



2002 Award Winners

Special Awards

Public Affairs Team of the Year

"Covering Kids" (GMMB)

Computer Technology Product of the Year

"Grassroots Campaigning With Palm Pilots"
Gail Tuzzolo and Associates

And

"Focus Group CD's"
Hamilton, Beattie, and Staff

National Public Affairs Campaign

"Covering Kids Campaign" (GMMB)

State Public Affairs Campaign

"Your Choices Shape Their Chances" (GMMB)

Regional Public Affairs Campaign

"It's What You Know" (Winning Directions)

Bilingual/Foreign Language Public Affairs Campaign

"Yes on 272"

Hamilton, Beattie, and Staff; Barretto Cunningham May Dudley & Malloy; Shrum
Devine & Donilon

Direct Mail

State Grassroots Response

First Place
"Sweet Talk"
NARAL Foundation
[Terris and Barnes](#)

Second Place
"Billboard Capitol of the World"
Save Our Scenery
[Winning Directions](#)

Third Place
"Ingredients"
American Heart Association
[Bates Neimand, Inc.](#)

Honorable Mention
Save Our Schools "SOS"
Nevada State Education Association
Gail Tuzzolo and Associates

Local Grassroots Response

First Place
"Some People Don't Have to Worry"
Wal-Mart
[Winning Directions](#)

First Place
"Save Gaviota" #1
Sierra Club
[Crotty Consulting, Inc.](#)

Honorable Mention
"It's an Even Better Idea Now"
Los Angeles to Pasadena Metro Construction Authority
[The MWW Group](#)

Honorable Mention
"Save Gaviota" #3
Sierra Club

Crotty Consulting, Inc.

National Membership Campaign

First Place

"Truth About Gun Owners" Poll - Annual Appeal
National Rifle Association of America
PM Consulting Corporation

First Place

"First Pets and Their Families" 2001 Calendar
Democratic National Committee
Adams, Hussey and Associates

Second Place

"Limited Edition-Millennium Card" Membership Renewal
National Rifle Association of America
PM Consulting Corporation

Third Place

"Silent"
NARAL Foundation
[Terris and Barnes](#)

Honorable Mention

"Springtime on Capitol Hill" Commemorative Print
Democratic National Committee
Adams, Hussey and Associates

State Membership Campaign

First Place

"Small Minority"
Washington Ceasefire
[GSM Mercury](#)

Second Place

"Save Our Schools Packet"
Nevada State Education Association
Gail Tuzzolo and Associates

Third Place

"Breath"
League of Conservation Voters Education Fund
[Terris and Barnes](#)

Honorable Mention

"Putting Both Candidates to the Test"
AFL-CIO

Winning Directions

Local Membership Campaign

First Place
"Your Dues, Your Voice"
Newly Elected President of ILWU
Winning Directions

State Initiative/Referendum

First Place
"Senior Voter"
Washington Council of Senior Citizens
GSM Mercury

Local Initiative/Referendum

First Place
"Under Pressure"
Yes on A/Santa Rosa Junior College
Terris and Barnes

Second Place
"Crystal Clear"
Arapahoe Water Authority
Welchert and Britz

Third Place
"Babe Ruth"
Backin' Baseball Committee
Crouse, Malchow, Schlackman, and Hoppey

Honorable Mention
"Our Valley"
Douglas County Agriculture and Open Space Preservation Committee
BatesNeimand, Inc.

Bilingual/Multilingual Grassroots, Initiatives/Referendums

Honorable Mention
"Lakota"
Sierra Club West River Office
GSM Mercury

Print/Graphics

Logo

First Place

"Scream - No on Proposition 1, Municipal Utility District"

No on Prop 1, Coalition to Stop the \$3 Billion Bill

[Barnes, Mosher, Whitehurst, Lauter and Partners/Storefront Political Media](#)

Second Place

"First Woman President Logo"

First Woman President, Inc.

Robbett Advocacy Media

Honorable Mention

"US Chamber Institute For Legal Reform"

US Chamber Institute For Legal Reform

[Goddard Claussen Porter Novelli](#)

Honorable Mention

"Friends of Aviation"

Friendly Skies Coalition

Edmonds Hackney and Associates

Billboards

First Place

"Transit Knot"

Straphangers Campaign

Robbett Advocacy Media

Second Place

"Vote Billboard"

Secretary of State, California

[McNally Temple and Associates, Inc.](#)

Signs

First Place

"Vote Sign"

Secretary of State, California

[McNally Temple and Associates, Inc](#)

Honorable Mention

"ANWR"

Arctic Power

Edmonds Hackney and Associates

Honorable Mention
"Proud To Serve You"
Golden Gate Restaurant Association
[Barnes, Mosher, Whitehurst, Lauter and Partners](#)

Non-Mail National Issue Brochure

First Place
"Mississippi River"
Midwest Area River Coalition 2000
The Public Response Group, Inc.

Second Place
"Take Heart 2000"
American Heart Association
[BatesNeimand, Inc.](#)

Non-Mail State Issue Brochure

First Place
"Greetings From Hinkley"
Consumer Attorneys of California
Shelly Sullivan Public Relations and Media Consulting

Second Place
"Conservation Tray Liner"
Seattle City Light
[The Connections Group](#)

Third Place
"Guide To California Medicare HMO's"
California Healthcare Foundation
[GMMB](#)

Honorable Mention
"Long Island: Here Today, Here Tomorrow"
Nature Conservancy of Long Island
[BatesNeimand, Inc.](#)

Non-Mail Local Issue Brochure

Honorable Mention
"Save Gaviota"
Sierra Club

Crotty Consulting

Honorable Mention

"Last Call"

Arlington Association, Inc.

Emmons and Company, Inc.

National Newspaper Ad

First Place

"You Shouldn't Have To Be a Special Agent"

Forest Serviceship Council

MacWilliams, Robinson and Partners

Second Place

"Ransom"

Voices For Choices

GSM Mercury

Third Place

"Not As You Think"

The Center For Consumer Freedom

Berman and Company

Honorable Mention

"Little House"

Voices For Choices

GSM Mercury

State Newspaper Ad

First Place

"We've Got The Power"

Anchorage Economic Development Corporation

Edmonds Hackney and Associates

Second Place

"Cut In Half"

Connect Michigan

The Sterling Corporation

Third Place

"Baby"

Nebraskans For Fair Competitions

The Thompson Group

Honorable Mention

"Justice"

Civil Justice Association of California

Goddard Claussen Porter Novelli

Local Newspaper Ad

First Place

"Peace"

Mid-Hudson Islamic Association

Mission Control, LLC

Second Place

"Stroke"

American Heart Association

BatesNeimand, Inc.

Third Place

"Pearl Harbor"

Coalition to Protect Americans Now

McCarthy Marcus Hennings, Ltd.

Honorable Mention

"It's Time"

Alaskans for Better Access

Edmonds Hackney and Associates

Radio

National Grassroots

Honorable Mention

"Bullshop"

The Wilderness Society

MacWilliams, Robinson and Partners

State Grassroots

First Place

"Marriage"

Campaign For California's Families

JC - Evans Communications

Second Place

"Everywhere"

Dogwood Alliance

MacWilliams, Robinson and Partners

Local Grassroots Radio

Honorable Mention
"Got That Right"
The Wilderness Society
MacWilliams, Robinson and Partners

National Public Affairs

First Place
"Data"
Natural Resources Defense Council
MacWilliams, Robinson and Partners

State Public Affairs

First Place
"Smoking"
California Children and Families Commission
[GMMB](#)

Second Place
"Now It's PCB's"
Sierra Club of New York
MacWilliams, Robinson and Partners

Second Place
"Ho, Ho, Ho"
California Republican Party
[McNally Temple Associates, Inc.](#)

Local Public Affairs

Honorable Mention
"Thaddeus, Toni, Charles"
J.C.C. Harrah's New Orleans Casino
[APCO Worldwide](#)

Bilingual/Foreign Language Public Affairs

First Place
"Early Childhood - Every" (In Korean)
California Children and Families Commission

GMMB

Local Initiative/Referendum

Honorable Mention

"Bureaucrats"

No On F and I

Brainchild Creative/Solem and Associates

Television

National Grassroots

First Place

"No Plan"

Arctic Coalition

MacWilliams, Robinson and Partners

Honorable Mention

"Hunting Heritage"

National Rifle Association

Edmonds Hackney and Associates

State Grassroots

First Place

"New Jersey Governor Video Voters Guide"

AARP

Paul J. Pelletier

National Public Affairs

First Place

"Ransom"

AT & T; Voices For Choices

Joe Slade White and Company

Second Place

"Mailbox"

AT & T; Voices For Choices

Joe Slade White and Company

Third Place

"Table"

SEIU
MacWilliams Robinson and Partners

Honorable Mention
"One Person"
Coalition to Protect America's Healthcare
McCarthy Marcus Hennings

Honorable Mention
"Virtual Tour"
National Education Association
[Laguens Hamburger Stone](#)

State Public Affairs

First Place
"Premie"
California Children and Families Commission
[GMMB](#)

Second Place
"Trucks" Marborg Television Spot
MarBorg
Davies Communications - Katrina Carl

Third Place
"Magazine"
Sierra Club of New York
MacWilliams Robinson and Partners

Honorable Mention
"Laundry"
California Children and Families Commission
[GMMB](#)

Honorable Mention
"Homeboy"
Choices for Youth Campaign. Funded by a grant from the California Wellness Foundation to i.e. communications LLC.
[armourMedia, Inc.](#)

Local Public Affairs

First Place
"Campground"
Pew Wilderness Center
North Woods Advertising

Honorable Mention
"The Way We See Things"

Pacific Lumber Company
Goddard Claussen Porter Novelli
<http://www.gcsac.com>

Bilingual/Foreign Language Public Affairs

First Place
"Whirlwind" in Spanish
California Children and Families Commission
GMMB

Second Place
"Laundry" in Korean
California Children and Families Commission
GMMB

Non-Broadcast Grassroots

Honorable Mention
'Emergency March For Women's Lives'
National Organization for Women
Eighteenth Street Media

State Initiative/ Referendum

First Place
"Freedom of Speech"
Right to Work for Oklahoma
McCarthy Marcus Hennings

Local Initiative/Referendum

First Place
"Ducks"
Billings Right-Of-Way
The Thompson Group
<http://www.the-thompsongroup.com>

Second Place
"Punch"
Broward Citizens for Good Government
GMMB

Third Place
"Guinea Pigs"

No on Prop 1, Coalition to Stop the \$3 Billion Bill
Barnes, Mosher, Whitehurst, Lauter, and Partners/Storefront Political Media

Earned Media

Overall Earned Media Campaign

Honorable Mention
"Covering Kids"
RWJ Covering Kids
GMMB

State and Local Media Kit

Honorable Mention
"What Else Is Hidden From California Consumers"
Consumer Attorneys of California
Shelly Sullivan Public Relations and Media Consulting

Local Print News

Honorable Mention
"First Vote to Secede"
Valley Vote
Blair-Biggs Campaigns

Technology

National Grassroots Website

First Place
National Rifle Association
New Media Communications, Inc.

Second Place
Human Rights Campaign
Issue Dynamics, Inc.

Second Place
The Iceberg Theory of Organizational Websites
New Century Project
eMoe.net, Inc

Third Place

Freedom Brigade
New Media Communications, Inc.

Honorable Mention
"Oregon Death with Dignity Website"
Oregon Death with Dignity
BatesNeimand, Inc.

Honorable Mention
Americans for Fair Electronic Commerce Transactions
Goddard Claussen Porter Novelli

State and Local Grassroots Website

Second Place
Coalition for California Jobs
Goddard Claussen Porter Novelli

National Public Affairs Website

First Place
"National Clearing House For Professions In Special Educations"
NCPSE
The Bivings Group

First Place
Chicago Kent College of Law
Electionmall, Inc.

Second Place
"Sex, Etc."
Rutgers University, Network For Family Life Education
Global Strategy Group, Inc.

Second Place
Business Software Alliance
Mindshare Internet Campaigns

State and Local Public Affairs Website

Second Place "SF VoteWatch.com"
Committee On Jobs
Barnes, Mosher, Whitehurst, Lauter and Partners

Internet Ad

First Place
"Roll Back the Beer Tax"
Anheuser-Busch Companies
Mindshare Internet Campaigns

Flash Animation

First Place
"The Justice Project Death Penalty Flash"
The Justice Project
Issue Dynamics, Inc.

Best Overall Use of Internet

First Place
"ActivistCash.com"
The Center for Consumer Freedom
Berman and Company

Second Place
"AnesthesiaSafety.Net"
American Society of Anesthesiologists
e-advocates, LLC

Third Place
Blue Cross Blue Shield Association
Issue Dynamics, Inc.

Local Initiative/Referendum Website

First Place
Committee to Bring Professional Baseball to Rome GA
Electyou.com

Honorable Mention
Group Supporting Initiative 100 - Denver, Colorado
Winning Connections / Mindshare Internet Campaigns

Automated/Live Phone Calls

Membership Recruitment

Honorable Mention
"Join SEIU Today"
SEIU
[Winning Connections](#)

National Grassroots Automated Inbound

Honorable Mention
"PNTR ACLI"
American Council of Life Insurers
[Executive Communications](#)

National Automated Grassroots Outbound

First Place
"Carson Town Hall Meetings"
Congressman Brad Carson
[Winning Connections](#)

Honorable Mention
"NARAL Anti Ashcroft"
NARAL
[Winning Connections](#)

State and Local Automated Outbound

First Place
"Former Sheriff Art Brandwood for Doug LaMalfa"
Friends of Doug LaMalfa
[Dane and Associates](#)

National Grassroots Live Outbound

First Place
"Families USA"
Families USA
[Winning Connections](#)

Second Place
"HR2323 NEET"
Americans for Balanced Energy Choices
[Executive Communications](#)

State and Local Grassroots Live Outbound

First Place
"River Fields Public Hearing"
River Fields
[Executive Communications](#)

Honorable Mention
"Tenaska Fluvannah"
Tenaska
[Executive Communications](#)

Bilingual/Foreign Language Live

Honorable Mention
"NYC Smoking Ban"
New York Concessions Coalition
[Executive Communications](#)

Statewide Initiative/Referendum

Honorable Mention
"Yes on 1775"
Washingtonians For Homecare
[Winning Connections](#)

Local Initiative/Referendum

First Place
"Toledo Charter"
Funk Wetke Skunda Marketing (Yes on Issue 1)
[Winning Connections](#)

First Place
"McHenry County Open Spaces"
Trust for Public Land
[Winning Connections](#)
Technology

Second Place
"Worthington School Board"
Worthington School Board
[Winning Connections](#)

Shoulda, Woulda, Coulda

Direct Mail

National

Honorable Mention
"The Future That Never Happened" Fundraising Effort
Democratic National Committee
Adams Hussey and Associates

Statewide

First Place
"Survivor Scratch-Off"
Massachusetts Teachers Association
Crouse, Malchow, Schlackman, and Hoppey

Local

First Place
"Lessons Booklet"
Bloom for Congress
Crouse, Malchow, Schlackman and Hoppey

Second Place
"Gold Medal"
Friends of Carolyn McCarthy for Congress
Crouse, Malchow, Schlackman and Hoppey

Third Place
"Neighbor to Neighbor"
Gephardt in Congress Committee
Winning Directions

Honorable Mention
"Don't Pass up the Vote"
Soboroff for Las Angeles Mayor
Blair-Biggs Campaigns

Honorable Mention
"Gasp!"
Laura Gene Middaugh for King County Superior Court
Moxie Media, Inc.

Radio

National

Honorable Mention
"Vote Latino"
National Public Service Announcement
[Strother Duffy Strother](#)

Statewide

Honorable Mention
"Tommy Wright for Virginia Senate"
[The Sterling Corporation](#)

Local

First Place
"County Supervisor"
Tim Leslie for Senate
[Johnson Clark Associates](#)

Honorable Mention
"Re-Elect Judge John Coy"
Judge John Coy Campaign 1994
[Emmons and Company, Inc.](#)

Television

National

First Place
"Grow Up"
Nader 2000
[North Woods Advertising](#)

Second Place
"Record-Bush"
National Rifle Association
[Edmonds Hackney and Associates](#)

Statewide

First Place
"Lloyd Bentson Tribute Video"
Texas Democratic Party
[Strother Duffy Strother](#)

First Place
"LA Confidential"
No on Proposition 223
Johnson Clark Associates, Inc.

Second Place
"Dartboard"
Scott Shackleton Victory Committee
[The Sterling Corporation](#)

Local

First Place
"An American Hero" - The Story of Congressman John Lewis
John Lewis For Congress
[Strother Duffy Strother](#)

Second Place
"Up From the Fields"
Simon Salinas for State Assembly
[Strother Duffy Strother](#)