

## 2021 ANNUAL POLLIE CONTEST CATEGORIES

Please Note: Categories for Governor, Mayoral, Local, State Legislative and down ballot statewide may found be in the REGIONAL Division this year.

### 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.