



2001 Pollie Award Winners

Automated Phone Calls (Fundraising)

Campaign Communication Solutions, Inc
"Important Message"
Friends of Sam Farr
First Place

Automated Phone Calls (Independent Expenditure Campaign/Issue Advocacy)

McMahon Preston Communications
".08 Phone Bank"
Amica Mutual Insurance Company
First Place

Winning Connections
"NARAL Prochoice Voter"
NARAL
Honorable Mention

Automated Phone Calls (Initiative/Referendum/Constitutional Amendment)

Winning Connections
"No on Prop B"
Safe Schools and Work Campaign
First Place

Winning Connections
"Yes on D"
Citizens for Open Space
First Place

Campaign Communication Solutions, Inc
"No On 37"
No on 37
Second Place

Automated Phone Calls (Local/Municipal)

Winning Connections
"Gillen for Philadelphia Council"
Gillen for Philadelphia Council
First Place

Winning Connections
"Tokofsky for Los Angeles School Board"
Tokofsky for Los Angeles School Board
Honorable Mention

Automated Phone Calls (Multi-Phase Call Program)

Campaign Communication Solutions, Inc
"Vote By Mail"
Nebraska Democratic Party
First Place

Executive Communications, Inc.
"Friends of Doug Stoner"
Doug Stoner for State Representative
Second Place

Automated Phone Calls-Congressional

Campaign Communication Solutions, Inc
"Victim of Gun Violence"
Campaign for a Progressive Future
Honorable Mention

Automated Phone Calls-Legislative

The Clinton Group, Inc
"Machado for Senate 2000"
Machado for Senate 2000
First Place

Automated Phone Calls-Presidential

LSG Strategies
"Friday- Texas Truth Squad"
Michigan Victory 2000
First Place

Automated Phone Calls-Statewide

Winning Connections
"Paul Patton for Governor"
Paul Patton for Governor

Honorable Mention

Winning Connections
"Perdue for Lieutenant Governor"
Perdue for Lieutenant Governor
Honorable Mention

Banner/Pop Up Ads: Candidate

Aristotle International, Inc
"Bush Tax Cut Banner"
George W. Bush for President
First Place

Banner/Pop Up Ads: Non-candidate

Aristotle International, Inc
"E Banner Mail"
Act For Change
First Place

Mindshare Internet Campaigns, LLC
"Citizens for Better Medicare"
Citizens for Better Medicare
Honorable Mention

Best Non-Broadcast Video

Paul Kinney Productions
"The Moderate Wing"
California Governor Gray Davis
First Place

Northwoods Advertising
"Nader 2000 Convention Video"
Nader 2000
Second Place

Stevens, Reed, Curcio & Company
"America's Devoted Son"
McCain 2000
Third Place

Alfano Communications, Inc
"On Every Street"
The US Census Monitoring Board
Honorable Mention

Joe Slade White and Company Inc.
"Introduction"
Steve Miles For Senate
Honorable Mention

Best Overall Internet Campaign

Max Fose - Integrated Web Strategy
"McCain 2000"
McCain 2000
First Place

Net Politics Group
"BillBradley.com"
Bill Bradley for President
First Place

Net Campaign
"Jean Elliot Brown.com"
Jean Elliot Brown for Congress
Honorable Mention

Best Use of Flash Animation

Casey Dorin Internet Productions
"tedkennedy.com"
Ted Kennedy For Senate
First Place

Peak Creative Media
"Flash Introduction"
Youth-e-Vote.net
Honorable Mention

Best use of Negative Advertising on the Web

Hockaday Donatelli Campaign Solutions
"Mr. Universal Website"
Franks for Senate
First Place

Crotty Consulting, Inc.
"BeierLiar.com"
Escondido Citizens for Good Government
Honorable Mention

Best Use of Website for Fundraising

AB DATA
"DSCC Action Network"
Democratic Senatorial Campaign Committee
Honorable Mention

Best Use of Website for Persuasion

"No winners"

Best Use of Website for Volunteer/Field Organization

Aristotle International, Inc
"NAACP Voter Lists Online"
NAACP
First Place

New Media Communications
"santorum2000.com"
Rick Santorum for US Senate
Honorable Mention

Billboard/Bus Signs

Robbett, Rosenthal & Jennings
"Cattle Car"
Straphangers/Regional Plan Association
First Place

Doorhangers

Terris, Jaye & Barnes
"Sole"
Dodum for Supervisor
First Place

Fundraising (Candidate)

Adams, Hussey & Associates
"Campaign Kit"
Gore 2000
First Place

SCM Associates, Inc.
"Six Words"
Lazio 2000
First Place

SCM Associates, Inc.
"A Senator's Best Friend"
Roth for Senate Campaign
Second Place

The Baughman Company, Inc.
"O'Bannon Fundraising letters"
O'Bannon for Indiana Committee
Third Place

Northwoods Advertising
"House Party Video"
Nader 2000
Honorable Mention

Fundraising (Political Party)

Adams Hussey and Assoc.
"Presidential State of the Union Photograph Package"
Democratic National Committee
First Place

Direct Campaign Solutions
"Reform Party of the USA 2000 \\
Reform Party of the United States of America
Second Place

Adams Hussey and Assoc.
"Fall in the Oval Office"
Democratic National Committee
Third Place

Adams Hussey and Assoc.
"On the Road"
Democratic National Committee
Third Place

GOTV Mail

Strategy Source
"My Name is Renee Mullis"
NAACP:National Voter Fund
First Place

The Baughman Company, Inc.
"Georgia Republicans Have a Solution"
Democratic Party of Georgia
Second Place

BatesNeimand, Inc.
"OutVote2000: Out There"
The Gill Operating Foundation
Third Place

Terris, Jaye & Barnes
"Vote"
League of Conservation Voters
Honorable Mention

Logo design

Strategy Source
"NAACP:National Voter Fund Logos"
NAACP:National Voter Fund
First Place

Northwoods Advertising
"Logan for Senate-Logo"
Logan for US Senate (FL)

Second Place

Barnes, Mosher, Whitehurst & Partners
"BART, Buses, Roads"
Committee to Save Local Transport & Funding
Third Place

Terris, Jaye & Barnes
"Yes on E Logo"
Yes on E
Honorable Mention

Membership Political Mail

National Association of Home Builders
"2000 Election Report"
National Association of Home Builders
First Place

Crouse, Malchow, and Schlackman
"Fight Back"
AFL-CIO
Second Place

Terris, Jaye & Barnes
"Trickle Down"
AFL-CIO
Third Place

Most innovative collateral item

Laurence J. Purpuro
"Future President Wants to See You"
RNC
First Place

Newspaper (Full Page Ad)

Terris, Jaye & Barnes
"Sympathy"
Brown for Mayor
First Place

Dittman-Hoffman Strategic Campaigns
"Lil Buddy"
Chugach Electric
Second Place

Michele Aucion, McMahon Preston Communications
"Katie"
Rhode Island Governor's Office on Highway Safety
Third Place

Newspaper (Insert/Other)

Edmonds Associates, Inc
"Hunting Heritage"
NRA
First Place

Edmonds Associates, Inc
"Of All the Reasons to Vote"
NRA
Second Place

Eugene Uehling
"Friends Post-It Note"
Rehberg for Congress
Third Place

Eugene Uehling
"The Right Choice - Poly Bag"
Walsh for Sheriff
Third Place

Newspaper (Less than a Full Page Ad)

Goddard Claussen Porter Novelli
"Dear Congress"
American Council of Life Insurers
First Place

Dittman-Hoffman Strategic Campaigns
"Caribou"
Arctic Power
Second Place

Goddard Claussen Porter Novelli
"Motorola Products"
Motorola
Third Place

Dittman-Hoffman Strategic Campaigns
"Napoleon"
Bill Pruett/Senate
Honorable Mention

Northwoods Advertising
"Who Wants to be a Billionaire"
GreedyTV.org
Honorable Mention

Print & Direct Mail (Absentee Ballot Mail)

Joan of Art
"Good Dog"
Colorado State AFL-CIO

First Place

Majority Strategies, Inc.
"To Educate Every Child"
Ohio Republican Party
Second Place

Crouse, Malchow, and Schlackman
"Absentee Ballot"
Arizona Democratic Party
Third Place

Crouse, Malchow, and Schlackman
"Absentee Ballot"
Palm Beach Democratic Committee
Honorable Mention

Print & Direct Mail (Candidate: Congressional Democrat)

Winning Directions
"Out of Control"
Gephardt in Congress
First Place

Terris, Jaye & Barnes
"Scratch"
Dooley for Congress
Second Place

The Baughman Company, Inc.
"Affordable Health Care is no Game"
Kentucky Democratic Party
Third Place

Crouse, Malchow, and Schlackman
"Tax Cut Booklet"
Friends of Carolyn McCarthy for Congress
Honorable Mention

Direct Response Mail, LLC
"Doctors and Lawyers"
Paul Perry for Congress
Honorable Mention

Print & Direct Mail (Candidate: Congressional Republican)

Jamestown Associates
"I'm Mike Ferguson"
Ferguson for Congress
First Place

Melinda Van Eaton
"The Big Tax Adventure"
Todd Akin for Congress
Second Place

McNally Temple Associates, Inc.
"Button Brochure"
Kuykendall Congressional Committee
Third Place

The Townsend Group, Inc.
"Education"
Kelly for Congress
Third Place

McNally Temple Associates, Inc.
"The South Bay"
Kuykendall Congressional Committee
Honorable Mention

Print & Direct Mail (Candidate: Governor)

Crouse, Malchow, and Schlackman
"Victories"
Indiana Democratic Party
First Place

Direct Response Mail, LLC
"Treasure"
Ruth Ann Minner for Governor (DE)
Second Place

The Baughman Company, Inc.
"A Montana Tradition"
Friends of O'Keefe/Williams
Second Place

The Baughman Company, Inc.
"Because you never know"
Patton/Henry for Kentucky
Third Place

Print & Direct Mail (Candidate: Municipal & Regional)

Terris, Jaye & Barnes
"Lessons Learned"
Brown for Mayor
First Place

The Baughman Company, Inc.
"In his Dreams"
Vanderburgh County Democratic Party
Second Place

Winning Directions
"Hooker"
Terencen Hallinan for San Francisco District Attorney
Third Place

Winning Directions
"The Party's Over"
Noreen Evans
Honorable Mention

Direct Response Mail, LLC
"Afterschool"
Happy Fernandez for Mayor
Honorable Mention

Print & Direct Mail (Candidate: Presidential)

Crouse, Malchow, and Schlackman
"Surprised"
Oregon Coordinated Campaign
First Place

Majority Strategies, Inc.
"Remember When"
Forbes 2000, Inc.
Second Place

The Baughman Company, Inc.
"Al Gore's Plan for Social Security"
Louisiana Democratic Party
Third Place

Crouse, Malchow, and Schlackman
"Who Will Protect"
Oregon Coordinated Campaign
Honorable Mention

Preston-Osborne
"Thrill in the 'Ville"
Centre College Vice Presidential Debate Campaign
Honorable Mention

Print & Direct Mail (Candidate: State Legislature: Democrat)

Direct Response Mail, LLC
"File Folder"
Leslie Byrne for Senate
First Place

The Baughman Company, Inc.
"Tom Mills Sells Hate for A Living"
Democratic Party of Georgia

Second Place

William Berry Campaigns
"The Numbers Tell the Story"
Ryan Deckert for State Senate
Third Place

Print & Direct Mail (Candidate: State Legislature: Republican)

Jamestown Associates
"Meet Connie Mack"
Connie Mack for Florida House of Representatives
First Place

Hendrix, Elder & Associates
"Who Will Deliver"
Dr. Bob Deuell for Texas Senate
Second Place

Majority Strategies, Inc.
"Just Passing Through"
Ohio Republican Party
Third Place

Persuasion Inc.
"List"
Michigan Republican State Senate
Third Place

Print & Direct Mail (Candidate: Statewide)

Crouse, Malchow, and Schlackman
"Choice Negative"
Bradbury Secretary of State
First Place

Crouse, Malchow, and Schlackman
"Patricia Cotter Positive"
Montana Trial Lawyers
Second Place

Print & Direct Mail (Candidate: US Senator)

Direct Response Mail, LLC
"DFL"
David Lillehaug for US Senate(MN)
First Place

Majority Strategies, Inc.
"The Courage to Lead"
Ensign for Senate

Second Place

Direct Response Mail, LLC
"Kid Care"
Mark Dayton for US Senate (MN)
Third Place

Crouse, Malchow, and Schlackman
"Pill Bottle"
Montana Democratic Party
Honorable Mention

Print & Direct Mail (Independent Expenditure/Issue Advocacy: Candidate)

GMT Strategies, Inc
"Out in the Cold"
Maine Democratic Party
First Place

Terris, Jaye & Barnes
"Going"
League of Conservation Voters
Second Place

Terris, Jaye & Barnes
"Somebody"
Planned Parenthood
Third Place

Moxie Media, Inc.
"Drinking Water"
Washington Conservation Voters
Honorable Mention

Terris, Jaye & Barnes
"Baloney"
Democratic Congressional Campaign Committee
Honorable Mention

Print & Direct Mail (Independent Expenditure/Issue Advocacy: non-Candidate)

Gail Tuzzolo & Associates
"Quality Schools Box"
Nevada State Education Association
First Place

Stearns Consulting, Inc
"Benefits"
Trust for Public Land Action Fund
Second Place

Crouse, Malchow, and Schlackman
"Air and Water"
New Mexico Conservation Voters' Alliance
Third Place

The Baughman Company, Inc.
"What I want to be when"
Cincinnati's Active to Support Education
Honorable Mention

Print & Direct Mail (Initiative/Referendum/Constitutional Amendment)

Crouse, Malchow, and Schlackman
"Multiplying Money"
All Kids First
First Place

Winning Directions
"Faces of Prop E"
Protect Our Benefits
Second Place

Terris, Jaye & Barnes
"Banana Slips"
Yes on K/No on L
Third Place

McNally Temple Associates, Inc.
"Camouflage Brochure"
Taxpayers, Citizens and AES Huntington Beach, LLC
Honorable Mention

McNally Temple Associates, Inc.
"Does Not Add Up"
No on Prop 38
Honorable Mention

Print & Direct Mail (Slate)

Majority Strategies, Inc.
"Time to be Proud"
Ohio Republican Party
First Place

Message, Audience and Presentation
"Michigan Education Association Kicker Card"
Michigan Education Association
First Place

Joan of Art
"Come Hell or High Water"
Colorado State AFL-CIO

Second Place

Crouse, Malchow, and Schlackman
"Tricycle"
Democratic Party of New Mexico
Third Place

Message, Audience and Presentation
"Shopping Cart"
Michigan Victory 2000
Third Place

Radio (Candidate: Congressional)

I Imagine Entertainment
"Rug Rats"
Weldon for Congress
First Place

John Franzen & Company
"Too Fat"
Cathie Hartnett
Second Place

National Media Inc.
"Prison Meeting"
Pete Sessions for Congress
Third Place

McCarthy Marcus Hennings, Ltd
"Actors"
Northup for Congress
Honorable Mention

Jamestown Associates
"82%"
Friends of Jim Saxton
Honorable Mention

Radio (Candidate: Governor)

"No winner"

Radio (Candidate: Municipal & Regional)

Roy Fletcher, Inc.
"Shame, Shame, Shame"
Butch Ward
First Place

Message, Audience and Presentation
"Dos Mariachis"
Pena for District Judge

Honorable Mention

Public Concepts, Inc.
"Game Show"
Jeff Furst for St. Lucie Property Appraiser
Honorable Mention

Radio (Candidate: Presidential)

Northwoods Advertising
"Classroom"
Nader 2000
First Place

Radio (Candidate: State Legislature)

The Mallard Group, Inc
"Psychic Chat"
Leslie Waters for Florida House
First Place

Emmons & Company, Inc.
"Basketball"
Johnny Ray Turner
Honorable Mention

Emmons & Company, Inc.
"Red"
Ray Jones for State Senate
Honorable Mention

Rindy Miller Bates
"Not There"
John Land SC State Senate
Honorable Mention

Visuality Media Productions
"Gary Drzewiecki's Tall Tales, Truth Canyon, Episode 1"
Friends of Dave Hansen
Honorable Mention

Radio (Candidate: Statewide Down Ballot)

"No winner"

Radio (Candidate: US Senator)

McCarthy Marcus Hennings, Ltd
"Wrestler"
Friends of Conrad Burns 2000
First Place

Northwoods Advertising
"Compromise"
Flanagan for Senate (VT)
Second Place

McCarthy Marcus Hennings, Ltd
"Women"
Friends of Conrad Burns 2000
Third Place

Radio (GOTV)

"No winners"

Radio (Independent Expenditure/Issue Advocacy)

Ken Swope and Associates, Inc
"The Kids Vote"
National Education Association
First Place

Edmonds Associates, Inc
"Rosie"
Robin Hayes for Congress
Second Place

Sautter Communications
"Call"
EMILY's List
Third Place

Radio (Initiative/ Referendum/ Constitutional Amendment)

Greer, Margolis, Mitchell, Burns & Associates
"Lobbyists"
Yes on 6
First Place

Marketing Resource Group
"The Party"
Citizens for Common Sense Government
Second Place

Laguens, Hamburger, Stone
"Only Chance"
Coalition Against Unnecessary & Unfair Constitutional Amendments
Honorable Mention

Stevens, Reed Curcio & Company
"Rita"
Maine's Forest Heritage Coalition

Honorable Mention

Radio (Political Party Committee)

Alfano Communications, Inc
"School"
Republican National Committee
Honorable Mention

Libertarian Party
"Tired of Getting F***ed"
Libertarian Party
Honorable Mention

TV (Candidate: Congressional Democrat)

Murphy Putnam Media, Inc.
"Serving Time"
Etheridge for Congress
First Place

Greer, Margolis, Mitchell, Burns & Associates
"Values"
Udall for Congress
Second Place

Shrum, Devine and Donilon
"Son"
Gephardt for Congress
Third Place

Dixon Media Group
"This is Where"
Roemer For Congress
Honorable Mention

TV (Candidate: Congressional Republican)

McCarthy Marcus Hennings, Ltd
"Wages"
Northup
First Place

National Media Inc.
"Real Revised"
Clay Shaw for Congress
Second Place

Brabender Cox Mihalke
"Front of the Line"
Ney for Congress
Third Place

Brabender Cox Mihalke
"Taxes.com"
Hart for Congress
Honorable Mention

TV (Candidate: Governor)

Greer, Margolis, Mitchell, Burns & Associates
"Shooting Guard"
O'Bannon for Governor
First Place

Murphy Putnam Media, Inc.
"Just Like Me"
Bob Holden for Governor
Second Place

Murphy Putnam Media, Inc.
"Moving Forward"
Ruth Ann Minner for Governor
Third Place

TV (Candidate: Municipal & Regional)

Brabender Cox Mihalke
"Sign of Hope"
Weinberg for Mayor
First Place

Message, Audience and Presentation
"Not Rudy"
Dr. Frank Pena for District Judge
Second Place

Jeff Montgomery & Associates
"Joint Democratic"
Nueces County Democratic Party
Third Place

Brabender Cox Mihalke
"All of Philadelphia"
Weinberg for Mayor
Honorable Mention

TV (Candidate: Presidential)

Stevens, Reed Curcio & Company
"Ready to Lead"
McCain 2000
First Place

Northwoods Advertising
"Priceless Truth"
Nader 2000

Second Place

MacWilliams/Robinson for Crystal Group
"Real/CC"
Bill Bradley for President
Honorable Mention

Polaris Productions
"Busted"
Harry Browne for President
Honorable Mention

TV (Candidate: State Legislature)

Brabender Cox Mihalke
"Suits"
Murphy for Senate
First Place

Visuality Media Productions
"Gary Drzewiecki's Tall Tales"
Friends of Dave Hansen
Second Place

Visuality Media Productions
"Searching for Carol Roessler"
McGee for State Senate
Third Place

Deno Seder Productions
"Sleazeball"
Jim DeSonier for State Senate
Honorable Mention

TV (Candidate: Statewide Down Ballot)

Murphy Putnam Media, Inc.
"Difference"
Cooper for Attorney General
First Place

Brabender Cox Mihalke
"School"
Fisher for Attorney General
Second Place

The Strategy Group for Media
"Alabama Values"
Glenn Murdock
Third Place

TV (Candidate: US Senate)

Brabender Cox Mihalke
"Puzzle"
Santorum for Senate
First Place

Brabender Cox Mihalke
"Kodak Moments"
Santorum for Senate
Second Place

McCarthy Marcus Hennings, Ltd
"Women"
Friends of Conrad Burns
Second Place

Shrum, Devine and Donilon
"Heroes"
Lieberman for Senate
Third Place

Grunwald Communications
"Garbage"
Hillary Clinton for US Senate
Honorable Mention

TV (Independent Expenditure - Candidate)

Axelrod & Associates
"Endure-Buyer"
AFL-CIO
First Place

Barnes, Mosher, Whitehurst & Partners
"A Picture's Worth a Thousand Words"
San Franciscans for Sensible Government
Second Place

Russo Marsh & Copsey
"Yankee Baby"
American Conservative Union
Third Place

Axelrod & Associates
"Sure"
AFL-CIO
Honorable Mention

Squier Knapp Dunn
"Water"
Democratic National Committee
Honorable Mention

TV (Independent Expenditure - non-Candidate)

Greer, Margolis, Mitchell, Burns & Associates
"America"
League of Conservation Voters Education Foundation
First Place

Greer, Margolis, Mitchell, Burns & Associates
"Energy"
Washington Conservation Voters
Second Place

Goddard Claussen Porter Novelli
"Ring/Mistake"
Motorola
Third Place

McCarthy Marcus Hennings, Ltd
"Getting Worse"
Coalition to Protect America's Health Care
Honorable Mention

TV (Initiative, Referendum, Constitutional Amendment)

Barnes, Mosher, Whitehurst & Partners
"Donna & the King"
Yes on Proposition M
First Place

Brabender Cox Mihalke
"Let Me Show You"
Proposition 38 Yes
Second Place

Margie Becker and Association
"New Arena"
Houston Rockets Arena
Third Place

Joe Slade White and Company Inc.
"Angelica"
Michigan Education Association/ All Kids First
Honorable Mention

TV (Political Party Committee - non-Candidate)

"No winners"

TV ad more than 60 seconds

MacWilliams/Robinson for Crystal Group
"Hometown"
Bill Bradley for President
First Place

Website (Independent Expenditure Campaign/Issue Advocacy)

e-advocates
"Stop Family Violence"
Stop Family Violence
First Place

Net Politics Group
"BushandGuns.com"
Handgun Control
Honorable Mention

New Media Communications
"nohillary.com"
Not Hillary
Honorable Mention

Website: (Local/Municipal)

Issue Dynamics Inc.
"EndGridLock.org"
EndGridLock.org
First Place

Southern Political Information Network
"Website"
Senator T LaFontine "Fountain" Odom
Honorable Mention

Website: Congressional

Hockaday Donatelli Campaign Solutions
"J.D. Hayworth Website"
J.D. Hayworth for Congress
First Place

New Media Communications
"heatherforcongress.com"
Heather Wilson for Congress
Honorable Mention

Website: Initiative/Referendum/Constitutional Amendment

Goddard Claussen Porter Novelli
"Yes on Prop 39"
Taxpayers for Accountability
First Place

Woodward & McDowell
"yesprop35.com"

Yes on Prop 35
Second Place

Website: Legislative

"No winners"

Website: Organization

Peak Creative Media
"Youth-e-Vote.net"
Youth-e-Vote.net
First Place

New Media Communications
"smallbusinessvotes.org"
National Federation of Independent Business
Honorable Mention

Website: Presidential

New Media Communications
"georgewbush.com"
George W. Bush for President
First Place

North Woods Advertising
"Ralph Nader.com"
Ralph Nader for President
Second Place

Website: Statewide

Hockaday Donatelli Campaign Solutions
"Mark Earley Website"
Mark Earley for Governor
First Place

New Media Communications
"santorum2000.com"
Rick Santorum for US Senate
Second Place

North Woods Advertising
"Ciresi for US Senate"
Ciresi for US Senate
Honorable Mention

Yard/ Outdoor sign

Barnes, Mosher, Whitehurst & Partners
"Yes on Proposition A"

Proposition A
First Place

Northwoods Advertising
"Ciresi for Senate-Yard Sign"
Ciresi for Senate (MN)
Second Place

Dale Emmons & Co.
"Mountains"
Ray Jones
Third Place

Special Awards

Pollster of the Year
Mark Penn
Hillary Clinton for New York Senate

International Consultant of the Year
Felipe Noguera
Francisco Flores for President

Best Use of New Technology
New Media Communications
TvojGas.com

Best Use of the Internet
Max Fose and Wes Gullett
McCain 2000

Julian P. Kanter Award for Excellence in Television
Bill Schneider
CNN

Most Valuable Player in a Campaign - Democrat
Howard Wolfson
Hillary Clinton for New York Senate

Most Valuable Player in a Campaign - Republican
Benjamin Ginsberg
George W. Bush for President

Campaign Manager of the Year
Karl Rove
George W. Bush for President

Lifetime Achievement Award
Tony Schwartz