THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE
RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS

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THE JUDGES

Each year the 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!

Andrew Acosta, Acosta/Salazar, LLC
Kim Albro, Doyle, Alfano Communications
Jill Alper, Dewey Square Group
Holly Armstrong
Gerald J. Austin, Gerald J. Austin & Associates / Burges & Burges Strategists
Steve Ayscue, Hadson Capital Ventures, LLC
David Bain, Vital Media Productions
Bruce Barcelo, Barcelo&Company
Michael Basisk, Air America Media
Ross Bates, Bates Consulting
Carol Baudier, The Nature Conservancy
Tony Bawidamann, MWW Group
Margie Becker, MBA
Roy Behr, Behr Communications
Anthony Bellotti, CD Online Ads
Terry Benham, Impact Management Group
Krista Benner
Paul W. Bentz, HighGround, Inc.
Achim Bergmann, SC Strategies, LLC
Michael Beychok, Beychok, Beychok, Johnson & Inc.
Aaron Beytin, Kennedy Communications
Garrett Biggs, Blair • Biggs Campaigns
Shannon J. Bliger, Pennsylvania Democratic Party
Brent Blackaby, Blackrock Associates
Bob Blaemire, Catalyst
Todd Blair, Blair ▪ Biggs Campaigns
Nancy Bocskor, The Nancy Bocskor Company
Glen Bolger, Public Opinion Strategies
James Bowers, Berman and Company
Paul W. Brandenburg, The University of Kansas
Pete Brodnitz, Benenson Strategy Group
Edward Brookover, Greener and Hook
Stephen Brooks, Ray C. Bliss Institute of Applied Politics at The University of Akron
David Browne, David Browne & Associates
Jeff Browne, CapAd Communications
Julie Buckner, Laurel Canyon Media Group, Inc.
Mark Bunge, Hart Research Associates
Jennifer Burton, Envision Communications
Michael John Burton, Ohio University
Edward Callero, The Clinton Group
Bruce Cain, Center for Campaign Leadership
Sean Carr
Sean Cartwright, Kennedy Communications
Chris Casey, NPG Software
Meredith Chalken, The Melman Group
Lorena Chambers, Chambers Lopez & Galtian LLCPatricia Chan, Facebook
Cathrine Charles, Various Campaigns Field Director
Melissa Chernak, Grove Insight, Ltd.
Andrei Cherry
Kari Chisholm, Mandate Media
Scott Cinmarusti, Curtis Scott Advertising Inc.
Molly Clancy, Politics Magazine
Tim Clark, JohnsonClark Associates
Michael Clarke, Internet Association Corporation Chief Political Consultant
David Cohen, Ray C. Bliss Institute of Applied Politics at The University of Akron
Travis Condingle, Campaign Solutions
Katie Cooke, Direct Line Politics
Todd Cook, Main Street Strategies
Chris Cooper, MSAC Partners
Meghan Cox, Lincoln Strategy Group
Bernard Craighead, IEM Message Management
Christopher J. Croty, Croty Consulting, Inc.
Bill Crounse, Bill Crounse Communications
Alain Crow, Allan B. Crow & Associates
Christian Curto, Campaign Solutions
Carol Dahmen, Comcast Spotlight
Shaun Dakin, The National Political Do Not Contact Registry
Nick Dalsey, Campaign Solutions
James Dandeneau, New York Senate
Maurice Daniel, eyewe\y Communications
Michelle Davidson, The Media Guys
Fred N. Davis III, Strategic Perception Inc.
John Del Cecato, AKPD Message and Media
Marcus Dell’Arino, FirstStrategic, Communications and Public Affairs
James Delorey, Global Strategy Group
Debra DeShong, Reed, Point Blank Public Affairs, LLC
Iva Ellen, Deutchman, Hobart and William Smith Colleges
Raghu Devaprayapu, Rapid Strategies
Tad Devine, Devine Mulvey
Tracy Dietz, Politics Magazine
Jenny Dombrowski, JD/DC Strategic Communications, LLC
Becki Donasti, Campaign Solutions/ CD Online Ads
Angela Douglas
Jennifer Duffy, The Cook Political Report
Myles Duffy, Duffy, Flannigan Finance Group
Frank Eaton, The Bully Documentary Co.
Elkaterina Egorova, Niccolo M Group
Thomas C. Ellington, Wesleyan College
Dale Emmons, Emmons & Company, Inc.
Jamie Emmons, Emmons & Company, Inc.
Matthew Erickson, Laguens Kully Klose Partners
Edward Espinoza, America Votes
Kelly Evans, Kelly Evans Consulting
THE WINNERS

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

**Overall Campaign**
- **Candidate**:
  - Local Voices
  - TruthandHope.org PAC
  - Silver
- **Direct Mail Campaign**: Democrat
  - Obama Iowa
  - The Strategy Group
  - Gold
- **Steve Silvers’ Lobbyist Games**: Mission Control, Inc.
  - Silver
- **Lary Marek for State Representative**: 360Jmg
  - Bronze
- **Barack Obama for President (FL)**
  - Mack/Courney Group
  - Honorable Mention
- **Hodes Mission Control, Inc.**
  - Honorable Mention
- **Direct Mail Campaign**: Republican
  - John Canora – “Little John” Campaign
  - Alyn & Company
  - Silver
- **Silvers Campaign King Strategic Communications**
  - Bronze
- **Myers Republican Primary theelekgroup**
  - Honorable Mention
- **TV/Radio Campaign**: Democrat
  - SKO/DSCC Ad Campaign Against Senator Elizabeth Dole
  - Squier Knapp Dunn Communications
  - Gold

**Best of Show**
- **Campaign**: Democrat
  - Gone, Gone
  - The Jackson Group
  - Honorable Mention
- **Republican**
  - Rocking Chairs
  - Squier Knapp Dunn Communications
  - Gold
  - Obama Iowa BIO/DVD
  - The Strategy Group
  - Silver
- **“King of Big Oil” Rhyming Cartoon**: 360mg
  - Bronze
  - Barack Obama Neighbor-to-Neighbor
  - Blue State Digital
  - Honorable Mention

**Best of Show**: Republican
  - Campaign Solutions
  - Silver
- John McCain for President – “Celebr” TV
  - Strategic Perception, Inc.
  - Bronze
- McCain Ivo Jima
  - Response America
  - Honorable Mention
- **Best of Show**: Democrat
  - Job Interview Series
  - Murphy Putman Media
  - Gold

**TV/Radio Campaign**: Democrat
- **Proposal 8**:
  - California Proposition 8
  - Bauer Communications
  - Silver
  - Vem’s Office
  - Laguna Kuly Klose Partners
  - Bronze

**Best Use of Humor**: Republican
- The Capitano Kid
  - Buisson Creative
  - Honorable Mention

**Best Use of Humor**: Republican
- TV Campaign
  - Yes on Proposition 8: Television Campaign
  - Schubert Flint Public Affairs
  - Gold
  - 2GO62SFAR TV
  - Campaign
  - Hanon McKendry
  - Silver

**Internet/New Technology Campaign**: Republican
- Internet/New Technology Campaign:
  - Democrat
  - Vem’s Office
  - Laguna Kuly Klose Partners
  - Silver
  - I Believe in God
  - The Eleison Group, LLC
  - Bronze

**Best Fundraising**: Republican
- Yes on Proposition 8: Online Marketing Campaign
  - Schubert Flint Public Affairs
  - Connell Donatelli, Inc.
  - Silver
  - Access to Care Campaign
  - American Cancer Society
  - Gold
  - 2008 Republican Convention - GOPConvention 2008.com
  - Campaign Solutions
  - Silver

**Ballot**
- Direct Mail Campaign
  - Vote Yes Minnesota:
    - King Strategic Communications
    - Sportsmen
    - Wampold Strategies
    - Silver

**Best Use of Humor**: Democrat
- Job Interview Series
  - Murphy Putman Media
  - Gold
- **“Professor” TV**
  - Hanon McKendry
  - Bronze

**Collateral**
- **Candidate**:
  - Billboard
  - You Don’t Know Jack
  - Buisson Creative
  - Silver
  - RNC Online Advertising
  - Connell Donatelli, Inc.
  - Bronze

**Best Use of Humor**: Republican
- Class Elections
  - Berman and Company
  - Gold

**Best Use of Humor**: Republican
- Union Boss Game
  - Berman and Company
  - Silver

**Public Affairs**
- **Direct Mail Campaign**
  - AACP 2008 Hall of Fame Booklet
  - Winning Directions
  - Bronze
  - AACP 2008 Winners Booklet
  - Winning Directions
  - Honorable Mention

**Internet/New Technology Campaign**: Republican
- Pickens Plan Web Campaign
  - Network Relations
  - Gold
  - WCV – Dino Rossi’s
  - Record on the Environment: 32%
  - The Connections Group
  - Silver
  - The三峡 Chronicles
  - Laguna Kuly Klose Partners
  - Bronze
  - EFAC Radio Ads
  - Berman and Company
  - Silver

**Technology**
- Best Fundraising
  - Latino Voice's
  - The Jackson Group
  - Honorable Mention

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**Technology**
- Best Fundraising
  - Latino Voice's
  - The Jackson Group
  - Honorable Mention
Field

- Allen Alley for Treasurer
- Walk Piece
- Quinn Thomas Public Affairs, LLC
- Bronze
- Best Volunteer Recruitment Program
- Human Rights Campaign's Campaign
- Equality ‘08 Campaign
- Grassroots Solutions
- Silver

Fundraising

- Affordability Agenda
- thetagroup
- Honorable Mention
- Best Volunteer Recruitment Program
- Pickens Plan Field Campaign
- Network Relations
- Silver
- Best Use of E-mail to Raise Money
- smartcommunicator
- E-mail Module
- AGI SMARTech
- Silver
- Best Use of User-Generated Content to Raise Funds (YouTube)
- Blackrock Associates
- Honorable Mention

Candidate

- Allen Alley for Treasurer
- Walk Piece
- Quinn Thomas Public Affairs, LLC
- Bronze
- Best Volunteer Recruitment Program
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- Silver

Candidate

- Prospect Mailer: Political Party
- Majority Builders
- The Stoneridge Group
- Bronze
- Jindal Gala – Fleur de Lis
- Innovative Advertising
- Honorable Mention

Ballot

- Best Volunteer Recruitment Program
- Pickens Plan Field Campaign
- Network Relations
- Silver
- Trick or Vote
- Bus Federation
- Bronze

Candidate

- Fili Rick’s Boots
- Blackrock Associates
- Honorable Mention
- Best Use of User-Generated Content to Raise Funds (YouTube)
- The Darcy Burner
- Online Town Hall on Iraq
- Laguens Kully
- Klose Partners
- Bronze

Ballot

- Best Use of Breakthrough Internet Fundraising Technique
- Minneapolis Strong
- Schools Strong City
- Referendum
- Grassroots Solutions
- Bronze
- House Mailer: Governor
- Steak Invite
- Faulkner Strategies
- Gold
- Best Use of Breakthrough Internet Fundraising Technique
- Barack Obama
- Grassroots Match
- Blue State Digital
- Gold
- ElephantTracker
- eNision International, LLC
- Silver
- WelcomeBackTim.com: Coordinated Raising With Video
- Blackrock Associates
- Bronze
- McCain-Palin 2008 Search Marketing Campaign
- Connell Donatelli, Inc.
- Silver

Candidate

- RNC Search Marketing Campaign
- Connell Donatelli, Inc.
- Bronze
- Persuasion Online Advertising:
- Independent Expenditure Campaign
- Coin
- Connell Donatelli, Inc.
- Silver
- Truth Fights Back
- Blue State Digital
- Bronze
- Bush-McCain Quiz
- MSFC Partners
- Bronze
- Hippie Hillary
- Connell Donatelli, Inc.
- Bronze

Candidate

- Persuasion Online Advertising:
- Best Use of Humor
- Alkins
- Connell Donatelli, Inc.
- Silver
- Sunusu on the Issues
- Connell Donatelli, Inc.
- Silver
- Hippie Hillary
- Connell Donatelli, Inc.
- Silver

Public Affairs

- House Mailer: State Grassroots/ Issue Advocacy
- Public Affairs
- CSPF Save Our State Parks Campaign
- Adams Hussey & Associates
- Silver
- CSPF Save Our State Parks Map Mailing
- Adams Hussey & Associates
- Bronze
- Put Prevention First
- MackCrounse Group
- Honorable Mention

Internet/ Fundraising Program

- McCain-Palin 2008 Search Marketing Campaign
- Connell Donatelli, Inc.
- Silver
- FIREPAC Brochure
- MackCrounse Group
- Silver

Web Animation/Web Video: President

- Seal
- MH Media
- Silver

Web Animation/Web Video: Statewide

- Running Rich – Citizens for Attorney General
- Communications Counsel, Inc.
- Bronze
- McCain-Palin 2008 Search Marketing Campaign
- Connell Donatelli, Inc.
- Silver

Web Animation/Web Video: Local

- Sanchez Flash
- Animation
- Left Coast
- Communications
- Silver

For Membership

- Wake Up Wal-Mart: Evangelical Candlelight Vigil
- 360jmgr
- Silver
- Wake Up Wal-Mart: Civil Rights
- 360jmgr
- Bronze

Change Is in the Air

- Communications
- Bronze

Promises (Variable Data)

- 50 Blue, LLC
- Honorable Mention

Best Use of Bilingual/ Multilingual/Foreign Language

- Cease the Grease
- The Epstein Group, Inc.
- Silver
- A Trabajo!
- MackCrounse Group
- Bronze

Best Use of Negative/Contrast

- Who Really Supports Veterans?
- eyeye Communications
- Silver
- Macias – Furniture
- Murphy Turner and Associates
- Bronze

Best Use of Online Advertising

- Blackrock Associates
- Neighbor-to-Neighbor
- Blue State Digital
- Gold

Best Use of Search Marketing

- Blackrock Associates
- Neighbor-to-Neighbor
- Blue State Digital
- Gold