

2021 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 Campaign - Democrat

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

A06 Digital Campaign - Republican

Series (more than one) of digital 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 Campaign

Series (more than one) of digital 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 Campaign**
Series (more than one) of digital 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**
Series (more than one) of 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) of 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**
Series (more than one) of 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**
Series (more than one) of examples of data analytics or machine learning for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

- A38 For Supreme Court of the United States Justice**
Effective advertisement in any medium for or against a candidate nomination to the U.S. Supreme Court.

2021 DIRECT MAIL CATEGORIES

CANDIDATE DIVISION

- B01 For Presidential Primary**
Direct mail piece made for any Presidential Primary Candidate Campaign.
- B02 For President**
Direct mail piece made for any Presidential General Election Candidate Campaign.
- B03 For U.S. Senate**
Direct mail piece made for any U.S. Senatorial Candidate Campaign.
- B04 For U.S. House of Representatives**
Direct mail piece made for any U.S. House of Representatives Candidate Campaign.
- B05 For Special Election - Federal**
Direct mail piece made for any federal special election Candidate Campaign.
- B06 For PAC/Super PAC**
Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.
- B07 For Organization**
Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).
- B08 Bilingual/Multilingual/Foreign Language**
Direct mail piece made in a language other than English for any Candidate Campaign.
- B09 Early Voting/Absentee Ballot/Vote-by-Mail**
Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.
- B10 Best Use of Humor**
Effective use of humor in a direct mail piece made for any Candidate Campaign.
- B11 Best Use of Negative or Contrast**
Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.
- B12 Best Use of Illustration or Photography**
Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.
- B13 Best Use of Social Pressure**
Effective use of social pressure in a direct mail piece made for any Candidate Campaign.

- B14 Best Use of Targeting**
Effective use of targeting in a direct mail piece made for any Candidate Campaign.
- B15 Best Use of Slate Mail**
Effective use of slate in a direct mail piece produced for any Candidate Campaign.
- B16 GOTV - Presidential**
Direct mail piece made for any GOTV Presidential General Election Candidate Campaign.
- B17 GOTV - Federal**
Direct mail piece made for GOTV Federal Candidate Campaign.
- B18 Independent Expenditure Campaign - Presidential Primary**
Direct mail piece made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.
- B19 Independent Expenditure Campaign - President**
Direct mail piece made for an independent expenditure campaign for any Presidential General Election Candidate Campaign.
- B20 Independent Expenditure Campaign - U.S. Senate**
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.
- B21 Independent Expenditure Campaign - U.S. House of Representatives**
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.
- B22 Independent Expenditure Campaign - Special Election - Federal**
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.

BALLOT INITIATIVE DIVISION

- B23 For Statewide**
Direct mail piece made for any Statewide Ballot Initiative Campaign.
- B24 For Local**
Direct mail piece made for any local Ballot Initiative Campaign.
- B25 GOTV**
Direct mail piece made for any GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).
- B26 Bilingual/Multilingual/Foreign Language**
Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

B27 Best Use of Negative or Contrast

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

B28 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

B29 For National

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

B30 For Statewide

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

B31 For Local

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

MISCELLANEOUS

B32 Best Use of Opposition Research

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

2021 TELEVISION CATEGORIES

CANDIDATE DIVISION

C01 For Presidential Primary

Television advertisement made for any Presidential Primary Candidate Campaign.

C02 For President

Television advertisement made for any Presidential General Election Candidate Campaign.

C03 For U.S. Senate

Television advertisement made for any U.S. Senatorial Candidate Campaign.

C04 For U.S. House of Representatives

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

C05 For Special Election - Federal

Television advertisement made for any federal special election Candidate Campaign.

C06 For PAC/Super PAC

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

C07 Non-English Language

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

- C08 Best Use of Humor**
Effective use of humor in a television advertisement made for any Candidate Campaign.
- C09 Best Use of Negative or Contrast**
Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.
- C10 Best Use of Personality or Celebrity**
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.
- C11 Independent Expenditure Campaign - Presidential Primary**
Television advertisement made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.
- C12 Independent Expenditure Campaign - Presidential**
Television advertisement made for an independent expenditure campaign for any Presidential General Election Candidate Campaign.
- C13 Independent Expenditure Campaign – U.S. Senate**
Television advertisement made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.
- C14 Independent Expenditure Campaign – U.S. House of Representatives**
Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.
- C15 Independent Expenditure Campaign - Special Election - Federal**
Television advertisement made for an independent expenditure campaign for any federal special election Candidate Campaign.

BALLOT INITIATIVE DIVISION

- C16 For Statewide**
Television advertisement made for any statewide Ballot Initiative Campaign.
- C17 For Local**
Television advertisement made for any local Ballot Initiative Campaign.
- C18 Bilingual/Multilingual/Foreign Language**
Television advertisement made in a language other than English for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

- C19 For National**
Television advertisement made for any national Public Affairs/Issue Advocacy Campaign.

C20 For Statewide
Television advertisement made for any statewide Public Affairs/Issue Advocacy Campaign.

C21 For Local
Television advertisement made for any local Public Affairs/Issue Advocacy Campaign.

2021 DIGITAL CATEGORIES

CANDIDATE DIVISION

D01 Internet Advertising - Presidential Primary
Online, social, or mobile advertisement made for any Presidential Primary Candidate Campaign.

D02 Internet Advertising - President
Online, social, or mobile advertisement made for any Presidential General Election Candidate Campaign.

D03 Internet Advertising - U.S. Senate
Online, social, or mobile advertisement made for any U.S. Senatorial Candidate Campaign.

D04 Internet Advertising - U.S. House of Representatives
Online, social, or mobile advertisement made for any U.S. House of Representatives Candidate Campaign.

D05 Internet Advertising - Special Election - Federal
Online, social, or mobile advertisement made for any federal special election Candidate Campaign.

D06 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.

D07 Internet Advertising - Best Use of Targeting
Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.

D08 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.

D09 Website - Presidential Primary
Website made for any Presidential Primary Candidate Campaign.

D10 Website - President
Website made for any Gubernatorial Candidate Campaign.

D11 Website - U.S. Senate
Website made for any U.S. Senatorial Candidate Campaign.

- D12 Website - U.S. House of Representatives**
Website made for any U.S. House of Representatives Candidate Campaign.
- D13 Website - Special Election - Federal**
Website made for any federal special election Candidate Campaign.
- D14 Web Video**
Web video made solely for the internet for any Candidate Campaign.
- D15 Digital Creative - Stand Alone**
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.
- D16 Digital Creative - Full Set**
Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.
- D17 Bilingual/Multilingual/Foreign Language**
Digital piece in a language other than English made for any Candidate Campaign.
- D18 Best Use of Social Media**
Effective use of social media advertising in any digital piece made for any Candidate Campaign.
- D19 Best Use of Social Media - Digital Acquisition Campaign**
Effective use of social media to acquire digital assets for any Candidate Campaign.
- D20 Best Use of Video**
Effective use of video in any Candidate Campaign.
- D21 Best Use of a Meme**
Effective use of a meme in any Candidate Campaign.
- D22 Best Viral Campaign**
Effective use of a viral video (spread organically) in any Candidate Campaign.
- D23 Best Use of Email Marketing (Non-Fundraising)**
Effective use of email marketing (non-fundraising) in any Candidate Campaign.
- D24 Best Use of Humor**
Effective use of humor in a digital piece made for any Candidate Campaign.
- D25 Best Use of Negative or Contrast**
Effective use of negative or contrast in a digital piece made for any Candidate Campaign.
- D26 Independent Expenditure Campaign - Presidential Primary**
Digital piece for an independent expenditure campaign made for any Presidential Primary Candidate Campaign.

D27 Independent Expenditure Campaign - President

Digital piece for an independent expenditure campaign made for any Presidential General Election Candidate Campaign.

D28 Independent Expenditure Campaign – U.S. Senate

Digital piece for an independent expenditure campaign made for any U.S. Senatorial Candidate Campaign.

D29 Independent Expenditure Campaign – U.S. House of Representatives

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

D30 Independent Expenditure Campaign - Federal

Digital piece for an independent expenditure campaign made for any Federal Candidate Campaign.

BALLOT INITIATIVE DIVISION

D31 Internet Advertising

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

D32 Website

Website made for any Ballot Initiative Campaign.

D33 Web Video

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

D34 Digital Creative - Stand Alone

Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D35 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D36 Best Use of Email Marketing (Non-Fundraising)

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

D37 Best Use of Social Media

Effective use of social media in any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

D38 Internet Advertising

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

D39 Website

Website made for any Public Affairs/Issue Advocacy Campaign.

D40 Web Video

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

D41 Best Use of Email Marketing (Non-Fundraising)

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

D42 Best Use of Social Media

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

2021 PHONES CATEGORIES

CANDIDATE DIVISION

E01 Automated Call

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

E02 Live Call

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 Call

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**
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**
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**
Effective use of peer to peer 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.

2021 RADIO CATEGORIES

CANDIDATE DIVISION

- F01 For Presidential Primary**
Radio advertisement made for any Presidential Primary Candidate Campaign.
- F02 For President**
Radio advertisement made for any Presidential General Election Candidate Campaign.
- F03 For U.S. Senate**
Radio advertisement made for any U.S. Senatorial Candidate Campaign.
- F04 For U.S. House of Representatives**
Radio advertisement made for any U.S. House of Representatives Candidate Campaign.
- F05 For Special Election - Federal**
Radio advertisement made for any federal special election Candidate Campaign.
- F06 For PAC/Super PAC**
Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.
- F07 Bilingual/Multilingual/Foreign Language**
Radio advertisement made in a language other than English for any Candidate Campaign.
- F08 Best Use of Humor**
Effective use of humor in a radio advertisement made for any Candidate Campaign.
- F09 Best Use of Negative or Contrast**
Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.

F10 Independent Expenditure Campaign

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

BALLOT INITIATIVE DIVISION

F11 Best Use of Radio

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

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

F12 Best Use of Radio

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

MISCELLANEOUS DIVISION

F13 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.

2021 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 Affairs Campaign.

G09 For Independent Committee and Super PACS

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 Affairs Campaign.

G10 For 501(c)(4)

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 Affairs 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 Affairs 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.

G14 Virtual Fundraising Event (NEW)

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

2021 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.

2021 COLLATERAL CATEGORIES

I01 Billboard/Large Signage

Billboard or large-scale signage 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 & Branding

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

I04 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.

I05 Yard/Outdoor Sign

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

2021 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 - Ballot Initiative

Field program for any Ballot Initiative Campaign.

J04 GOTV - Federal

GOTV for any federal Candidate Campaign.

J05 GOTV - Ballot Initiative

GOTV for any Ballot Initiative Campaign.

J06 Ballot Access - Petition Collection

Petition collection for ballot access for any Ballot Initiative Campaign.

J07 Grassroots Program - Public Affairs/Issue Advocacy

Grassroots program for any Public Affairs/Issue Advocacy Campaign.

J08 Absentee/Early Voting Program

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

J09 Voter Registration Program

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

J10 Voter ID Program

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

J11 Walk/Handout Piece

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

J12 Best Use of Analytics

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

2021 STUDENT CATEGORIES

K01 Best Campaign Plan

Campaign plan made by a student in a degree program.

2021 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, or never made it to air.

L02 Best Use of Television

Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie, or never made it to air.

L03 Best Use of Digital

Classics in Political Advertising. Any Digital piece from any year, provided it has not previously won a Pollie, or never made it to air.

L04 Best Use of Phones

Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie, or never made it to air.

L05 Best Fundraising Effort

Classics in Political Advertising. Any Fundraising piece from any year, provided it has not previously won a Pollie, or never made it to air.

L06 Best Use of Radio

Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie, or never made it to air.

L07 Best Use of Newspaper

Classics in Political Advertising. Any Newspaper piece from any year, provided it has not previously won a Pollie, or never made it to air.

L08 Best Use of Collateral

Classics in Political Advertising. Any Collateral piece from any year, provided it has not previously won a Pollie, or never made it to air.

2021 TECHNOLOGY

M01 Best Ad Technology Innovation

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

M02 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.

M03 Best Fundraising Technology

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

M04 Best Use of Mobile Technology

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

M05 Best Use of Data Analytics/Machine Learning (Non-Fundraising)

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

M06 Best Use of Data Analytics/Machine Learning in Online Fundraising

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

M07 Best Use of New Field Technology

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

2021 REGIONAL CATEGORIES (NEW)

MISCELLANEOUS DIVISION

N01 Best Use of Direct Mail - Small Budget Campaign (<\$1 Million)

Effective use of direct mail for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

N02 Best Use of Television - Small Budget Campaign (<\$1 Million)

Effective use of television for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

- N03 Best Best Use of Digital - Small Budget Campaign (<\$1 Million)**
Effective use of digital for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N04 Best Use of Phones/Text - Small Budget Campaign (<\$1 Million)**
Effective use of phones or texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N05 Best Fundraising Effort - Small Budget Campaign (<\$1 Million)**
Effective fundraising effort for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N06 Best Use of Radio - Small Budget Campaign (<\$1 Million)**
Effective use of direct radio for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N07 Best Use of Newspaper - Small Budget Campaign (<\$1 Million)**
Effective use of newspaper made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N08 Best Use of Collateral - Small Budget Campaign (<\$1 Million)**
Effective use of collateral for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

CANDIDATE DIVISION

- N09 Direct Mail - For Governor**
Direct mail piece made for any Gubernatorial Candidate Campaign.
- N10 Direct Mail - For Statewide (Non-Federal/Non-Gubernatorial)**
Direct mail piece made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N11 Direct Mail - For State Legislature**
Direct mail piece made for any state legislature Candidate Campaign.
- N12 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 Million)**
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N13 Direct Mail - Local/Municipal/Mayoral**
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N14 Direct Mail - GOTV (Non-Federal)**
Direct mail piece made for any non-Federal GOTV Candidate Campaign.

- N15 Direct Mail - Independent Expenditure Campaign - For Governor**
Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- N16 Direct Mail - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**
Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- N17 Direct Mail - Independent Expenditure Campaign - For State Legislature**
Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.
- N18 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral Small Budget Campaign (<\$1 Million)**
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N19 Direct Mail - Independent Expenditure Campaign - Local/Municipal/Regional**
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N20 Television - For Governor**
Television advertisement made for any Gubernatorial Candidate Campaign.
- N21 Television - For Statewide (Non-Federal/Non-Gubernatorial)**
Television advertisement made for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N22 Television - For State Legislature**
Television advertisement made for any state legislature Candidate Campaign.
- N23 Television - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N24 Television - Local/Municipal/Mayoral**
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget more than \$1 million (including Special Elections).
- N25 Television - Independent Expenditure Campaign - For Governor**
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- N26 Television - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**
Television advertisement made for an independent expenditure campaign for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.

- N27 Television - Independent Expenditure Campaign - For State Legislature**
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.
- N28 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**
Television advertisement made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N29 Television - Independent Expenditure Campaign - Local/Municipal/Mayoral**
Television advertisement made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N30 Internet Advertising - For Governor**
Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.
- N31 Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)**
Online, social, or mobile advertisement made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N32 Internet Advertising - For State Legislature**
Online, social, or mobile advertisement made for any state legislature Candidate Campaign.
- N33 Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign (\$1 Million)**
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N34 Internet Advertising - Local/Municipal/Regional**
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N35 Website - Governor**
Website made for any Gubernatorial Candidate Campaign.
- N36 Website - For Statewide (Non-Federal/Non-Gubernatorial)**
Website made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N37 Website - State Legislature**
Website made for any state legislature Candidate Campaign.
- N38 Website - Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**
Website made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.

- N39 Website - Local/Municipal/Mayoral**
Website made for any state local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N40 Digital Independent Expenditure Campaign - For Governor**
Digital piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.
- N41 Digital Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**
Digital piece for an independent expenditure campaign made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N42 Digital Independent Expenditure Campaign - For State Legislature**
Digital piece for an independent expenditure campaign made for any state legislature Candidate Campaign.
- N43 Digital Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N44 Digital Independent Expenditure Campaign - Local/Municipal/Mayoral**
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N45 Radio Advertisement - Non-Federal**
Radio advertisement made for any non-Federal, downballot Candidate Campaign.
- N46 Field Program - Non-Federal**
Field program for any non-Federal, downballot Candidate Campaign.
- N47 Field - GOTV - Non-Federal**
GOTV for any non-Federal, downballot Candidate Campaign.