



## 2003 Award Winners

### Campaign Excellence Award Winners

**Lifetime Achievement Award** - Wally Clinton

**MVP in a Campaign** - Karl Rove

**Pollster of the Year** - Public Opinion Strategies

**Best Use of New Technology** - Webshare Publishing

**Field Campaign of the Year** - Blaise Hazelwood

**Rookie of the Year** - Margie Omero

### -- Print and Direct Mail Persuasion --

**Candidate: Congressional: Democrat**

"Number"

Brian Baird for Congress

[Terris & Barnes](#)

First

"Bedtime at the Nursing Home"

The Committee to Elect Linda Sanchez

[Kennedy Communications](#)

Second

"Second Amendment"

Congressman Earl Pomeroy

[Winning Directions](#)

Third

"Tattoo"

Kahn for Congress

Mission Control

Honorable Mention

"Jean Bono Speaks Out"

Friends of Elle Kurplewski for 45th District

[Crotty Consulting, Inc.](#)

Honorable Mention

**Candidate: Congressional: Republican**

"Commitment"

Mike Ferguson for Congress

[Jamestown Associates](#)

First

"Border"

Kolbe for Congress  
[Jamestown Associates](#)  
Second  
"My Dad is not Dick Army"  
Dr. Michael Burgess  
Bryan Eppstein, The Eppstein Group  
Third  
"Introduction"  
Rick Renzi for Congress  
[Jamestown Associates](#)  
Honorable Mention  
**Candidate: US Senator**  
"All Across Montana"  
Montana Democratic Party  
Crouse Malchow Schlackman & Hoppey  
First  
"Blueprints"  
Doug Forrester for U.S. Senate  
[Brabender Cox Mihalke](#)  
Honorable Mention  
**Candidate: Governor**  
"Tax Holiday"  
Roy Barnes for Governor  
Crouse Malchow Schlackman & Hoppey  
Honorable Mention  
"Shallenburger"  
Kathleen Sebelius for Governor  
[The Baughman Company](#)  
Honorable Mention  
**Candidate: Statewide Down Ballot**  
"Comptrolling"  
Dan Hynes for Comptroller  
Crouse Malchow Schlackman & Hoppey  
First Place

**Candidate: State Legislative: Democrat**

"Hound"  
Alan Chowning for State Representative, Indiana House Democratic Caucus  
[Terris & Barnes](#)  
First  
"Roadkill"  
Mary Pearl Compton For WV State Senate (WV Democratic Primary)  
Media Directions, Inc.  
Second  
"B-A-R-K-E-R"  
Jeff Barker for State Representative  
William Berry Campaigns  
Third  
"New Jobs"  
Meeks for Senate  
[Kennedy Communications](#)  
Honorable Mention  
"Waffle"  
Washington State Democratic Central Committee/Ross Hunter for Washington State  
Representative, District 48, Position 1  
[Moxie Media](#)  
Honorable Mention  
"Education"  
Greg Macpherson for State Representative  
William Berry Campaigns

Honorable Mention  
"6,019 Missed Votes"  
Mark Leno for State Assembly  
[Barnes Mosher Whitehurst Lauter & Partners](#)  
Honorable Mention  
**Candidate: State Legislative: Republican**  
"Veteran"  
Nakanishi for Assembly  
JohnsonClark Associates  
First  
"Komrade Landefeld"  
Ohio Republican Party  
Majority Strategies  
Second  
"Crime Victims"  
Larry Willey for Assembly  
JohnsonClark Associates/JC Evans Communications  
Third  
"Baaad Plan"  
North Carolina Republican Party  
Majority Strategies  
Third  
"One Potato"  
Michigan Republican State Committee  
[The Sterling Corporation](#)  
Honorable Mention  
Atwater: "Clean Environment"  
Jeff Atwater for State Senate  
Public Concepts, LLC  
Honorable Mention  
**Candidate: Municipal and Regional**  
"F.B.I."  
Mabel Teng for Assessor  
[Terris & Barnes](#)  
First  
"Oakland on the Move"  
Re-Elect Jerry Brown for Mayor  
[Barnes Mosher Whitehurst Lauter & Partners](#)  
First  
"Meet Mike Bloomberg"  
Bloomberg for Mayor  
[The Baughman Company](#)  
First  
"10 Reasons"  
Andy Spano for County Executive  
Crouse Malchow Schlackman & Hoppey  
Second  
"Wife Beater"  
Fontanans for Good Government  
[Picture Perfect Campaigns](#)  
Second  
"Barrier"  
The End Gridlock Team  
Crouse Malchow Schlackman & Hoppey  
Third  
"Driving Mr. Gulotta"  
Tom Suozzi for Nassau County Executive  
Mission Control  
Honorable Mention

"Two to Tango"  
Tom Elderidge for Circuit Court Judge  
[Kennedy Communications](#)  
Honorable Mention  
"A Special Gift"  
Tom Suozzi for Nassau County Executive  
Mission Control  
Honorable Mention  
"Once Upon a Time"  
Friends of Larson and Rodgers  
Jack Moriarty, Words, Words, Words  
Honorable Mention  
"Marty and his Bride"  
Marty Markowitz for Brooklyn Borough President  
Mission Control  
Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Candidate - Statewide**

"It just keeps growing and growing"  
Iowa Democratic Party for Senator Tom Harkin  
[The Strategy Group](#), Douglas Herman  
First  
"ONE"  
NARAL  
[Bates Neimand, Inc.](#)  
Second  
"Your Medical File"  
Iowa Democratic Party for Senator Tom Harkin  
[The Strategy Group](#), Douglas Herman  
Third

"The most personal issue♦"  
Texas Abortion Rights Action League  
Message, Audience & Presentation  
Honorable Mention  
"Paul Bunyan"  
League of Conservation Voters  
[Terris & Barnes](#)  
Honorable Mention  
"Sniffin"  
South Dakota Republican State Central Committee  
Majority Strategies  
Honorable Mention  
"Drought Relief"  
South Dakota Democratic Party  
Crouse Malchow Schlackman & Hoppey  
Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Congressional**

"Heroes"  
Indiana Republican Party  
265 Media, Glenn Murphy  
First  
"Tackle"  
League of Conservation Voters  
[Terris & Barnes](#)  
First  
"Here Comes Martha"  
NRCC  
St. Claire Communications  
Second  
"Special Invitation"

Phil Gingrey

[The Stoneridge Group](#)

"Service"

DCCC

Crouse Malchow Schlackman & Hoppey

Honorable Mention

"Monkey Business"

Indiana Republican Party

265 Media, Glenn Murphy

Honorable Mention

"Safe, Clean"

EMILY'S List

Crouse Malchow Schlackman & Hoppey

Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Legislative or Municipal**

"Government Gone Wild"

Senate Democratic Leadership Fund

M & R Strategic Services

First

"Battered Woman"

California Correctional Peace Officers Association

[Winning Directions](#)

Second

"Used Car Salesman"

New Hampshire Senate Democratic Caucus

JMG Direct

Third

"\$6 Toll"

WA State Democratic Central Committee

Mission Control

Honorable Mention

"Potential"

WEA-PAC

[GSM/ Mercury](#)

Honorable Mention

"Guns Record"

New York State Democratic Committee

JMG Direct

Honorable Mention

**Independent Expenditure Campaign/Issue Advocacy: Non-Candidate**

"Birthday Cake"

Colorado Conservation Voters Education Fund

[Compass Media Group, Inc.](#)

Honorable Mention

"My Husband Dan"

Protect Montanakids.org

M & R Strategies Group, Inc.

Honorable Mention

**Absentee Ballot Mail**

4 More Inches

North Dakota Democratic Party

Mission Control

First

"New Polling Place"

California Labor Federation

[Winning Directionsv](#)

Second

Iowa Absentee Ballot Self-Mailer

Iowa Victory 2002/Republican Party of Iowa

Olsen, Delisi, & Shuvalov

Second

"Bob"

Maine Democratic Party

Mission Control

Third

"Polling Place"

Kansas Democratic Party

[The Baughman Company](#)

Honorable Mention

"Early Vote"

Washington State Republican Party

[Hockaday Donatelli Campaign Solutions](#)

Honorable Mention

**Membership Political Mail**

"Building for their Future"

Iowa State Education Association

[Winning Directions](#)

First

"Child's Dream"

National Education Association

Crouse Malchow Schlackman & Hoppey

Second

"Together"

AFL-CIO

Crouse Malchow Schlackman & Hoppey

Third

"Belly Flop"

Washington Education Association

[Bates Neimand, Inc.](#)

Third

"Lady Liberty"

NARAL

Crouse Malchow Schlackman & Hoppey

Honorable Mention

**GOTV Mail**

"If They Win"

Democratic Party of Georgia

Crouse Malchow Schlackman & Hoppey

First

"Mood Ring"

Tom Suozzi for Nassau County Executive

Mission Control

Second Place

"Secret Tax Plan"

Republican Party of Florida

Public Concepts, LLC

Honorable Mention

"Extinct"

Tom Suozzi for Nassau County Executive

Mission Control

Honorable Mention

"Beautiful Voices"

Democratic Party of Georgia

Crouse Malchow Schlackman & Hoppey

Honorable Mention

**Initiative/Referendum/Constitutional Amendment: Statewide**

No Awards

**Initiative/Referendum/Constitutional Amendment: Regional or**

## Local

"Not One Red Cent"  
Citizens for Stable Neighborhoods Committee  
[Winning Directions m](#)  
First  
"Here's What You Missed"  
Citizens for Better Transportation  
Crouse Malchow Schlackman & Hoppey  
First  
"VA Parks Bond"  
The Nature Conservancy Action Fund  
[Bates Neimand, Inc](#)  
Second  
"S"  
Yes on Measure S  
William Berry Campaigns  
Third  
"Fire Hat"  
Friends of Denver's Historic Auditorium Theatre  
Crouse, Malchow Schlackman & Hoppey  
Honorable Mention  
"Hero"  
N. Washington Fire District  
[Welchert & Britz](#)  
Honorable Mention  
**Slate**  
"Son of a.."  
Texas Democratic Coordinated Campaign  
Message, Audience & Presentation  
First  
Direct Delivery Slate  
California Farm Bureau Federation  
[Picture Perfect Campaigns](#)  
Second  
"Vicks.."  
Texas Democratic Coordinated Campaign  
Message, Audience & Presentation  
Third  
"Go Everywhere Together"  
Babylon Victory 2001  
Mission Control  
Honorable Mention  
"Ostrich"  
Bergen County Democratic Party  
[Kennedy Communications](#)  
Honorable Mention

## Bilingual or Foreign Language Mail

"Bonita"  
NALEO  
[The Strategy Group, Andrew Sharp](#)  
First  
"Estamos Unidos"  
Colorado Democratic Campaign  
Crouse Malchow Schlackman & Hoppey/Message Audience & Presentation  
First  
"Prove It"  
Save Dade  
Mission Control

Second  
"Many Faces"  
Dan Kelly for State Assembly  
Phil Giarrizzo Campaign Consulting

Second  
"Vicks.."  
Texas Democratic Coordinated Campaign  
Message Audience & Presentation

Third  
"Drop Out"  
Mi Familia Vota 100%  
[Winning Directions](#)  
Honorable Mention

#### **Candidate Fundraising**

"Rubber Chicken"  
Robert Reich for Governor of Massachusetts  
[Bates Neimand, Inc.](#)

Second  
"Dear Hero"  
Congressman Mike Rogers of Michigan  
[SCM Associates](#)

Honorable Mention  
**Political Party Fundraising**

"Red, White & Roux"  
Republican Party of Louisiana  
[Innovative Advertising, LLC](#)

First  
"Alaska Welcomes GW Bush"  
Republican Party of Louisiana  
[Edmonds Hackney & Associates](#)

Second  
"Winning Team"  
Republican Party of Alaska  
[Edmonds Hackney and Associates](#)

Third  
"Proud American/Proud Democrat"  
Democratic Senatorial Campaign Committee  
Joyce Rubenstein, A.B. Data  
Honorable Mention

#### **Full Print/Direct Mail Campaign - Candidate**

Tom Suozzi for Nassau County Executive  
Tom Suozzi for Nassau County Executive  
Mission Control

First  
Marty Markowitz for Brooklyn Borough President  
Marty Markowitz for Brooklyn Borough President  
Mission Control

Second  
Congresswoman Sue Kelly  
Congresswoman Sue Kelly  
Jay Townsend, The Townsend Group

Third  
"David vs. Goliath"  
Bill Heath  
[The Stoneridge Group](#)  
Honorable Mention



## **-- Collateral Material --**

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

"Straphangers Standing Up"

Straphangers Campaign

Robbett Advocacy Media

First

"Make BART Better"

Yes on Measure BB

[Barnes Mosher Whitehurst Lauter and Partners](#)

Second

"Let Freedom Ring"

California Secretary of State

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

Honorable Mention

"George Gary/Gary George Billboard"

Gary George for Governor

[North Woods Advertising](#)

Honorable Mention

### **Yard/Outdoor Signs**

"A Super Judge Executive"

Re-Elect Judge Kent Clark Madison County Judge Executive

[Emmons & Company](#)

First

"Make Our Roads Safe"

Yes on Measure M

[Barnes Mosher Whitehurst Lauter & Partners](#)

Second

"Effective Democrat"

Mark Leno for Assembly

[Barnes Mosher Whitehurst Lauter & Associates](#)

Third

### **Doorhangers**

"Fiona Ma"

San Francisco Labor Council

[Winning Directions](#)

Honorable Mention

"South Bay Labor Council GOTV"

South Bay Labor Council

DFS Associates

Honorable Mention

"Ringo"

Charlie Ringo for State Senate

William Berry Campaigns

Honorable Mention

### **Logo Design**

"Fire Fighter"

Greg Markley for Washington State Representative

[Moxie Media](#)

First

"Effective Democrat"

Mark Leno For State Assembly

[Barnes Mosher Whitehurst Lauter & Partners](#)

Second

"Homes for San Franciscans, Vote Yes on Prop R"

Yes on Prop R

[Barnes Mosher Whitehurst Lauter & Partners](#)

Third

**Most Original/Innovative Collateral Items**

"Pingree Pill Bottle"

Chellie Pingree for U.S. Senate

MacWilliams, Robinson & Partners

First

"The Sum of All Veteos"

Tony Sanchez for Governor

[Winning Directions](#)

Second

"Post-it Notes"

Multiple Campaigns

Public Concepts, LLC

Third

"The Sonny Card"

Sonny Perdue

[The Stoneridge Group](#)

Honorable Mention

**-- Newspaper --**

**Full Page**

"Kids"

Carl DuBois for Orange County

Jay Townsend, The Townsend Group

First

"Determination"

Stevens for Senate Committee

[Edmonds Hackney and Associates](#)

Second

"Yard Sign"

Palisades Center Mall

Jay Townsend, The Townsend Group

Third

"Gun Show Loophole"

National Rifle Association

[Edmonds Hackney & Associates](#)

Honorable Mention

"Commitments"

Republican Party of Alaska

[Edmonds Hackney and Associates](#)

Honorable Mention

**Less Than Full Page**

"Vote like you Future Depends on It"

Stevens for Senate Committee/Murkowski for Governor

[Edmonds Hackney and Associates](#)

First

"For the Children"

Stevens for Senate Committee

[Edmonds Hackney and Associates](#)

Second

"Wolf in Sheep's Clothing"

National Rifle Association

[Edmonds Hackney and Associates](#)

Third

"Dumb and Dumber"

Alaskans against Pipeline Politics

[Edmonds Hackney and Associates](#)

Third  
"Determination"  
Stevens for Senate  
[Edmonds Hackney and Associates](#)  
Honorable Mention

**Insert/Other**

"Pingree Want Ads"  
Chellie Pingree for U.S. Senate  
MacWilliams, Robinson & Partners  
Third

"Voting Keeps You Young"  
Alaskans for Don Young  
[Edmonds Hackney and Associates](#)  
Honorable Mention

**Bilingual or Foreign Language Newspaper**

"Yes on 47" (Spanish)  
Yes on 47  
Woodward & McDowell

First  
"Yes on 47" (Asian)  
Yes on 47  
Woodward & McDowell  
Second

**Full Newspaper Campaign - Candidate**

No Awards

**-- Radio Advertisements --**

**Candidate: Congressional**

"Golfer"  
Northup for Congress  
[McCarthy Marcus Hennings, Ltd.](#)  
Second

"Believable"  
Nussle for Congress  
[McCarthy Marcus Hennings, Ltd.](#)  
Third

"Issues Experience"  
Lincoln Davis for Congress

**Fletcher & Rowley**

Honorable Mention  
"Snakeheads"  
Steny Hoyer for Congress  
MacWilliams, Robinson & Partners  
Honorable Mention

**Candidate: US Senator**

"Homestead Ranch"  
Craig for U.S. Senate  
[McCarthy Marcus Hennings, Ltd.](#)  
Second

"Viktor"  
Stevens for Senate Committee  
[Edmonds Hackney and Associates](#)  
Third

"Brian"  
Collins for Senator  
[McCarthy Marcus Hennings, Ltd.](#)

Honorable Mention

**Candidate: Governor**

"e-Gray"

Bill Simon for Governor

[McCarthy Marcus Hennings, Ltd.](#)

First

"Awll Tawlk"

Schundler for Governor

Alfano Communications

Second

"Driving While Black"

Burris For Governor

Jackson Chao Media

Second

"G.W. Bush"

Murkowski for Governor

[Edmonds Hackney and Associates](#)

Third

"Redford"

Bill Richardson for Governor

Brown, Inc.

Third

"George Gary Song"

Gary George for Governor

[North Woods Advertising](#)

Honorable Mention

**Candidate: Statewide Down Ballot**

"Hard Work"

Jim Wood for State Auditor

Paschall & Associates

Second

"Kendra"

The Tim Cahill Committee

Viewpoint Strategies

Third

**Candidate: State Legislative**

"Tax Raising Reggie"

Chris Bollinger for Senate

[Innovative Advertising, LLC.](#)

First

"What You Know"

Bill Shaw for State Senate

Sautter Communications

Second

"Attack Rebuttal"

Re-Elect Senator Ed Worley

[Emmons & Company](#)

Third

**Candidate: Municipal & Regional**

"He's Crafty"

Republican Party of Louisiana

[Innovative Advertising, LLC](#)

First

"Typical"

Mike Fahey for Mayor

Dixon-Davis Media Group

Second

"Lights Out"

Republican Party of Louisiana

[Innovative Advertising, LLC](#)

Third

**Independent Expenditure Campaign/Issue Advocacy-Statewide**

"Remember"

National Rifle Association

[Edmonds Hackney & Associates](#)

First

"Traffic Copter"

Minnesota Transportation Alliance/Invest 2000

[North Woods Advertising](#)

Second

"Summertime"

Reform Voter Project

MacWilliams, Robinson & Partners

Third

**Independent Campaign/Issue Advocacy-Congressional Expenditure**

"Utah"

American Hospital Association

MacWilliams, Robinson & Partners

Honorable Mention

**Advocacy-Legislative or Municipal**

"Taxin Bill"

DLCC

[Fletcher & Rowley](#)

Second

"Phone Tree"

National Association of Realtors

[The Stevens & Schriefer Group](#) / Fenn & King Communications

Second

"16 Tons"

Missouri Republican State Committee

Thompson Communications, Inc.

Third

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

No Awards

**GOTV**

Mrs. Gonzalez

Tony Sanchez for Governor

Message, Audience & Presentation

Honorable Mention

**Initiative/Referendum/Constitutional Amendment-Statewide**

"Lie Detector"

Citizens for Accountability and Results-No on Referendum 51

Madison Communications

First

"Joe Arizona-Do the Math"

Coalition for Arizona

[High Ground, Inc.](#)

Second

"Chief Justice Lambert"

Family Courts of Kentucky

Tom Skidmore/Skidmore Advertising Group

Third

**Initiative/Referendum/Constitutional Amendment-Municipal or Regional**

"The Boondoggle"

San Franciscans Against the Blank Check-No on D/ Pacific Gas & Electric Company

[Solem & Associates](#)

Honorable Mention

**Bilingual or Foreign Language Radio**

"Gabriel"  
[The Campaign Group](#)/Message, Audience & Presentation  
Message, Audience & Presentation  
First  
"El Boxeo"  
SEIU  
MacWilliams, Robinson & Partners/Message, Audience & Presentation  
Honorable Mention  
**Full Radio Campaign - Candidate**  
Hensarling General Election  
Jeb Hensarling For Congress  
[National Media, Inc.](#)  
First  
"Last Candidate in America to run a..."  
Butch Hollowell for Secretary of State  
[Solomon Friedman Advertising](#)  
Second  
"Stevens 2002"  
Stevens for Senate Committee  
[Edmonds Hackney and Associates](#)  
Honorable Mention

## -- Television Advertisements --

### **Best Non-Broadcast Video**

"Convention Video"  
Agricultural Commissioner Susan Combs

Weeks, & Co. LLP  
First  
"Ladder to the Stars"  
Wellstone for Senate

Grunwald Communications  
Second  
"Expanding Opportunity"  
Mehiel Convention Video/Mehiel for Lt. Governor  
Axelrod & Associates  
Third  
**Candidate: Congressional: Democrat**  
"Every"

Stephen Lynch for Congress  
Murphy Putnam Media, Inc.  
First  
"Words"

Kennedy for Congress  
Axelrod & Associates  
Second  
"Best"  
Congressman Harold Ford Jr.  
[Penczner Burton Media](#)  
Third  
"He's Back"  
Roger Kahn For Congress  
Allan B. Crow & Associates  
Honorable Mention

**Candidate: Congressional: Republican**

"The Hug"

Randy Forbes for Congress

[National Media, Inc.](#)

First

"Social Security"

Butch Otter for Congress

[Sandler & Innocenzi](#)

Second

"Change"

Max Burns for Congress

Strategic Perception, Inc.

Third

"Monkey's Uncle"

Mike Sodrel for Congress

265 Media, Glenn Murphy

Honorable Mention

**Candidate: US Senator**

"Forget Revised"

Inhofe for Senate

Strategic Perception, Inc.

First

"Walk"

Inhofe for Senate

Strategic Perception, Inc.

Second

"Black and White"

Doug Forrester for U.S. Senate

[Brabender Cox Mihalke](#)

Third

"Community"

Chellie Pingree for U.S. Senate

MacWilliams, Robinson & Partners

Third

**Candidate: Governor**

"Iraq"

Bill Richardson for Governor

[The Campaign Group, Inc.](#)

First

"Gus & Gabe"

Doyle for Governor

[GMMB](#)

Second

"GAME"

Blanchard for Governor

[Penczner Burton Media](#)

Third

"George Gary (Oops We Did It Again)"

Gary George for Governor

North Woods Advertising

Honorable Mention

"Frank"

Perdue for Governor

Strategic Perception, Inc.  
Honorable Mention  
**Candidate: Statewide Down Ballot**  
"Little Guy"  
Mark Taylor for Lt. Governor  
Murphy Putnam Media, Inc.  
First  
"Thankful"

Lisa Madigan for Attorney General  
Murphy Putnam Media, Inc.  
Second  
"Missed Votes"  
Matt Brown for Secretary of State  
MacWilliams, Robinson & Partners  
Third  
"Jessyca"  
Friends of Peg Lautenschlager  
[Visuality](#)  
Honorable Mention  
"Look Who's Back"  
Mark Taylor for Lt. Governor  
Murphy Putnam Media, Inc.  
Honorable Mention  
"Breaking Glass"  
Lt. Governor Elect David Denhurst  
Weeks, & Co. LLP  
Honorable Mention

**Candidate: State Legislative**

"Breach of Oath"

Ben Bentain for State Senate  
[The Strategy Group for Media](#)  
First  
"Ride"

Farhat for State Representative  
[The Sterling Corporation](#)  
Second  
"Enough Already"  
Garry Furnari for Senate  
Murphy Putnam Media, Inc.  
Third  
"Education"  
Barbara Canales Black Candidate for Texas Senate  
Jeff Montgomery & Associates  
Honorable Mention  
**Candidate: Municipal & Regional**  
"Scott Free"

Charles Genco for District Attorney  
Weiner & Weiner, Inc.  
First  
"Afraid"

Tom Spota for District Attorney  
Murphy Putnam Media, Inc.  
First  
"Vento's Pizza"



Bob O'Connor for Mayor  
Murphy Putnam Media, Inc.  
Second  
"Priorities"  
Re-Elect Mercurio Martinez Webb County Judge  
Message, Audience & Presentation  
Honorable Mention  
"Sticker Race"  
Phil Kellam for Commissioner of Revenue  
Murphy Putnam Media, Inc.  
Honorable Mention  
"Coffee Table"  
Tom Suozzi for Nassau County Executive  
[Laguens Hamburger Stone](#)  
Honorable Mention  
**Independent Expenditure Campaign/Issue Advocacy: Candidate-Statewide**  
"Hard to Swallow"

League of Conservation Voters  
[Laguens Hamburger Stone](#)  
First  
"Lessons"

NJ Republican State Committee  
[Jamestown Associates](#)  
Second  
"The Daschele Problem"  
The Club for Growth  
Red Sea, LLC  
Third  
"Acme"  
American Small Business Alliance  
MacWilliams, Robinson & Partners  
Honorable Mention  
"Critical Choices"  
National Republican Senatorial Committee  
[Stevens Reed Curcio & Potholm](#)  
Honorable Mention  
**Independent Expenditure Campaign/Issue Advocacy: Congressional**  
"Martha Bus"  
National Republican Congressional Committee  
[Stevens Reed Curcio & Potholm](#)  
Honorable Mention  
**Independent Expenditure Campaign/Issue Advocacy: Legislative or Municipal**  
"Unbelievable but True"

Citizens for Truth in Government  
Paschall & Associates  
First  
"Leaving"  
Missouri Republican State Committee  
Thompson Communications, Inc.  
Honorable Mention  
**Independent Expenditure Campaign/Issue Advocacy: Non-Candidate**  
"Seatbelts"

Minnesota Department of Public Safety  
[North Woods Advertising](#)

First  
"Get out the Vote"

California Common Cause  
Leo McElroy, Leo McElroy Communications  
First  
"Broken"

Parents in Charge  
[North Woods Advertising](#)  
Second  
"85 Years"  
Planned Parenthood Action Fund  
[Laguens Hamburger Stone](#)  
Third  
"The Virtual Tour"  
The National Education Association  
[Laguens Hamburger Stone](#)  
Third  
"Auction"  
Save Our Environment  
[Penczner Burton Media](#)  
Honorable Mention  
"New Car Smell"  
The Natural Resources Defense Council  
[Laguens Hamburger Stone](#)  
Honorable Mention  
**Initiative/Referendum/Constitutional Amendment**  
"Joe Arizona"

Coalition for Arizona  
[High Ground, Inc.](#)  
First  
"No More Playing Around"  
No on Prop L  
[Barnes Mosher Whitehurst Lauter & Partners](#)  
Honorable Mention  
"The Boondoggle"  
San Franciscans Against the Blank Check-No on D/ Pacific Gas & Electric Company  
[Solem & Associates](#)  
Honorable Mention  
**Television Ad-More Than 60 Seconds**  
No Awards  
**Bilingual or Foreign Language Television Advertisement**  
"Jaimes"

Omar Garza for Judge, County Court at Law  
Message, Audience & Presentation  
First  
"Leadership"

Gilbert Hinojosa Candidate for Cameron County Judge  
Jeff Montgomery & Associates  
Second  
"Ayuda"  
Bob Filner for Congress  
[The Campaign Group, Inc.](#)  
Third  
"Healthcare"

Barbara Canales Black for Texas Senate  
Jeff Montgomery & Associates  
Honorable Mention  
**Full Television Campaign - Candidate**  
Saxby Chambliss for Senate

Saxby Chambliss for Senate  
Perdue Group  
First  
Rod Blagojevich for Governor

Rod Blagojevich for Governor (IL)  
[Squier Knapp Dunn](#)  
Second  
Ed Rendell for Governor  
Ed Rendell for Governor  
[The Campaign Group, Inc.](#)  
Third  
"Ehrlich for Governor"  
Ehrlich for Governor  
[The Stevens & Schriefer Group](#)  
Honorable Mention  
Green Party Myths  
Ken Pentel for Governor  
Jim Cousins, Freelance Political Consultant & Producer  
Honorable Mention

## -- Technology, Websites and Banner/Pop Up Advertisements --

**Website: US Senator**  
[www.Tim2002.com](http://www.Tim2002.com)  
Tim Hutchinson for Senate  
[Hockaday Donatelli Campaign Solutions](#)  
First  
**Website: Governor**  
[www.jeb.com](http://www.jeb.com)  
Jeb Bush for Governor  
[New Media Communicatons, Inc.](#)  
First  
[www.Bret2001.com](http://www.Bret2001.com)  
Schundler for Governor  
[Hockaday Donatelli Campaign Solutions](#)  
First  
[www.GeorgePataki.com](http://www.GeorgePataki.com)  
Friends of Pataki  
[Hockaday Donatelli Campaign Solutions](#)  
Second  
**Website: Statewide Down Ballot**  
"Ohioans for Ken Blackwell"  
Ohioans for Ken Blackwell  
[New Media Communications, Inc.](#)  
Honorable Mention  
**Website: Congressional**  
[Stan2002.com](http://Stan2002.com)  
Stan Matsunaka for Congress  
[Phil Nash & Emi Ireland-Campaign Advantage](#)

First

[www.NorthupforCongress.com](http://www.NorthupforCongress.com)

Anne Northup for Congress

[Hockaday Donatelli Campaign Solutions](#)

Honorable Mention

**Best Overall Internet Campaign**

[www.GeorgePataki.com](http://www.GeorgePataki.com)

Friends of Pataki

[Hockaday Donatelli Campaign Solutions](#)

First

Tony Sanchez Online

Tony Sanchez for Governor

[Campaign Momentum](#)

Second

Joe Arizona- Yes on 201

Coalition for Arizona

[High Ground, Inc.](#)

Honorable Mention

Lamar Alexander for U.S. Senate

Lamar Alexander for U.S. Senate

[New Media Communications, Inc.](#)

Honorable Mention

**Best Use of Email / Viral Marketing**

"Chris Is Missing"

Jan Brewer for Secretary of State

[High Ground, Inc. and AVIMAIL](#)

First

Katherine Harris Emails

Friends of Katherine Harris

[Hockaday Donatelli Campaign Solutions](#)

Second

Elizabeth Dole for U.S. Senate/eLeader

Elizabeth Dole for U.S. Senate

[New Media Communications, Inc.](#)

Second

**Best Use of Handheld Technology in a Field Program**

Portable Data Management

Jim Humphrey, NVA AFLCO, NRLE, Maine Democratic Party

Seize the Day, Ltd.

First

Iowa Democratic Coordinated Campaign Canvass Program

Victory 2002/Citizens for Harkin

Jeff Link

Second

**Best Use of 800/Inbound Technology**

"Stop Stroke"

American Heart Association

[Winning Connections](#)

Honorable Mention

**Website: State Legislative**

[www.sampage2002.com](http://www.sampage2002.com)

Sam Page for State Representative

[Phil Nash & Emi Ireland-Campaign Advantage](#)

First

[www.waterswave.com](http://www.waterswave.com)

Leslie Waters for Florida State House, District 51

[The Mallard Group](#)

Second

"Fountain Odom for NC Senate"

Committee to Re-Elect Fountain Odom for NC Senate  
Southern Political Information Network  
Honorable Mention

**Website: Local/Municipal**

[www.TheRecallsWrong.com](http://www.TheRecallsWrong.com)

Neighbors for Neil

[Hockaday Donatelli Campaign Solutions](#)

First

"Mike for Mayor Website"

Mike Bloomberg for Mayor

[New Media Communications, Inc.](#)

Second

**Website: Initiative/Referendum/Constitutional Amendment**

[www.kyfamilycourts.com](http://www.kyfamilycourts.com)

Family Courts for Kentucky

Tom Skidmore/Skidmore Advertising Group

First

"Yes on 47 Website"

Yes on 47

Woodward & McDowell

Second

[www.jpearizona.com](http://www.jpearizona.com)

Coalition for Arizona

[High Ground, Inc.](#)

Honorable Mention

**Website: Independent Expenditure Campaign/Issue Advocacy**

[TheRightPrescription.org](http://TheRightPrescription.org)

Coalition for a Competitive Pharmaceutical Market

[e-advocates](#)

First

NRA Political Victory Fund Website

NRA Political Victory Fund

[New Media Communications, Inc.](#)

Second

"SaveOurChoice.org"

Blue Cross Blue Shield Association

[e-advocates](#)

Third

**Website: Organization**

[www.NRCC.org](http://www.NRCC.org)

NRCC

[Hockaday Donatelli Campaign Solutions](#)

First

[www.CommitteeforJustice.org](http://www.CommitteeforJustice.org)

Committee for Justice

[Hockaday Donatelli Campaign Solutions](#)

Second

[www.conservative.org](http://www.conservative.org)

American Conservative Union

[Hockaday Donatelli Campaign Solutions](#)

Honorable Mention

[www.straighttalkamerica.org](http://www.straighttalkamerica.org)

Straight Talk America

[Hockaday Donatelli Campaign Solutions](#)

Honorable Mention

**Best Use of Website for Fundraising**

"NRCC Contribution Center"

NRCC

[Hockaday Donatelli Campaign Solutions](#)

First

"Emily's List"

Emily's List

Mindshare Internet Campaigns, LLC

Second

**Best Use of Website for Volunteer/Field Organizations**

"Working Families Tool Kit"

AFL-CIO

Webshare Publishing

First

ParticipateAmerica.org

Participate America Foundation

[e-advocates](#)

Second

**Best Use of Website for Persuasion**

"TexasInsuranceCrisis.com"

Tony Sanchez for Governor

[Campaign Momentum](#)

First

**Best Use of Negative Advertising on a Website**

No Awards

**Banner/Pop Up Ads: Candidate**

"Got Britt?"

Mark Leno For State Assembly

[Barnes Mosher Whitehurst Lauter & Partners](#)

Honorable Mention

**Banner/Pop Up Ads: Non-Candidate**

"Yo Bloomberg!"

Independent Women's Action Project

Audrey Mullen, Advocacy Ink

First

**Best Use of Flash Animation**

"Social Insecurity"

DNC

[Eighteenth Street Media](#)

First

"No More Enrons"

American Family Values

[Eighteenth Street Media](#)

Second

"Dirty Bomb"

State of Nevada, Office of Nuclear Projects

[IssueDynamics, Inc.](#)

Honorable Mention

"Greedy TV and the Free Air Time Campaign"

Alliance for Better Campaigns

Mindshare Internet Campaigns, LLC

Honorable Mention

**-- Automated Phone Calls --**

**Candidate: US Senate**

"Carry on My Dad's Fight"

Democratic Farm Labor Party

[Stones' Phones](#)

Honorable Mention

"Last Minute in Pulaski County"

Arkansas Democratic Party  
[Winning Connections](#)  
Honorable Mention  
**Candidate: Governor**  
"Standing By"  
Robert Reich for Governor of Massachusetts  
[Stones' Phones](#)  
First  
"Principal"  
Kathleen Sebelius for Governor  
[LSG Strategies](#)  
Honorable Mention  
**Candidate: Statewide Down Ballot**  
"Steinham for Madigan"  
Lisa Madigan for Attorney General  
[Winning Connections](#)  
Honorable Mention  
**Candidate: Congressional**  
"Newsday Editorial"  
Tim Bishop for Congress  
[LSG Strategies](#)  
First  
Mel Brooks "Sorry for Not Being Funny"  
Tim Bishop for Congress  
[LSG Strategies](#)  
Second  
"Absentee Ballot"  
John Dingell for Congress  
[LSG Strategies](#)  
Third  
**Candidate: State Legislative**  
"Fraud Alert"  
Guy Houston for Assembly 2002"  
JohnsonClark Associates  
First  
"Campaign Violations"  
Denham for Senate  
JohnsonClark Associates  
Second  
"Nurses Endorse"  
Guy Houston for Assembly 2002  
JohnsonClark Associates  
Third  
**Candidate: Local/Municipal**  
No Awards  
**Initiative/Referendum/Constitutional Amendment**  
Joe Arizona, "This is the State of Arizona◆Just Kidding"  
Coalition for Arizona  
[High Ground, Inc.](#)  
First  
"Forest for Less than \$1 a month"  
Lake County Forest Preserves, Vote Yes  
[Stones' Phones](#)  
Honorable Mention  
**Independent Expenditure Campaign/Issue Advocacy**  
No Awards  
**Fundraising**  
No Awards  
**Multi-Phase Phone Call Program**

"Hi It's Kim"

Floridians for Conservative Values

Public Concepts, LLC

First

**Bilingual or Foreign Language Phone Calls**

Leland Yee Bilingual

Ed Jew for Supervisor in San Francisco

**Stones' Phones**

Honorable Mention

**Voter Registration**

"Press 1 to Register"

Arizona Democratic Party

**Stones' Phones**

First

**GOTV**

"Bishop"

Bishop for Congress

**LSG Strategies**

Honorable Mention

"Endorsement for GOTV"

Frank Mann for State Senate

Public Concepts, LLC

Honorable Mention