

2020 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 Fundraising Campaign
Series (more than one) of fundraising pieces made for any Ballot Initiative Campaign.

A25 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

A26 Direct Mail Campaign
Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

- A27 Television Campaign**
Series (more than one) of television spots made for any Public Affairs/Issue Advocacy Campaign.
- A28 Digital or Internet Campaign**
Series (more than one) of digital or internet pieces made for any Public Affairs/Issue Advocacy Campaign.
- A29 Phone Campaign**
Series (more than one) of phone calls made for any Public Affairs/Issue Advocacy Campaign.
- A30 Radio Campaign**
Series (more than one) of radio spots made for any Public Affairs/Issue Advocacy Campaign.
- A31 Fundraising Campaign**
Series (more than one) of fundraising pieces made for any Public Affairs/Issue Advocacy Campaign.
- A32 Newspaper Campaign**
Series (more than one) of Newspaper spots made for any Public Affairs/Issue Advocacy Campaign.
- A33 Best PAC Campaign (NEW)**
Series (more than one) examples of a PAC campaign for any medium produced on behalf of any Public Affairs/Issue Advocacy Campaign.
- A34 Best in Show**
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION

- A35 Best New and Unusual Tactic**
Series (more than one) examples of a new or unusual tactic for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.
- A36 Best Data Analytics Solution (NEW)**
Series (more than one) examples of a data analytics solution for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.
- A37 Best Use of Data Analytics/Machine Learning (NEW)**
Series (more than one) examples of a data analytics or machine learning for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

2020 DIRECT MAIL CATEGORIES

CANDIDATE DIVISION

- B01 For Presidential Primary**
Direct mail piece made for any Presidential Primary Candidate Campaign.
- B02 For Governor**
Direct mail piece made for any Gubernatorial Candidate Campaign.
- B03 For Down-Ballot Statewide**
Direct mail piece made for any down-ballot statewide Candidate Campaign.
- B04 For State Legislature**
Direct mail piece made for any state legislature Candidate Campaign.
- B05 For Mayor**
Direct mail piece made for any Mayoral Candidate Campaign.
- B06 For Local/Municipal/Regional**
Direct mail piece made for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- B07 For Special Election - Federal**
Direct mail piece made for any federal special election Candidate Campaign.
- B08 For Special Election - Statewide**
Direct mail piece made for any statewide special election Candidate Campaign.
- B09 For Special Election - Local**
Direct mail piece made for any local special election Candidate Campaign.
- B10 For PAC/Super PAC**
Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.
- B11 For Organization**
Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).
- B12 Bilingual/Multilingual/Foreign Language**
Direct mail piece made in a language other than English for any Candidate Campaign.
- B13 Early Voting/Absentee Ballot/Vote-by-Mail**
Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.
- B14 Best Use of Humor**
Effective use of humor in a direct mail piece made for any Candidate Campaign.
- B15 Best Use of Negative or Contrast**
Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.

- B16 Best Use of Illustration or Photography**
Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.
- B17 Best Use of Social Pressure**
Effective use of social pressure in a direct mail piece made for any Candidate Campaign.
- B18 Best Use of Targeting**
Effective use of targeting in a direct mail piece made for any Candidate Campaign.
- B19 Best Use of Slate Mail**
Effective use of slate in a direct mail piece produced for any Candidate Campaign.
- B20 GOTV**
Direct mail piece made for any statewide/local GOTV Candidate Campaign.
- B21 Independent Expenditure Campaign - Presidential Primary**
Direct mail piece made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.
- B22 Independent Expenditure Campaign - Governor**
Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- B23 Independent Expenditure Campaign - Down-Ballot Statewide**
Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- B24 Independent Expenditure Campaign - State Legislature**
Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.
- B25 Independent Expenditure Campaign - Mayor**
Direct mail piece made for an independent expenditure campaign for any Mayoral Candidate Campaign.
- B26 Independent Expenditure Campaign - Local/Municipal/Regional**
Direct mail piece made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- B27 Independent Expenditure Campaign - Special Election - Federal**
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.
- B28 Independent Expenditure Campaign - Special Election - Statewide**
Direct mail piece made for an independent expenditure campaign for any statewide special election Candidate Campaign.

B29 Independent Expenditure Campaign - Special Election - Local

Direct mail piece made for an independent expenditure campaign for any local special election Candidate Campaign.

BALLOT INITIATIVE DIVISION

B30 For Statewide

Direct mail piece made for any statewide Ballot Initiative Campaign.

B31 For Local

Direct mail piece made for any local Ballot Initiative Campaign.

B32 GOTV

Direct mail piece made for any statewide/local GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).

B33 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

B34 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

B35 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

B36 For National

Direct mail piece made for any national Public Affairs/Issue Advocacy Campaign.

B37 For Statewide

Direct mail piece made for any statewide Public Affairs/Issue Advocacy Campaign.

B38 For Local

Direct mail piece made for any local Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

B39 Best Use of Opposition Research

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

2020 TELEVISION CATEGORIES

CANDIDATE DIVISION

- C01 For Presidential Primary**
Television advertisement made for any Presidential Primary Candidate Campaign.
- C02 For Governor**
Television advertisement made for any Gubernatorial Candidate Campaign.
- C03 For Down-Ballot Statewide**
Television advertisement made for any down-ballot statewide Candidate Campaign.
- C04 For State Legislature**
Television advertisement made for any state legislature Candidate Campaign.
- C05 For Mayor**
Television advertisement made for any Mayoral Candidate Campaign.
- C06 For Local/Municipal/Regional**
Television advertisement made for any local, municipal, or regional Candidate Campaign - excluding Mayoral.
- C07 For Special Election - Federal**
Television advertisement made for any federal special election Candidate Campaign.
- C08 For Special Election - Statewide**
Television advertisement made for any statewide special election Candidate Campaign.
- C09 For Special Election - Local**
Television advertisement made for any local special election Candidate Campaign.
- C10 For PAC/Super PAC**
Television advertisement made for a PAC/Super PAC for any Candidate Campaign.
- C11 Bilingual/Multilingual/Foreign Language**
Television advertisement made in a language other than English for any Candidate Campaign.
- C12 Best Use of Humor**
Effective use of humor in a television advertisement made for any Candidate Campaign.
- C13 Best Use of Negative or Contrast**
Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.
- C14 Best Use of Personality or Celebrity**
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.

- C15 Independent Expenditure Campaign - Presidential Primary**
Television advertisement made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.
- C16 Independent Expenditure Campaign - Governor**
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- C17 Independent Expenditure Campaign - Down-Ballot Statewide**
Television advertisement made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- C18 Independent Expenditure Campaign - State Legislature**
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.
- C19 Independent Expenditure Campaign - Mayor**
Television advertisement made for an independent expenditure campaign for any Mayoral Candidate Campaign.
- C20 Independent Expenditure Campaign - Local/Municipal/Regional**
Television advertisement made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- C21 Independent Expenditure Campaign - Special Election - Federal**
Television advertisement made for an independent expenditure campaign for any federal special election Candidate Campaign.
- C22 Independent Expenditure Campaign - Special Election - Statewide**
Television advertisement made for an independent expenditure campaign for any statewide special election Candidate Campaign.
- C23 Independent Expenditure Campaign - Special Election - Local**
Television advertisement made for an independent expenditure campaign for any local special election Candidate Campaign.

BALLOT INITIATIVE DIVISION

- C24 For Statewide**
Television advertisement made for any statewide Ballot Initiative Campaign.
- C25 For Local**
Television advertisement made for any local Ballot Initiative Campaign.
- C26 Bilingual/Multilingual/Foreign Language**
Television advertisement made in a language other than English for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

C27 For National

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

C28 For Statewide

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

C29 For Local

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

2020 DIGITAL/INTERNET CATEGORIES

CANDIDATE DIVISION

D01 Internet Advertising - Presidential Primary

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

D02 Internet Advertising - Governor

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

D03 Internet Advertising - Down-Ballot Statewide

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

D04 Internet Advertising - State Legislature

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

D05 Internet Advertising - Mayor

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

D06 Internet Advertising - Local/Municipal/Regional

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

D07 Internet Advertising - Special Election - Federal

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

D08 Internet Advertising - Special Election - Statewide

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

D09 Internet Advertising - Special Election - Local

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

- D10 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.
- D11 Internet Advertising - Best Use of Targeting**
Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.
- D12 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.
- D13 Website - Presidential Primary**
Website made for any Presidential Primary Candidate Campaign.
- D14 Website - Governor**
Website made for any Gubernatorial Candidate Campaign.
- D15 Website - Down-Ballot Statewide**
Website made for any down-ballot statewide Candidate Campaign.
- D16 Website - State Legislature**
Website made for any state legislature Candidate Campaign.
- D17 Website - Mayor**
Website made for any Mayoral Candidate Campaign.
- D18 Website - Local/Municipal/Regional**
Website made for any state local/municipal/regional Candidate Campaign - excluding Mayoral.
- D19 Website - Special Election - Federal**
Website made for any federal special election Candidate Campaign.
- D20 Website - Special Election - Statewide**
Website made for any statewide special election Candidate Campaign.
- D21 Website - Special Election - Local**
Website made for any local special election Candidate Campaign.
- D22 Web Video**
Web video made solely for the internet for any Candidate Campaign.
- D23 Digital Creative - Stand Alone (NEW)**
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.
- D24 Digital Creative - Full Set (NEW)**
Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.

- D25 Bilingual/Multilingual/Foreign Language**
Digital or internet piece in a language other than English made for any Candidate Campaign.
- D26 Best Use of Social Media**
Effective use of social media advertising in any digital or internet piece made for any Candidate Campaign.
- D27 Best Use of Social Media - Digital Acquisition Campaign**
Effective use of social media to acquire digital assets for any Candidate Campaign
- D28 Best Use of Video**
Effective use of video in any Candidate Campaign.
- D29 Best Use of a Meme**
Effective use of a meme in any Candidate Campaign.
- D30 Best Viral Campaign (NEW)**
Effective use of a viral video (spread organically) in any Candidate Campaign.
- D31 Best Use of Email Marketing (Non-Fundraising)**
Effective use of email marketing (non-fundraising) in any Candidate Campaign.
- D32 Best Use of Humor**
Effective use of humor in a digital or internet piece made any Candidate Campaign.
- D33 Best Use of Negative or Contrast**
Effective use of negative or contrast in a digital or internet piece made for any Candidate Campaign.
- D34 Independent Expenditure Campaign - Presidential Primary**
Digital or internet piece for an independent expenditure campaign made for any Presidential Primary 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 - State Legislature**
Digital or internet piece for an independent expenditure campaign made for state legislature Candidate Campaign.
- D38 Independent Expenditure Campaign - Mayor**
Digital or internet piece for an independent expenditure campaign made for Mayoral 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 - Federal**
Digital or internet piece for an independent expenditure campaign made for any federal special election Candidate Campaign.
- D41 Independent Expenditure Campaign - Special Election - Statewide**
Digital or internet piece for an independent expenditure campaign made for any statewide special election Candidate Campaign.
- D42 Independent Expenditure Campaign - Special Election - Local**
Digital or internet piece for an independent expenditure campaign made for any local special election 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 Web Video**
Web video made solely for the internet for any Ballot Initiative Campaign.
- D46 Digital Creative - Stand Alone (NEW)**
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.
- D47 Digital Creative - Full Set (NEW)**
Effective use of a full set piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.
- D48 Best Use of Email Marketing (Non-Fundraising)**
Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.
- D49 Best Use of Social Media**
Effective use of social media in any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

- D50 Internet Advertising**
Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.
- D51 Website**
Website made for any Public Affairs/Issue Advocacy Campaign.
- D52 Web Video**
Web video made for any Public Affairs/Issue Advocacy Campaign.

D53 Best Use of Email Marketing (Non-Fundraising)

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

D54 Best Use of Social Media

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

2020 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 DIVISION

E08 Best Use of Automated SMS Texting

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

E09 Best Use of Peer to Peer Texting (NEW)

Effective use of peer to peer texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

- E10 Best Use of Automated SMS Fundraising (NEW)**
Effective use of SMS fundraising in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign..
- E11 Best Use of Peer to Peer Fundraising (NEW)**
Effective use of P2P fundraising in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E12 Best Mobile Application**
Effective use of a mobile app in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E13 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.

2020 RADIO CATEGORIES

CANDIDATE DIVISION

- F01 For Presidential Primary**
Radio advertisement made for any Presidential Primary Candidate Campaign.
- F02 For Governor**
Radio advertisement made for any Gubernatorial Candidate Campaign.
- F03 For Down-Ballot Statewide**
Radio advertisement made for any down-ballot statewide Candidate Campaign.
- F04 For State Legislature**
Radio advertisement made for any state legislature Candidate Campaign.
- F05 For Mayor**
Radio advertisement made for any mayoral Candidate Campaign.
- F06 For Local/Municipal/Regional**
Radio advertisement made for any local/municipal/regional Candidate Campaign - excluding Mayoral.
- F07 For Special Election - Federal**
Radio advertisement made for any federal special election Candidate Campaign.
- F08 For Special Election - Statewide**
Radio advertisement made for any statewide special election Candidate Campaign.
- F09 For Special Election - Local**
Radio advertisement made for any local special election Candidate Campaign.
- F10 For PAC/Super PAC**
Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.

F11 Bilingual/Multilingual/Foreign Language

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

F12 Best Use of Humor

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

F13 Best Use of Negative or Contrast

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

F14 Independent Expenditure Campaign

Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

F15 Best Use of Radio

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

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

F16 Best Use of Radio

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

MISCELLANEOUS DIVISION

F17 Best Use of Internet Radio

Effective use of an internet radio advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2020 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**
Fundraising piece for a house list or prospect list of contributors to solicit donations for a PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.
- G09 For Independent Committee and Super PACS (NEW)**
Fundraising piece for a house list or prospect list of contributors to solicit donations for an independent committee or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.
- G10 For 501(c)(4) (NEW)**
Fundraising piece for a house list or prospect list of contributors to solicit donations for a 501(c)(4) independent committee or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.
- G11 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.
- G12 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.
- G13 Fundraising Event**
Fundraising event for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2020 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.

2020 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.

2020 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 - Federal

Field program for any federal Candidate Campaign.

J03 Field Program - Statewide

Field program for any statewide Candidate Campaign.

- J04 Field Program - Local**
Field program for any local Candidate Campaign.
- J05 Field Program - Ballot Initiative**
Field program for any Ballot Initiative Campaign.
- J06 GOTV - Federal**
GOTV for any federal Candidate Campaign.
- J07 GOTV - Statewide**
GOTV for any statewide Candidate Campaign.
- J08 GOTV - Local**
GOTV for any local 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.

2020 STUDENT CATEGORIES

- K01 Best Campaign Plan**
Campaign plan made by a student in a degree program.

2020 SHOULDA, WOULD, COULDA CATEGORIES

L01 Best Use of Direct Mail

Classics in Political Advertising. Any Direct Mail piece from any year, provided it has not previously won a Pollie.

L02 Best Use of Television

Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie.

L03 Best Use of Digital/Internet

Classics in Political Advertising. Any Digital/Internet piece from any year, provided it has not previously won a Pollie.

L04 Best Use of Phones

Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie.

L05 Best Fundraising Effort

Classics in Political Advertising. Any Fundraising piece from any year, provided it has not previously won a Pollie.

L06 Best Use of Radio

Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie.

L07 Best Use of Newspaper

Classics in Political Advertising. Any Newspaper piece from any year, provided it has not previously won a Pollie

L08 Best Use of Collateral

Classics in Political Advertising. Any Collateral piece from any year, provided it has not previously won a Pollie.

2020 THE ONE THAT GOT AWAY CATEGORIES (NEW)

M01 Best Use of Direct Mail

An exceptional direct mail piece that was produced and never aired, or only made it partially through production.

M02 Best Use of Television

An exceptional television ad piece that was produced and never aired, or only made it partially through production.

M03 Best Use of Digital/Internet

An exceptional digital ad piece that was produced and never aired, or only made it partially through production.

M04 Best Use of Radio

An exceptional radio piece that was produced and never aired, or only made it partially through production.

M05 Best Use of Collateral

An exceptional collateral piece that was produced and never aired, or only made it partially through production.

2020 TECHNOLOGY (NEW)

N01 Best Ad Technology Innovation

Effective use of ad technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

N02 Best Innovation for Voter Targeting

Effective use of an innovation for voter targeting in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

N03 Best Fundraising Technology (NEW)

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

N04 Best Use of Mobile Technology

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

N05 Best Use of Data Analytics/Machine Learning (Non-Fundraising) (NEW)

Effective use of data analytics/machine learning in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

N06 Best Use of Data Analytics/Machine Learning in Online Fundraising (NEW)

Effective use of data analytics/machine learning to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

N07 Best Use of New Field Technology (NEW)

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