



## 1999 Pollie Award Winners

### Best Public Policy

- 1st North Woods Advertising  
"Airlines Pilots Association"
- HM The Strategy Group  
"Vote-It's the Texas Thing"
- HM MacWilliams, Cosgrove, Smith & Robinson  
"The Ballot Box Initiative"

### Best Non-Broadcast Video

- 1st McAuliffe Message Media  
"Man from Mississippi"
- 2nd Payne & Company  
"The Fights of His Life"
- 3rd Allerton & Company  
"No Reason to Change"
- 3rd Main Street Communications  
"The Warren Tolman Story"
- 3rd Olson & Company  
"Convention Video"

### Print/Direct Mail Persuasion

#### Initiative/Referendum

#### Constitutional Amendment

- 1st Campaign Performance Group  
"Scary Time"
- 1st Campaign Performance Group  
"Like a Bad Smell"
- 2nd Picture Perfect Campaigns  
"Prop 5"
- 3rd Emory, Young & Associates

|     |   |
|-----|---|
|     | "The Sales Pitch"                                 |
| 3rd | Emory, Young & Associates<br>"The White Elephant" |
| 3rd | Emory, Young & Associates<br>"Which Way"          |
| HM  | BatesNeimand, Inc.<br>"God's Gift"                |
| HM  | BatesNeimand, Inc.<br>"Water"                     |
| HM  | Goddard Claussen<br>"Meet 3 Oregonians"           |
| HM  | Staton & Hughes<br>"Chatter"                      |
| HM  | Whitehurst Campaigns, Inc.<br>"The Plan"          |

#### **Slate**

|     |   |
|-----|---|
| 1st | Pacific Admail, Inc.<br>"Democratic Foundaiton Slate"                     |
| 2nd | Majority Strategies<br>"Geoffrey Feiger Radical Values"                   |
| 2nd | Wayne C. Johnson & Associates, Inc.<br>"1998 California Taxpayer's Guide" |

## **Fundraising**

#### **Candidate**

|     |  |
|-----|--|
| 1st | SCM Associates<br>"Brown Bag"                                    |
| HM  | BrabenderCox<br>"Birthday in the Burgh"                          |
| HM  | The Lukens Cook Company<br>"Granddaughter Birthday Card Package" |

#### **Political Party**

|     |  |
|-----|--|
| 1st | Malchow, Adams & Hussey<br>"DNC 1998 Legacy of Leadership Banner Calendar Renewal Package" |
| 1st | Malchow, Adams & Hussey<br>"DNC Presidential Photo Package"                                |
| 1st | Malchow, Adams & Hussey<br>"DNC High Dollar Donor Presidential Portrait Package"           |
| 1st | Malchow, Adams & Hussey<br>"DNC 1998 Legacy of Leadership Wall Calendar Renewal Package"   |
| 2nd | Picture Perfect Campaign<br>"How Do They Sleep at Night"                                   |
| 3rd | A.B. Data, Ltd.<br>"Kerrey Fundraising Video Package"                                      |

HM The Lukens Cook Company  
"Cryptic Note"

## Collateral/Outdoor Material

### Doorhangers

1st Phil Giarrizzo Campaign Consulting  
"A Message from Firefighters"  
1st Phil Giarrizzo Campaign Consulting"  
"Fairness & Safety"  
2nd Campaign Strategies, Inc.  
"Yes on C"  
HM Blakemor & Associates  
"Bush-Eckels Voter Registration"  
HM Gail Tuzzolo & Associates  
"Save Our Jobs. Vote Yes on 9"

### Logo Design

1st Emmons & Company  
"A Super Judge"  
2nd Advertising Design Services  
"Murkowski 98"  
3rd Campaign Strategies, Inc.  
"Yes on C"  
3rd North Woods Advertising  
"Minnesota Outdoor Heritage Foundation Logo"

## Newspaper

### Full Page

1st Goddard-Claussen  
"Meet 3 Oregonians"  
2nd Allyn & Company  
"Yes! Let's Build It"  
3rd North Woods Advertising  
"All Of The Above"

### Less Than Full Page

3rd Advertising Design Services  
"Politically Incorrect"  
3rd Advertising Design Services  
"Guinea Pigs"  
3rd Michael P. Shea & Associates  
"Jack"

### Color

1st Whitehurst Campaigns, Inc.  
"LA Zoo Campaign"

**Insert/Other**

No Awards Granted

**Radio Ads****Candidate-Congressional**

- 1st MacWilliams Cosgrove Smith Robinson  
"Priorities"
- 2nd McNally Temple Associates  
"Queen"
- 3rd Dixon Media Group  
"Fibbin"
- 3rd Dixon Media Group  
"Homerom"
- 3rd Shrum, Devine, Donilon, Inc.  
"Isaac Hayes for Michael Coles for Senate"
- HM McAuliffe Message Media  
"Coo-Coo Clock"

**Candidate-Governor**

- 1st North Woods Advertising  
"Abe 'n Jesse"
- 2nd St. Mary's Associates  
"Church"
- 3rd Main Street Communications  
"In the Army"

**Candidate-Statewide Down Ballot**

- 1st Wayne C. Johnson & Associates, Inc.  
"\$200 Bill"
- 2nd Main Street Communications  
"I'm a Tolman"

**Candidate-State Legislature**

- 1st Wayne C. Johnson & Associates, Inc.  
"HMS Audit"
- 2nd Persuasion, Inc.  
"Invite"
- 3rd Dixon Media Group  
"Remember"
- 3rd Dixon Media Group  
"Coffee"

**Candidate-Municipal & Regional**

- 1st Axelrod & Associates  
"Nature"
- 2nd The Mallard Group

"Dog Catcher"  
3rd Allyn & Company  
"Cop Show GOTV"  
HM Axelrod & Associates  
"Good Word-Revised"

## Radio Ads

### Independent Expenditure Campaign Issue Advocacy

1st Edmonds Associates, Inc.  
"Young Clinton"  
2nd North Woods Advertising  
"Thanks"  
3rd California Correctional Peace Officers Association  
"Code Blue"  
3rd Thompson Communications, Inc.  
"Moving"

### Political Party Committee (Non-Candidate)

No winners

### Get Out the Vote

1st North Woods Advertising  
"Jesse's Theme"  
2nd Main Street Communications  
"Get Up/Stand Up"

## Television Ad-More Than 30 Seconds

### Candidate-Congressional

1st Alfano-Fremont-Smith  
"This is America"  
2nd Alfano-Fremont-Smith  
"Measure of the Man"  
3rd BrabenderCox  
"Invasion of the Nerds"  
3rd The Campaign Group  
"Cards"

### Candidate-US Senator

1st Shorr & Associates  
"Long Distance Line"  
1st Shorr & Associates  
"Farm"  
2nd Shrum, Devine & Donilon, Inc.  
"Tell You"  
HM McAuliffe Message Media  
"Courage & Values"

### **Candidate-Governor**

1st The Monticello Group, LTD.  
"South Park Parody"

### **Candidate-Municipal & Regional**

1st Joe Slade White & Company  
"Working"  
2nd Axelrod & Associates  
"Future"  
3rd Donor Public Affairs  
"Friends"

### **Political Party Committee (Non-Candidate)**

No Winners

## **Initiative/Referendum**

### **Constitutional Admendment**

1st Four Square Productions  
"Fight Back with David Horowitz"  
2nd BrabenderCox  
"Our Home"

## **Print/Direct Mail Persuasion**

### **Candidate-Congressional**

1st The Baughman Company, Inc.  
"From God"  
2nd BrabenderCox  
"Heartbreaking"  
2nd BrabenderCox  
"Surprise"  
2nd BrabenderCox  
"Warning"  
3rd Terris & Jaye  
"Curious George"  
HM Crouse & Malchow, Inc.  
"Cigarettes"  
HM Policomm  
"Vision"  
HM Ken Swope & Associates  
"The Tierney Record"

### **Candidate-Senate**

1st Crouse & Malchow, Inc.  
"Home Run"  
2nd The Baughman Company, Inc.  
"What I Saw at School Today"  
3rd Majority Strategies

3rd "Veterans Comparison"  
Strategy Group  
"Trusted Voice"

#### **Candidate-Governor**

1st Majority Strategies  
"Taft for Governor Bio"  
2nd The Baughman Company, Inc.  
"People You Trust"  
3rd The Baughman Company, Inc.  
"Cheater"

#### **Candidate-Statewide Down Ballot**

1st Pacific Admail, Inc.  
"Democratic Foundation Slate"  
2nd Campaign Performance Group  
"From One Room School"  
3rd Allyn & Company  
"Dewhurst Chalkboard"  
HM Crouse & Malchow, Inc.  
"Education"

### **Print/Direct Mail Persuasion**

#### **Candidate-State Legislature**

1st Crouse & Malchow, Inc.  
"What Makes a Farm"  
2nd Persuasion, Inc.  
"Ouch"  
3rd Majority Strategies  
"Scratch Off Scandal"  
HM BatesNeimand, Inc.  
"Hadley's Park"  
HM Todd Smith & Associates  
"Lawsuit Abuse"

#### **Candidate-Municipal & Regional**

1st Direct Response, Inc,  
"Have You Seen It?"  
2nd Picture Perfect Campaigns  
"Stripper"  
3rd BatesNeimand, Inc.  
"Don't Get Stuck"  
3rd The Kamber Group  
"COP KILLER"  
HM Staton & Hughes  
"San Jose Women"  
HM Staton & Hughes

"Junk Guns"  
HM The Kamber Group  
"Operation Secure Video"

## **Independent Expenditure Campaign**

### **Issue Advocacy**

1st Campaign Performance Group  
"Where's Congressman Fox"  
2nd Crouse & Malchow, Inc.  
"Temptation"  
3rd Direct Response, Inc.  
"Concealed"  
3rd The Baughman Company, Inc.  
"Miss Management"  
HM Terris & Jaye  
"Wired"

### **Political Party Committee (Non-Candidate)**

1st Campaign Performance Group  
"Dream"  
2nd Crouse & Malchow, Inc.  
"Smaller Classes"  
3rd Jim Gonzales & Associates  
"African American Outreach Brochure"

### **Absentee Ballot Mail**

1st Larry Levine & Associates  
"Californians in Action"  
2nd Blakemore & Associates  
"Over 65-Vote by Mail"  
2nd The Primacy Group  
"Repair Our Neighborhood Schools"  
HM Crouse & Malchow, Inc.  
"Mailbox"  
HM Staton & Hughes  
"Tied Up?"  
HM The Kamber Group  
"Prop E-Absentee"

### **Membership Political Mail**

1st Terris & Jaye  
"Supremes"  
2nd Crouse & Malchow, Inc.  
"Mouse"  
3rd Crouse & Malchow, Inc.  
"Iceberg"



### **Get Out the Vote Mail**

- 1st Direct Response, Inc.  
"Kennedy"
- 2nd Picture Perfect Campaigns  
"Jet Express Letter"
- 3rd Stearns Consulting  
"Save a Life"
- HM Campaign Performance Group  
"Church"

### **Collateral/Outdoor Material**

#### **Billboard/Bus Signs**

- 1st Robbett, Rosenthal & Jennings  
"End the Crush/End the Crawl"
- 2nd Whitehurst Campaigns, Inc.  
"LA Zoo Campaign"
- HM Persuasion, Inc.  
"Voice"
- HM Whitehurst Campaigns, Inc.  
"Teng Billboard"

#### **Yard/Outdoor Signs**

- 1st Message Audience & Presentation  
"Herb Evans Came By My House"
- 1st North Woods Advertising  
"Minnesota Outdoor Heritage Foundation Outdoor Sign"
- 2nd Emmons & Company  
"A Super Judge"
- 3rd Whitehurst Campaigns, Inc.  
"LA Zoo Campaign"

### **Initiative/Referendum**

#### **Constitutional Amendment**

- 1st Woodward & McDowell  
"Classifieds"
- 2nd North Woods Advertising  
"Dads"
- 3rd Edmonds & Associates  
"12 Days of Christmas"
- HM Payne & Company  
"Lyle"

### **Television As-30 Seconds or Less**

#### **Candidate Congressional**

- 1st Seder, Laguens & Hamburger  
"Music Lessons"
- 2nd Murphy Putnam Media, Inc.

3rd "Back to Work"  
Campaign Strategies, Inc.  
"Triple"  
HM MacWilliams Cosgrove Smith Robinson  
"Bucky Badger"  
HM Main Street Communications  
"Western Everywhere"

**Candidate-US Senator**

1st Shrum, Devine, Donilon, Inc.  
"Liberal Launch"  
2nd Greer, Margolis, Mitchell, Burns & Associates  
"Favorite-Right"  
3rd Stevens, Reed, Curcio & Company  
"Safe & Healthy Revised"  
HM Greer, Margolis, Mitchell, Burns & Associates  
"Kids"  
HM Shrum, Devine & Donilon, Inc.  
"Cap"

**Candidate-Governor**

1st North Woods Advertising  
"Jesse the Mind"  
2nd Strother/Duffy/Strother  
"Stupid"  
3rd North Woods Advertising  
"Action Figure"  
HM Axelrod & Associates  
"Porch"  
HM Michael P. Shea & Associates  
"Eyes"

**Candidate-Statewide Down Ballot**

1st BrabenderCox  
"Scooter"  
2nd Shorr & Associates  
"NYPD 6000"  
3rd Axelrod & Associates  
"Rocket"  
HM Gannon, McCarthy, Mason  
"Outtakes"  
HM Murphy Putnam Media, Inc.  
"Thanks Mark-Albany"

**Candidate-State Legislature**

1st Murphy Putnam Media, Inc.  
"Sneak Out"  
2nd Persuasion, Inc.

"Unforgivable"  
3rd McNally Temple Associates  
"Doing a Little Dance"  
HM Murphy Putnam Media, Inc.  
"The Farmer"  
HM The Justin Company  
"New York City"

## Television As-30 Seconds or Less

### Candidate-Municipal & Regional

1st Donor Public Affairs  
"Lives of People"  
2nd Seder, Laguens & Hamburger  
"Still Working"  
3rd Seder, Laguens & Hamburger  
"Bio"  
HM Axelrod & Associates  
"Son"

## Independent Expenditure Campaign

### Issue Advocacy

1st Zimmerman & Markman  
"Olestra"  
2nd Murphy Putnam Media, Inc.  
"Kid Questions"  
3rd North Woods Advertising  
"Spinner"  
HM California Correctional Peace Officers Association  
"Combat"  
HM The Thompson Group  
"Classroom"

### Political Party Committee (Non-Candidate)

1st Geddings Communications  
"Bubba"

## Initiative/Referendum

### Constitutional Amendment

1st MacWilliams Cosgrove Smith Robinson  
"Billboards"  
2nd Seder, Laguens & Hamburger  
"Closer Look"  
3rd Goddard-Claussen  
"Lucky"  
3rd Stevens, Reed, Curcio & Company  
"Carson"  
HM Joe Slade White & Company

"Shut"

## Technology

### Website-Candidate

- 1st Net Politics Group  
MissedVotes.Com
- 2nd New Media Communications  
Taft98.ORG
- 3rd Net Politics Group  
Reid98.org

### Website-Organization

- 1st Phil Noble & Associates  
PoliticsOnline
- 1st Voter Contact Services  
VCSNET
- 2nd The Tarrance Group  
The Tarrance Group Online
- 3rd Strategic Communications Services, Inc.  
Politicalaccess.com

### Website-Initiative

- 1st Kaufman Campaign Committee  
Defeat Prop. 226