



2000 Pollie Award Winners

Special Awards

| | |
|--|---|
| Public Affairs Team of the Year | Goddard Claussen Porter Novelli "No on Proposition 30 & 31" |
| Most Valuable Player | Frank Schubert Goddard Claussen Porter Novelli "No on Proposition 30 & 31" |
| Rookie of the Year | Brandon Castillo Burson Marsteller "No on Proposition 30 & 31" |
| Pollster of the Year (Tie) | Dave Beattie Hamilton Beattie & Staff "Education Reform in Georgia" |
| Pollster of the Year (Tie) | Dick Wirthlin "Proposition 22" |
| Computer Technological Product of the Year | Capitol Advantage "CapitolWiz 5.0" |
| National Public Affairs Campaign | Geer, Margolis, Mitchell, Burns & Associates, Inc. "Check the Rating" Roy Behr |
| State Public Affairs Campaign | McNally Temple Associates "Where Hell Begins" California Correctional Peace Officers Association |
| Regional Public Affairs Campaign | North Woods Advertising "Hearts of Iron" American Iron & Steel Company |
| Coalition Building Campaign | Burson Marsteller Sacramento "No on Proposition 30 & 31" Consumers Against Fraud & Higher Insurance Costs |
| Overall Free Media Campaign | NCG Porter Novelli "Advanced Interactive Systems" Advanced Interactive Systems |

Direct Mail

| | |
|---|--|
| State Grassroots Response First Place | Baughman Company "Some Politicians Are Trying to Make it Harder..." Medical Association of Georgia |
| State Grassroots Response Second Place | Baughman Company "We Can't Wait" "No on Proposition 30 & 31" |
| State Grassroots Response Honorable Mention | Terris, Jaye & Barnes "The First Step" League of Conservation Voters |
| Local Grassroots Response First Place | Policomm "Shattered Dreams" Dwight Duncan MPP |
| Local Grassroots Response Second Place | Solem & Associates "Water Recycling" Dublin San Ramon Services District |
| Local Grassroots Response Third Place | Stearns & Associates "Be A Local Hero" Communities Involved with Sustaining Agriculture |
| Local Grassroots Response Honorable Mention | Terris, Jaye & Barnes "Story of Our Lives" Irish Immigration Committee |
| State Initiative Campaign First Place | McNally Temple Associates "They Want to Take Your Money" Consumers Against Fraud & Higher Insurance Costs |
| State Initiative Campaign Second Place | BatesNeimand, Inc. "Maine Responsibility" Citizens to Save Maine's Heritage |
| Local Initiative Campaign Second Place | Barnes, Mosher, Whitehurst & Partners "Where Will They Go" Laguna Honda Hospital |
| Local Initiative Campaign Second Place | Winning Directions "Emergency Response" Costco |
| Local Initiative Campaign First Place (Tie) | The Thompson Group "Denver's Connection to the Future" AT&T |
| Local Initiative Campaign First Place (Tie) | Adkins & Associates "It's About Life" Nature Conservancy |
| National Membership Campaign First Place | Terris, Jaye & Barnes "A Tale of Two Schools" National Education Association |
| National Membership Campaign Second Place | Crouse, Malchow, Schlackman "You Can Watch The News" AFSCME |
| National Membership Campaign Third Place | Crouse, Malchow, Schlackman "Lighthouse" AFSCME |
| National Membership Campaign Honorable Mention | California Teachers Association "We're Fighting For Our Future" |

| | |
|--|--|
| | SEIU |
| State Membership Campaign First Place | BatesNeimand, Inc. "From Mountains to Marshes" Nature Conservancy |
| National Membership Campaign Second Place | CTA Maggie Linden "Fire Our Schools Now" California Teachers Association |
| State Membership Campaign Honorable Mention | Crouse, Malchow, Schlackman "Kids Dreams" Massachusetts Teachers Association & National Education Association |
| Local Membership Campaign First Place | Gail Tuzzolo & Associates "Get Connected with Cyber Ed" Nevada State Education Association |
| State Public Affairs Campaign Honorable Mention | Baughman Company "These Hands" Medical Association of Georgia |
| Local Public Affairs Campaign First Place | Winning Directions "Dreams, Rebirth, Fullfillment" San Mateo Community College |
| State Signature Drive First Place | McNally Temple Assoc. "Stop Uninsured Motorists" Consumers Against Fraud & Higher Insurance Costs |
| Local Signature Drive First Place | Emmons & Co "Cherry Picker" Cherry Blossom Properties |

Print / Graphics

| | |
|---|--|
| Logo First Place | Laguens Hamburer Stone "Our Land, Our Water, Our Way of Life" The Nature Conservancy |
| Logo Second Place | BatesNeimand, Inc. "Better World" The Better World Campaign |
| Public Affairs / Grass Roots Billboard First Place | Barnes, Mosher, Whitehurst, & Parners "Restaurant Assoc. Billboards" Golden Gate Restaurant Assoc. |
| Public Affairs / Grass Roots Billboard First Place | Strategic Communications Group "Butterfly Billboard" International Fund for Animal Welfare |
| Public Affairs / Grass Roots Billboard Second Place | McCarthy, Marcus, Hennings, LTD "Pass You By" GTE |
| Non-mail National Issues Brochure First Place | Stearns & Douglas "Your Mind Out There "Moon" " Earth Day 2000 |
| Non-mail National Issues Brochure Second Place (Tie) | BatesNeimand, Inc. "Better World Brochure" Better World Campaign |

| | |
|---|---|
| Non-mail National Issues Brochure Second Place (Tie) | Stearns & Douglas "BIG" Earth Day 2000 |
| Non-mail Local Issue Campaign First Place | Winning Directions "What South City Doesn't Have" City of South San Francisco |
| Non-mail Local Issue Campaign Second Place | Emmons & Co "Last Call" Citizens for Progress |
| Non-mail Local Issue Campaign Third Place | North Woods Advertising "Heart of Iron" American Iron & Steel Co |

Newspaper Ads

| | |
|-------------------------------------|--|
| National News Ad First Place | Shea & Assoc. "No Thanks Canada" International Fund for Animal Welfare |
| National News Ad Second Place | Goddard Clausen Porter Novelli "Nooses" American Council of Life Insurance |
| National News Ad Third Place | Goddard Clausen Porter Novelli "Time To Act More Responsibly" American Council of Life Insurance |
| State News Ad First Place | McMally Temple Assoc. "PEN" Consumers Against Fraud & Higher Insurance Costs |
| State News Ad Second Place | Laguens Hamburger Stone "Who's Afraid of a Little Competition" Colorado Telecommunications Association |
| Local News Ad First Place | Franzen & Company "We're #1" Corridor H Alternatives |
| Local News Ad Second Place (Tie) | McNally Temple Assoc. "Where Hell Begins" California Correctional Peace Officers Association |
| Local News Ad Third Place | Goddard Clausen Porter Novelli "Headwaters" Pacific Lumber |
| Inserts First Place | The Thompson Group "Denver Cable Franchise Renewal" AT&T |
| Inserts Second Place | Allyn & Company "Central 2000" New Central Frequency for New Century |

Radio Ads

| | |
|---------------------------------------|--|
| State Grassroots Radio First Place | MacWilliams, Cosgrove, Smith, Robinson "Colonies" |
|---------------------------------------|--|

| | |
|---|--|
| Local Grassroots Radio First Place | Alaska Conservation Alliance Community Connection "Jetsons Go To Southcenter" Sound Decisions |
| Local Initiative Radio First Place | Brabender Cox Mihalke "Mr. Simplistic" Citizens to Save Northland |
| National Public Affairs Radio First Place | MacWilliams, Cosgrove, Smith, Robinson "Shark Attack" Save Ben & Jerry's Coalition |
| National Public Affairs Radio Second Place | Public Response Group "Birds" Midwest Area River Coalition |
| State Public Affairs Radio Second Place | APCO Worlwide North Carolina Credit Union League |
| Local Public Affairs Radio First Place (Tie) | McCarthy, Marcus, Hennings, LTD "More Relevant" GTE |

TV Ads

| | |
|---------------------------------------|--|
| National Grassroots TV First Place | MacWilliams, Cosgrove, Smith, Robinson "Nuclear Winter" Business Leaders for Sensible Priorities |
| State Grassroots TV First Place | McNally Temple Assoc. "Snake" Consumers Against Fraud & Higher Insurance Costs |
| State Grassroots TV Second Place | Shea & Assoc. "Don't Buy It" International Fund for Animal Welfare |
| State Grassroots TV Third Place | Allyn & Company "Right Read" Texas Credit Union League |
| Local Grassroots TV First Place | Allyn & Company "It's Our Time to Shine" Dallas 2012 Olympic Bid |
| Local Grassroots TV Second Place | North Woods Advertising "Teen" How to Overthrow the Government |
| State Initiative TV First Place | Daniel B. Payne & Co "Guide U" Citizens to Save Maine's Heritage |
| State Initiative TV Second Place | Cavalier & Assoc. "Anniversary" California-Yes on 22 |
| State Initiative TV Third Place | Cavalier & Assoc. "Teacher" California-Yes on 22 |
| Local Initiative TV First Place | Brabender Cox Mihalke "Price Patrol" |

| | |
|---|---|
| Local Initiative TV Second Place | Citizens to Save Nothland Brabender Cox Mihalke "Shoe Store" Citizens to Save Nothland |
| Local Initiative TV Third Place | McWilliams, Cosgrove, Smith, Robinson "One Step" Yes 1 On School |
| National Public Affairs TV First Place | Greer, Margolis, Mitchell, Burns Assc, Inc. "Tiger Tennis" Entertainment Services Ratings Board |
| National Public Affairs TV Third Place | Goddard Clausen Porter Novelli "They're Back" HIAA |
| National Public Affairs TV Honorable Mention | Laguens Hamburger Stone "Ban" Council for a Livable World |
| 60" Spots First Place | Howard N. Mead "Help" Benevolent & Prof. Firefighter |
| 30" Spots First Place | Laguens Hamburger Stone "First Step" The Nature Conservancy |
| 30" Spots Second Place | Laguens Hamburger Stone "News Reel" Smoke Free Maryland |
| 30" Spots Third Place | AtLarge Films "Dreams" Oregon Education Assc |
| 30" Spots First Place | Axelrod & Assc "March" AFL-CIO |
| 30" Spots Second Place | McNally Temple Assoc "Nightmare" California Correctional Peace Officers Assoc |
| 30" Spots Third Place | Goddard Clausen Porter Novelli "The Way We See Things" Pacific Lumber |

Free Media

| | |
|---------------------------|--|
| Press Kit First Place | Goddard Clausen Porter Novelli "Consumers for Open Competition Information Kit" Consumers for Open Competition |
| Press Kit Second Place | MWW Group "National Conference on Women with HIV & AIDS" City of Los Angeles |

High Technology

| | |
|------------------------------|----------------|
| National Grassroots Web Page | Issue Dynamics |
|------------------------------|----------------|

| | |
|--|---|
| First Place | "National Environmental Trust" National Environmental Trust |
| National Grassroots Web Page Second Place | DCI / New Media "handsoftheinternet.com" Hands Off The Internet |
| State Initiative Web Page Second Place | Kaufman "Lets Fix Our Schools" Yes on Prop 26 |
| Local Initiative Web Page First Place | Samson Advertising / Crotty Consulting "www.sdratepayers.com" Committee for Yes on Prop A |
| Local Initiative Web Page Second Place | Winning Connections " Yes on 1B.org " Denver Art Musuem |
| National Public Affairs Web Page First Place | APCO Worldwide "Aviation Safety Alliance Website" Aviation Safety Alliance |
| National Public Affairs Web Page Second Place | Freedom Channel " Freedom Channel " Freedom Channel.com |
| National Public Affairs Web Page Third Place | APCO Worldwide "Universal Wireless" UWCC |
| State Public Affairs Web Page First Place | Laguens Hamburger Stone " www.ourlandourwater.com " The Nature Consevacy |
| State Public Affairs Web Page Second Place | New Media Communications "www.floridians.org" Floridians for School Choice |

Internet Advertising

| | |
|--|---|
| State Public Affairs Internet First Place | Radcliff Strategies "Which Candidate" NARAL |
|--|---|

Phone Campaign

| | |
|--|---|
| National Grassroots Phone Response First Place | Executive Communications "S900 Financial Services Modernization" American Council of Life Insurance |
| Local Initiative Phone First Place | Winning Connections "Yes on 1B.org" Denver Art Musuem |
| Local Initiative Phone Second Place | Winning Connections "No on Question 1" Commerce City Growth |
| Local Initiative Phone Third Place | Executive Communications "HR10-The Financial Services Competition Act" American Council of Life Insurance |
| State Membership Phone Campaign First Place (Tie) | Executive Communications "CA SB898, Long Term Care" |

ACLI

State Membership Phone Campaign
First Place (Tie)

Winning Connections
"Missouri Choice"
Missouri Choice