20th Annual Pollie Awards & Conference
Recognizing the Stars in Political and Public Affairs Communications

March 9-11, 2011
The Fairmont Hotel
Washington, DC

Winners Book
20th Annual Pollie Awards & Conference
Recognizing the Stars in Political and Public Affairs Communications

Evening Program

7:30 pm
WELCOME REMARKS
Whit Ayres, President of AAPC

7:35 pm
NATIONAL ANTHEM
Sung by Elizabeth Welsh, President of Executive Communications and AAPC Board Member

7:40 pm
ACKNOWLEDGEMENT OF POLLIE™ CONFERENCE COMMITTEE MEMBERS, STAFF AND SPECIAL FRIENDS
Angela McMillen, AAPC Executive Director

7:45 pm
DINNER

8:00 pm
INTRODUCTION OF WINNERS AND POLLIE WINNERS REEL
Produced by Jim Innocenzi of Sandler Innocenzi and AAPC Board Member

8:45 pm
PRESENTATION OF SPECIAL AWARDS
- 2011 Campaign Strategist of the Year
- 2011 Campaign Manager of the Year
- 2011 Pollster of the Year
- 2011 Fundraiser of the Year
- 2011 AAPC Distinguished Service to the Profession
- 2011 Public Affairs Campaign of the Year
- 2011 Local Campaign of the Year
- 2011 Local Campaign Manager of the Year
- 2011 Most Valuable Player of the Year—Democrat
- 2011 Most Valuable Player of the Year—Republican
- 2011 Rookie of the Year
- 2011 Distinguished Service to AAPC

9:15 pm
CLOSING REMARKS
AAPC Pollie™ Awards After-Party Featuring the Music of Al Williams & Friends

9:30 to 10:30 pm
WINNERS PORTRAITS TAKEN IN IMPERIAL I & II
Located in the Lower Level Lobby

Sponsored By:

Menu

First Course
Celery Root and Tart Apple Tian
Candied Walnuts
Crisp Apple Chip
Courtyard Herb Oil

Second Course
Seared Beef Tenderloin
Golden Potato and Tomato Provencal
Warm Mushroom and Asparagus

Dessert
Molten Chocolate Cake
Caramel Tuile

Wine
Francis Ford Coppola “Gold Label” Chardonnay
Estancia, Paso Robles Cabernet Sauvignon

Winners Book
THE AAPC THANKS THOSE WHO MADE THE 2011 POLLIE AWARDS & CONFERENCE A SUCCESS.

Pollie Contest Committee
Dan Hazelwood
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Edelman-Grassroots Enterprise
Kevin Lenaburg
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Advocacy Data

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Campaign Solutions
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Chambers Lopez & Gaitán, LLC
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A special thanks to the following individuals and companies for their time and services:
Brad Chism
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Frank Girolami
Influential Data
Cassandra Illidge
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Winning Directions
Tony Tornabane
Continental Colorcraft, Inc.
Liz Welsh
Executive Communications, Inc.

Special Thanks to
Bruce Wardle
Association Management Group, Inc.
and his wonderful staff

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– the world’s longest-running awards competition solely for political and public affairs consultants. This could not be done without the time, talent and contributions of the many individuals and organizations listed below!

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– Esquire Magazine

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OVERALL CAMPAIGNS - CANDIDATE

A01 - DIRECT MAIL CAMPAIGN
2011 Gold
Mission Control Inc.
Blumenthal for Senate
2011 Silver
Gumbinner & Davies Communications
Max Tyler vs. Edgar Johansson
2011 Bronze
Mission Control Inc.
Blumenthal for Senate

A02 - INTERNET CAMPAIGN
2011 Gold
Targeted Victory
Marco Rubio for U.S. Senate
2011 Silver
Campaign Solutions/Connell Donatelli
Michele Bachmann Online Campaign
2011 Bronze
Revolution Agency
Toomey for Senate

A03 - PHONE/FIELD
2011 Gold
Winning Connections
Chafee for Governor – Volunteer, Persuasion ID and Plan-Making GOTV
2011 Silver
CPEC LLC
Representative Matt Bradford
2011 Bronze
Winning Connections
LCV for Bennet – Persuasion and GOTV Telephone Voter Contact

A04 - TV/RADIO CAMPAIGN
2011 Gold
GMMB & Armour Media
Boxer for Senate
2011 Silver
Trippi & Associates
Jerry Brown for Governor
2011 Bronze
Bradley Reid + Associates
Lisa Murkowski for U.S. Senate TV Campaign
2011 Bronze
Something Else Strategies
Marco Rubio for U.S. Senate

A05 - BEST USE OF HUMOR
2011 Gold
AFSCME
O'Donnell Witch
2011 Silver
The Strategy Group for Media
Spa
2011 Bronze
R&R Partners
CMT TV Campaign

A06 - BEST IN SHOW
2011 Gold
GMMB & Armour Media
Not My Job
2011 Silver
Strategic Perception Inc.
Rick for Michigan “Nerd” TV Campaign
2011 Bronze
Trippi & Associates
Echo – Brown for Governor 2010

OVERALL CAMPAIGNS - BALLOT/INITIATIVE

A07 - DIRECT MAIL CAMPAIGN
2011 Bronze
San Francisco Association of Realtors
Proposition F Campaign
2011 Honorable Mention
GRS/Beaulieu and Associates
Yes on Proposition G – Chula Vista, CA PLA Ban

A08 - INTERNET CAMPAIGN
2011 Silver
Integrated Web Strategy
Yes on 100 – Arizona
2011 Bronze
Campaign Solutions/Connell Donatelli
No on Prop. 19 Online Campaign
2011 Honorable Mention
CampaignGrid
Yes on Prop. A – San Diego County Charter

A09 - PHONE/FIELD
2011 Bronze
Stones’ Phones, Inc.
Defeat the EggMendment – No on 62

A10 - TV/RADIO CAMPAIGN
2011 Silver
Chris Mottola Consulting, Inc.
Warning Label
2011 Bronze
R&R Partners
CMT TV Campaign
2011 Honorable Mention
Vote Yes for Oregon – Measures 66 & 67

A11 - BEST USE OF HUMOR
2011 Silver
San Francisco Association of Realtors
Unneeded Benefits – Proposition I

A12 - BEST IN SHOW
2011 Silver
San Francisco Association of Realtors
Audio Slate Card – Chinese
Disclaimer:
Scoring is based on a 100-point system, with 100 being the top value. For all categories, there will be a maximum of four awards (assuming no ties): gold, silver, bronze and honorable mention. Entries must meet the minimum score criteria to earn each level of award. Gold will be awarded to the highest average scorer, silver for the second highest and so on. If the scoring for a category is low and no entry scores high enough to be eligible for a gold, then there will be no gold awarded. The same goes if no entry scores high enough to be eligible for silver or bronze. Overall, we strive to ensure that the Pollie™ Awards maintain a standard of excellence.
B12 - FOR STATEWIDE (NON-GUBERNATORIAL RACE)
2011 Silver
Blue&Read
App
2011 Bronze
The Dover Group
Battles of Kansas
2011 Honorable Mention
The Dover Group
Greetings From Kansas

B13 - FOR MAYOR
2011 Silver
Checkmate Consulting
Hawaii
2011 Bronze
Kennedy Communications
DC’s Own. DC’s Best.
2011 Honorable Mention
The Chadderdon Group
Say No

B14 - FOR STATE LEGISLATURE - DEMOCRAT - GENERAL ELECTION
2011 Gold
Jonathan Varner & Associates
Goldilocks
2011 Silver
The Beytin Agency
Veterans
2011 Bronze
Jonathan Varner & Associates
Chinese Takeout
2011 Honorable Mention
Mission Control Inc.
Golden Parachute

B15 - FOR STATE LEGISLATURE - REPUBLICAN - GENERAL ELECTION
2011 Silver
The Singularis Group
Walk the Walk
2011 Bronze
Public Strategy Associates
Brown Paper Bag/Trash Mailer
2011 Honorable Mention
Murphy Turner Associates
Little Girl
2011 Honorable Mention
King Strategic Communications, Inc.
Bad Fellas

B16 - FOR STATE LEGISLATURE - DEMOCRAT - PRIMARY
2011 Silver
The Beytin Agency
Teddy Bear
2011 Bronze
Rainmaker Inc.
Ban Barbie
2011 Honorable Mention
The Beytin Agency

Bea’s Story

B17 - FOR STATE LEGISLATURE - REPUBLICAN - PRIMARY
2011 Silver
Majority Designs
A Heart for Service Trumps the Outsider
2011 Bronze
Meridian Pacific, Inc.
True Conservative
2011 Honorable Mention
Lisella Public Affairs, LLC
Benedict Arnold

B18 - FOR LOCAL/MUNICIPAL/REGIONAL CANDIDATE (NON-MAYORAL RACE)
2011 Gold
Whitehurst/Mosher Campaign Strategy and Media
Rabbit Race
2011 Silver
Left Coast Communications
Our Economy
2011 Bronze
Northwest Passage Consulting
Next Stop
2011 Bronze
The Public Response Group, Inc.
Kennedy Communications
Service

B20 - FOR STATE ORGANIZATION
2011 Silver
Gumbinner & Davies Communications
Pink Slip
2011 Bronze
Olsen & Shuvalov
Rick Olive: Rejected Employment Application
2011 Honorable Mention
Persuasion Partners, Inc.
Rock Star

B21 - GOTV - STATEWIDE/LOCAL
2011 Silver
Allyn Media
John Carona – It’s Time to Clean Up This Mess. Vote Republican.
2011 Bronze
Ourso Beychok
Early Bird
2011 Honorable Mention
Olsen & Shuvalov
Liberals Counting On You Staying Home
WINNERS

B22 - SLATE - STATEWIDE/LOCAL
2011 Silver
The Beytin Agency
Democratic Ballot

2011 Bronze
Blue&Read
Champions

2011 Honorable Mention
Kennedy Communications
Dice

B23 - VOTE-BY-MAIL BALLOT REQUEST
2011 Gold
Los Angeles County Democratic Party
Democratic Party Permanent Vote-By-Mail (PVBM) Application Piece

2011 Silver
Gumbinner & Davies Communications
Pink Slip

2011 Bronze
The Election Group
John Kuempel Mail Ballot Request (County Specific)

2011 Honorable Mention
Checkmate Consulting
Scary Republicans

B24 - INDEPENDENT EXPENDITURE CAMPAIGN: U.S. SENATE
2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
The Lukens Company
Pills

2011 Bronze
Compass Media Group, Inc.
Yucca Mountain

2011 Honorable Mention
Gumbinner & Davies Communications
Pat on the Back

B25 - INDEPENDENT EXPENDITURE CAMPAIGN: U.S. HOUSE
2011 Silver
Gumbinner & Davies Communications
Saloon Doors Die-Cut

2011 Bronze
Mission Control Inc.
Farmgirl

2011 Honorable Mention
Moxie Media
Giffords Our Side: Health

B26 - INDEPENDENT EXPENDITURE CAMPAIGN: GOVERNOR
2011 Gold
JPM&M Inc.
Dr. Christina Chavez

2011 Silver
JPM&M Inc.
Two-Faced Meg

2011 Bronze
Gold Communications
Don’t Vote Gomez

2011 Honorable Mention
Mad Dog Mail
Deputies Against Deal

B27 - INDEPENDENT EXPENDITURE CAMPAIGN: STATEWIDE (NON-GUBERNATORIAL RACE)
2011 Bronze
Red Horse Strategies, LLC Champion

2011 Honorable Mention
Red Horse Strategies, LLC
Greed Is Good?

B28 - INDEPENDENT EXPENDITURE CAMPAIGN: STATE LEGISLATURE - DEMOCRAT
2011 Gold
BerlinRosen
Not Green

2011 Silver
Blue&Read
Save the Date!

2011 Silver
Gumbinner & Davies Communications
I Hit Cops

2011 Bronze
Gumbinner & Davies Communications
Bungee Jumper

2011 Honorable Mention
Gumbinner & Davies Communications
Pig in Folder

B29 - INDEPENDENT EXPENDITURE CAMPAIGN: STATE LEGISLATURE - REPUBLICAN
2011 Silver
The Singularis Group
18% Special

2011 Bronze
AH Strategies & Majority Designs
The Lone Silver Bullet

2011 Honorable Mention
Bieber Communications
Early Retirement Package

B30 - INDEPENDENT EXPENDITURE CAMPAIGN: LOCAL/ MUNICIPAL/ REGIONAL
2011 Silver
The Beytin Agency
Apple Ballot

2011 Bronze
Whitehurst/Mosher
Campaign Strategy and Media
Criminal Paradise

2011 Honorable Mention
San Francisco Association of Realtors
Audio Slate Card – Chinese

B31 - MEMBERSHIP POLITICAL MAIL
2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
Jonathan Varner & Associates
Worked Too Hard

2011 Bronze
Gumbinner & Davies Communications
Colorado WINS – Pink Slip

2011 Honorable Mention
Mission Control Inc.
In Her Own Words...

B33 - BILINGUAL/ MULTILINGUAL/ FOREIGN LANGUAGE - GOVERNOR
2011 Bronze
JPM&M Inc.
Two-Faced Meg

2011 Silver
San Francisco Association of Realtors
Audio Slate Card – Chinese
B36 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE - LOCAL/MUNICIPAL/REGIONAL
2011 Silver
San Francisco Association of Realtors
Pork Tour

2011 Bronze
San Francisco Association of Realtors
Audio Slate Card – Spanish

B37 - BEST USE OF HUMOR
2011 Silver
Rainmaker Inc.
Ban Barbie

2011 Bronze
Jonathan Varner & Associates
Chinese Takeout

2011 Honorable Mention
Jonathan Varner & Associates
Goldilocks

B38 - BEST USE OF ILLUSTRATION
2011 Silver
San Francisco Association of Realtors
Audio Slate Card – Chinese

2011 Bronze
Axiom Strategies
Putty in Pelosi’s Hands

2011 Bronze
Right Angle Consulting
Pork Tour

2011 Honorable Mention
San Francisco Association of Realtors
Audio Slate Card – Spanish

B39 - BEST USE OF NEGATIVE/CONTRAST: U.S. CONGRESS
2011 Gold
Axiom Strategies
Putty in Pelosi’s Hands

2011 Silver
Kennedy Communications
Asleep

2011 Bronze
SKDKnickerbocker
SPA1012

2011 Honorable Mention
Axiom Strategies
Legalize It!

B40 - BEST USE OF NEGATIVE/CONTRAST: STATEWIDE
2011 Gold
AFSCME
O’Donnell Witch

2011 Silver
The Dover Group
Where in the World?

2011 Bronze
JPM&M Inc.
Two-Faced Meg

2011 Honorable Mention
Gumbinner & Davies Communications
Pat on the Back

B41 - BEST USE OF NEGATIVE/CONTRAST - LOCAL/MUNICIPAL/REGIONAL
2011 Gold
The Parkside Group
Stitches

2011 Silver
The Public Response Group, Inc.
Two Questions – Sam Page

2011 Bronze
Jonathan Varner & Associates
Apples to Oranges

2011 Honorable Mention
Lisella Public Affairs, LLC
Benedict Arnold

DIRECT MAIL - BALLOT/INITIATIVE
B42 - FOR STATEWIDE CAMPAIGNS
2011 Gold
thetrazgroup
Protecting MA Children

2011 Silver
Axiom Strategies
Double Dipper

2011 Bronze
Northwest Passage Consulting
Who Is Really Behind I-1082?

2011 Honorable Mention
Integrated Web Strategy
Yes on 100 – Arizona

B43 - FOR COUNTY CAMPAIGNS
2011 Silver
San Francisco Association of Realtors
Sidewalks – Proposition L

2011 Bronze
San Francisco Association of Realtors
Audio Slate Card – Chinese

2011 Honorable Mention
San Francisco Association of Realtors
Audio Slate Card – Spanish

B44 - FOR CITY CAMPAIGNS
2011 Gold
Axiom Strategies
R-Rated

2011 Silver
San Francisco Association of Realtors
Same Old Story – Proposition N

2011 Honorable Mention
San Francisco Association of Realtors
Be Careful – Proposition F

B45 - FOR NATIONAL/STATE ORGANIZATION
2011 Silver
Nexus Direct
EMILY’s List April Appeal

2011 Bronze
Nexus Direct
DSCC October Obama Appeal

B46 - FOR LOCAL/MUNICIPAL/REGIONAL ORGANIZATION
2011 Silver
San Francisco Association of Realtors
Sidewalks – Proposition L

2011 Bronze
San Francisco Association of Realtors
Like a Million – Proposition F
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<tr>
<td><strong>DIRECT MAIL - PUBLIC AFFAIRS</strong></td>
<td><strong>B54</strong></td>
<td><strong>FRANKED MAIL</strong></td>
<td>Gumbinner &amp; Davies Communications</td>
<td>Buy American</td>
<td></td>
</tr>
<tr>
<td><strong>B55</strong></td>
<td><strong>STATE/LOCAL PUBLIC AFFAIRS</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B56</strong></td>
<td><strong>FOR ORGANIZATION</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B57</strong></td>
<td><strong>LOCAL GOVERNMENT</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B58</strong></td>
<td><strong>NATIONAL PUBLIC AFFAIRS</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B59</strong></td>
<td><strong>STATE/LOCAL PUBLIC AFFAIRS</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
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<tr>
<td><strong>B60</strong></td>
<td><strong>FOR ORGANIZATION</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
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</tr>
<tr>
<td><strong>B61</strong></td>
<td><strong>MEMBERSHIP COMMUNICATIONS</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B62</strong></td>
<td><strong>FUNDRAISING - CANDIDATE</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B63</strong></td>
<td><strong>FUNDRAISING - MISCELLANEOUS</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B64</strong></td>
<td><strong>BEST USE OF NEGATIVE/CONTRAST - LOCAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B65</strong></td>
<td><strong>BEST USE OF HUMOR - LOCAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>B66</strong></td>
<td><strong>BEST USE OF VARIABLE DATA PRINTING</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>C01</strong></td>
<td><strong>HOUSE MAILER - NATIONAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>C02</strong></td>
<td><strong>HOUSE MAILER - LOCAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>C03</strong></td>
<td><strong>PROSPECT MAILER - NATIONAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
<tr>
<td><strong>C04</strong></td>
<td><strong>PROSPECT MAILER - LOCAL</strong></td>
<td>San Francisco Association of Realtors</td>
<td></td>
<td>San Francisco Association of Realtors</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- **B47 - FOR MEMBERSHIP ORGANIZATION**
- **B48 - GOTV - STATEWIDE/LOCAL**
- **B49 - VOTE-BY-MAIL BALLOT REQUEST**
- **B50 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE**
- **B51 - BEST USE OF HUMOR**
- **B52 - BEST USE OF ILLUSTRATION**
- **B53 - BEST USE OF NEGATIVE/CONTRAST**
- **DIRECT MAIL - PUBLIC AFFAIRS**
- **B54 - FRANKED MAIL**
- **B55 - STATE/LOCAL PUBLIC AFFAIRS**
- **B56 - FOR ORGANIZATION**
- **B57 - LOCAL GOVERNMENT**
- **B58 - NATIONAL PUBLIC AFFAIRS**
- **B59 - STATE/LOCAL PUBLIC AFFAIRS**
- **B60 - FOR ORGANIZATION**
- **B61 - MEMBERSHIP COMMUNICATIONS**
- **B62 - FUNDRAISING - CANDIDATE**
- **B63 - FUNDRAISING - MISCELLANEOUS**
- **B64 - BEST USE OF NEGATIVE/CONTRAST - LOCAL**
- **B65 - BEST USE OF HUMOR - LOCAL**
- **B66 - BEST USE OF VARIABLE DATA PRINTING**
- **C01 - HOUSE MAILER - NATIONAL**
- **C02 - HOUSE MAILER - LOCAL**
- **C03 - PROSPECT MAILER - NATIONAL**
WINNERS

2011 Bronze
Response America
NRCC – Boehner for Speaker

2011 Honorable Mention
Base Connect
Sharron Angle – Half Million Dollar Net

C04 - PROSPECT MAILER - LOCAL
2011 Silver
Sagac Public Affairs
A Special Invitation – Jefferson

C06 - MOST CREATIVE FUNDRAISING EVENT
2011 Bronze
ElectionMall Technologies, Inc.
Adam Kinzinger – Money Bomb Widget

FUNDRAISING - BALLOT/INITIATIVE
C07 - HOUSE MAILER - NATIONAL
2011 Silver
Nexus Direct
EMILY’s List – May Candidate Profile

2011 Bronze
Nexus Direct
DSCC – September Bernie Sanders Appeal

2011 Honorable Mention
Nexus Direct
DSCC – October Obama Appeal

FUNDRAISING - PUBLIC AFFAIRS
C13 - HOUSE MAILER - GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS
2011 Silver
Adams Hussey & Associates
DNC Vote 2010 Campaign Kit Appeal

2011 Bronze
Adams Hussey & Associates
DNC 2010 Vice President Biden Presidential Photo Appeal

C14 - PAC/TRADE ASSOCIATION PROGRAM
2011 Bronze
Sagac Public Affairs
Home Depot PAC: Powered by You – Peer-to-Peer PAC Campaign

2011 Honorable Mention
HSP Direct LLC
5 Stamps Above the Rest

INTERNET - CANDIDATE
D01 - ONLINE ADVERTISING - U.S.

SENATE
2011 Gold
Targeted Victory
Marco Rubio for U.S. Senate

2011 Bronze
Campaign Solutions / Connell Donatelli
Murkowski Write-In Online Ad Campaign

2011 Bronze
McNally Temple Associates, Inc.
Carly, the Myth

2011 Honorable Mention
Mixpo
Ron Johnson – WI U.S. Senate Race

2011 Honorable Mention
Campaign Solutions / Connell Donatelli
Mark Kirk for U.S. Senate Online Ad Campaign

D02 - ONLINE ADVERTISING - U.S. HOUSE
2011 Bronze
Campaign Solutions / Connell Donatelli
Michele Bachmann Online Campaign

2011 Honorable Mention
Spillane Political Design
Crapsnoot

D03 - ONLINE ADVERTISING - GOVERNOR
2011 Silver
Smart Media Group
Comes With Strings Attached

2011 Bronze
Global Strategy Group
Dan Malloy for Governor (CT)

2011 Honorable Mention
Chong + Koster
Andrew Cuomo for Governor

D04 - ONLINE ADVERTISING - STATEWIDE (NON-GUBERNATORIAL RACE)
2011 Silver
Global Strategy Group
Chris Kelly for Attorney General Campaign and Study

2011 Bronze
Albatross Digital LLC and RBI Strategies & Research
Bernie Buescher for Secretary of State Pandora Ads

2011 Honorable Mention
Global Strategy Group
George Jepsen for Attorney General

D05 - ONLINE ADVERTISING - STATE LEGISLATURE/LOCAL/MUNICIPAL/REGIONAL
2011 Bronze
San Francisco Democratic Party
San Francisco Democratic Party – Virtual Slate Card

2011 Honorable Mention
Impact Politics and Fortune Media
McGriff – Signs

D06 - ONLINE ADVERTISING - INDEPENDENT EXPENDITURE FOR CANDIDATE
2011 Silver
Bully Pulpit Interactive
DSCC Independent Expenditure – Colorado

2011 Bronze
Bully Pulpit Interactive
California Working Families

2011 Honorable Mention
Trilogy Interactive
Carly Fiorina: FIRED!

D07 - WEBSITE - U.S. SENATE
2011 Silver
Terra Eclipse
Mike Lee 2010

2011 Bronze
Revolution Agency
Toomey for Senate

2011 Honorable Mention
Mandate Media
Ron Wyden for U.S. Senate

D08 - WEBSITE - U.S. HOUSE
2011 Bronze
The Prosper Group
Michael Grimm for Congress

2011 Honorable Mention
NGP VAN, Inc.
Barney Frank for Congress

D09 - WEBSITE - GOVERNOR
2011 Silver
Enovai, Inc.
Dan Malloy for Governor

2011 Bronze
The Stoneridge Group
Deal for Governor

2011 Honorable Mention
Trilogy Interactive
Hickenlooper for Colorado

D10 - WEBSITE - STATEWIDE (NON-GUBERNATORIAL RACE)
2011 Silver
CivicNext, Inc.
Luther Strange for Alabama Attorney General

2011 Bronze
Trilogy Interactive
Debra Bowen for Secretary of State

2011 Honorable Mention
BuzzMaker, LLC
TomToralaskson.com

**D11 - WEBSITE - STATE LEGISLATURE**

**2011 Gold**
Upstream Communications
Dee Margo for Texas State Representative (HD-78)

**2011 Silver**
Kennedy Communications
Vince Gray for Mayor

**2011 Bronze**
Quinn Thomas Public Affairs
Shawn Lindsay for State Representative

**2011 Honorable Mention**
The Dover Group
TogetherKC.com

**D12 - WEBSITE - INDEPENDENT EXPENDITURE FOR CANDIDATE CAMPAIGN**

**2011 Silver**
Struble Eichenbaum Communications and Bullseye Interactive Media
DemonSheepMovie.com

**2011 Bronze**
The Campaign Workshop
Wrong Angle News

**2011 Honorable Mention**
Impact Politics
Florida Angel of Death

**D13 - WEBSITE - NATIONAL ORGANIZATION**

**2011 Gold**
Campaign Solutions / Connell Donatelli
Online Tax Revolt – Virtual March

**2011 Silver**
Chong + Koster
The DSCC’s New Website

**2011 Bronze**
Campaign Solutions / Connell Donatelli
Taxpayers Against Earmarks

**2011 Honorable Mention**
Terra Eclipse
Tim Pawlenty’s Freedom First PAC

**D14 - WEBSITE - STATE/LOCAL ORGANIZATION**

**2011 Silver**
BuzzMaker, LLC
nmdemocrats.com

**2011 Bronze**
Mission Control Inc.
MOM: Mothers Opposing McMahon

**2011 Honorable Mention**
Trophy Interactive
California Democratic Party

**D16 - WEBSITE - BEST LANDING PAGE**

**2011 Gold**
Struble Eichenbaum Communications and Bullseye Interactive Media
DemonSheepMovie.com

**2011 Silver**
BuzzMaker, LLC
CongressmanWithGuts.com

**2011 Bronze**
Targeted Victory
Macro Rubio for U.S. Senate

**2011 Honorable Mention**
Struble Eichenbaum Communications and Bullseye Interactive Media
Lasers

**D17 - WEBSITE - BEST USE OF NEW TECHNOLOGY**

**2011 Gold**
Campaign Solutions / Connell Donatelli
Michele Bachmann Mobile Surge

**2011 Silver**
Global Strategy Group
Dan Malloy for Governor (CT)

**2011 Bronze**
The Prosper Group
Welcome to Nevada, Mr. President

**D18 - WEB VIDEO - U.S. SENATE**

**2011 Gold**
GMMB & Armour Media
Demon Sheep: Mutton on the Lamb

**2011 Silver**
The Prosper Group
Welcome to Nevada, Mr. President

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D19 - WEB VIDEO - U.S. HOUSE**

**2011 Gold**
BrabenderCox
Todd Young – Name

**2011 Silver**
BrabenderCox
Todd Young – Tell Him

**2011 Bronze**
First Tuesday Partners
Seals for Dold

**2011 Honorable Mention**
The New Media Firm
Hamos for Congress – Heritage

**D20 - WEB VIDEO - GOVERNOR**

**2011 Gold**
Quinn/Simon for Illinois Governor Glee

**2011 Silver**
Los Angeles County Democratic Party
Voting... It’s Important

**2011 Bronze**
The Strategy Group for Media
Meet John

**2011 Honorable Mention**
Laguens Kully Klose Partners
Shumlin – Every Day

**D21 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
Laguens Kully Klose Partners
Halter 25-Hr. Tour, First 5 Hours

**2011 Bronze**
Struble Eichenbaum Communications and Bullseye Interactive Media
Darth Raese

**2011 Honorable Mention**
The Prosper Group
Chris Coons Is... The Taxman

**D22 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D23 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D24 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D25 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D26 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D27 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D28 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

**D29 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)**

**2011 Bronze**
The New Media Firm
Hamos for Congress – Heritage

**2011 Honorable Mention**
NextGen Persuasion, LLC
Robert Hurt: A Charmed Life
The Wayne Johnson Agency
Demon Sheep

D22 - WEB VIDEO - STATE LEGISLATURE
2011 Silver
Totten Communications, Inc.
Linda Greenstein for Senate – On Our Side

2011 Bronze
Fordham University
Padavan for Pedro

2011 Honorable Mention
Murphy Turner Associates
Cindy Burkett for State Representative – Involved

D23 - WEB VIDEO - BEST USE OF HUMOR
2011 Gold
Bittner&Lohr
Viagra for Sex Offenders

2011 Silver
GMMB & Armour Media
Demon Sheep: Mutton on the Lamb

2011 Bronze
HighGround Public Affairs
Governor Jan Brewer – Arizona Sing-A-Long

2011 Honorable Mention
Struble Eichenbaum Communications and Bullseye Interactive Media
Darth Raese

D24 - WEB VIDEO - BEST USE OF NEGATIVE/CONTRAST
2011 Silver
Bully Pulpit Interactive
League of Conservation Voters

2011 Bronze
Whitehurst/Moshier Campaign Strategy and Media
Like a Business

2011 Honorable Mention
Visuality Media Productions
The Phantom of Illinois – Bill Brady Bad for Schools

D25 - BEST MOBILE APPLICATION
2011 Silver
Moonshadow Mobile
Ground Game

2011 Bronze
The Prosper Group
Sharron Angle Mobile Phone Application

2011 Honorable Mention
Purple Forge
Elect Sharron Angle

D26 - BEST USE OF SOCIAL MEDIA - U.S. CONGRESS
2011 Bronze
Purple Forge
Liz Carter for Georgia – Yank Hank – There Is an App for That!

D27 - BEST USE OF SOCIAL MEDIA - STATEWIDE
2011 Gold
Kennedy Communications
ChristineIsNotMe.com

2011 Silver
Trilogy Interactive
Friend Out The Vote

2011 Bronze
Blueprint Interactive
NO on Prop 23

2011 Honorable Mention
Trippi & Associates
Jerry Brown for Governor

D28 - BEST USE OF SOCIAL MEDIA - LOCAL
2011 Silver
Purple Forge
Josh McKoon – First Georgia State Senator to Use Mobile Apps in Election Bid

INTERNET - BALLOT/INITIATIVE

D29 - ONLINE ADVERTISING
2011 Silver
Mixpo
Defeat 1098 Initiative

2011 Bronze
Chong + Koster
Vote No on 8 (FL) – Wins Statewide With Online Ads

2011 Bronze
Bittner&Lohr
I’m Government… When You’re Not Watching

2011 Gold
Policy Development Group
Tusayan Report

2011 Bronze
Bittner&Lohr
YES on 1-1082 Rap Video

D36 - BEST USE OF NEW TECHNOLOGY
2011 Gold
Chong + Koster
Vote No on 8 (FL) – Wins Statewide With Online Ads

INTERNET - PUBLIC AFFAIRS

D39 - ONLINE ADVERTISING - NATIONAL
2011 Silver
Revolution Agency
U.S. Chamber of Commerce – Stop the CFPA Campaign

2011 Bronze
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

2011 Bronze
Fortune Media and Impact

2011 Honorable Mention
Integrated Web Strategy
NO on 302 – Saving First Things First

D31 - WEBSITE - LOCAL
2011 Bronze
Integrated Web Strategy
Keep the Cubs – Yes on 420, City of Mesa

D33 - WEB VIDEO
2011 Gold
Laguens Kully Klose Partners
No on 62 – Amanda

2011 Bronze
The New Media Firm
No on Question 3 – Firefighter

D34 - WEB VIDEO - BEST USE OF HUMOR
2011 Gold
Bittner&Lohr
I’m Government… When You’re Not Watching

D35 - WEB VIDEO - BEST USE OF NEGATIVE/CONTRAST
2011 Gold
Policy Development Group
Tusayan Report

D37 - BEST USE OF SOCIAL MEDIA - STATEWIDE
2011 Silver
Trilogy Interactive
Yes on Proposition 19 – Voter Registration

D38 - BEST USE OF SOCIAL MEDIA - LOCAL
2011 Silver
Trilogy Interactive
Yes on Proposition 19 – Voter Registration

D30 - WEBSITE - STATE
2011 Bronze
Integrated Web Strategy
Yes on 100 (AZ)
### Politics

**Pew – Rainforest Drug Awareness, Cancer**
**2011 Honorable Mention**
The Campaign Workshop
No So Bunny...

### D40 - ONLINE ADVERTISING - STATE/Local

**2011 Gold**
Mercury
CCPOA Prison Reform Campaign

**2011 Gold**
Hackney & Hackney
Dam Failure

**2011 Silver**
Global Strategy Group
Bring MMA to New York State

**2011 Bronze**
Morgan + Company
Let’s Be Totally Clear Online Campaign

### D41 - WEBSITE - NATIONAL

**2011 Gold**
Berman and Company
HowMuchFish.com

**2011 Silver**
Upstream Communications
National Republican Senatorial Committee

**2011 Bronze**
R&R Partners
Western High Speed Rail Alliance (WHsRA)

### D42 - WEBSITE - STATE/Local

**2011 Gold**
Crotty Consulting Inc.
California Valley Solar Ranch

**2011 Silver**
R&R Partners
Arizona Judicial Branch

**2011 Bronze**
Blue State Digital
Let’s Save Michigan Poster Contest

### D43 - WEB VIDEO - NATIONAL

**2011 Gold**
Republican Governors Association
The Final Act

**2011 Silver**
Richard Sales Media, LLC
Democrats’ Rainbows and Unicorns

**2011 Bronze**
Republican Governors Association
Remember November – Global PSA – GOTV

**2011 Honorable Mention**
Projects by Chi/Donahoe + Cole/Duffey

### D44 - WEB VIDEO - STATE/Local

**2011 Gold**
North Woods Advertising
Don’t Take Away Our Medicine

**2011 Bronze**
MAS Consulting Group
HRT INTRO

### D45 - WEB VIDEO - BEST USE OF HUMOR

**2011 Gold**
Bittner&Lohr
Mr. Say Anything to Get the Bill Passed

**2011 Silver**
Global Strategy Group
APSCU Presents: The Fighting Salmon

**2011 Bronze**
Berman and Company
Julia Child Spoof: What Would Julia Say About Sweeteners?

**2011 Honorable Mention**
RapidResponse Media and Let Freedom Ring MasterLand

### D46 - BEST USE OF NEGATIVE/CONTRAST

**2011 Gold**
Republican Governors Association
Four Weeks

**2011 Silver**
Republican Governors Association
14 Weeks

**2011 Honorable Mention**
R&R Partners
Field Program iPad Content

### D47 - BEST USE OF NEW TECHNOLOGY

**2011 Gold**
Mercury
CCPOA Prison Reform Campaign

**2011 Silver**
Terra Eclipse
FreedomWorks – Freedom Connect

**2011 Bronze**
Blue State Digital
It Gets Better Project

**2011 Honorable Mention**
R&R Partners
Field Program iPad Content

### D48 - BEST USE OF SOCIAL MEDIA

**2011 Gold**
Global Strategy Group
My Education. My Job. My Choice. Facebook Campaign

**2011 Silver**
Blue State Digital
It Gets Better Project

**2011 Honorable Mention**
Projects by Chi/Donahoe + Cole/Duffey

### D49 - ONLINE ADVERTISING - BEST USE OF HUMOR

**2011 Silver**
Impact Politics
Florida Angel of Death Humor Ads

**2011 Bronze**
Upstream Communications
Linda Harper Brown for Texas House (HD-105) – Liberal Loretta

**2011 Honorable Mention**
Strategic Productions, LLC
Sarah Doesn’t Speak for Me

### D50 - ONLINE ADVERTISING - BEST USE OF NEGATIVE/CONTRAST

**2011 Silver**
Hackney & Hackney
Dam Failure

**2011 Bronze**
Trilogy Interactive
Carly Fiorina: FIRED!

**2011 Honorable Mention**
Chong + Koster
Women Against Nathan Deal

### D51 - BEST FACEBOOK APPLICATION

**2011 Gold**
Trilogy Interactive
Friend Out The Vote

**2011 Silver**
Fundly, Inc.
Fundly Giver-to-Gatherer Social Fundraising App

**2011 Bronze**
BuzzMaker, LLC
DCCC Facebook App

### D52 - BEST FACEBOOK PAGE

**2011 Silver**
Berman and Company
Defeat The Debt

**2011 Bronze**
Global Strategy Group
My Education. My Job. My Choice. Facebook Campaign

**2011 Honorable Mention**
Berman and Company
Teachers Union Exposed

### D53 - BEST USE OF ONLINE ADVERTISING

**2011 Silver**
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

**2011 Bronze**
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

**2011 Honorable Mention**
Global Strategy Group
Chris Kelly for Attorney General Campaign and

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**AACP**
AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

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**WINNERS**

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**INTERNET - MISCELLANEOUS**

**D54 - ONLINE ADVERTISING - BEST USE OF HUMOR**

**2011 Silver**
Impact Politics
Florida Angel of Death Humor Ads

**2011 Bronze**
Upstream Communications
Linda Harper Brown for Texas House (HD-105) – Liberal Loretta

**2011 Honorable Mention**
Strategic Productions, LLC
Sarah Doesn’t Speak for Me

**D55 - ONLINE ADVERTISING - BEST USE OF NEGATIVE/CONTRAST**

**2011 Silver**
Hackney & Hackney
Dam Failure

**2011 Bronze**
Trilogy Interactive
Carly Fiorina: FIRED!

**2011 Honorable Mention**
Chong + Koster
Women Against Nathan Deal

**D56 - BEST FACEBOOK APPLICATION**

**2011 Gold**
Trilogy Interactive
Friend Out The Vote

**2011 Silver**
Fundly, Inc.
Fundly Giver-to-Gatherer Social Fundraising App

**2011 Bronze**
BuzzMaker, LLC
DCCC Facebook App

**D57 - BEST FACEBOOK PAGE**

**2011 Silver**
Berman and Company
Defeat The Debt

**2011 Bronze**
Global Strategy Group
My Education. My Job. My Choice. Facebook Campaign

**2011 Honorable Mention**
Berman and Company
Teachers Union Exposed

**D58 - BEST USE OF ONLINE ADVERTISING**

**2011 Silver**
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

**2011 Bronze**
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

**2011 Honorable Mention**
Global Strategy Group
Chris Kelly for Attorney General Campaign and
WINNERS

2011 Bronze
Global Strategy Group
Dan Malloy for Governor (CT)

2011 Honorable Mention
Global Strategy Group
APSCU Online Advertising Campaign

D54 - BEST USE OF EMAIL

2011 Gold
 Trilogy Interactive
Connect on Facebook

2011 Silver
Blue State Digital
NAACP – Scott Sisters

2011 Bronze
Campaign Solutions / Connell Donatelli
Michele Bachmann Email Campaign

2011 Honorable Mention
The Eleison Group, LLC
New START Emails

D55 - BEST USE OF MOBILE TECHNOLOGY

2011 Silver
Campaign Solutions / Connell Donatelli
Michele Bachmann Mobile Surge

2011 Bronze
Revolution Messaging
Harry Reid Mobile Program

2011 Honorable Mention
Revolution Messaging
Bennet for Colorado Mobile Program

D57 - BEST USE OF AN ONLINE GAME

2011 Gold
ElectionMall Technologies, Inc.
SantosPresidente.com

2011 Silver
The Prosper Group
Live Like Reid

2011 Bronze
The Prosper Group
Harry Reid Amnesty Game

D58 - BEST USE OF TWITTER

2011 Silver
R&R Partners
America’s Power Team Twitter Outreach Initiative – Clean Coal Technology. It Works. Field Program

2011 Bronze
Campaign Solutions / Connell Donatelli
Mukowski Write-In Search Marketing Campaign

D59 - BEST USE OF SEARCH ENGINE MARKETING

2011 Gold
Campaign Solutions / Connell Donatelli
Murkowski Write-In Search Marketing Campaign

2011 Silver
Campaign Solutions / Connell Donatelli
Michele Bachmann Search Marketing Campaign

NEWSPAPER - CANDIDATE

E01 - FULL PAGE

2011 Bronze
Impact Politics and Fortune Media
Anthony Hardy Williams Search Campaign

2011 Honorable Mention
Campaign Grid
Sharron Angle for Senate in Nevada

2011 Honorable Mention
Campaign Solutions / Connell Donatelli
Carly Fiorina Search Marketing Campaign

E02 - LESS THAN FULL PAGE

2011 Gold
Redondo & Asociados Public Affairs Firm
Stand by Me

2011 Silver
Rainmaker Inc.
Shameful

2011 Bronze
Grainger Terry, Inc.
We Can’t Wait Another 40 Years

NEWSPAPER - BALLOT/INITIATIVE

E05 - FULL PAGE

2011 Silver
SCN Strategies
Beat Texas

2011 Bronze
North Woods Advertising
This Cop

2011 Honorable Mention
San Francisco Association of Realtors
Chinese Slate Card (Print Ad)

E07 - INSERT

2011 Silver
North Woods Advertising
This Cop

2011 Bronze
GRS / Beaulieu and Associates
Chicken Little – Yes on Prop G – Chula Vista, CA
PLA Ban

NEWSPAPER - PUBLIC

AFFAIRS

E08 - FULL PAGE

2011 Gold
Goddard Claussen Public Affairs
Independence

2011 Silver
The Campaign Workshop
Healthy Kids, Healthy School Meals

2011 Bronze
Berman and Company
Superman

2011 Honorable Mention
GMMB & Armour Media
Olephant

E09 - LESS THAN FULL PAGE

2011 Gold
Adfero Group
Too Big to Fail

2011 Bronze
Global Strategy Group

2011 Bronze
The Eleison Group, LLC
Nevada Green

PHONES - CANDIDATE

F01 - AUTOMATED CALLS - STATE LEVEL

2011 Gold
Premiere Political Communications, LLC
Rise Up DC and Vote

2011 Silver
CPEC LLC
Conklin Lt. Governor

2011 Bronze
Zata|3 Consulting
You’re Busted

2011 Honorable Mention
PoliticalRobocalls.com
Zach Galifianakis – The Annoyance Is Worth It

2011 Honorable Mention
Zata|3 Consulting
No Respect for Women

F02 - AUTOMATED CALLS - LOCAL LEVEL

2011 Gold
Premiere Political Communications, LLC
Rise Up DC and Vote

2011 Silver
CPEC LLC
Representative Matt Bradford

2011 Bronze
Front Porch Strategies
Sooner Magic!

2011 Bronze
Zata|3 Consulting
Left for Dead

2011 Honorable Mention
Stones’ Phones, Inc.
Maryland State Education
Assoc. – Senator Forehand
Called Me by My First
Name!

F03 - AUTOMATED CALLS - BILINGUAL/ MULTILINGUAL/ FOREIGN LANGUAGE
2011 Gold
Littlefield Consulting
LePage a French Governor
2011 Silver
FLS Connect
Rubio Connects With Florida’s Latino Population in GOTV Efforts
2011 Bronze
CPEC LLC
Leon Tejada
F04 - AUTOMATED CALLS - INDEPENDENT EXPENDITURE CAMPAIGN
2011 Bronze
Zata|3 Consulting
A Hail Mary About Mocking Christianity
2011 Honorable Mention
Zata|3 Consulting
Bombing Rand Paul

F05 - AUTOMATED CALLS - ORGANIZATION
2011 Silver
Winning Connections
“This Is Sarah Brady But I Won’t Vote for Bill Brady”
2011 Bronze
Stones’ Phones, Inc.
Planned Parenthood Action Fund – Sharon’s Scary Stances
2011 Honorable Mention
CPEC LLC
HDCC – Morihito

F06 - LIVE CALLS - STATE LEVEL
2011 Bronze
Zata|3 Consulting
Gopher State GOTV
2011 Honorable Mention
Winning Connections
Mike Beebe for Governor – Early Vote GOTV

LOCAL LEVEL
2011 Silver
Winning Connections
Jim Cooper for Congress – Social-Pressure and Plan-Making
2011 Bronze
Winning Connections
Steve Choate – GOTV
2011 Bronze
Winning Connections
Re-Elect Alan Bates to the Oregon State Senate

F08 - LIVE CALLS - INDEPENDENT EXPENDITURE CAMPAIGN
2011 Silver
Winning Connections
Early Turnout for Titus
2011 Bronze
Winning Connections
LCV for Bennet for Senate – Persuasion ID and Plan-Making GOTV
2011 Honorable Mention
Zata|3 Consulting
Dialing in Four Victories in Colorado

F09 - LIVE CALLS - ORGANIZATION
2011 Silver
Zata|3 Consulting
Make a Plan to Vote
2011 Bronze
Stones’ Phones, Inc.
McNerney for Congress – Conseguir el Voto
2011 Honorable Mention
Environment America – GOTV Test Program

F10 - TELEPHONE TOWN HALL - U.S. CONGRESS
2011 Silver
Zata|3 Consulting
A Brave Man
2011 Bronze
Zata|3 Consulting
Cousin Bobby on the Phone

F11 - TELEPHONE TOWN HALL - STATEWIDE/LOCAL
2011 Gold
J2 Strategies
Ross Fischer for Board of Directors of Pedernales Electric Cooperative
2011 Silver
Stones’ Phones, Inc.
Kitzhaber for Governor – The Kitz and Wyden Show
2011 Bronze
Front Porch Strategies
Talking “With” Voters Instead of Talking “To” Voters

F12 - BEST USE OF TELEPHONE TOWN HALL/FORUM CALL
2011 Gold
FLS Connect
Bachmann and Congressional Colleagues Talk With More Than Half a Million Supporters on One Call
2011 Bronze
J2 Strategies
Ross Fischer for Board of Directors of Pedernales Electric Cooperative

F13 - AUTOMATED PUSH-BUTTON INTERACTIVE - STATEWIDE/LOCAL
2011 Silver
Zata|3 Consulting
No Respect for Women
2011 Bronze
Winning Connections
Ohio Democratic Party – Barack Obama Volunteer Patch-Through Calls

F14 - AUTOMATED PUSH-BUTTON INTERACTIVE - U.S. CONGRESS
2011 Gold
Zata|3 Consulting
Second Thoughts About Joe Miller
PHONES - BALLOT/INITIATIVE

F15 - AUTOMATED CALLS - STATE/LOCAL
2011 Silver
HighGround Public Affairs
Keep the Cubs – Ron Santo
2011 Bronze
Zata|3 Consulting
Triumph in the Neighborhood

F16 - AUTOMATED CALLS - GOTV
2011 Bronze
Zata|3 Consulting
Antiquated Blue Laws

F17 - LIVE CALLS - STATE/LOCAL
2011 Bronze
Stones' Phones, Inc.
South Bay AFL-CIO – A Few Bucks for Children’s Health

F18 - LIVE CALLS - GOTV
2011 Silver
Zata|3 Consulting
Beating 5 Misleading Measures in CO
2011 Bronze
Winning Connections
Yes on 1098

F19 - AUTOMATED PUSH-BUTTON INTERACTIVE
2011 Silver
Zata|3 Consulting
Winning Round 2

F20 - TELEPHONE TOWN HALL - BALLOT MEASURE
2011 Silver
Stones' Phones, Inc.
Puff, Puff and Pass Yes on 19 to Regulate, Tax and Control Cannabis

PHONES - PUBLIC AFFAIRS

F21 - AUTOMATED CALLS - NATIONAL
2011 Bronze
Zata|3 Consulting
Justice for Hispanic Farmers

F22 - AUTOMATED CALLS - STATE/LOCAL
2011 Bronze
Zata|3 Consulting
Stoking the Furnace Against Coal
2011 Honorable Mention
Zata|3 Consulting
Bilingual Push for International Baccalaureate Program

F23 - LIVE CALLS - NATIONAL
2011 Silver
Adams Hussey & Associates
2010 Post Midterm Election Emergency Telemarketing
2011 Bronze
Adams Hussey & Associates
2010 Midterm Election Telemarketing Reinstate

F25 - BEST USE OF TELEPHONE TOWN HALL CALL/FORUM CALL
2011 Bronze
Zata|3 Consulting
First Day on the Job

F26 - PATCH-THROUGH PROGRAM FOR PUBLIC AFFAIRS
2011 Silver
Stones' Phones, Inc.
You Are What You Eat: Fixing Food Safety
2011 Bronze
Executive Communications, Inc.
Build Tayl0rville!
2011 Honorable Mention
Zata|3 Consulting
Turning Oil Into Clean Water

F27 - TELEPHONE TOWN HALL - ADVOCACY
2011 Silver
Winning Connections
Working America Unemployed TeleForums
2011 Bronze
Zata|3 Consulting
Talking to Teachers
2011 Honorable Mention
Zata|3 Consulting
SEIU Immigration Forums

PHONES - MISCELLANEOUS

F28 - MOST INNOVATIVE USE OF AUTOMATED TECHNOLOGY
2011 Silver
Winning Connections
Lincoln Chafee for Governor – Predictive Dialer

F29 - BEST USE OF NEW TECHNOLOGY
2011 Gold
FLS Connect
Americans for Prosperity – Freedom Phone Initiative With Volunteer Connect
2011 Silver
Lake Research Partners
Measuring Sanity and Fear

RADIO - CANDIDATE

G01 - INDEPENDENT EXPENDITURE
2011 Gold
RapidResponse Media and Let Freedom Ring
Princess Lisa
2011 Silver
BerlinRosen
The Big Stachowski
2011 Bronze
Whitehurst/Mosher Campaign Strategy and Media
Fire Phil
2011 Honorable Mention
North Woods Advertising
Slasher/Michigan

G02 - FOR U.S. CONGRESS
2011 Silver
Stutzman Public Affairs
Langren for Congress – Stop the Madness
2011 Bronze
Fletcher Rowley Riddle Inc.
Integrated Story
2011 Honorable Mention
Fletcher Rowley Riddle Inc.
National Day of Prayer

G04 - STATEWIDE (NON-GUBERNATORIAL RACE)
2011 Silver
GMMB & Armour Media
Overboard
2011 Bronze
GMMB & Armour Media
Wicked
2011 Bronze
GMMB & Armour Media
Which Republican
2011 Honorable Mention
Grainger Terry, Inc.
I’m Voting for Scott Lee Cohen
2011 Honorable Mention
GMMB & Armour Media
Summary

G05 - STATE LEGISLATURE
2011 Silver
Rainmaker Inc.
Hootie Dropped the Ball
2011 Bronze
The Wayne Johnson Agency
Bring It On
2011 Honorable Mention
EpañdMedia
Circus Tent
RADIO - BALLOT/INITIATIVE

G07 - FOR STATE/LOCAL
2011 Silver
Goddard Claussen Public Affairs
Countdown

2011 Bronze
Meridian Central Public Affairs
Community

2011 Honorable Mention
Goddard Claussen Public Affairs
Agree

G08 - FOR ORGANIZATION
2011 Silver
RBI Strategies & Research
Joe the Plumber – No on the Numbers

2011 Bronze
R&R Partners
CMT – Nurse Nancy

2011 Honorable Mention
R&R Partners
CMT – Bus 210

G09 - GOTV
2011 Silver
Chao Strategy Message & Media, Inc.
Rated R

RADIO - PUBLIC AFFAIRS

G10 - NATIONAL PUBLIC AFFAIRS
2011 Silver
Berman and Company
National Debt Halloween Costume

2011 Silver
Berman and Company
Sell the Farm Death Tax

2011 Bronze
Berman and Company
Elephant in Classroom

2011 Honorable Mention
The Eleison Group, LLC
Christian Coalition for Creation Care

G11 - STATE/LOCAL PUBLIC AFFAIRS
2011 Gold
Rainmaker Inc.
No Laughing Matter

2011 Silver
Hackney & Hackney
Asteroid

2011 Bronze
Robbett Advocacy Media
Your Contract

2011 Honorable Mention
Hackney & Hackney
Forever Jobs

G12 - FOR ORGANIZATION
2011 Silver
Ozean Consulting
Zombie Black Tie and Blue Jeans

2011 Bronze
Chris Mottola Consulting, Inc.
Lustgarten Foundation

2011 Honorable Mention
Stones’ Phones, Inc.
Defenders of Wildlife – Real Voices Only, Actors
Need Not Apply

RADIO - MISCELLANEOUS

G13 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE
2011 Bronze
Fletcher Rowley Riddle Inc.
Our Choice

2011 Honorable Mention
The Wayne Johnson Agency
Aceves

G14 - BEST USE OF HUMOR
2011 Silver
Hackney & Hackney
Dancing With the Stars

2011 Silver
The Public Response Group, Inc.
NECA IBEW – Tom Edison

2011 Bronze
Berman and Company
ObamaZone

2011 Honorable Mention
Hackney & Hackney
Jobs

G15 - BEST USE OF NEGATIVE/CONTRAST
2011 Gold
GMMB & Armour Media
Overboard

2011 Silver
The Eleison Group, LLC
The Gospel and Glenn Beck

2011 Bronze
Franklin Communications, LLC
Deal Speaks

2011 Honorable Mention
Hackney & Hackney
Jobs

2011 Honorable Mention
The New Media Firm
AFFAF – Who’s to Say?

TELEVISION - CANDIDATE

H01 - U.S. HOUSE - DEMOCRAT
2011 Gold
Chao Strategy Message & Media, Inc.
Toughest Fight

2011 Silver
Tipping Point Strategies
Dog

2011 Bronze
Murphy Putnam Media
Mark Critz for Congress – Voice

2011 Honorable Mention
MAX Films
Cut Off

H02 - U.S. HOUSE - REPUBLICAN
2011 Gold
The Strategy Group for Media
Get America Rolling Again!

2011 Silver
The Strategy Group for Media
Axe

2011 Bronze
DMM Media
Kids

2011 Honorable Mention
OnMessage Inc.
Bill Flores for Congress – Chet Loves Debt

H03 - U.S. SENATE - DEMOCRAT
2011 Gold
GMMB & Armour Media
Not My Job

2011 Silver
GMMB & Armour Media
Outsourcing

2011 Bronze
GMMB & Armour Media
Solar

2011 Honorable Mention
Murphy Putnam Media
Kendrick Meek for U.S. Senate – He’s the Man

H04 - U.S. SENATE - REPUBLICAN
2011 Silver
OnMessage Inc.
Ron Johnson for Senate – Family

2011 Bronze
The Strategy Group for Media
Fishing

2011 Honorable Mention
McCarthy Marcus Hennings, Ltd.
Friends of Kelly Ayotte – Never Backed Down

2011 Honorable Mention
BrabenderCox
Sharron Angle – Love Triangle

H05 - GOVERNOR
2011 Gold
Trippi & Associates
Jerry Brown for Governor – Echo

2011 Silver
Strother Consultants
Sad Woman

2011 Bronze
Murphy Putnam Media
Hickenlooper for Governor – Shower

2011 Honorable Mention
Lawrence & Schiller
Dennis Daugaard for Governor – Meet Dennis Daugaard

H06 - INDEPENDENT EXPENDITURE
- U.S. HOUSE - DEMOCRAT
2011 Gold
SKDKnickerbocker
DCCC (MA-10) – Pattern

2011 Silver
Devine Mulvey
Americans United for Safe Streets IE – Gerry Connolly (VA-11) – Next
H07 - INDEPENDENT EXPENDITURE - U.S. HOUSE - REPUBLICAN
2011 Gold
The Strategy Group for Media
VA 05 – Government on Our Backs

2011 Silver
CRAFT | Media/Digital
Kuster Budget Buster

2011 Bronze
Studio Center
Tattoo

2011 Honorable Mention
DMM Media
All

H08 - INDEPENDENT EXPENDITURE - U.S. SENATE - DEMOCRAT
2011 Silver
Adelstein / Liston
AFSCME for Senator Michael Bennet – Buck’s World

2011 Bronze
Fletcher Rowley Riddle Inc.
Republican Suffering

2011 Honorable Mention
Fletcher Rowley Riddle Inc.
Florida Fun

H09 - INDEPENDENT EXPENDITURE - U.S. SENATE - REPUBLICAN
2011 Gold
DEPT 7
Please Call Me Senator

2011 Silver
McCathy Marcus Hennings, Ltd.
Crossroads GPS – Review

2011 Bronze
DMM Media
Claim

2011 Honorable Mention
DMM Media
Fiscal

H10 - INDEPENDENT EXPENDITURE - STATEWIDE - DEMOCRAT (NON-GUBERNATORIAL RACE)
2011 Bronze
Three Point Media
Protect

2011 Honorable Mention
Marketplace Communications
California State Senator Lou Correa and the Optometric Association

H11 - INDEPENDENT EXPENDITURE - GOVERNOR - DEMOCRAT
2011 Gold
SCN Strategies
Megatar

2011 Silver
Joe Slade White and Company
Holes

2011 Bronze
Laguen Kully Klose Partners
Unspooling

2011 Honorable Mention
AKPD Message and Media
California Working Families – Magic

H12 - INDEPENDENT EXPENDITURE - GOVERNOR - REPUBLICAN
2011 Silver
Brabender Cox
RGA – Wrestling

2011 Bronze
Chris Motolla Consulting, Inc.
SHADY

2011 Honorable Mention
Brabender Cox
RGA – All Time Worst

2011 Bronze
Brabender Cox
RGA – To Be Continued

2011 Honorable Mention
Chris Motolla Consulting, Inc.
Nothing

H13 - INDEPENDENT EXPENDITURE - GOVERNOR - REPUBLICAN
2011 Silver
Brabender Cox
RGA – Dr. Feel Good

2011 Bronze
Brabender Cox
RGA – Right Wing

2011 Honorable Mention
Brabender Cox
RGA – To Be Continued

H14 - INDEPENDENT EXPENDITURE - NON-GUBERNATORIAL RACE
2011 Gold
Joe Slade White and Company
Twenty

2011 Bronze
Revolution Political Media
Pete For Treasurer – Turn It Around

2011 Honorable Mention
Three Point Media
Our Families

2011 Honorable Mention
Fletcher Rowley Riddle Inc.
Depression Shaped

2011 Honorable Mention
Murphy Putnam Media
Kamala Harris – Drastic Repair

H15 - STATEWIDE - DEMOCRAT (NON-GUBERNATORIAL RACE)
2011 Silver
Joe Slade White and Company
Twenty

2011 Bronze
Revolution Political Media
Pete For Treasurer – Turn It Around

2011 Honorable Mention
Three Point Media
Our Families

2011 Honorable Mention
Fletcher Rowley Riddle Inc.
Depression Shaped

2011 Honorable Mention
Murphy Putnam Media
Kamala Harris – Drastic Repair

H16 - STATEWIDE - REPUBLICAN (NON-GUBERNATORIAL RACE)
2011 Silver
Lawrence & Schiller
Dusty Johnson for P.U.C. – Elevator Speech

2011 Bronze
The Election Group
Let’s Keep It That Way

2011 Honorable Mention
Jamestown Associates
Conservative Change

H17 - STATE LEGISLATURE - DEMOCRAT
2011 Silver
Three Point Media
Business

2011 Bronze
Fletcher Rowley Riddle Inc.
Duffy Search

H18 - STATE LEGISLATURE – REPUBLICAN
2011 Silver
td/RICHTER
John Kriesel for MN House – Stand Up

2011 Bronze
td/RICHTER
Geoff Michel for MN Senate – Answer

2011 Honorable Mention
Minnick & Minnick, Inc.
Turn the Cat Around

H19 - LOCAL/MUNICIPAL/REGIONAL
2011 Silver
The Strategy Group for Media
Tackle

2011 Bronze
Devine Mulvey
Charlie Dooley – AAA

2011 Honorable Mention
Whitehurst/Mosher Campaign Strategy and Media
Perata – Believe!

H20 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE
2011 Gold
Three Point Media
Nueve Años

2011 Silver
GMMB & Armour Media
Contra Nosotros

2011 Bronze
MAX Films
Camaleón

2011 Honorable Mention
Chambers Lopez & Gaitán LLC
Danger – Peligro
H21 - NON-BROADCAST VIDEO
2011 Silver
Fletcher Rowley Riddle Inc.
Get Tough
2011 Bronze
Strategic Perception Inc.
Carly for California – FCINO Demon Sheep Film
2011 Honorable Mention
Strategic Perception Inc.
Carly for California – Hot Air Film

H22 - TELEVISION AD - MORE THAN 60 SECONDS
2011 Gold
Lawrence & Schiller
Dennis Daugaard for Governor – Meet Dennis Daugaard
2011 Bronze
Something Else Strategies
A Generational Choice

H23 - BEST CABLE ONLY BROADCAST
2011 Silver
Joe Slade White and Company
Remember
2011 Bronze
Laguens Kully Klose Partners
Himes – That’s All
2011 Honorable Mention
Rainmaker Inc.
Humble Beginnings

H24 - BEST USE OF HUMOR
2011 Gold
Murphy Putnam Media
Hickenlooper for Governor – Shower
2011 Silver
Filmlites Productions
Millionaire
2011 Bronze
The Strategy Group for Media
Get America Rolling Again!
2011 Bronze
Joe Slade White and Company
Spot
2011 Honorable Mention
Strategic Perception Inc.
Rick for Michigan – Grindstone

H25 - BEST USE OF NEGATIVE/CONTRAST - U.S. CONGRESS
2011 Gold
Cicero Media
Hare Was Here
2011 Silver
Filmlites Productions
Millionaire
2011 Bronze
Wild Bunch Media
Not
2011 Honorable Mention
Strategic Perception Inc.
Ben Quayle for Congress – Them

H26 - BEST USE OF NEGATIVE/CONTRAST - GOVERNOR
2011 Gold
Trippi & Associates
Jerry Brown for Governor – Echo
2011 Silver
Joe Slade White and Company
Site
2011 Bronze
Strategic Perception Inc.
Rick for Michigan – Choose
2011 Honorable Mention
Joe Slade White and Company
Know

H27 - BEST USE OF NEGATIVE/CONTRAST - STATE LEGISLATURE & LOCAL
2011 Silver
Jackson Group Media
Delinquent
2011 Bronze
Devine Mulvey
Keith Farnham – Nursing Home Contrast
2011 Honorable Mention
Three Point Media
New Leadership

H28 - BEST USE OF NEGATIVE/CONTRAST - STATEWIDE
2011 Gold
The Campaign Group
How One Joe Sestak Ad Ended Arlen Specter’s Career
2011 Silver
GMMB
Not My Job
2011 Bronze
GMMB
Prisoner
2011 Honorable Mention
BrabenderCox
David Vitter – Welcome Prize

H29 - BEST USE OF PERSONALITY/CELEBRITY
2011 Silver
Strategic Perception Inc.
Bill Haslam for Governor – Darrell Waltrip
2011 Bronze
Adelstein / Liston
Alexi Giannoulias for U.S. Senate – Choice/Hartmarx
2011 Honorable Mention
AKPD Message and Media
Cedric Richmond – Corner

TELEVISION - BALLOT/INITIATIVE

H30 - FOR STATEWIDE CAMPAIGNS
2011 Gold
The New Media Firm
Producers: Envision Communications / Fair Districts Florida
Foxes

TELEVISION - PUBLIC AFFAIRS

H37 - NATIONAL PUBLIC AFFAIRS
2011 Gold
The Eleison Group, LLC
Daisy Ad 2010
2011 Silver
GMMB
Tough
2011 Bronze
R&R Partners
Rodeo
2011 Honorable Mention
Berman and Company
National Debt Halloween Costume

H38 - STATE/LOCAL PUBLIC AFFAIRS
2011 Gold
Hackney & Hackney
Best Athletes
2011 Silver
Schubert Flint Public Affairs
No Such Thing
2011 Bronze
Fletcher Rowley Riddle Inc.
Kill Dozer
2011 Honorable Mention
North Woods Advertising
Don’t Take Away My Medicine
H39 - FOR NATIONAL ORGANIZATION
2011 Gold
GMMB
Tough
2011 Silver
GMMB
Clean Up
2011 Bronze
Wild Bunch Media
Better
2011 Honorable Mention
GMMB & Armour Media
On Guard
H40 - FOR STATE/LOCAL ORGANIZATION
2011 Silver
The Election Group
Messages – Indoor
H41 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE
2011 Silver
Sanchis & Sanmartin
Gay Marriage
2011 Bronze
The New Media Firm
NJEA – Financiamiento
2011 Honorable Mention
Sanchis & Sanmartin
World Local Leaders Summit
H42 - FOR NON-BROADCAST VIDEO
2011 Gold
Dewey Square Group and Joe Slade White and Company
Living Portrait of Governor Jennifer M. Granholm
2011 Silver
Behr Communications
All of Us
2011 Bronze
Compass Media Group, Inc.
Heroes
2011 Honorable Mention
Hackney & Hackney
NYC Presentation
H43 - BEST USE OF HUMOR
2011 Silver
GMMB & Armour Media
Clean Up
2011 Bronze
Love Communications
Vote.Utah.Com – Where Democracy Clicks
2011 Honorable Mention
Meridian Strategies
Dancers (SC-5)
H44 - BEST USE OF NEGATIVE/CONTRAST
2011 Gold
Wild Bunch Media
Better
2011 Silver
The Eleison Group, LLC
Graham Then and Now
2011 Bronze
Hackney & Hackney
Dam Failure
2011 Bronze
Strategic Perception Inc.
Mourning in America
2011 Honorable Mention
R&R Partners
Rodeo
H45 - BEST USE OF PERSONALITY/CELEBRITY
2011 Silver
Wild Bunch Media
Stop
2011 Bronze
McAuliffe Message Media
Morgan Freeman
2011 Honorable Mention
North Woods Advertising
Send a Nurse
COLLATERAL - OVERALL
I01 - BILLBOARD
2011 Silver
The New Media Firm
LiUNA – Bridge Billboard
2011 Bronze
Segarra Teres
Answers
2011 Honorable Mention
Berman and Company
DC Teachers Union Exposed (Mobile Billboard)
I02 - DOORHANGERS
2011 Silver
Left Coast Communications
Jane Kim Doorhanger
2011 Bronze
Argo Strategies
Washington State Democrats GOTV
2011 Honorable Mention
The Stoneridge Group
Rand Paul Slate Doorhanger
I03 – LOGO
2011 Silver
Milkshtake Media, LP
Hickenlooper for Colorado
2011 Bronze
The Election Group
Firefighters Care to Wear Pink
2011 Honorable Mention
J2 Strategies
Don’t Tread on Me
I04 - MASS TRANSIT/BUS SIGN
2011 Bronze
Berman and Company
Let Me Rise
2011 Honorable Mention
The Singularis Group
Kansas Republican Party Clean Sweep Bus
I05 - NON-MAIL BROCHURE
2011 Gold
Left Coast Communications
Jane Kim Palmcard
2011 Silver
The Beytin Agency
Manno Walk Piece
2011 Bronze
Tuesday Associates
Sick of Congress Barf Bags
2011 Bronze
King Strategic Communications, Inc.
Ohio’s Comeback
2011 Honorable Mention
The Election Group
Domestic First
I06 - YARD/OUTDOOR SIGN
2011 Silver
Axiom Strategies
Fed Up?
2011 Bronze
HighGround Public Affairs
Keep the Cubs – Yes on 420
2011 Honorable Mention
Precision Politics
Taxpayers’ Watchdog!
I07 - MOST ORIGINAL/INNOVATIVE COLLATERAL MATERIAL
2011 Gold
Stearns Consulting LLC
No on B – Rally Towel
2011 Silver
Bates & Mills Consulting, Inc.
BankRun Bank Card
2011 Bronze
Eisner Johnson
Scott Walker Brown Bag
2011 Honorable Mention
Communications Counsel, Inc.
Bill Johnson for Congress – American Excess Card

2011 Honorable Mention
Segarra!Terés Answers

2011 Honorable Mention
Left Coast Communications
Jane Kim for SUPERvisor Comic Book

FIELD - CANDIDATE

J01 - BEST GOTV PROGRAM
2011 Silver
Grassroots Solutions
Omaha Recall Election: Stop the Recall and Retain Mayor Jim Suttle

2011 Bronze
Terra Strategies
Colorado United Paid Canvas

2011 Honorable Mention
NGP VAN, Inc.
Nevada Democratic Party Re-elects Sen. Majority Leader Harry Reid

J02 - BEST USE OF NEW TECHNOLOGY
2011 Gold
FLS Connect
American Crossroads Canvasses With GeoConnect

2011 Bronze
Loci Technologies
Darryl Clark for Congress: Real-Time Voter Targeting

J03 - BEST WALK PIECE
2011 Gold
The Stoneridge Group
Rubio Message Cards

2011 Silver
Murphy Turner Associates
Stefani Carter for State Representative – Serious

2011 Bronze
The Beytin Agency
Manno Walk Piece

2011 Honorable Mention
thetrazgroup
Meet Jennifer

INTERNATIONAL - CANDIDATE

K01 - DIRECT MAIL
2011 Silver
NOW Communications Group Inc.
Pensions

2011 Bronze
NOW Communications Group Inc.
Hugh Direct Mail

K02 - INTERNET CAMPAIGN
2011 Silver
ElectionMall Technologies, Inc.

SantosPresidente.com

2011 Bronze
Purple Forge
Juan Manuel Santos iPhone Application

2011 Honorable Mention
Bully Pulpit Interactive
Kamla Persad-Bissessar for Prime Minister

2011 Honorable Mention
Blue State Digital
Dilma Rousseff for President

K03 - RADIO AD
2011 Silver
BuzzMaker, LLC
I Don’t Trust Even Jesus Christ

2011 Silver
NOW Communications Group Inc.
Grandpa

2011 Bronze
Redondo & Asociados Public Affairs Firm
Stand by Me

K04 - TELEVISION AD
2011 Gold
Redondo & Asociados Public Affairs Firm
Stand by Me

2011 Silver
Prole
Rio Olympic City

2011 Bronze
Newlink Political
Mi Tierra

2011 Honorable Mention
NOW Communications Group Inc.
Balloon

K05 - TELEPHONE TOWN HALL
2011 Silver
Stones’ Phones
A Telephone Town Hall Down Under

INTERNATIONAL - BALLOT/INITIATIVE

K07 - INTERNET CAMPAIGN
2011 Bronze
Purple Forge
Tim Hudak’s iPhone App: 2010 Budget Response

2011 Honorable Mention
Segarra!Terés
Play Fair/Play Nice

K09 - TELEVISION AD
2011 Bronze
Segarra!Terés
Play Fair/Play Nice

INTERNATIONAL - PUBLIC AFFAIRS

K11 - INTERNET CAMPAIGN
2011 Silver
Blue State Digital
Hope Not Hate

2011 Bronze
NOW Communications Group Inc.
IfYouLoveSaskatchewan.ca

2011 Honorable Mention
Chong + Koster
Pressuring Target

K13 - TELEVISION AD
2011 Gold
Sanchis & Sanmartín
World Local Leaders Summit

2011 Silver
Sanchis & Sanmartín
Gay Marriage

2011 Bronze
NOW Communications Group Inc.
Commitment

2011 Honorable Mention
NOW Communications Group Inc.
Signs

K14 - CITIZEN ACTIVISM
2011 Silver
McNally Temple Associates, Inc.
Dreams for Nigeria

2011 Bronze
McNally Temple Associates, Inc.
Dreams for Nigeria Trailer

2011 Honorable Mention
McNally Temple Associates, Inc.
Dreams for Nigeria Booklet

SHOULDIA, WOULDIA, COULDA

L01 - DIRECT MAIL
2011 Gold
JC-Evans, Inc.
Predator

2011 Silver
Argo Strategies
Norma Smith – Read the Label

2011 Bronze
Argo Strategies
Jan Angel – Poolside

2011 Honorable Mention
Argo Strategies
Bob Checks

L02 - INTERNET
2011 Bronze
Chris Mottola Consulting, Inc.
Jack Lynch

L03 - RADIO
2011 Bronze
Hackney & Hackney
Stevens vs. IRS

L04 - TELEVISION
2011 Silver
McAuliffe Message Media
Women

2011 Bronze
Hackney & Hackney
Gas Reserves Tax

2011 Honorable Mention
The Advance Group
2011 Honorable Mention
RapidResponse Media, Inc.
Load of Hot Air

TEA-POLLIES - ANTI-TEA PARTY

N01 - INTERNET
2011 Bronze
Adams Hussey & Associates
Stamp Out Extremism – 2010 Midterm Elections

N04 - TELEVISION
2011 Silver
Bradley Reid + Associates
Lisa Murkowski for U.S. Senate – Anti-Tea Party

N05 - DIRECT MAIL
2011 Gold
BerlinRosen
Cup O’ Joe
2011 Silver
The Beytin Agency
Halloween

2011 Bronze
Gold Communications
High Stakes

Mission Control Inc.
Tea Party

2011 Honorable Mention
Mammen Group
Invitation to Tea

TEA-POLLIES - PRO-TEA PARTY

N06 - INTERNET
2011 Silver
Purple Forge
Americans for Prosperity iPhone App

2011 Bronze
Terra Eclipse
FreedomWorks: Freedom Connect

N08 - RADIO
2011 Bronze
Communications Counsel, Inc.
Defend – Ohio’s Third Frontier

N09 - TELEVISION
2011 Bronze
The Strategy Group for Media
Liberty’s Call

N10 - DIRECT MAIL
2011 Silver
Lincoln Strategy Group
Dr. Chris Salvino: Pro-Tea Party Candidate

2011 Bronze
thetrazgroup
Nancy & Mike

2011 Honorable Mention
Targeted Creative Communications, Inc.
Flag Jumping

AAPC FOUNDATION STUDENT POLLIE AWARD WINNERS

STUDENT WINNERS
BEST USE OF INTERNET
Gold
Michael Fricchione
Fordham University
“Padavan for Pedro”

BEST USE OF TELEVISION/RADIO AD
Gold
Francesca Capodilupo
Caroline Graham
Michelle Hinman
Erion Piciri
Lauren Skompinski
Fordham University, Elections and Campaign Management Graduate Program
“Made of Plastic”

Silver
Joseph Ahearn
Erion Piciri
Juxhin Vila
Fordham University
“It’s Time to Fix America”

Bronze
Rachel Jacobs
American University
“A Voice For U Campaign”
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