

**2012 Bronze**  
Dave Marsden for State Senate  
Gumbinner & Davies Communications

**2012 Honorable Mention**  
Shilling for WI State Senate  
The Strategy Group

**A03 - Direct Mail Campaign - Third Party**

**2012 Bronze**  
Fort Worth Heritage  
Allyn Media

**A04 - Internet Campaign - Republican**

**2012 Silver**  
Bachmann for President Online Campaign  
Campaign Solutions/Connell Donatelli, Inc.

**A05 - Internet Campaign - Democrat**

**2012 Silver**  
CHICAGO FOR RAHM EMANUEL  
Bully Pulpit Interactive

**A06 - Internet Campaign - Third Party**

**2012 Gold**  
Mobile Application for the Green Party of Canada  
Purple Forge

**A09 - Phone/Field - Third Party**

**2012 Bronze**  
Bill John Baker for Chief  
Winning Connections, Inc.

**A10 - TV/Radio Campaign - Republican**

**2012 Gold**  
Ron Paul Series  
FP1 Strategies

**A11 - TV/Radio Campaign - Democrat**

**2012 Gold**  
Michael Hancock for Mayor - Full Campaign  
Putnam Partners, LLC

**2012 Silver**  
Chicago For Rahm  
AKPD Message & Media

**2012 Bronze**  
Madeline for Mayor  
Revolution Political Media

**2012 Honorable Mention**  
Jim Hood for Attorney General  
SKDKnickerbocker

**A13 - Best Use of Negative Contrast - Republican**

**2012 Silver**  
Darling Recall  
Right Angle Consulting

**2012 Bronze**  
Ron Paul Negative Contrast  
FP1 Strategies

**A14 - Best Use of Negative Contrast - Democrat**

**2012 Silver**  
Kenny Cox for State Representative  
Mad Dog Mail

**2012 Bronze**  
Aaron Reardon - Negative TV Campaign  
Fletcher Rowley Inc.

**Overall Campaigns - Ballot/Initiative**

**A25 - Direct Mail Campaign**

**2012 Gold**  
We Are Ohio / No on Issue 2  
Jonathan Varner & Associates

**2012 Silver**  
Highway 82 Campaign  
Murphy Turner Associates

**A26 - Internet Campaign**

**2012 Bronze**  
We Are Ohio - Online Media Campaign  
The New Media Firm

**A22 - Special Election - Republican**

**2012 Gold**  
Darling Recall  
Right Angle Consulting

**2012 Bronze**  
Campella for Assessor  
Buisson Creative Strategies

**2012 Honorable Mention**  
Bob Turner for Congress  
thetrazgroup

**A23 - Special Election - Democrat**

**2012 Gold**  
Liz Mathis for Iowa State Senate  
Pivot

**2012 Bronze**  
Stick Together :30 TV, Change Congress :30 TV,  
Your Voice Is Your Vote/Tu Voto Es Tu Voz :30 TV  
North Woods Advertising

**2012 Honorable Mention**  
James Anderson for Powell County Judge Executive  
Emmons and Company, Inc.

**A24 - Special Election - Third Party**

**2012 Bronze**  
Bill John Baker for Chief  
Winning Connections, Inc.
A27 - Phone/Field
2012 Gold
A New School for Pike Road
Zata|3 Consulting
2012 Bronze
Improving Education in Gwinnett County
Winning Connections, Inc.

A28 - TV/Radio Campaign
2012 Gold
We Are Ohio: No On Issue 2
The New Media Firm
2012 Silver
No on 26 – full campaign
76 Words
2012 Bronze
Recall the Republicans
Progressive Change Campaign Committee
2012 Honorable Mention
One Zoo For All
CRAFT | Media/Digital

A30 - Best Use of Humor
2012 Silver
"Stupid Municipalization!"
Trilogy Interactive

A31 - Best in Show
2012 Silver
Penguin
Axiom Strategies
2012 Bronze
"Stupid Municipalization!"
Trilogy Interactive

A34 - Phone/Field
2012 Silver
Get A Plan
Rainmaker Inc.
2012 Bronze
Mobile Applications for the
American Petroleum Institute
Purple Forge
2012 Honorable Mention
Pink Slip Rick
Buzz2Maker

A35 - TV/Radio Campaign
2012 Gold
Red Carriage
GMMB
2012 Silver
Secondhand Smog
GMMB
2012 Bronze
The Association of American Railroads
2011
SKDKnickerbocker
2012 Honorable Mention
Station Casinos “Team Member”
Campaign
Strategic Perception Inc.

A36 - Best Use of Negative Contrast
2012 Silver
Ayn Rand vs Jesus
Eleison, LLC
2012 Bronze
Stop Wilmot s Casino (5 pieces)
BerlinRosen
2012 Honorable Mention
Battle for Bristol Bay
Hackney & Hackney, Inc.

A37 - Best Use of Humor
2012 Gold
Colbert Super PAC
Campaign Solutions/Connell
Donatelli, Inc.
2012 Silver
NRSC
Richard Sales Media, LLC
2012 Bronze
There’s An App for That
CRAFT | Media/Digital
2012 Honorable Mention
Really, Newt?
AFSCME

A38 - Best in Show
2012 Gold
Nunamta
Hackney & Hackney, Inc.
2012 Silver
Defending Swipe Fee Reform
Penn Schoen Berland
2012 Bronze
Get A Plan
Rainmaker Inc.
2012 Honorable Mention
A Bridge to a Sustainable Future
Davies
2012 Honorable Mention
American Corn Farmers
Young Ideas

Collateral - Candidate
B01 - Door hangers
2012 Bronze
Ballot
The Beytin Agency
2012 Honorable Mention
What Do You Like Best About Malta?
Tara Thomas Design

B02 - Logo
2012 Silver
Maczka Logo
Murphy Turner Associates
2012 Bronze
Kyle Kacal for State Representative
365 Strategies
2012 Honorable Mention
Run Ed Run! Logo
Left Coast Communications

B03 - Most Original/Innovative Collateral Material
2012 Gold
Murphy Activity Book
Gumbinner & Davies Communications
2012 Silver
Run Ed Run! Signs and Logo
Left Coast Communications
2012 Bronze
Tax Merge
LRW Consulting
2012 Honorable Mention
The Ed Lee Story: An Unexpected Mayor Book
Left Coast Communications
**Collateral - Ballot/Initiative**

**B05 - Door hangers**
2012 Bronze
Build It Now Sioux Falls Door Hanger
Public Affairs Company
2012 Honorable Mention
Election Weekend
Jonathan Varner & Associates

**B06 - Logo**
2012 Silver
No on O
Powers Communications
2012 Bronze
Message By Logo
Melamed Communications, LLC
2012 Honorable Mention
No on I-1125
Northwest Passage Consulting

**B07 - Most Original/Innovative Collateral Material**
2012 Gold
Butterflies
Chris Russell Consulting LLC
2012 Bronze
Build It Now Sioux Falls Tabletop Tent
Public Affairs Company

**B08 - Yard/Outdoor Sign**
2012 Bronze
Billings Library Initiative
Greenlight Media Strategies
2012 Honorable Mention
S.O.S.
Hackney & Hackney, Inc.

**Collateral - Public Affairs**

**B09 - Door hangers**
2012 Gold
Edward II - Doorhanger
Left Coast Communications

**B10 - Logo**
2012 Gold
TSTA, ‘Day of Action’ Campaign Logo
Message Audience & Presentation, Inc.

**B11 - Most Original/Innovative Collateral Material**
2012 Gold
Lawn Whisperer Standup Display
The Epstein Group
2012 Silver
Fix Our Public Schools - Put Kids First
Tom Shepard & Associates, Inc.
2012 Bronze
STOP (Sign) Wasteful Spending
UPT Strategies
2012 Honorable Mention
Save SC ETV collateral mail piece
First Tuesday Strategies

**B12 - Yard/Outdoor Sign**
2012 Gold
Marcellus Good For Us
Rainmaker Inc.
2012 Silver
Marcellus Good For Us Signage
Rainmaker Inc.
2012 Bronze
Lawn Whisperer/Looks Like Another victim - Billboard
The Epstein Group
2012 Honorable Mention
Don’t Mess with Vernon Jobs
SCN Strategies

**Collateral - Overall**

**B13 - Billboard**
2012 Gold
HumaneWatch’s Lassie Times Square Ad
Berman and Company
2012 Silver
CWA/1199SEIU/IUE: Tell Kaleida Hospital Management Focus on the front line, not just the bottom line.
BerlinRosen

**Direct Mail - Public Affairs**

**C100 - Advocacy/Grassroots Lobbying - State/Local**
2012 Gold
A Main Street for Carmel Valley
Davies
2012 Bronze
Coffee Talk
Goddard Gunster
2012 Honorable Mention
Run Over
Gumbinner & Davies Communications

C103 - For Membership Organization
2012 Gold
MCA Tool Box
The Dover Group
2012 Bronze
SEIU - Take Our Economy Back
Argo Strategies
2012 Honorable Mention
X-ray/Merger
Blue&Read

C105 - Best Use of Negative Contrast
2012 Honorable Mention
Building a Better Georgia - Sleeping With the Enemy
Mad Dog Mail

C108 - Best Use of Variable Data Printing
2012 Silver
OEA “Post-it Notes”
Gumbinner & Davies Communications

Direct Mail - Candidate
C11 - For State Legislature - Republican
2012 Bronze
Washing Machine
thetrazgroup
2012 Honorable Mention
Overcoming the Odds...Again
thetrazgroup

C12 - For State Legislature - Democrat
2012 Silver
Phone Call
Kennedy Communications
2012 Bronze
Map
Gumbinner & Davies Communications
2012 Honorable Mention
Homegrown
The Beytin Agency

C13 - For State Legislature - Third Party
2012 Bronze
Popcorn Trail
Media Directions, Inc.

C14 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Republican
2012 Silver
Unemployment
Cold Spark Media
2012 Bronze
Rally for Life
Argo Strategies
2012 Honorable Mention
Deputy
Powers Communications

C15 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Democrat
2012 Bronze
Wall
The Beytin Agency
2012 Honorable Mention
TOY Die Cut
Pivot
2012 Silver
Landry PUPPY
Oursu Beychok

C16 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Third Party
2012 Silver
Redress & Reparations
Imprenta Communications Group, Inc.
2012 Bronze
Redress & Reparations
Imprenta Communications Group, Inc.
2012 Honorable Mention
Safe Crossing!
AH Strategies & Majority Designs

C18 - For National/State Organization - Democrat
2012 Silver
Adam’s Story
The Beytin Agency
2012 Bronze
Extremist Dick Black
The Chadderdon Group
2012 Honorable Mention
Teacher
The Beytin Agency

C20 - For Local/Municipal/Regional Organization - Republican
2012 Bronze
Spelling Bee
Chris Russell Consulting LLC

C21 - For Local/Municipal/Regional Organization - Democrat
2012 Bronze
Alice - Stupidest Tea Party
The Strategy Group

C27 - For Membership Organization - Democrat
2012 Bronze
Greatest Hits
Blue&Read

C30 - GOTV - Statewide/Local - Democrat
2012 Bronze
Marquee
Blue&Read

C33 - Slate - Statewide/Local - Democrat
2012 Bronze
Homegrown
The Beytin Agency
2012 Honorable Mention
Reform This
The Beytin Agency

C35 - Vote - By - Mail Ballot Request - Republican
2012 Bronze
Hit Back
thetrazgroup

C36 - Vote - By - Mail Ballot Request - Democrat
2012 Silver
Donkey Kick
Gumbinner & Davies Communications

C45 - Independent Expenditure Campaign - State Legislature - Democrat
2012 Gold
Cowles Cell Phone (Wisconsin Recall)
Gumbinner & Davies Communications
2012 Bronze
Sell out our future
Gumbinner & Davies Communications
2012 Honorable Mention
Protecting the Outdoors
VBR Designs

C48 - Independent Expenditure Campaign - Local/Municipal/Regional - Democrat
2012 Gold
Hosed
Blue&Read
2012 Silver
Victory Fund - Home
Mad Dog Mail
2012 Bronze
CWA Working Voices PAC: If Jane Corwin has her way, Medicare won’t be there for us when we need it
BerlinRosen
2012 Honorable Mention
Not Typical
San Francisco Association of Realtors

C49 - Independent Expenditure Campaign - Local/Municipal/Regional - Third Party
2012 Silver
Safer Palm Springs
Freeman Public Affairs

C54 - For Coordinated Campaign - Democrat
2012 Silver
This Close
Gumbinner & Davies Communications

2012 Bronze
Total Control
Gumbinner & Davies Communications

2012 Honorable Mention
Not Typical
San Francisco Association of Realtors

C58 - Bilingual/Multilingual/Foreign Language - Nationwide - Third Party
2012 Bronze
The Sequoyah Syllabary
Majority Designs

C63 - Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional - Democrat
2012 Silver
David Chiu for San Francisco Mayor2
Imprenta Communications Group, Inc.

2012 Bronze
David Chiu for San Francisco Mayor1
Imprenta Communications Group, Inc.

2012 Honorable Mention
Not Typical
San Francisco Association of Realtors

C66 - Best Use of Illustration - Democrat
2012 Gold
Murphy Activity Book
Gumbinner & Davies Communications

2012 Bronze
Crimefighter
Blue&Read

2012 Honorable Mention
Superhero
Pivot

2012 Silver
Alice in Wonderland
Gumbinner & Davies Communications

C67 - Best Use of Illustration - Third Party
2012 Honorable Mention
Jack Davis for Congress Tabloid
The Campaign Network

C68 - Best Use of Humor - Republican
2012 Bronze
Broccoli
Chris Russell Consulting LLC

2012 Honorable Mention
Survivor
Powers Communications

C74 - Best Use of Negative Contrast: State/Statewide - Republican
2012 Silver
Handcuffs
Chris Russell Consulting LLC

2012 Bronze
Dan’s mail
thetrazgroup

2012 Honorable Mention
Titanic
thetrazgroup

C77 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican
2012 Bronze
Survivor
Powers Communications

2012 Honorable Mention
This Guy
Chris Russell Consulting LLC

C78 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat
2012 Gold
Rap Sheet (Wisconsin Recall)
Gumbinner & Davies Communications

2012 Silver
Double Trouble
Kennedy Communications

2012 Bronze
Deficit
Kennedy Communications

2012 Honorable Mention
Victory Fund - Lure
Mad Dog Mail

C79 - Best Use of Negative Contrast - Local/Municipal/Regional - Third Party
2012 Honorable Mention
“Women Won’t Be Silenced”
Freeman Public Affairs

C80 - For Special Election - Direct Mail - Republican
2012 Silver
Redondo Beach Election News
Gilliard Blanning & Associates, Inc.

2012 Bronze
Bob Turner for Congress (NY09)
thetrazgroup

C81 - For Special Election - Direct Mail - Democrat
2012 Gold
1199SEIU Federal PAC:
Cut Medicare? Jane Corwin supports a plan to end Medicare as we know it for families like the _______.
BerlinRosen

2012 Silver
Hands
Kennedy Communications

2012 Bronze
Dan’s mail
thetrazgroup

2012 Honorable Mention
Titanic
thetrazgroup

C75 - Best Use of Negative Contrast: State/Statewide - Democrat
2012 Bronze
Stephen Ortego - Steak
Mad Dog Mail
2012 Silver
Silence
Imprenta Communications Group, Inc.
2012 Bronze
Redress
Imprenta Communications Group, Inc.
2012 Honorable Mention
Paul Woody - Football
Mad Dog Mail

2012 Honorable Mention
Jake Zimmerman - FAIR Plan
Mad Dog Mail

C82 - For Special Election - Direct Mail - Third Party
2012 Bronze
Jack Davis for Congress Tear Off
The Campaign Network
2012 Honorable Mention
The Fables of Tsistu
AH Strategies & Majority Designs

Direct Mail - Ballot/Initiative

C83 - For State/Statewide Campaigns
2012 Gold
Louisiana - Don’t Play Games
TargetSmart Communications
2012 Silver
Cookies
Jonathan Varner & Associates
2012 Bronze
Cookies
Jonathan Varner & Associates
2012 Honorable Mention
Boots
Jonathan Varner & Associates

C84 - For County Campaigns
2012 Bronze
Highway 82 - Right Turn
Murphy Turner Associates
2012 Honorable Mention
Highway 82 - Bus
Murphy Turner Associates

C85 - For City Campaigns
2012 Gold
I CAN MAKE A DIFFERENCE
TurpinMcLaughlin Communications / Ariane Lehem and Associates
2012 Silver
Build It Now Sioux Falls Heaven
Public Affairs Company
2012 Bronze
Campaign for a Healthy Denver
BerlinRosen
2012 Honorable Mention
Anton

The Campaign Workshop
C86 - For National/State Organization
2012 Gold
Protect Our Protectors
Jonathan Varner & Associates
2012 Silver
History is made by those who vote
Gumbinner & Davies Communications
2012 Bronze
Boots
The Campaign Workshop
2012 Honorable Mention
OEA “Singled Out”
Gumbinner & Davies Communications

C87 - For Local/Municipal/Regional Organization
2012 Gold
Penguins
Axiom Strategies
2012 Bronze
New Library Ballot Initiative Committee
Greenlight Media Strategies
2012 Honorable Mention
Voter Guide
Powers Communications

C88 - For Membership Organization
2012 Silver
Protect Our Protectors
Jonathan Varner & Associates
2012 Bronze
“Singled Out”
Gumbinner & Davies Communications
2012 Honorable Mention
A Little Tweaking
San Francisco Association of Realtors

C89 - GOTV - State/Local
2012 Gold
OEA “Post-it Notes”
Gumbinner & Davies Communications
2012 Silver
History is made by those who vote
Gumbinder & Davies Communications
2012 Bronze
Panorama
Jonathan Varner & Associates

C90 - Vote - by - Mail Ballot Request
2012 Gold
Our Time is Now
Jonathan Varner & Associates
2012 Silver
Protect Our Protectors
Jonathan Varner & Associates

C91 - Bilingual/Multilingual/Foreign Language
2012 Silver
Tools
Powers Communications

C92 - Best Use of Humor
2012 Gold
Scapegoats
Jonathan Varner & Associates
2012 Silver
Wheel of Waste
Axiom Strategies

C93 - Best Use of Illustration
2012 Gold
Cookies
Jonathan Varner & Associates
2012 Silver
TLC
San Francisco Association of Realtors
2012 Bronze
A Little Tweaking
San Francisco Association of Realtors

C94 - Best Use of Negative Contrast
2012 Bronze
Chalkboard
Independence Strategy
2012 Silver
Scapegoats
Jonathan Varner & Associates

Direct Mail - Public Affairs

C97 - Local Government
2012 Silver
TLC
San Francisco Association of Realtors
2012 Bronze
A Little Tweaking
San Francisco Association of Realtors

C98 - National Public Affairs
2012 Gold
Oil Money Funds Terrorism
Gumbinner & Davies Communications

Field - Candidate

D02 - Best GOTV Program
2012 Silver
Over the Hill and Through the Woods GOTV in the Northwoods
Grassroots Solutions
D03 - Best Use Of New Technology
2012 Gold
Cyrus
Nasica Consulting

D04 - Best Walk Piece
2012 Silver
Tested, Trusted, Tough.
The Strategy Group
2012 Bronze
Leadership. Progress. Results.
Katzing Creative Ways
2012 Honorable Mention
Promises Kept
Katzing Creative Ways

Field - Ballot/Initiative

D05 - Best Absentee Program
2012 Bronze
Build It Now Sioux Falls Absentee Program
Public Affairs Company

D06 - Best GOTV Program
2012 Bronze
Build It Now Sioux Falls GOTV Plan
Public Affairs Company

Field - Public Affairs

D07 - Best Absentee Program
2012 Silver
Alguien tenía que decirlo
S.C.P,F

D08 - Best GOTV Program
2012 Silver
Minnesota Idea Open: Voting on a Stick at the
Minnesota State Fair
Grassroots Solutions

Fundraising - Candidate

E01 - House Mailer - Republican
2012 Silver
U.S. Senator Jim Inhofe (R-OK): Dove Hunt
Invitation and Save The Date Materials
Sagac Public Affairs
2012 Bronze
Iowa Spark
HSP Direct LLC
2012 Bronze
Thune 2011 Handwritten Note
The Lukens Company

E02 - House Mailer - Democrat
2012 Bronze
Democratic Party of Wisconsin - Poster
Rapid Returns

E04 - Prospect Mailer - Republican
2012 Honorable Mention
Obama Buck
Meridian Central Public Affairs
2012 Honorable Mention
Oklahoma Senator Dan Newberry (R-OK): Phantom Cowboy Major Donor Prospect Invitation
Sagac Public Affairs

E05 - Prospect Mailer - Democrat
2012 Bronze
Democratic Party of Wisconsin - Walker Reverse
Envelope
Rapid Returns
2012 Honorable Mention
Ravenstahl Invite Package
Gold Communications

E07 - Best Use of Online Fundraising - Republican
2012 Bronze
The Iowa Fund
Active Engagement

E08 - Best Use of Online Fundraising - Democrat
2012 Bronze
Alan Grayson Comes Back
BuzzMarker

F01 - Online Advertising - Presidential Primary - Republican
2012 Gold
Rick Perry - America is Calling
We Are Politics
2012 Silver
Rick Perry for President - Proven Leadership
We Are Politics
2012 Bronze
Rick Perry for President
We Are Politics
2012 Honorable Mention
Tim Pawlenty for President - Executive Experience
We Are Politics

F05 - Online Advertising - State/Statewide - Republican
2012 Bronze
From Rugby with Resolve
The Victory Group

F08 - Online Advertising - Local/Municipal/Regional - Republican
2012 Gold
Donkey Whisperer - Advertising
Upstream Communications
2012 Silver
Wes Gullett for Mayor
Richard Sales Media, LLC

2012 Bronze
Obama Economy Advertising
Upstream Communications

F09 - Online Advertising - Local/Municipal/Regional - Democrat
2012 Silver
CHICAGO FOR RAHM EMANUEL
Bully Pulpit Interactive

2012 Bronze
Kasey Russell Online Ad Campaign
Rainmaker Inc.

F12 - Online Advertising - Independent Expenditure - Democrat
2012 Gold
SAN FRANCISCANS FOR JOBS & GOOD GOVERNMENT
Bully Pulpit Interactive

2012 Honorable Mention
Not My Wisconsin Online Advertising
Revolution Messaging, LLC

F17 - Website - Presidential Primary - Republican
2012 Bronze
Bachmann for President Website
Campaign Solutions/Connell Donatelli, Inc.

2012 Honorable Mention
Pawlenty 2012 Exploratory Committee
Terra Eclipse

F18 - Website - State/Statewide - Republican
2012 Silver
Lucas for Congress
Northbound Design, LLC

2012 Bronze
Dan Liljenquist for US Senate
Harris Media, LLC

2012 Honorable Mention
Shays for Senate
Northbound Design, LLC

F19 - Website - State/Statewide - Democrat
2012 Honorable Mention
Dan Forest for NC Lt. Governor
Red Stampedes

F21 - Website - Local - Republican
2012 Silver
Brainard for Mayor
The Prosper Group

2012 Bronze
Aaron Pena for Congress
Upstream Communications

2012 Honorable Mention
Maria Symns for Mayor of Paradise Valley
Integrated Web Strategy

F22 - Website - Local - Democrat
2012 Silver
Chicago for Rahm Emanuel
Trilogy Interactive

F24 - Website - National Organization - Republican
2012 Silver
One Chance Colorado: The Urgent Need for Education Reform
Trilogy Interactive

2012 Bronze
Utah Republican Party
ElectionMall Technologies, Inc.

2012 Honorable Mention
NebraskaDemocrats.org
BuzzMaker

F26 - Website - Membership Organization
2012 Silver
Serving Our Members
AFSCME

2012 Bronze
Colorado Consumer Health Initiative
Albatross Digital LLC

2012 Honorable Mention
FreedomWorks.org
Terra Eclipse

F29 - Website - Landing Page - State/Statewide - Republican
2012 Gold
Dick and Barry: The Unforgettable Bromance
The Prosper Group

F33 - Website - Landing Page - Local - Democrat
2012 Silver
JosefForCongress.com
BuzzMaker

F35 - Web Animation/Web Video - Republican
2012 Gold
The Donkey Whisperer
Capitol Consulting, Inc

2012 Honorable Mention
Wes Gullett for Mayor: Haboob (AKA Duststorm)
Round Tables Strategies

F36 - Web Animation/Web Video - Democrat
2012 Gold
Alison Lundergan Grimes - The Making of “Elsie & Thelma”
Putnam Partners, LLC

F38 - Best Use of Negative Contrast - Republican
2012 Gold
Welch “Separated At Birth”
BrabenderCox

2012 Bronze
Rick Santorurn for President “Today”
BrabenderCox

F39 - Best Use of Negative Contrast - Democrat
2012 Gold
Chicago for Rahm Emanuel
Bully Pulpit Interactive

F41 - Best Use of New Technology - Republican
2012 Silver
Michele Bachmann Ames Straw Poll Victory
Campaign Solutions/Connell Donatelli, Inc.

2012 Bronze
Donkey Whisperer - New Technology
Upstream Communications

2012 Honorable Mention
Cyrus
Nasic Consulting
F42 - Best Use of New Technology - Democrat
2012 Bronze
VictoryPoll
Strategic Campaign Media
2012 Honorable Mention
First Targeted Twitter Content Analysis
Lake Research Partners

F43 - Best Use of New Technology - Third Party
2012 Gold
Mobile Application for the Green Party of Canada
Purple Forge

F44 - Best Use of Facebook Advertising - State/Statewide - Republican
2012 Bronze
Sarah Steelman for Missouri Senate
Integrated Web Strategy

F45 - Best Use of Facebook Advertising - State/Statewide - Democrat
2012 Bronze
Kirsten Gillibrand for Senate
Bully Pulpit Interactive

F46 - Best Use of Facebook Advertising - Local - Democrat
2012 Bronze
Microtargeting Nashville
BuzzMaker
2012 Bronze
Kasey Russell Facebook Campaign
Rainmaker Inc.

F52 - For Special Election - Internet - Democrat
2012 Silver
*Paul Reiser - What’s A Mensch?*
North Woods Advertising

Internet - Ballot/Initiative
F54 - Online Advertising - State/Statewide
2012 Gold
We Are Ohio - Emergency
The New Media Firm
2012 Bronze
Holiday Tax
The Dover Group

F55 - Online Advertising - Local
2012 Gold
“Stupid Municipalization!”
Trilogy Interactive
2012 Honorable Mention
Fact Check
Melamed Communications, LLC

F57 - Website - Local
2012 Silver
Fair School Funding Website
The Prosper Group
2012 Bronze
VoteNoOnMeasure.org
Eusatix Corporation

F60 - Web Animation/Web Video
2012 Bronze
Ohioans for Healthcare Freedom (Yes on Ohio Issue 3) - We the People
The Strategy Group For Media

F61 - Best Use of New Technology
2012 Silver
We Are Ohio’s Social Organizing Tool
NGP VAN, Inc.
2012 Bronze
Keep Washington Rolling
ElectonMail Technologies, Inc.

F62 - Best Use of Facebook Advertising - State/Statewide
2012 Gold
America Votes-Ohio: Angry Buckeyes Campaign
Revolution Messaging, LLC
2012 Bronze
We Are Ohio
The New Media Firm

Internet - Public Affairs
F64 - Online Advertising - Nationwide
2012 Gold
NRSC
Richard Sales Media, LLC
2012 Silver
Natural Resources Defense Council - Crap Gift Syndrome
Devine Mulvey
2012 Bronze
Call For An Arms Trade Treaty
Eleison, LLC
2012 Honorable Mention
Get Out of My Milk
Berman and Company

F65 - Online Advertising - State/Local
2012 Gold
New Yorkers for Economic Growth and Open Markets: Wine in grocery stores is a commonsense solution for New York
BerlinRosen
2012 Bronze
Alliance for Main Street “In the Ring”
ElectionMall Technologies, Inc.

2012 Honorable Mention
Utah Zero Fatalities
Mixpo

F66 - Online Advertising - Advocacy/Grassroots Lobbying - Nationwide
2012 Bronze
We Remember and Jobs Are Important
AFSCME
2012 Gold
Remember GMMB
2012 Honorable Mention
American Medical Association (AMA) “Balloons”
BrabenderCox

F67 - Online Advertising - Advocacy/Grassroots Lobbying - State/Local
2012 Silver
Filming in the Red
Richard Sales Media, LLC
2012 Bronze
AWEA “Stand”
Joe Slade White and Company
2012 Bronze
Better Schools Wisconsin
Merc Strategy Group
2012 Honorable Mention
Protect Patient Care
Northwest Passage Consulting

F68 - Website - Nationwide
2012 Gold
freedomWorks for America
Terra Eclipse
2012 Silver
no Performance Tax
Winning Strategies/National Broadcasters Association
2012 Bronze
Alzheimer’s Association: Act to Action
BrabenderCox
2012 Honorable Mention
Coalfacts.org
R&R Partners

F69 - Website - State/Local
2012 Gold
Born Here, Belong Here
Integrated Web Strategy
2012 Silver
What’s a Life Worth
Integrated Web Strategy
2012 Bronze
One Chance Colorado
Trilogy Interactive
2012 Honorable Mention
Clear Views Phoenix
Integrated Web Strategy
<table>
<thead>
<tr>
<th>Category</th>
<th>Award</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>F70 - Website - Landing Page - Nationwide</td>
<td>2012 Silver</td>
<td>Southwest Airlines “Stop Air Tax Now” Landing Page SevenTwenty Strategies</td>
</tr>
<tr>
<td>F73 - Best Use of Negative Contrast</td>
<td>2012 Gold</td>
<td>Pink Slip Rick BuzzMaker 2012 Silver The Real Occupy Wall Street CRAFT</td>
</tr>
<tr>
<td>F75 - Best Use of Facebook Advertising - Nationwide</td>
<td>2012 Gold</td>
<td>U.S. Chamber of Commerce Integrated Web Strategy 2012 Bronze Monetizing the Like for the Media Research Center Campaign Solutions/Connell Donatelli, Inc.</td>
</tr>
<tr>
<td>Internet - Overall</td>
<td>2012 Honorable Mention Kaiser Family Foundation: Health Reform’s Impact Talbot Digital</td>
<td></td>
</tr>
<tr>
<td>F78 - Online Advertising - Best Use of Negative Contrast</td>
<td>2012 Gold</td>
<td>Not My Wisconsin Negative Online Advertising Revolution Messaging, LLC 2012 Silver We Are Ohio: “Grannygate” The New Media Firm 2012 Bronze Wrong Choices The New Media Firm</td>
</tr>
<tr>
<td>F81 - Best Facebook Application</td>
<td>2012 Gold</td>
<td>U.S. Chamber of Commerce - Contact Congress App Integrated Web Strategy</td>
</tr>
<tr>
<td>F82 - Best Facebook Page</td>
<td>2012 Gold</td>
<td>Stand Up for Ohio Facebook Page The New Media Firm 2012 Silver America’s Power Facebook New Media Strategies 2012 Bronze Firing Rick Scott BuzzMaker 2012 Honorable Mention Stopping NYC Horse Abuse BuzzMaker</td>
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<tr>
<td>F83 - Best Use of Facebook - GOTV</td>
<td>2012 Gold</td>
<td>We Are Ohio’s Social Organizing Tool NGP VAN, Inc.</td>
</tr>
<tr>
<td>F86 - Best Use of an Online Game</td>
<td>2012 Bronze</td>
<td>Fine Gael Video Game ElectionMall Technologies, Inc.</td>
</tr>
<tr>
<td>F87 - Best Use of Twitter</td>
<td>2012 Gold</td>
<td>We Are Ohio: #Grannygate The New Media Firm 2012 Bronze</td>
</tr>
</tbody>
</table>
2012 Honorable Mention
Defending Swipe Fee Reform - Spare Change
Penn Schoen Berland

G17 - Less Than Full Page
2012 Gold
Stepped Up
GMMB

2012 Silver
Don’t Turn Your Back on Cancer
The Campaign Workshop

2012 Bronze
Save Lives, Save Money
The Campaign Workshop

2012 Honorable Mention
HumaneWatch’s Consumer Alert Ad
Berman and Company

Phones - Candidate

H05 - Automated Calls - State/Statewide - Republican
2012 Silver
Like Mother, Like Son
Front Porch Strategies

H06 - Automated Calls - State/Statewide - Democrat
2012 Bronze
In Grannies’ Words
Zata | 3 Consulting

H09 - Automated Calls - Mayor - Democrat
2012 Bronze
President Obama parody call
PoliticalRobocalls.com

2012 Honorable Mention
Times are Tough
Zata | 3 Consulting

H12 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Democrat
2012 Gold
One Man’s Redemption
Zata | 3 Consulting

2012 Bronze
Serving, Not Profiteering
Zata | 3 Consulting

H18 - Automated Calls - Independent Expenditure Campaign - Democrat
2012 Gold
Putting the Nail in David William’s Campaign Coffin
Stories’ Phones

H29 - Live Calls - Presidential Primary - Republican
2012 Bronze
Finding Votes in the Corn Stalks
Strategic Fundraising

Phones - Ballot/Initiative

H57 - Automated Calls - State/Statewide
2012 Gold
Pro-Lifers vs. Personhood
Zata | 3 Consulting

2012 Silver
The Bigger Devil
Zata | 3 Consulting

2012 Bronze
It’s OK to Say No
Zata | 3 Consulting
2012 Honorable Mention
Thanks Guvna
Zata | 3 Consulting

**H58 - Automated Calls - Local**

2012 Honorable Mention
Sensible Tacoma
Gravis Marketing, Inc

**H59 - Automated Calls - GOTV**

2012 Gold
“Bradley”
Mowery Consulting Group

2012 Silver
“Bradley”
Mowery Consulting Group

2012 Bronze
Build It Now Sioux Falls GOTV Calls
Public Affairs Company

**H60 - Live Calls - State/Statewide**

2012 Bronze
Hey Kid
Stones’ Phones

2012 Honorable Mention
smartCall-Center Campaign
Smartech Corp & Airnet Group, Inc.

**H61 - Live Calls - Local**

2012 Bronze
Improving Education in Gwinnett County
Winning Connections, Inc.

2012 Honorable Mention
A Brighter Future for Springdale
Zata | 3 Consulting

**H62 - Live Calls Calls - GOTV**

2012 Gold
Make a Plan to Vote
Zata | 3 Consulting

2012 Bronze
Improving Education in Gwinnett County
Winning Connections, Inc.

**H63 - Best Use of Telephone Town Hall Call/Forum Call**

2012 Silver
A Last Minute Surge of Reason
Zata | 3 Consulting

2012 Bronze
Direct from the Source
Melamed Communications, LLC

2012 Honorable Mention
A Big Mobilization in Little Rhode Island
Stones’ Phones

**Phones - Public Affairs**

**H64 - Automated Calls - Nationwide**

2012 Bronze
Testing... testing....
Stones’ Phones

**H65 - Automated Calls - State/Local**

2012 Silver
New Insights into the African American Electorate
Zata | 3 Consulting

**H67 - Automated Calls - Advocacy/Grassroots Lobbying - State/Local**

2012 Bronze
Give a Hoot, Don’t Pollute
Zata | 3 Consulting

2012 Honorable Mention
Bed Tax, Bad Tax
Zata | 3 Consulting

**H68 - Patch-Through Program For Public Affairs (Autodial)**

2012 Bronze
Remember, Remember the 8th of November
Stones’ Phones

2012 Silver
Bed Tax, Bad Tax
Zata | 3 Consulting

**H69 - Live Calls - Nationwide**

2012 Silver
Weathering the Storm
Zata | 3 Consulting

2012 Bronze
2011 Stop “Stupak on Steroids” Responsive Appeal
Chapman Cubine Adams + Hussey

2012 Honorable Mention
Save the Dollar Bill!!
Zata | 3 Consulting

**H70 - Live Calls - State/Local**

2012 Bronze
A Bridge to a Sustainable Future
Davies

**H71 - Live Calls - Advocacy/Grassroots Lobbying - Nationwide**

2012 Honorable Mention
Keystone XL Turnout Calls
Winning Connections, inc.

**H72 - Live Calls - Advocacy/Grassroots Lobbying - State/Local**

2012 Silver
Open Your Eyes to the Rise in Class Size
Stones’ Phones

2012 Bronze
Mobilizing SEIU members to fight against cuts
Winning Connections, Inc.

2012 Honorable Mention
Tax Satellite TV
Executive Communications, Inc.

**H73 - Best Use of Telephone Town Hall Call/Forum Call**

2012 Silver
The Tragedy of the Commons
Zata | 3 Consulting

2012 Bronze
A Union United
Zata | 3 Consulting

2012 Honorable Mention
Michigan Sportsmen Tele-Town Hall
Winning Connections, Inc.

**H74 - Patch-Through Program For Public Affairs (Live)**

2012 Silver
Saving Babies in Iowa
CampaignHQ

2012 Bronze
Phone Program to Protect Swipe Fee Reform
DCI Group

2012 Honorable Mention
Tax Satellite TV
Executive Communications, Inc.

**Phones - Overall**

2012 Silver
Don’t just listen to me: Listen to you and your neighbors!
Stones’ Phones

**H75 - Most Innovative Use of Automated Technology**

2012 Bronze
Technology vs. Conventional Wisdom
Zata | 3 Consulting

2012 Honorable Mention
IVRs and Social Science Research
Zata | 3 Consulting

**H76 - Best Use of New Technology**

2012 Bronze
First Targeted Twitter Content Analysis
Lake Research Partners

2012 Honorable Mention
smartCall Center Campaign
Smartech Corp & Airnet Group, Inc.

**H77 - Best Use of Telephone Town Hall Call/Forum Call**

2012 Silver
Monumental Outreach
Front Porch Strategies

2012 Bronze
A Last Minute Surge of Reason
Zata | 3 Consulting
Radio - Candidate

**I01 - For Presidential Primary - Republican**
2012 Honorable Mention
Ron Paul - Life
FP1 Strategies

**I06 - State/Statewide - Democrat**
2012 Silver
Kentucky Family Values: “Moral Fiber”
The New Media Firm

**I09 - For Mayoral - Democrat**
2012 Silver
Promises. Promises.
Katzing Creative Ways
2012 Honorable Mention
Title fight - Jonathan Rothschild for Mayor
Revolution Political Media

**I11 - State Legislature - Republican**
2012 Bronze
“No Laughing Matter”
RedPrint Strategy
2012 Honorable Mention
“The Record”
RedPrint Strategy

**I14 - Local/Municipal/Regional - (Non-Mayoral) - Republican**
2012 Silver
No Show Notario
Innovative Advertising

**I15 - Local/Municipal/Regional - (Non-Mayoral) - Democrat**
2012 Bronze
Mother’s Day Attack
Bronstein & Weaver, Inc.

**I23 - Independent Expenditure - State Legislature - Republican**
2012 Silver
Americans for Prosperity
Wisconsin - Emergency
The Strategy Group For Media

**I26 - Independent Expenditure - Local/Municipal/Regional**
2012 Bronze
Committee for Oklahoma City

Radio - Ballot/Initiative

**I38 - For Organization**
2012 Silver
“Massilon-McKinley”
The New Media Firm
2012 Honorable Mention
Wolf at the Door
Hackney & Hackney, Inc.

**I40 - For State/Local**
2012 Silver
Town Clerk for Protect Maine
Votes (Yes on Question 1)
The New Media Firm
2012 Bronze
Build It Now Sioux Falls Heather & Shelby
Public Affairs Company

Radio - Public Affairs

**I41 - Nationwide Public Affairs**
2012 Silver
Kid
EpandMedia
2012 Bronze
Defending Swipe Fee Reform - Science Fiction
Penn Schoen Berland

**I42 - State/Local Public Affairs**
2012 Honorable Mention
What Do We Know
Hackney & Hackney, Inc.

Radio - Overall

**I46 - Best Use of Humor**
2012 Silver
Doublespeak Decoder
Hackney & Hackney, Inc.
2012 Bronze
“Bipartisan”
Something Else Strategies

**I47 - Best Use of Negative Contrast**
2012 Silver
What Do We Know
Hackney & Hackney, Inc.
2012 Bronze
Wolf at the Door
Hackney & Hackney, Inc.

Television - Candidate

**J01 - For Presidential Primary - Republican**
2012 Bronze
Royal Wedding
Hackney & Hackney, Inc.
2012 Honorable Mention
The Buck Stops Here
Hackney & Hackney, Inc.
Public Strategies Inc. congratulates the winners of the 2012 AAPC Pollie Awards.

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PUBLIC STRATEGIES INC

Managing campaigns for corporations around the clock, around the world.

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2012 Gold
Ron Paul - Big Dog
FP1 Strategies

2012 Silver
Ron Paul - Serial Hypocrisy
FP1 Strategies

2012 Bronze
Ron Paul - Conviction
FP1 Strategies

J05 - Statewide Constitutional - Republican
2012 Gold
“JT” Lynn Fitch for State Treasurer
Dresner, Wickers, Barber, Sanders

2012 Silver
Nungesser “Other People’s Money”
BrabenderCox

2012 Bronze
“Boots”
RedPrint Strategy

2012 Honorable Mention
Ballard “Catalyst”
BrabenderCox

J06 - Statewide Constitutional - Democrat
2012 Gold
Alison Lundergan Grimes - “Elsie & Thelma”
Putnam Partners, LLC

2012 Silver
Jim Hood for Attorney General
SKDKnickerbocker

2012 Honorable Mention
“JW INC”

J08 - For Mayor - Republican
2012 Gold
Ballard “Sleeves”
BrabenderCox

2012 Bronze
Ballard “Act”
BrabenderCox

2012 Honorable Mention
Ballard “Catalyst”
BrabenderCox

J09 - For Mayor - Democrat
2012 Gold
Streets of San Francisco
SCN Strategies

2012 Silver
Bevan Dufty for Mayor - “Someplace New”
Putnam Partners, LLC

2012 Bronze
Michael Hancock for Mayor - “18 Miles”
Putnam Partners, LLC

2012 Honorable Mention
Michael Hancock for Mayor - “My Life”
Putnam Partners, LLC

J10 - For Mayor - Third Party
2012 Bronze

J11 - State Legislature - Republican
2012 Gold
Senator Eric Landrieu - “Canard”
Putnam Partners, LLC

2012 Silver
Senator Phillip Puckett - “Commute”
Putnam Partners, LLC

2012 Bronze
Senator Phillip Puckett - “Listen”
Putnam Partners, LLC

2012 Honorable Mention
“I Know Dave”
Adelstein | Liston

J12 - State Legislature - Democrat
2012 Gold
Senator Dave Cameron
Putnam Partners, LLC

2012 Silver
Hard Headed
Hapax Creative

2012 Bronze
Experienced Leadership
JW INC

2012 Honorable Mention
Neighborhoods
Rindy Miller Garcia

J14 - Local/Municipal/Regional - (Non-Mayoral) - Republican
2012 Gold
Pat Brister for Parish President “Steps”
Buisson Creative Strategies

2012 Silver
Hard Headed
Hapax Creative

2012 Bronze
Experienced Leadership
JW INC

2012 Honorable Mention
Neighborhoods
Rindy Miller Garcia

J15 - Local/Municipal/Regional - (Non-Mayoral) - Democrat
2012 Gold
Sandra Doorley for District Attorney
SKDKnickerbocker

2012 Silver
Hard Headed
Hapax Creative

2012 Bronze
Experienced Leadership
JW INC

2012 Honorable Mention
Two
Strategic Perception Inc.

J17 - Independent Expenditure Campaign - Nationwide - Republican
2012 Gold
Ron Paul - Big Dog
FP1 Strategies

2012 Silver
Restoring America - Bus
The Strategy Group For Media

2012 Bronze
J21 - Independent Expenditure Campaign - State/Statewide - Democrat
2012 Silver
Kentucky Family Values: “Disturbing Record”
The New Media Firm

2012 Bronze
Bluegrass CIf - Oath
Three Point Media

J24 - Independent Expenditure Campaign - Local/Municipal/Regional - Republican
2012 Silver
Playtime
Innovative Advertising

2012 Honorable Mention
Committee for Oklahoma City Momentum - Contrast
The Strategy Group For Media

J29 - For Super PAC - Republican
2012 Gold
King of Bain: When Mitt Romney Came to Town
Cicero Media

2012 Silver
Fuzzy Math
Cicero Media

2012 Bronze
“Someone 60”
Strategic Perception Inc.

2012 Honorable Mention
Two
Strategic Perception Inc.

J32 - Best Use of Humor - Republican
2012 Gold
Alison Lundergan Grimes - “Elsie & Thelma”
Putnam Partners, LLC

2012 Silver
Jake Zimmerman - Fair
Devine Mulvey

2012 Bronze
J33 - Best Use of Humor - Democrat
2012 Gold

2012 Silver
Jake Zimmerman - Fair
Devine Mulvey

2012 Bronze
Jim Hood for Attorney General
SKDKnickerbocker

2012 Honorable Mention
Senator Eric LaFleur - “Canard”
Putnam Partners, LLC

J35 - Best Use of Negative Contrast - State/Statewide - Republican

2012 Silver
Restoring America - Coal Miner
The Strategy Group For Media

2012 Bronze
Restoring America - Missing
The Strategy Group For Media

2012 Honorable Mention
Restoring America - Worst Run
The Strategy Group For Media

J36 - Best Use of Negative Contrast - State/Statewide - Democrat

2012 Bronze
“Power”
Adelstein | Liston

2012 Honorable Mention
Brandon Presley - New Upside
Fletcher Rowley Inc

J38 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican

2012 Silver
Ballard “Act”
BrabenderCox

2012 Bronze
Darling “Darts”
BrabenderCox

J39 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

2012 Gold
Senator Phillip Puckett - “Listen”
Putnam Partners, LLC

2012 Bronze
Babar Lateef - “Hit”
Putnam Partners, LLC

2012 Honorable Mention
Senator Phillip Puckett - “Word”
Putnam Partners, LLC

J45 - Best Cable Only Broadcast - Democrat

2012 Bronze
Gael Tarleton - Common Sense
Argo Strategies

J47 - Non-Broadcast Video - Republican

2012 Bronze
Michele Bachmann for President - Iowa
The Strategy Group For Media

J48 - Non-Broadcast Video - Democrat

2012 Bronze
Mike Tregre for Sheriff “Tracey’s Story”
Buisson Creative Strategies

2012 Honorable Mention
Ed Lee Gets it Done (2 min)
SCN Strategies

J51 - Bilingual/Multilingual/Foreign Language - Democrat

2012 Gold
Senator Eric LaFleur - “Canard”
Putnam Partners, LLC

2012 Silver
Gets it Done (Cantonese)
SCN Strategies

2012 Honorable Mention
Toda La Gente/All The People
North Woods Advertising

J52 - Bilingual/Multilingual/Foreign Language - Third Party

2012 Gold
Water Bills
Rindy Miller Garcia

2012 Silver
Thank You Francis Suarez
Rindy Miller Garcia

J62 - For Special Election - TV - Republican

2012 Bronze
Tom Capella for Assessor “School Line”
Buisson Creative Strategies

2012 Honorable Mention
Omaha Recall
Kully Hall LLC,

Television - Ballot/Initiative

J65 - For Statewide Campaigns

2012 Gold
Cristen
76 Words

2012 Silver
“No Sense”
Adelstein | Liston

2012 Bronze
Building a Better Ohio (Yes on Ohio Issue 2) - Facts
The Strategy Group For Media

2012 Honorable Mention
Emergency
The New Media Firm

J66 - For Local Campaigns

2012 Silver
Why Pittsburgers raised their own taxes during an anti-tax frenzy
The Campaign Group

2012 Bronze
“No on 300”
The Kenney Group

2012 Honorable Mention
One Zoo For All
CRAFT | Media/Digital

J67 - For Organization

2012 Gold
“Working”
Adelstein | Liston

2012 Silver
War on Working Families
Progressive Change Campaign Committee

J72 - Television Ad - More than 60 Seconds

2012 Silver
Zoey
The New Media Firm

Television - Public Affairs

J75 - National Public Affairs

2012 Gold
Get Out of My Milk
Berman and Company

2012 Silver
Tell Em’ Joe Sent Ya
Revolution Political Media

2012 Bronze
Secondhand Smog
GMMB

2012 Honorable Mention
Gold Standard Solution: Mini Dollars
Berman and Company

2012 Honorable Mention
Domino Effect
Young Ideas

J76 - State/Local Public Affairs

2012 Gold
Vernon Works
SCN Strategies

2012 Silver
Recology: What We Save
Brainchld Creative

2012 Bronze
Alliance for Main Street “In the Ring”
BrabenderCox

2012 Honorable Mention
The Lawn Whisperer
The Eppstein Group
J77 - For Advocacy/Grassroots Lobbying - Nationwide

2012 Gold
Remember
GMMB

2012 Bronze
Yesterday Today and Tomorrow
AFSCME

2012 Honorable Mention
Red Carriage
GMMB

J78 - For Advocacy/Grassroots Lobbying - State/Local

2012 Gold
Alliance for Main Street “In the Ring”
BrabenderCox

2012 Silver
Say
GMMB

2012 Bronze
New Yorkers United for Marriage
SKDKnickersbocker

2012 Honorable Mention
Freedom Club - Soaring Taxes
The Strategy Group For Media

J79 - For National Organization

2012 Gold
Red Carriage
GMMB

2012 Silver
Carolyn
76 Words

2012 Bronze
Yesterday Today and Tomorrow
AFSCME

2012 Honorable Mention
American Medical Association (AMA) “Balloons”
BrabenderCox

2012 Honorable Mention
American Medical Association (AMA) “Balloons”
BrabenderCox

J80 - For State/Local Organization

2012 Gold
Alliance for Main Street “In the Ring”
BrabenderCox

2012 Silver
Violation
Hackney & Hackney, Inc.

2012 Bronze
Take Pride in North Carolina Campaign
Revolution Political Media

2012 Honorable Mention
“Forward” Committee for our Children’s Future
Something Else Strategies

J81 - Best Use of Humor

2012 Bronze
Peace and Quiet
The Herald Group

2012 Honorable Mention
How Will You Pay?
GMMB

J82 - Best Use of Negative Contrast

2012 Gold
Repair Costa Mesa - Better Choice
Three Point Media

2012 Bronze
Empty Words
Hackney & Hackney, Inc.

2012 Honorable Mention
Violation
Hackney & Hackney, Inc.

2012 Honorable Mention
Lackadaisical
Hackney & Hackney, Inc.

J83 - Best Use of Personality/Celebrity

2012 Silver
Peace and Quiet
The Herald Group

2012 Honorable Mention
COA Reagan Tribute
Marketplace Communications

J84 - Bilingual/Multilingual/Foreign Language

2012 Bronze
SmartMeter
Imprenta Communications Group, Inc.

2012 Honorable Mention
“forward” Committee for our Children’s Future
Deportion

J85 - Non-Broadcast Video

2012 Gold
Mayors Against Illegal Guns - Truck Tour
Devine Mulvey

2012 Silver
Nunamta
Hackney & Hackney, Inc.

2012 Bronze
A Vital Service
76 Words

2012 Honorable Mention
The Debt Ceiling
DEPT 7

J86 - Television Ad - More than 60 Seconds

2012 Gold
PCCC: Wisconsin Labor in the Snow
Projects by Chi/Donohoe + Cole/Duffey

2012 Bronze
Vernon Works - 2 Minute
SCN Strategies

2012 Honorable Mention
Peace and Quiet
The Herald Group

International - Candidate

K01 - Collateral

2012 Bronze
Alguien tenía que decirlo
S.C.P.F

2012 Honorable Mention
Greg Sanchez
Sanmartin Group

K03 - Internet Campaign

2012 Gold
Great historical predictions
MAS Consulting Group

2012 Silver
Mu Sochua - A Story of Hope
Devine Mulvey

2012 Bronze
Fine Gael 2011
ElectionMail Technologies, Inc.

2012 Honorable Mention
Mobile Application for the Green Party of Canada
Purple Forge

K04 - Newspaper

2012 Honorable Mention
Greg Sanchez
Sanmartin Group

K06 - Radio Ad

2012 Gold
Reasons to change
Redondo & Asociados

2012 Bronze
CCM’s Pact with the Devil
BuzzMaker

K07 - Television Ad

2012 Gold
Christy Crunch
NOW Communications Group Inc.

2012 Silver
Bounce
GMMB

2012 Bronze
Mi meta una mejor Venezuela
Newlink Political

2012 Honorable Mention
Pride
NOW Communications Group Inc.

International - Ballot/Initiative

K14 - Television Ad

2012 Gold
Gender Violence
Sanmartin Group

2012 Silver
We listen to you
Redondo & Asociados
2012 Bronze
Citizens Now
Sanmartin Group
2012 Honorable Mention
Cero Corruption
Sanmartin Group

International - Public Affairs

K15 - Collateral
2012 Gold
Memory, commitment and freedom
Redondo & Asociados
2012 Bronze
Building Mexico City’s New Story With It’s Citizens
Sanmartin Group
2012 Honorable Mention
KO Cancer
Sanmartin Group

K16 - Direct Mail
2012 Silver
Popular
NOW Communications Group Inc.

K17 - Internet Campaign
2012 Bronze
A Citizen’s Look
Sanmartin Group
2012 Bronze
A Citizen’s Look
Sanmartin Group

K18 - Newspaper
2012 Silver

Building Mexico City’s New Story With It’s Citizens
Sanmartin Group
2012 Bronze
Expert Care
NOW Communications Group Inc.
2012 Honorable Mention
KO Cancer
Sanmartin Group

K20 - Radio Ad
2012 Bronze
If they weren’t
NOW Communications Group Inc.

K21 - Television Ad
2012 Gold
Knockout Cancer
Sanmartin Group
2012 Silver
Recovery Of Public Spaces
Sanmartin Group
2012 Bronze
Phone Rings
NOW Communications Group Inc.
2012 Honorable Mention
Metrobus: Stories
Sanmartin Group

Shoulda, Woulda, Coulda

L01 - Direct Mail
2012 Gold
Helena Moreno for Representative
Buisson Creative Strategies
2012 Silver
Gunshow Loophole

The Chadderdon Group
2012 Bronze
Dancing with Republicans
Landslide Victory Campaigns
2012 Honorable Mention
Referendum 71 - Charlene
Argo Strategies

L02 - Internet
2012 Bronze
Done with Dunnam
Raconteur Media Company
2012 Honorable Mention
The One
CRAFT | Media/Digital

L04 - Radio
2012 Silver
Airport
The Public Response Group, Inc.

L05 - Television
2012 Silver
Moreno for Representative
Buisson Creative Strategies
2012 Bronze
Mike Duggan “Classroom”
Joe Slade White and Company
2012 Honorable Mention
Cure Michigan “Clark Family”
Joe Slade White and Company

FRIENDS OF THE AAPC FOUNDATION

The AAPC Foundation gratefully acknowledges the generosity of the following firms. Their contribution will assist the AAPC Foundation in its mission to support the American system of free elections and protect political free speech as well as provide scholarships for students preparing to enter the profession of politics.

Hackney & Hackney, Inc.
Stones' Phones
The Strategy Group for Media
Upstream Communications

Harris Media LLC
**Best Use of New Technology**

**WE ARE OHIO**

We Are Ohio was the first campaign to utilize a new online tool, Social Organizing, allowing the integration of Facebook and the Democratic voter file. The tool, recorded all relationships and results in the VAN voter file, enriching We Are Ohio’s overall field program. Supporters could log in to a website, match their Facebook and other friends to a targeted voter universe in the voter file, and then complete tasks like running a virtual phone bank to contact their targeted friends for persuasion or getting out the vote. We Are Ohio was able to reach more voters with personal contacts, resulting in the overturn of the anti-union bill.

**Campaign Manager of the Year – Democrat**

**AJ STOKES**

A.J. Stokes was the Campaign Manager for the We Are Ohio effort to repeal Ohio Senate Bill 5. Stokes built an organization that collected 1.3 million petition signatures in just a little over two months. More than 5 times the number required to qualify for the ballot, The campaign surpassed the 3% threshold in every Ohio county. Stokes went on to build a campaign comprising over 150 staff, a $30 million budget guiding the effort to a 61-19 victory. And Vice-President Joseph Biden said the We Are Ohio win, “Saved the labor movement.”

**2012 Campaign Manager of the Year – Republican**

**E. O’BRIEN MURRAY**

E. O’Brien Murray led the stunning special election victory of Bob Turner in New York’s 9th district. By all accounts, Murray not only held together a hastily built campaign operation, but found a way to be aggressive despite a campaign that was basically broke. Turner’s Democrat challenger David Weprin hailed from a well-known and powerful New York Democratic family and Turner really should have been no match for him. Despite some of the coverage the race got, Turner’s win was not just an anti-Obama vote. The fact that Turner’s camp was able to effectively exploit Weprin’s missteps – despite only having enough cash for a single cable TV ad – is impressive. Murray also helped devise some very smart targeting of Orthodox Jewish voters and Russian American voters in the district that helped Turner get over the top. The bottom line is that despite the Weiner scandal, a Republican should not have won that district.

**2012 Campaign Manager of the Year – Independent**

**JONATHAN LEVY**

Jonathan Levy managed the campaign No on 26 to defeat initiative 26 in Mississippi that would have granted personhood status to fertilized eggs. He and his team overcame a 30-point polling deficit to win the election by 16 points despite a constant drumbeat from every media outlet claiming that there was no way to win. By trusting their data and creative thinking the No on 26 campaign in 2011 beat the odds more resoundingly and with more precision, and that is due in large part to the work of Jonathan Levy.

**2012 Campaign Strategist of the Year – Democrat**

**WILL ROBINSON**

Will Robinson is one of the leading messaging strategists in the country and has been a leader on the marriage of new media and traditional television/radio advertising. Robinson’s knowledge and use of Facebook and Google ads allowed for the development of pages with 100k+ likes - giving campaigns the ability to communicate with thousands of dedicated followers. Robinson’s talent in developing the message, the various avenues to communicate it and then implementation of the advertising makes him a great asset to the campaigns he takes on as lead strategist.

**2012 Campaign Strategist of the Year – Republican**

**RJ JOHNSON**

RJ Johnson was the principal strategist for Republicans in Wisconsin and was Governor Scott Walker’s General Consultant in 2010. He presided over the successful Republican defense against the legislative recalls in 2011. Specifically, he was the chief strategist for the independent effort that allowed Republicans to retain the State Senate Majority in the face of the largest recall effort in state history.

**2012 Fundraiser of the Year – Democrat**

**SHERMAN BROWN/SCOTT GALE/MATT OSBORNE - BESHEAR ABRAMSON 2011 FINANCE TEAM**

Despite Kentucky donors being limited to a $1,000 per person limit and Kentucky’s economy lagging behind the weakened national economy, the team devised and executed a plan to raise more than $10 million to fund the re-election campaign of Kentucky Governor Steve Beshear; a record amount for a Kentucky Governor’s race. Utilizing a seldom used tactic for a Kentucky Democrat, Republican donors were successfully targeted and solicited. Campaign reports showed that 60% of the Governor’s donors were new contributors. Of the three 2011 gubernatorial elections, Governor Beshear was the only Democrat to win election.

**2012 Fundraiser of the Year – Republican**

**RICHARD NORMAN**

As National Finance Chairman for the Tea Party, Norman helped take an organization that raised less than $400,000 before his arrival to raising over $7,000,000 In September 2011, Richard took temporary leave from his position at the Tea Party Patriots to become National Finance Chairman for the Herman Cain for President Campaign. In less than 6-weeks on the job, Norman captained a fundraising machine that raised over $11,000,000.

**2012 International Campaign of the Year**

**ABE DYK, GMMB AND THE MELLMAN GROUP**

In early 2011, The Mellman Group, with Abe Dyk and GMMB, took on a Mayoral campaign in Alabama’s capital, Tirana, that would upset a three-time incumbent who was lauded for having revolutionized and reinigorated the city. Luzlim Basha, a brilliant and effective cabinet Minister, had lived nearly half his life outside the country and represented a constituency outside Tirana in Parliament. In a campaign that one local paper said, “changed Albanian politics forever,” The team used revolutionary tactics that helped Tirana residents connect with Luzlim Basha, securing his surprising victory by a narrow margin of under 100 votes.

**2012 Local Campaign Manager of the Year**

**JESSICA TAUBNER FOR AYANNA PRESSLEY FOR BOSTON CITY COUNCIL**

In 2009, Ayanna Pressley became the first female black Councilor elected citywide in Boston. Two years later in 2011, Former Councilor Michael Flaherty chose to run again for City Council. The pundits unanimously predicted Pressley would lose the race. The Campaign Network began consulting with no infrastructure left over from the previous campaign, not to mention Pressley’s campaign was in debt by thousands of dollars. Pressley came in first place, beating Flaherty by 12,000 votes; becoming the first African-American, and first woman, to top the ticket in a Boston citywide election.
2012 LOCAL CAMPAIGN OF THE YEAR

SLY JAMES FOR MAYOR, KANSAS CITY

At the start of the Kansas City mayor’s race, Sly James was a political unknown. He was a trial lawyer, but had never run for office. He was running in a seven-person primary against the incumbent mayor, a former mayor, one city council member, and two former council members. He received very little early attention or credibility from the media and local pundits, and started with a name ID that was among the lowest in the field. Thanks to a talented team that included the Dover Group (GC, online), Mission Control (mail), The Hamburger Company (TV), and Global Strategy Group (polling), Sly James was elected mayor of Kansas City.

2012 MOST VALUABLE PLAYER OF THE YEAR

JORDAN FITZGERALD AND SARAH FLOWERS

Mississippi faced a ballot initiative to define personhood as beginning at conception. Polling five weeks before the election showed the initiative with a double digit lead and on pace to win with 74% of the state identified as anti-choice. Fitzgerald, Director of Field and Electoral Operations at Planned Parenthood of America, was dispatched to Mississippi to minimize the damage and Flowers, the campaign’s General/Media consultant whose firm is 76 Words, got right to work overseeing the entire strategy. Over the next 35 days Fitzgerald and Flowers presided over a juggernaut campaign effort – wearing several hats as different needs arose. As women’s rights groups all across America had their eyes on Mississippi, even though the No on 26 Campaign was outspent, the team surprised national pundits with a 58% to 42% victory and changed the political landscape of Mississippi forever.

2012 POLLSTER OF THE YEAR – DEMOCRAT

JEFFREY POLLOCK

In 2011, Pollock served as pollster and lead strategist for Governor Earl Ray Tomblin’s victory in his special election in West Virginia as well as Attorney General Jack Conway’s re-election victory in Kentucky – two states where the national political winds do not exactly blow in the Democrats favor. Pollock also contributed to some key victories in local elections including Sly James for Mayor of Kansas City; as well as Congresswoman Kathy Hochul’s upset victory in the special election in upstate New York. Pollock’s involvement in these races is notable not only for the victories but also for the accuracy of his polling.

2012 POLLSTER OF THE YEAR – REPUBLICAN

WHIT AYRES

This year, Whit and his firm, North Star Opinion Research, founded Resurgent Republic with former RNC Chairman Ed Gillespie. Resurgent Republic conducts polling and focus groups for center-right political candidates and organizations. Through the use of innovative liberal vs. conservative polling strategies, Resurgent Republic yields more insightful results. Resurgent Republic has also been a leader in capturing the opinion of Hispanic voters, with Whit lending a strong voice to the importance of this outreach effort.

2012 PRO BONO CAMPAIGN OF THE YEAR

THE WAYNE JOHNSON AGENCY

Following the wake of the tragic murders of two turban-wearing elderly Sikh men, and motivated by California State Senate President Pro Tem Darrell Steinberg’s (D-Sacramento) call for a “Sikh Day”, the Sikh community sought to reach out, build understanding and educate non-Sikhs about their culture and 100+ year history in California. Offering their services pro bono, Wayne Johnson and his team developed a robust press strategy inviting reporters and cameras to the homes of individual Sikh families for dinner. This was such a unique opportunity for opinion leaders in which they could engage a Sikh family in the family’s home. They created a virtual online media information kit providing each reporter with family background, Sikh historical and cultural information and establishing context. This entire education and awareness campaign was an unqualified success.

2012 PUBLIC AFFAIRS CAMPAIGN OF THE YEAR

ALLIANCE FOR AMERICAN MANUFACTURING, THE MELLMAN GROUP, NORTH STAR OPINION RESEARCH, THE WESSEL GROUP, TRACY SEFL

The American Alliance for Manufacturing, a unique industry-labor partnership led by Scott Paul, is working to build support among policy makers for a manufacturing policy that will revitalize America’s manufacturing sector and make US industry more competitive. Leading a bi-partisan polling team that included The Mellman Group and North Star Opinion Research and AAM consultants Michael Wessel and Tracy Sefl who scheduled briefings with media, policymakers, Senators, House Members and Hill staff as well as President Obama’s senior staff and GOP Presidential candidates, the spotlight was placed on concrete action to create manufacturing jobs. Policy makers soon adopted a manufacturing jobs agenda. Leadership on both sides of the aisle and in the White House embraced the strategy, producing and passing several pieces of legislation on AAM’s list, targeted at encouraging manufacturing growth and cracking down on unfair trade. The President made manufacturing policy the central theme of his State of the Union address. POLITICO credited the team’s research and strategy with being, “the catalyst for the [Congress and the Administration’s] manufacturing agenda.”

2012 SPECIAL POLIE FOR FOSTERING DEMOCRACY - NON-PARTISAN

INTERNATIONAL REPUBLICAN INSTITUTE NATIONAL DEMOCRATIC INSTITUTE. JUDY VAN REST, KEN WOLLACH

Today in Cairo, Egypt staff members from the International Republican Institute and National Democratic Institute are under threat of arrest and trial because they trained Egyptian citizens in democratic governance and political participation. IRI and NDI have trained thousands of activists around the world in campaign operations and technology. Neither IRI or NDI is affiliated with the Republican or Democratic parties, but hundreds of consultants from both parties have participated in open democratic training across the globe Both programs have done more to advance freedom and democracy overseas than most other programs. Both serve under the umbrella of the National Endowment for Democracy.

2012 AAPC DISTINGUISHED SERVICE AWARD

ANTHONY BELLOTTI/WHITNEY HURT/ MELISSA CRESSEY

This all volunteer team of young AAPC members has successfully executed a record setting 2012 Pollie Contest. The results are record numbers for entries and revenues to the AAPC. In the past all three have served as AAPC staffers. Their service over the past seven months managing this 2012 Pollie Awards Contest demonstrates their devotion and their abilities. They have served selflessly while exceeding our entry goals and providing us with innovative solutions.

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Well done

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