

## 2018 OVERALL CATEGORIES

### CANDIDATE DIVISION

**A01 Direct Mail Campaign – Democrat**

Series (more than one) of direct mail pieces made for any Democratic Candidate Campaign.

**A02 Direct Mail Campaign – Republican**

Series (more than one) of direct mail pieces made for any Republican Candidate Campaign.

**A03 Television Campaign – Democrat**

Series (more than one) of television spots made for any Democratic Candidate Campaign.

**A04 Television Campaign - Republican**

Series (more than one) of television spots made for any Republican Candidate Campaign.

**A05 Digital or Internet Campaign - Democrat**

Series (more than one) of digital or internet pieces made for any Democratic Candidate Campaign.

**A06 Digital or Internet Campaign - Republican**

Series (more than one) of digital or internet pieces made for any Republican Candidate Campaign.

**A07 Phone Campaign - Democrat**

Series (more than one) of phone calls made for any Democratic Candidate Campaign.

**A08 Phone Campaign - Republican**

Series (more than one) of phone calls made for any Republican Candidate Campaign.

**A09 Radio Campaign - Democrat**

Series (more than one) of radio spots made for any Democratic Candidate Campaign.

**A10 Radio Campaign - Republican**

Series (more than one) of radio spots made for any Republican Candidate Campaign.

**A11 Fundraising Campaign - Democrat**

Series (more than one) of fundraising pieces (any medium) made for any Democratic Candidate Campaign.

**A12 Fundraising Campaign - Republican**

Series (more than one) of fundraising pieces (any medium) made for any Republican Candidate Campaign.

**A13 Field Campaign - Democrat**

Series (more than one) of field pieces (any medium) made for any Democratic Candidate Campaign.

**A14 Field Campaign - Republican**  
Series (more than one) of field pieces (any medium) made for any Republican Candidate Campaign.

**A15 Best Use of Opposition Research - Democrat**  
Series (more than one) of opposition research (any medium) made for any Democratic Candidate Campaign.

**A16 Best Use of Opposition Research - Republican**  
Series (more than one) of opposition research (any medium) made for any Republican Candidate Campaign.

**A17 Best in Show - Democrat**  
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Democratic Candidate Campaign.

**A18 Best in Show - Republican**  
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Republican Candidate Campaign.

#### **BALLOT INITIATIVE DIVISION**

**A19 Direct Mail Campaign**  
Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.

**A20 Television Campaign**  
Series (more than one) of television spots made for any Ballot Initiative Campaign.

**A21 Digital or Internet Campaign**  
Series (more than one) of digital or internet pieces made for any Ballot Initiative Campaign.

**A22 Phone Campaign**  
Series (more than one) of phone calls made for any Ballot Initiative Campaign.

**A23 Radio Campaign**  
Series (more than one) of radio spots made for any Ballot Initiative Campaign.

**A24 Best in Show**  
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

#### **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**A25 Direct Mail Campaign**  
Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

**A26 Television Campaign**  
Series (more than one) of television spots made for any Public Affairs/Issue Advocacy Campaign.

- A27 Digital or Internet Campaign**  
Series (more than one) of digital or internet pieces made for any Public Affairs/Issue Advocacy Campaign.
- A28 Phone Campaign**  
Series (more than one) of phone calls made for any Public Affairs/Issue Advocacy Campaign.
- A29 Radio Campaign**  
Series (more than one) of radio spots made for any Public Affairs/Issue Advocacy Campaign.
- A30 Newspaper Campaign**  
Series (more than one) of Newspaper spots made for any Public Affairs/Issue Advocacy Campaign.
- A31 Best in Show**  
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs/Issue Advocacy Campaign.

## **2018 DIRECT MAIL CATEGORIES**

### **CANDIDATE DIVISION**

- B01 For Governor**  
Direct mail piece made for any Gubernatorial Candidate Campaign.
- B02 For Down-Ballot Statewide**  
Direct mail piece made for any down-ballot statewide Candidate Campaign.
- B03 For Mayor**  
Direct mail piece made for any Mayoral Candidate Campaign.
- B04 For State Legislature**  
Direct mail piece made for any state legislature Candidate Campaign.
- B05 For Local/Municipal/Regional**  
Direct mail piece made for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- B06 For Special Election - U.S. Senate**  
Direct mail piece made for any special election U.S. Senate Candidate Campaign.
- B07 For Special Election - U.S. House of Representatives**  
Direct mail piece made for any special election U.S. House of Representatives Candidate Campaign.
- B08 For Special Election - State Legislature**  
Direct mail piece made for any special election state legislature Candidate Campaign.
- B09 For PAC/Super PAC**  
Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.

- B10 For Organization**  
Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).
- B11 Bilingual/Multilingual/Foreign Language**  
Direct mail piece made in a language other than English for any Candidate Campaign.
- B12 Early Voting/Absentee Ballot/Vote-by-Mail**  
Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.
- B13 Best Use of Humor**  
Effective use of humor in a direct mail piece made for any Candidate Campaign.
- B14 Best Use of Negative or Contrast**  
Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.
- B15 Best Use of Illustration or Photography**  
Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.
- B16 Best Use of Social Pressure**  
Effective use of social pressure in a direct mail piece made for any Candidate Campaign.
- B17 Best Use of Slate Mail**  
Effective use of slate in a direct mail piece produced for any Candidate Campaign.
- B18 GOTV**  
Direct mail piece made for any statewide/local GOTV Candidate Campaign.
- B19 Independent Expenditure Campaign - Governor**  
Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- B20 Independent Expenditure Campaign - Down-Ballot Statewide**  
Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- B21 Independent Expenditure Campaign - Mayor**  
Direct mail piece made for an independent expenditure campaign for any Mayoral Candidate Campaign.
- B22 Independent Expenditure Campaign - State Legislature**  
Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.
- B23 Independent Expenditure Campaign - Local/Municipal/Regional**  
Direct mail piece made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.

- B24 Independent Expenditure Campaign - Special Election - U.S. Senate**  
Direct mail piece made for an independent expenditure campaign for any special election U.S. Senate Candidate Campaign.
- B25 Independent Expenditure Campaign - Special Election - U.S. House of Representatives**  
Direct mail piece made for an independent expenditure campaign for any special election U.S. House of Representatives Candidate Campaign.
- B26 Independent Expenditure Campaign - Special Election - State Legislature**  
Direct mail piece made for an independent expenditure campaign for any special election state legislature Candidate Campaign.

#### **BALLOT INITIATIVE DIVISION**

- B27 For Statewide**  
Direct mail piece made for any statewide Ballot Initiative Campaign.
- B28 For Local**  
Direct mail piece made for any local Ballot Initiative Campaign.
- B29 GOTV**  
Direct mail piece made for any statewide/local GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).
- B30 Bilingual/Multilingual/Foreign Language**  
Direct mail piece made in a language other than English for any Ballot Initiative Campaign.
- B31 Best Use of Negative or Contrast**  
Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.
- B32 Best Use of Social Pressure**  
Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

#### **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

- B33 For National**  
Direct mail piece made for any national Public Affairs/Issue Advocacy Campaign.
- B34 For Statewide**  
Direct mail piece made for any statewide Public Affairs/Issue Advocacy Campaign.
- B35 For Local**  
Direct mail piece made for any local Public Affairs/Issue Advocacy Campaign.

## MISCELLANEOUS

### **B36 Best Use of Opposition Research**

Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2018 TELEVISION CATEGORIES**

### **CANDIDATE DIVISION**

#### **C01 For Governor**

Television advertisement made for any Gubernatorial Candidate Campaign.

#### **C02 For Down-Ballot Statewide**

Television advertisement made for any down-ballot statewide Candidate Campaign.

#### **C03 For Mayor**

Television advertisement made for any Mayoral Candidate Campaign.

#### **C04 For State Legislature**

Television advertisement made for any state legislature Candidate Campaign.

#### **C05 For Local/Municipal/Regional**

Television advertisement made for any local, municipal, or regional Candidate Campaign - excluding Mayoral.

#### **C06 For Special Election - U.S. Senate**

Television advertisement made for any special election U.S. Senate Candidate Campaign.

#### **C07 For Special Election - U.S. House of Representatives**

Television advertisement made for any special election U.S. House of Representatives Candidate Campaign.

#### **C08 For Special Election - State Legislature**

Television advertisement made for any special election state legislature Candidate Campaign.

#### **C09 For PAC/Super PAC**

Television advertisement made for a PAC/Super PAC for any Candidate Campaign.

#### **C10 Bilingual/Multilingual/Foreign Language**

Television advertisement made in a language other than English for any Candidate Campaign.

#### **C11 Best Use of Humor**

Effective use of humor in a television advertisement made for any Candidate Campaign.

#### **C12 Best Use of Negative or Contrast**

Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.

- C13 Best Use of Personality or Celebrity**  
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.
- C14 Independent Expenditure Campaign - Governor**  
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- C15 Independent Expenditure Campaign - Down-Ballot Statewide**  
Television advertisement made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- C16 Independent Expenditure Campaign - Mayor**  
Television advertisement made for an independent expenditure campaign for any Mayoral Candidate Campaign.
- C17 Independent Expenditure Campaign - State Legislature**  
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.
- C18 Independent Expenditure Campaign - Local/Municipal/Regional**  
Television advertisement made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- C19 Independent Expenditure Campaign - Special Election - U.S. Senate**  
Television advertisement made for an independent expenditure campaign for any special election U.S. Senate Candidate Campaign.
- C20 Independent Expenditure Campaign - Special Election - U.S. House of Representatives**  
Television advertisement made for an independent expenditure campaign for any special election U.S. House of Representatives Candidate Campaign.
- C21 Independent Expenditure Campaign - Special Election - State Legislature**  
Television advertisement made for an independent expenditure campaign for any special election state legislature Candidate Campaign.

#### **BALLOT INITIATIVE DIVISION**

- C22 For Statewide**  
Television advertisement made for any statewide Ballot Initiative Campaign.
- C23 For Local**  
Television advertisement made for any local Ballot Initiative Campaign.
- C24 Bilingual/Multilingual/Foreign Language**  
Television advertisement made in a language other than English for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

### **C25 For National**

Television advertisement made for any national Public Affairs/Issue Advocacy Campaign.

### **C26 For Statewide/Local**

Television advertisement made for any statewide or local Public Affairs/Issue Advocacy Campaign.

## **2018 DIGITAL/INTERNET CATEGORIES**

### **CANDIDATE DIVISION**

#### **D01 Internet Advertising - Governor**

Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.

#### **D02 Internet Advertising - Down-Ballot Statewide**

Online, social, or mobile advertisement made for any down-ballot statewide Candidate Campaign.

#### **D03 Internet Advertising - Mayor**

Online, social, or mobile advertisement made for any Mayoral Candidate Campaign.

#### **D04 Internet Advertising - State Legislature**

Online, social, or mobile advertisement made for any state legislature Candidate Campaign.

#### **D05 Internet Advertising - Local/Municipal/Regional**

Online, social, or mobile advertisement made for any local/municipal/regional Candidate Campaign - excluding Mayoral.

#### **D06 Internet Advertising - Special Election - U.S. Senate**

Online, social, or mobile advertisement made for any special election U.S. Senate Candidate Campaign.

#### **D07 Internet Advertising - Special Election - U.S. House of Representatives**

Online, social, or mobile advertisement made for any special election U.S. House of Representatives Candidate Campaign.

#### **D08 Internet Advertising - Special Election - State Legislature**

Online, social, or mobile advertisement made for any special election state legislature Candidate Campaign.

#### **D09 Internet Advertising - Best Use of Search Engine Marketing**

Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign.

#### **D10 Internet Advertising - Best Use of Targeting**

Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.



- D11 Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign**  
Effective use of email marketing in an online, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign.
- D12 Website – Governor**  
Website made for any Gubernatorial Candidate Campaign.
- D13 Website - Down-Ballot Statewide**  
Website made for any down-ballot statewide Candidate Campaign.
- D14 Website - Mayor**  
Website made for any Mayoral Candidate Campaign.
- D15 Website - State Legislature**  
Website made for any state legislature Candidate Campaign.
- D16 Website - Local/Municipal/Regional**  
Website made for any state local/municipal/regional Candidate Campaign - excluding Mayoral.
- D17 Website - Special Election - U.S. Senate**  
Website made for any special election U.S. Senate Candidate Campaign.
- D18 Website - Special Election - U.S. House of Representatives**  
Website made for any special election U.S. House of Representatives Candidate Campaign.
- D19 Website - Special Election - State Legislature**  
Website made for any special election state legislature Candidate Campaign.
- D20 Bilingual/Multilingual/Foreign Language**  
Digital or internet piece in a language other than English made for any Candidate Campaign.
- D21 Best Use of Twitter**  
Effective use of Twitter in any Candidate Campaign.
- D22 Best Use of Facebook**  
Effective use of Facebook in any Candidate Campaign.
- D23 Best Use of Snapchat**  
Effective use of Snapchat in any Candidate Campaign.
- D24 Best Use of YouTube**  
Effective use of YouTube in any Candidate Campaign.
- D25 Best Use of Google**  
Effective use of Google in any Candidate Campaign.
- D26 Best Use of Video**  
Effective use of video in any Candidate Campaign.

- D27 Best Use of a Meme**  
Effective use of a meme in any Candidate Campaign.
- D28 Best Use of a Mobile App**  
Effective use of a mobile app in any Candidate Campaign.
- D29 Best Use of Email Marketing (Non-Fundraising)**  
Effective use of email marketing (non-fundraising) in any Candidate Campaign.
- D30 Best Use of Humor**  
Effective use of humor in a digital or internet piece made any Candidate Campaign.
- D31 Best Use of Negative or Contrast**  
Effective use of negative or contrast in a digital or internet piece made for any Candidate Campaign
- D32 Best Use of Internet Radio**  
Effective use of internet radio, i.e. Pandora, for any Candidate Campaign.
- D33 Best Use of Social Media - Digital Acquisition Campaign**  
Effective use of social media to acquire digital assets for any Candidate Campaign
- D34 Web Video**  
Web video made solely for the internet for any Candidate Campaign.
- D35 Independent Expenditure Campaign - Governor**  
Digital or internet piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.
- D36 Independent Expenditure Campaign - Down-Ballot Statewide**  
Digital or internet piece for an independent expenditure campaign made for any down-ballot statewide Candidate Campaign.
- D37 Independent Expenditure Campaign - Mayor**  
Digital or internet piece for an independent expenditure campaign made for Mayoral Candidate Campaign.
- D38 Independent Expenditure Campaign - State Legislature**  
Digital or internet piece for an independent expenditure campaign made for state legislature Candidate Campaign.
- D39 Independent Expenditure Campaign - Local/Municipal/Regional**  
Digital or internet piece for an independent expenditure campaign made for local/municipal/regional Candidate Campaign - excluding Mayoral.
- D40 Independent Expenditure Campaign - Special Election - U.S. Senate**  
Digital or internet piece for an independent expenditure campaign made for any special election U.S. Senate Candidate Campaign.

**D41 Independent Expenditure Campaign - Special Election - U.S. House of Representatives**

Digital or internet piece for an independent expenditure campaign made for any special election U.S. House of Representatives Candidate Campaign.

**D42 Independent Expenditure Campaign - Special Election - State Legislature**

Digital or internet piece for an independent expenditure campaign made for any special election state legislature Candidate Campaign.

**BALLOT INITIATIVE DIVISION**

**D43 Internet Advertising**

Online, social, or mobile advertisement made for any Ballot Initiative Campaign.

**D44 Website**

Website made for any Ballot Initiative Campaign.

**D45 Best Use of Email Marketing (Non-Fundraising)**

Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.

**D46 Best Use of Internet Radio**

Effective use of an internet radio, i.e. Pandora, in any Ballot Initiative Campaign.

**D47 Best Use of Social Media**

Effective use of social media in any Ballot Initiative Campaign.

**D48 Web Video**

Web video made solely for the internet for any Ballot Initiative Campaign.

**PUBLIC AFFAIRS DIVISION**

**D49 Internet Advertising**

Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

**D50 Website**

Website made for any Public Affairs/Issue Advocacy Campaign.

**D51 Best Use of Email Marketing (Non-Fundraising)**

Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

**D52 Best Use of Internet Radio**

Effective use of an internet radio, i.e. Pandora, in any Public Affairs/Issue Advocacy Campaign.

**D53 Best Use of Social Media**

Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

**D54 Web Video**

Web video made for any Public Affairs/Issue Advocacy Campaign.

## **2018 PHONES CATEGORIES**

### **CANDIDATE DIVISION**

#### **E01 Automated Calls**

Automated call made for any federal, state or local independent expenditure campaign or Candidate Campaign

#### **E02 Live Calls**

Live call made for any federal, state or local independent expenditure campaign or Candidate Campaign

#### **E03 Telephone Town Hall Call/Forum Call**

Telephone town hall/forum call made for any federal, state or local independent expenditure campaign or Candidate Campaign

### **BALLOT INITIATIVE DIVISION**

#### **E04 Live Calls**

Live call made for any Ballot Initiative Campaign.

#### **E05 Telephone Town Hall Call/Forum Call**

Telephone town hall/forum call made for any Ballot Initiative Campaign.

### **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

#### **E06 Patch-Through Program Autodial/Live**

Autodial or live patch-through program made for any Public Affairs/Issue Advocacy Campaign.

#### **E07 Telephone Town Hall Call/Forum Calls**

Telephone town hall/forum call made for any Public Affairs/Issue Advocacy Campaign.

### **MISCELLANEOUS**

#### **E08 Best Use of Mobile Application**

Effective use of a mobile application made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

#### **E09 Best Use of Mobile Technology**

Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

#### **E10 Best Use of Social Science Research**

Effective use of social science research in a phone call/mobile app made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

#### **E11 Innovative Use of Automated SMS Technology**

Innovative use of automated SMS technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2018 RADIO CATEGORIES**

### **CANDIDATE DIVISION**

- F01 For Governor**  
Radio advertisement made for any Gubernatorial Candidate Campaign.
- F02 For Down-Ballot Statewide**  
Radio advertisement made for any down-ballot statewide Candidate Campaign.
- F03 For Mayor**  
Radio advertisement made for any mayoral Candidate Campaign.
- F04 For State Legislature**  
Radio advertisement made for any state legislature Candidate Campaign.
- F05 For Local/Municipal/Regional**  
Radio advertisement made for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- F06 For Special Election - U.S. Senate**  
Radio advertisement made for any special election U.S. Senate Candidate Campaign.
- F07 For Special Election - U.S. House of Representatives**  
Radio advertisement made for any special election U.S. House of Representatives Candidate Campaign.
- F08 For Special Election - State Legislature**  
Radio advertisement made for any special election state legislature Candidate Campaign.
- F09 For PAC/Super PAC**  
Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.
- F10 Bilingual/Multilingual/Foreign Language**  
Radio advertisement made in a language other than English for any Candidate Campaign.
- F11 Best Use of Humor**  
Effective use of humor in a radio advertisement made for any Candidate Campaign.
- F12 Best Use of Negative or Contrast**  
Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.
- F13 Independent Expenditure Campaign**  
Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.

## **BALLOT INITIATIVE DIVISION**

### **F14 Best Use of Radio**

Effective use of a radio advertisement made for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

### **F15 Best Use of Radio**

Effective use of a radio advertisement made for any Public Affairs/Issue Advocacy Campaign.

## **2018 FUNDRAISING CATEGORIES**

### **G01 Best Use of Direct Mail**

Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G02 Best Use of Email**

Effective use of an email to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G03 Best Use of Social Media**

Effective use of social media to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G04 Best Use of Website/Donation Page**

Effective use of a website/donation page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G05 Best Use of a Landing Page for Digital Fundraising**

Effective use of a landing page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G06 Best Use of a Mobile App for Digital Fundraising**

Effective use of a mobile app to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### **G07 Best Use of Phones**

Effective use of a phone call to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign (including telephone town hall/forum calls).

### **G08 For PAC/Super PAC Fundraising**

Fundraising piece for a house list or prospect list of contributors to solicit donations for a PAC /Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.

### **G09 For Use of Trade Association Fundraising**

Fundraising piece for a house list or prospect list of contributors to solicit donations

made for any Trade Association Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.

**G10 Fundraising Gift With Donation**

Fundraising gift(s) to solicit or recognize donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G11 Fundraising Event**

Fundraising event for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 NEWSPAPER CATEGORIES**

**H01 Full Page**

Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**H02 Less Than Full Page**

Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**H03 Insert**

Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 COLLATERAL CATEGORIES**

**I01 Billboard**

Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I02 Door Hanger**

Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I03 Logo**

Logo made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I04 Mass Transit/Bus Sign**

Mass transit or bus sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I05 Most Original/Innovative Collateral Material**

Creative or innovative collateral material (any medium) made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I06 Non-Mail Brochure**

Handout brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I07 Yard/Outdoor Sign**

Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 FIELD CATEGORIES**

**J01 Paid Field Program**

Paid field program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J02 Field Program - Congressional or Statewide**

Field program for any congressional or statewide Candidate Campaign.

**J03 Field Program - Local/Municipal/Regional**

Field program for any local/municipal/regional Candidate Campaign.

**J04 Field Program - Special Election**

Field program for any special election Candidate Campaign.

**J05 Field Program - Ballot Initiative**

Field program for any Ballot Initiative Campaign.

**J06 GOTV - Congressional or Statewide**

GOTV for any congressional or statewide Candidate Campaign.

**J07 GOTV - Local/Municipal/Regional**

GOTV for any local/municipal/regional Candidate Campaign.

**J08 GOTV - Special Election**

GOTV for any special election Candidate Campaign.

**J09 GOTV - Ballot Initiative**

GOTV for any Ballot Initiative Campaign.

**J10 Ballot Access - Petition Collection**

Petition collection for ballot access for any Ballot Initiative Campaign.

**J11 Grassroots Program - Public Affairs/Issue Advocacy**

Grassroots program for any Public Affairs/Issue Advocacy Campaign.

**J12 Absentee/Early Voting Program**

Absentee/Early Voting program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J13 Voter Registration Program**

Voter registration program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.



**J14 Voter ID Program**

Voter ID program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J15 Walk/Handout Piece**

Walk/Handout piece for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J16 Best Use of Analytics**

Best use of analytics for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 STUDENT CATEGORIES**

**K01 Best Campaign Plan**

Campaign plan made by a student in a degree program.