

2004 Pollie Award Winners

Print and Direct Mail Persuasion

State Grassroots Response

“We Were Just Starting Our Family”
Floridians for Patient Protection
Winning Directions
First

“Adds Up”
Massachusetts Teachers Association
Terris Barnes and Walters
Second

“Demetrius”
Maryland for Health Care: a project of SEIU
Mission Control, Inc.
Third

“Critical Condition”
Commonwealth Care Coalition
Winning Directions
Honorable Mention

Local Grassroots Response

“Corporate Greed”
SEIU 1199
Mission Control, Inc.
First

National Grassroots Response

“I Believe”
NARAL
Terris Barnes and Walters
First

“Fun and Games”
Floridians for Family Values Inc.
Advocacy Technologies LLC
Mike Mihalke
Second

“He Could Bend Railroad Spikes”

Committee to Protect Mesothelioma Victims
Winning Directions
Third

National Membership Campaign

“NEA Student Member Program”
National Education Association
ZGS Communications Inc.
Joseph Matos
First

“ASAPAC Fundraising & Membership Enhancement”
ASA-PAC
The Public Response Group
Lloyd Betourney
Second

“Lewis and Clark”
Sierra Club
GSM Mercury
Third

State Membership Campaign

“Outrageous”
Planned Parenthood of Virginia
Moxie Media Inc.
Eric Black
First

“Chalkboard”
Washington Education Association
BatesNeimand
Second

“Si Se Puede”
NEA New Mexico
Malchow Schlackman Hoppey & Cooper
Third

Local Membership Campaign

“Faces”
SEIU 1199
Mission Control, Inc.
First

“On Your Side”

Planned Parenthood of North Texas
Winning Directions
Honorable Mention

State Signature Gathering

“Rescue California Petition Mailer”
Rescue California - Recall Grey Davis
Gilliard Blanning Wysooki & Associates
Honorable Mention

Local Signature Gathering

“I Need You”
City of Duncanville Local Option
Tim Reeves Consulting, L.L.C.
Precision Politics
First

“Row Office Reform”
Citizens for Democratic Reform
Political Solutions Inc.
Honorable Mention

State Initiative/Referendum

“Join Me In Voting Yes (Domenici)”
New Mexico Cares
Winning Directions
First

“Weathervane”
Alabama Tax Accountability Coalition
Media Directions, Inc.
Rich Savage, Jason Stanford
Second

“Afraid”
SEIU
Terris Barnes and Walters
Third

Local Initiative/Referendum

“Recall, Recount, Referendum”
NY State Democratic Committee
Mission Control, Inc.
First

“Change is Good”
Denver Charter Reform/1A
The Kenney Group, Inc.
David Kenney
Second (tie)

“Got Scissors”
Denver Charter Reform/1A
The Kenney Group, Inc.
David Kenney
Second (tie)

“Regret is Expensive”
Manatee County Forever
Malchow Schlackman Hoppey & Cooper
Third

Bilingual/Multilingual Grassroots, Initiatives/Referenda

“Education is Our Heritage”
Committee to Repair Our Schools
Winning Directions
First

“Education is the Key”
New Mexico Cares
Winning Directions
Second

“No on Prop 56 Newspaper Ad”
Angiledes 2006
Terris Barnes and Walters
Honorable Mention

International Direct Mail

“Auto Insurance”
Nova Scotia NDP
NOW Communications Group, Inc.
First

Print/Newspapers/Graphics/Collateral Items

Non-Mail National Issue Brochure

“Great Public Schools”
National Education Association
Winning Directions
First

“Bad Deal”
International Brotherhood of Teamsters
Advocacy Technologies LLC
Mike Mihalke
Second (tie)

“National Park Foundation Annual Report”
National Park Foundation
BatesNeimand
Second (tie)

Non-Mail State Issue Brochure

“CalRAC Annual Report 2003”
California Rebuild American Coalition
Barnes Mosher Whitehurst Lauter & Partners
Honorable Mention

Non-Mail Local Issue Brochure

“Risk vs. Reward”
Winter Park Taxpayers Association
Winning Directions
Honorable Mention

Magazine Ad

“Too Stupid”
The Center for Consumer Freedom
Berman and Company
First

“The Real Chainsaw Massacre”
Heritage Forests Campaign
BatesNeimand
Second (tie)

“Valentine”
Heritage Forests Campaign
BatesNeimand
Second (tie)

“Flipper”
National Environmental Trust
BatesNeimand
Third

“Luntzspeak”

National Environmental Trust
BatesNeimand
Honorable Mention

National Newspaper Ad

“Freedom”
NARAL Pro-Choice America
GMMB
First

“MoneyMouth”
Voices for Choices
GSM Mercury
Second

“We've Been Patient”
Citizens for Better Medicare
Advocacy Ink
Audrey Muller
Third

“Menu”
CompTel Ascent
GSM Mercury
Honorable Mention

“Conservative”
Human Rights Campaign
Moxie Media Inc. and Laguens Hamburger Stone Media
Margaret Flynn
Honorable Mention

“Fridge”
Human Rights Campaign
Moxie Media Inc. and Laguens Hamburger Stone Media
Todd Hughes
Honorable Mention

State Newspaper Ad

“Welcome”
Voices for Choices
GSM Mercury
First

“New Jersey's Auto Insurance System is a Wreck”
New Jersey Coalition for Auto Insurance Competition
Schubert Public Affairs

Megan Welsh, GCW Creative Communications
Second

“Plucked”
Consumers' Voice
GSM Mercury
Third

Local Newspaper Ad

“Somewhere to Sleep”
TouchDC
GMMB
First

“Something Poisonous”
Solid Waste Management Coordinating Board
North Woods Advertising
First

“S.659/S.1805”
National Rifle Association
Edmonds Hackney Inc.
Second

“SuperPower”
Better Safer World
GMMB
Third

“Tell the County to Cut the Pork”
Stockton - SEIU Local 790
Barnes Mosher Whitehurst Lauter & Partners
Honorable Mention

Logo Design

“DCCC Logo”
Democratic Congressional Campaign Committee
GMMB
First

“Green Guardian Logo”
Solid Waste Management Coordinating Board
North Woods Advertising
Honorable Mention

“Delta Logo”
Yes on Measure L

Terris Barnes and Walters
Honorable Mention

Billboard/Bus Signs

“Sick Kids”
The Center for Consumer Freedom
Berman and Company
First

“The Right to Remain Silent”
New York Civil Liberties Union
Mission Control, Inc.
Second

“Inside Schools”
Advocates for Children of New York
Robbett Advocacy Media
Third

“Know”
Solid Waste Management Coordinating Board
North Woods Advertising
Honorable Mention

Yard/Outdoor Signs

“Rodney King en Espanol”
ACLU Texas
Message, Audience and Presentation
James Aldrete, Frederick Graber
Honorable Mention

Most Original/Innovative Collateral Items

“Love it or Leavitt”
National Environmental Trust
BatesNeimand
First

“Dumb Laws Happen When You Don't Vote/Notice to Employers”
Phoenix Chamber of Commerce
R&R Partners, Phoenix Office
Kevin Munk and Steve Yamamori
Second

“Pro-Choice Tattoos, sticker, poster”
NARAL
Terris Barnes and Walters

Third

“Menu”

CompTel Ascent

GSM Mercury

Honorable Mention

Radio Advertisements

State Grassroots

“McGreevey's Taxes”

Americans for Job Security

Jamestown Associates

Honorable Mention

National Public Affairs

“Auction”

NATCA

The Glover Park Group

First

“Teen Smoking - Green”

Common Sense Coalition

Advocacy Technologies LLC

Mike Mihalke

Second

“Deliver”

Seniors' Coalition

Advocacy Technologies LLC

Mike Mihalke

Third

State Public Affairs

“All Gone”

New Jersey Coalition for Auto Insurance Competition

Schubert Public Affairs

Aaron Goddard, Bread & Butter Production

First

“Nurse”

First 5 California

GMMB

Second

“Growing Down”

First 5 California
GMMB
Honorable Mention

Local Public Affairs

“Aggressive Driving/ Paramedic”
Minnesota Department of Public Safety, Office of Traffic Safety
North Woods Advertising
First

“Boss”
Illinois IEPA
Adelstein & Associates
Honorable Mention

State Initiative/Referendum

“Big Blank Check”
Vote No on A/Colorado Water Initiative'
MacWilliams, Robinson & Partners
First

Bilingual/Foreign Language Public Affairs

“I Want”
First 5 California
GMMB
First (tie)

“Will You”
First 5 California
GMMB
First (tie)

“Amigos no dejan que los amigos manejan borrachos”
National Highway Traffic Safety Administration
ZGS Communications Inc.
Joseph Matos
Second

“Vote No on Prop 12”
Texans Against Prop. 12
Message, Audience and Presentation
James Aldrete
Third

International Radio

“Esmeralda”
Shared Hope International
ZGS Communications Inc.
Joseph Matos
First

“How Do You Know”
Ontario Public Service Employees Union
NOW Communications Group, Inc.
Honorable Mention

Television Advertisements

National Grassroots

“Second Opinion”
USAction
Fenn Communications Group
Morgan Young/Fenn Communications Group
First

“America Needs You”
Draft Wesley Clark.com
Bud Jackson, The Jackson Group
Honorable Mention

State Grassroots

“Owen's Story”
USAction
North Woods Advertising
First

“Don't Wait for the Next Dumb Law - Vote”
Phoenix Chamber of Commerce
R&R Partners, Phoenix Office
Kevin Munk and Steve Yamamori
Second

“Poster 1A”
Iowa for Healthcare
MacWilliams, Robinson & Partners
Third (tie)

“Stampede”
Competition Ohio
The Strategy Group for Media
Third (tie)

Local Grassroots

“1199 Numbers”

1199 SEIU - The Healthcare Union of NYS

Novak Media, Inc.

Paul Novak

First

National Public Affairs

“Cookies”

The Center for Consumer Freedom

Berman and Company

First

“One Christmas”

American Federation of Government Employees

MacWilliams, Robinson & Partners

Second

“Pilot - I Fly Safe”

NATCA's "I Fly Safe" Campaign

Joe Lockhart, The Glover Park Group

Third

“Fairness”

Asbestos Study Group

Advocacy Technologies LLC

Mike Mihalke

Honorable Mention

“1.9 Million”

NTI

Affirm Americas Strategic Communications

Honorable Mention

“Entrée”

Comp-Tel

Joe Slade White Communications

Honorable Mention

“March”

AERF

Todd & Castellanos Creative Group

Honorable Mention

State Public Affairs

“Will You”

First 5 CA
GMMB
First

“Codger”
First 5 CA
GMMB
Second (tie)

“Different”
Southern California Edison
Winner and Associates
Second (tie)

“Help”
Illinois Secretary of State Organ Donor Program
Adelstein & Associates
Third

“Stages”
First 5 CA
GMMB
Honorable Mention

“Book”
No on 31
Joe Slade White Communications
Honorable Mention

“Faces of Reliability”
Southern California Edison
Winner and Associates
Honorable Mention

Local Public Affairs

“Aggressive”
Minnesota Department of Public Safety Office of Traffic Safety
North Woods Advertising
First

“Sonoram”
Pima County, AZ
Jamestown Associates
Third

“Our Bay”
Bay County First!
The Victory Group

Adam Goodman, The Victory Group
Honorable Mention

Non-Broadcast

“Raise the Torch for Every Generation”
NARAL Pro-Choice America
GMMB
First

“CampaignCorps - The Real World of Politics”
Campaign Corps, A Project of EMILY's List
Co-produced by Robert E. Jones & Dan Maratt
Second

“Tribute to Mayor John Spencer”
Mayor John Spencer
Image Makers/George Hudak
Third

“Gaming Equity Video”
Red Lake and White Earth Indian Communities
North Woods Advertising
Honorable Mention

State Initiative/Referendum

“More Crime”
CasinosNo
Stevens Reed Curcio & Potholm
Greg Stevens/Erik Potholm/Jay Payne
First

“Tax Increases”
No on 56 - Californians Against Higher Taxes
Woodward & McDowell
Second

“Calculate This”
Workers Against Job Killing Rules
Dresner, Wickers & Associates, LLC
Third

“Save Our Jobs”
Workers Against Job Killing Rules
Dresner, Wickers & Associates, LLC
Honorable Mention

“Too Many Flaws”

CasinosNo
Stevens Reed Curcio & Potholm
Greg Stevens/Erik Potholm/Jay Payne
Honorable Mention

Local Initiative/Referendum

“Tree Sitter”
Safety Yes! Recall Gallegos
Fifty Plus One
Michael Grossman, Fifty Plus One
First

“Arresting Officer”
Safety Yes! Recall Gallegos
Fifty Plus One
Michael Grossman, Fifty Plus One
Second

Bilingual/Foreign Language Public Affairs

“Growing Down”
First 5 CA.
GMMB
First

“Gift”
First 5 CA.
GMMB
Second

“Will You”
First 5 CA.
GMMB
Third

“Broken Promises”
New Democrat Network
ZGS Communications Inc.
Joseph Matos
Honorable Mention

International Television

“You Know Ernie”
Working Families Coalition
NOW Communications Group, Inc. and Arrow Communications Group, Inc.
First

“Class Photo”

Manitoba Teacher's Society
NOW Communications Group, Inc.
Second (tie)

“Disturbing Results”

Hospital Employees Union
NOW Communications Group, Inc.
Second (tie)

“Back to School”

Manitoba Teacher's Society
NOW Communications Group, Inc.
Third

“Exodo”

Guatemala Private Sector
Felipa Noguerra Consultores/RGN Publicidad
RGN Publicidad
Honorable Mention

Internet/Electronic Media

National Grassroots Website

“<http://clintongunban.com>”

NRA-ILA
National Rifle Association Institute for Legislative Action
New Media Communications
First

“www.ProtectFairUse.org”

321 Studios
e-advocates, LLC
Second

“www.KeepKidsLearning.org”

National Center for Learning Disabilities
e-advocates, LLC
Honorable Mention

“www.data.org”

DATA
Mindshare Interactive Campaigns LLC
Honorable Mention

State and Local Grassroots Website

“Smoke Free Texas”

Trust for a Smoke Free Texas
Quicksilver Internet Solutions
First

“Fix Workers' Comp Now”
Workers' Compensation Action Network
Schubert Public Affairs
Kim Marquardt
Second

National Public Affairs Website

“Alcohol 101”
Alcohol 101
NashInteractive.com
First

“GasInGlass.com”
Clean Water Accountability Campaign
MacWilliams, Robinson & Partners
Second

“<http://nraila.org>”
National Rifle Association Institute for Legislative Action
New Media Communications
Third

“MTV Choose or Lose”
MTV Choose or Lose: 20 Million Loud
MTV Choose or Lose
Honorable Mention

State and Local Public Affairs Website

“Green Guardian”
Solid Waste Management Coordinating Board
North Woods Advertising
First

“Better Safer World Web Site”
Better Safer World
GMMB
Second

Statewide Initiative/Referendum Website

“www.noblankchecks.com”
No on 56 - Californians Against Higher Taxes
Woodward & McDowell

First

“Texans Against Prop. 12”
Texans Against Prop. 12
Quicksilver Internet Solutions
Second

“www.saveourlicense.com/saveourlicense.htm”
Save Our License, a project of the California Republican Assembly
JC-Evans Communications
Third

Local Initiative/Referendum Website

“www.yeson414.com”
Save Our Healthcare
HighGround Inc.
HighGround Inc. and Cambigue Design
First (tie)

“Waterfrontpark.org”
Citizens for a New Waterfront Park
PS Creative
Peter Schorsch, Chad Kostella and Dana Mrochilo
First (tie)

Congressional Website, Senate

“http://www.talent.senate.gov”
Senator Jim Talent (R-MO)
GovTech Solutions
Honorable Mention

Congressional Website, House

“http://boozman.house.gov”
Congressman John Boozman
Larry Purpuro, RightClick Strategies
RightClick Strategies
First

“http://lamarsmith.house.gov”
Congressman Lamar Smith
GovTech Solutions
Second

“Congressman Tom Davis”
Congressman Tom Davis
Campaign Solutions

Third (tie)

“Congresswoman Nancy Pelosi”
Congresswoman Nancy Pelosi
Carol Trevelyan Strategy Group
Third (tie)

Government Website, Federal

“Results.gov”
The Council for Excellence for the White House
GovTech Solutions
Honorable Mention

Government Website, State and Local

“Elections.sos.state.oh.us”
Ohio Secretary of State Kenneth Blackwell's Election Night Project
GovTech Solutions
Honorable Mention

Best Use of Video on a Website

“Life Under the Platforms”
Coalition for Enhanced Marine Resources
Porter Novelli
Kevin Slagle
First

“Abuse”
US Chamber of Commerce
Larry Purpuro, RightClick Strategies
RightClick Strategies
Honorable Mention

National Organization Website

“<http://nraila.org>”
National Rifle Association Institute for Legislative Action
New Media Communications
First

“GOP.com”
The Republican National Committee (GOP.com)
New Media Communications
Second

“Children's Hospice International”
Children's Hospice International

Mindshare Interactive Campaigns LLC
Third

"50 Best Contest Website"
Newspaper Association of America
Edmonds Hackney Inc.
Honorable Mention

Statewide Organization Website

"www.ca-ra.org"
California Republican Assembly
JC-Evans Communications
Honorable Mention

Internet Ad

"AARP Generation Online Ultramercial"
AARP - "Generations Online"
FleishmanHarris - Hillard, Washington, DC
First

Flash Animation

"Amnesty International USA"
Amnesty International USA
Carol Trevelyan Strategy Group
First (tie)

"Lord of the Right Wing"
Bushrecall.org
Nathan Ackerman
First (tie)

"Newspapers Deliver Voters"
Newspaper Association of America
Edmonds Hackney Inc.
Second

"OREO Campaign"
TrueMajority.org
E-Tractions
Michael Gauthier, E-Tractions
Third

"http://clintongunban.com"
National Rifle Association Institute for Legislative Action
New Media Communications & Edmonds Hackney & Associates
Honorable Mention

Issue Advocacy Internet Campaign, National

“www.ProtectFairUse.org”

321 Studios
e-advocates, LLC
First

“http://clintongunban.com”

National Rifle Association Institute for Legislative Action
New Media Communications
Second

“Draft Wesley Clark”

Draft Wesley Clark.com
John Hlinko, Josh Margulies, Bud Jackson, The Jackson Group
John Hlinko, Josh Margulies
Third

“www.KeepKidsLearning.org”

National Center for Learning Disabilities
e-advocates, LLC
Honorable Mention

E-Mail Campaign National

“UNICEF E-mail Campaign to Thank Recent Donors”

UNICEF
Mindshare Interactive Campaigns LLC
Honorable Mention

E-Mail Campaign State and Local

“Email Campaign for Measure R - Bringing Critical Information to the Voters”

LAUSD - Measure R
Constituents Direct
Zain Khan Constituents Direct
Honorable Mention

“http://repealthetax.com”

Citizens for Tax Repeal
New Media Communications
Honorable Mention

Online Advertising Campaign - National

“Bushin30seconds - Viewer Push”

MoveOn.org
@dvocacy Inc.
First

Online Advertising for an Issue or Independent Expenditure

“Business Software Alliance Report on Software Piracy "Pick A Pin" Ad”

Business Software Alliance

Mindshare Interactive Campaigns LLC

First

Best Online GOTV Efforts

“Rocking Electronic Yard Sign”

MTV Rock the Vote

Electionmall Technologies Inc.

Ravi Singh, Parmjit Singh

Honorable Mention

Phones

Membership Recruitment

“Yes to Consolidate SEIU Local 775”

Washington SEIU

Winning Connections

First

Federal Grassroots Automated Inbound

“Keep America's Promise to Africa 1-877-HOPE-USA”

DATA.org

Stones Phones

First

“Stop ANWR Now”

National Wildlife Federation

Winning Connections

Winning Connections

Honorable Mention

State and Local Grassroots Automated Inbound

“Stop Smoking Iowa”

American Cancer Society Iowa

Winning Connections

First

Federal Grassroots Live Inbound

“ASHA Convention Call-In”

American Speech Language Hearing Association
Winning Connections
Honorable Mention

“Medicare Doctors Reimbursement Hotline”
American College of Cardiologists
Winning Connections
Honorable Mention

Federal Grassroots Automated Outbound

State and Local Automated Outbound

“Parma Robo Calls”
Campaign Money Watch
MacWilliams, Robinson & Partners
First

“Save the Greyhounds”
Grey 2K
Winning Connections
Second

Federal Grassroots Live Outbound

“Ban Oil Drilling in the ANWR”
The Alaska Coalition
The Clinton Group
First

“Support Medical Liability Reform”
Patients Action Network
The Clinton Group
Second

“Stop ANWR Now”
National Wildlife Federation
Winning Connections
Third

State and Local Grassroots Live Outbound

“Restoration Plan for the Everglades”
Everglades Forever Partnership
The Clinton Group
First (tie)

“Vote Against Senate Bill #175 &182”
Louisiana Asset Management Pool, Inc.

The Clinton Group
First (tie)

“One Dollar In Minnesota”
American Cancer Society Minnesota
Winning Connections
Second

“Patch Through to Stop the Casino”
The Friends of the Columbia Gorge
Stones Phones
Honorable Mention

Statewide Initiative/Referendum - Overall

“Yes on the Resort Casino”
Think About It Maine
Winning Connections
Honorable Mention

Statewide Initiative/Referendum – Persuasion-specific

“Yes on Measure 100”
Yes on 100 - Denver Mental Health
Winning Connections
Honorable Mention

Local Initiative/Referendum - Overall

“Yes on Palo Alto Measure C”
Yes on Measure C
Winning Connections
First

“Little Rock Made Safer”
Yes on Capital Board Initiative
Winning Connections
Second

"The Arnolds"

Television

“Right or Wrong”
Arianna Huffington for Governor
North Woods Advertising
First

“Golden State”
Tom McClintock for Governor of California

Bill Criswell of Criswell Associates
Honorable Mention

Direct Mail

“Find Arnold”
Schwarzenegger for Governor
Forde and Mollrich
Julian Kingston, Forde and Mullrich
First (tie)

“How To Vote”
California Labor Federation AFL-CIO
Winning Directions
First (tie)

Technology

“Hybrid vs. Hummer”
Arianna Huffington for Governor
Free Range Graphics
First

“Peter Ueberroth for Governor Campaign Website”
Peter Ueberroth for Governor
Grassroots Enterprise
Second

Shoulda Woulda Coulda

Direct Mail Statewide

“Seniors Bill of Rights”
South Dakota Democratic Party
Malchow Schlackman Hoppey & Cooper
Honorable Mention

Direct Mail Local

“The Chehardy Story”
Jefferson Parish Assessor Lawrence Chehardy
Buisson Creative Strategies
Honorable Mention

Radio Statewide

“Spelling Bee”
Wellstone For Senate 1990

North Woods Advertising
Honorable Mention

Television National

“The Ballad of George W. Bush”
Democratic National Committee
Murphy Putnam Media, Inc.
First

“Reach”
Max Baucus for US Senate
GMMB
Second

Television Statewide

“Down Home”
Mark Warner for Virginia Governor
GMMB
First

“Under Attack”
Wellstone for US Senate 1990
North Woods Advertising
Second

Television Local

“Cop”
Myerscough
Adelstein & Associates
First

“Desperado”
Pombo for Congress
JohnsonClark Associates
Second

“PacMan”
Maggie Brooks for County Executive, Monroe County, Rochester NY
Impact Communications
Stephen Minarik, Leigh Smith
Third

Phones Statewide

“Bessie the Cow Says Vote for Mark”
Mark Newbill for House of Delegates
Stones Phones
Honorable Mention