

The 2005 Inaugural Pollie Awards & Conference



POLLIE AWARDS



600 Pennsylvania Avenue, SE • Suite 330 • Washington, DC 20003
www.theapc.org

Printing services provided by Western Lithograph • www.westernlithograph.com

JANUARY 21-23, 2005

RECOGNIZING THE BEST IN POLITICAL COMMUNICATION

**In 2004, NRA Members,
Gun Owners and Sportsmen
played a deciding role in election
victories across the nation.**



This election season, the NRA and the NRA Political Victory Fund spread the truth across America... and helped decide the outcomes of the Presidential campaign and key U.S. Senate races across the nation.

The Effort	The Result
6.5 million endorsement letters and postcards	President George W. Bush re-elected
4.6 million endorsement poly-bags in 107 newspapers in 12 states	14 of 18 endorsed U.S. Senate candidates elected
4 million "That Dog Don't Hunt" fliers	241 of 251 endorsed U.S. House candidates elected
2.4 million endorsement phone calls	Pro-Second Amendment majorities in Congress preserved
1.6 million bumper stickers	Anti-sportsmen ballot initiatives defeated
28,000 television ads	
20,000 radio ads	
1,700 newspaper ads	
510 billboard ads	

NRA

National Rifle Association
11250 Waples Mill Road
Fairfax, Virginia 22030
www.NRA.org



**AMERICAN ASSOCIATION
OF POLITICAL CONSULTANTS**

January 21, 2005

Dear Conference Participant:

On behalf of the Conference Host Committee, welcome to Washington, D.C., and the Inaugural Pollie Awards & Conference! We're following just one day after the Presidential Inauguration so it's an exciting time to be in our nation's capital.

Since the AAPC's Public Affairs & Pollies Conference last March in Las Vegas, we've seen some great changes. This year's conference is packed full of insightful panel discussions conducted by some of the top leaders in our field. We've surveyed our membership and are actively working to provide the necessary tools to better your business. We hope you'll be pleased with our efforts and that you'll keep the feedback coming.

Most important, we hope you find this year's conference both stimulating and productive – and that it inspires you to become an even more active member of the AAPC.

It wouldn't be an appropriate welcome without mentioning the overwhelming success of this year's Pollie Awards. With a record number of online submissions, Saturday evening is guaranteed to be a great celebration of our industry. If you haven't bought a ticket already, don't miss out! This year's ceremony concludes with a special presentation by one of the nation's leading political entertainment troupes, the Capitol Steps. Visit the AAPC registration desk for more information.

During the conference, please contact either of us or other members of the committee for assistance or advice to make your stay more enjoyable. Welcome to the conference and enjoy!

Sincerely,

Nancy Todd Tyner
Conference Co-Chair

Art Hackney
Conference Co-Chair



"Strong relationships with members, volunteers and supporters are the key to helping us fulfill our mission."

John C. Cushman III
President, Boy Scouts of America



Boy Scouts of America
Strong Values. Strong Leaders.
www.scouting.org

Providing Tools for Success Online

- Fundraising and Special Events
- Content Managed Websites
- Email and eNewsletters
- Contact Relationship Management



Go to www.kintera.com or
call toll free 866-kintera (546-8372)

INAUGURAL POLLIE AWARDS & CONFERENCE



SPONSORS

THE AMERICAN ASSOCIATION OF
POLITICAL CONSULTANTS WOULD LIKE
TO THANK ALL THE SPONSORS AND
EXHIBITORS WHO HELPED MAKE THIS
CONFERENCE POSSIBLE.

PLATINUM: POLLIE AWARDS RECEPTION SPONSOR



GOLD: CONFERENCE LUNCHEON SPONSOR



SILVER: THE POLLIE AWARDS CONFERENCE KICKOFF RECEPTION



BRONZE: WESTERN LITHOGRAPH – WHAT'S NEXT? ELECTION 2006



CONFERENCE SESSIONS SPONSORS



SUPPORTING SPONSOR



julianmulvey.com

NEW MEMBER BENEFIT PROVIDER



EXHIBITORS

Caliper Corporation
Campaigns & Elections magazine
CASRO
Constituents Direct
Democratic Network
Elect, Inc.
Kintera
Labels & Lists
Online Video Service
Signs Unlimited
The Hotline
TollFreeZone.com
VERTIS
Western Wats

PLEASE SUPPORT AND THANK THE
POLLIE AWARDS PATRONS: SPONSORS,
EXHIBITORS AND ADVERTISERS!



BOARD OF DIRECTORS

AAPC OFFICERS

Chairperson – Donna Lucas, Office of Governor Arnold Schwarzenegger
President – Nancy Todd Tyner, Nancy Todd Inc.
Vice President – Wayne Johnson, JohnsonClark Associates
Treasurer – Walter Clinton, The Clinton Group

DEMOCRATS

Cathy Allen, The Connections Group, Inc.
David Beattie, Hamilton Beattie & Staff
Dale Emmons, Emmons & Co.
Tony Fazio, Winning Directions
Robert Kaplan, The Robert Kaplan Company
Dawn Laguens, Laguens Hamburger Stone
Mark Mellman, The Mellman Group
Phil Noble, Phil Noble & Associates
Jeffrey Pollock, The Global Strategy Group
Rich Schlackman, Malchow, Schlackman, Hoppey & Cooper
Liz Welsh, Executive Communications

REPUBLICANS

Whit Ayres, Ayres, McHenry, & Associates, Inc.
Glen Bolger, Public Opinion Strategies
Mike Connell, New Media Communications
Paul Curcio, Stevens Reed Curcio & Potholm
Rebecca Donatelli, Campaign Solutions
Ed Goetas, Tarrance Group
Art Hackney, Edmonds Hackney and Associates
Thomas Hiltachk, Bell, McAndrews, Hiltachk and Davidian, LLP
Wayne LaPierre, National Rifle Association
Mike Mihalke, Alexander Strategy Group
Frank Schubert, Schubert Public Affairs
Tom Shepard, Tom Shepard & Associates

ACADEMICS

Christopher Arterton, Graduate School of Political Management, The George Washington University
James Thurber, Center for Congressional and Presidential Studies, American University

AAPC PAST PRESIDENTS

Joseph Cerrell, Chairman Emeritus
Phyllis Brotman
Thomas Edmonds
William Hamilton
Ralph Murphine
Joseph Napolitan, Founder

Bradley O'Leary
Roy Pfautch
Matthew Reese
Raymond Strother
E Clifton White
Richard Woodward

STAFF

Kevin O'Neill, Executive Director
Kevin Lenaburg, Pollie Awards Coordinator
Ben Knight, Membership Associate

**PLEASE SUPPORT AND THANK THE POLLIE AWARDS
SPONSORS, EXHIBITORS AND ADVERTISERS!**

NEWSPAPERS DO DELIVER

EDITOR & PUBLISHER

"Total [political] spending on newspapers more than doubled this year compared with 2000 expenditures."

December 30, 2004

Smart consultants counted on newspapers in 2004.

Political consultants more than doubled the amount of money they spent on newspaper advertising in 2004. And it was a smart investment. Once again, newspapers delivered undecided voters and message credibility better than any other medium. And newspapers allowed political consultants to target their ads to the audiences they needed to reach, when they needed to reach them...proving once again that when it comes to political advertising, Newspapers Deliver.

Newspapers
The Original Grassroots Medium

The Newspaper Association of America is a non-profit organization representing the newspaper industry.





CONTRIBUTIONS

THANK YOU TO THOSE WHO MADE THE INAUGURAL POLLIE AWARDS A SUCCESS!
Each year the AAPC is host to the world's largest awards competition for political and public affairs communications, and it could not be done without the contributions of the many individuals and organizations listed below!

POLLIE AWARDS COMMITTEE

Nancy Todd Tyner, Nancy Todd Inc. – Co-Chair
Art Hackney, Edmonds Hackney ALASKA, Inc. – Co-Chair
Cathy Allen, The Connections Group
David Beattie, Hamilton Beattie & Staff
Tony Fazio, Winning Directions
April Hackney, Edmonds Hackney ALASKA, Inc.
Robert Kaplan, The Robert Kaplan Company
Wayne Johnson, JohnsonClark Associates
Richard Schlackman, Malchow Schlackman Hoppey & Cooper

A SPECIAL THANKS TO THOSE BOARD MEMBERS WHO CONTRIBUTED TO THE VISION OF THE POLLIES' NEW ONLINE SUBMISSION AND JUDGING PROCESS...

Tony Fazio	Wayne Johnson	Frank Schubert
Nancy Todd Tyner	Robert Kaplan	Tom Shepard
Cathy Allen	Mike Mihalke	Ray Strother
Dale Emmons	Joe Napolitan	Elizabeth Welsh
John Franzén	Richard Schlackman	

...AND TO THE STAFF MEMBERS WHO OVERSAW ITS IMPLEMENTATION

Kevin O'Neill, Executive Director
Kevin Lenaburg, Pollie Awards Coordinator

POLLIE VOLUNTEERS AND SUPPORTERS

Jennifer Abdelnour	Lauren Kosinski
Emily Anderson	Kevin Malecek
Gamze Demirtola	Erin Ward, Intern
David Ferreira	

A SPECIAL THANKS TO AAPC MEMBERS WHO OFFER THEIR SERVICES TO THE AAPC!

Tony Fazio
Winning Directions
Direct Mail & Program Design

Elizabeth Welsh
Executive Communications
Telephone Contact

Mike Connell
New Media Communications
Banner Ad

Western Lithograph
Printing

Phil Noble • Arun Bose • David Abel
Politics Online
Website

David Beattie
Hamilton Beattie & Staff
Membership Surveys

Paul Curcio
Stevens Reed Curcio & Potholm
Pollie Awards Video

Cathy Allen
The Connections Group
Editing and Staff Support

WESTERN LITHOGRAPH



CONFERENCE AGENDA

FRIDAY, JANUARY 21, 2005

REGISTRATION/VENDOR SET-UP

3:00 p.m. – 6:00 p.m.
Tivoli Room – Lower Level

POLLIE KICKOFF RECEPTION

7:00 p.m. – 9:00 p.m.
Park Ballroom – Lower Level

Join your friends and colleagues to kick off the Inaugural Pollie Awards & Conference. Featuring special guests: Ken Mehlman, Bush-Cheney '04 Campaign Manager, and a Representative From the Ukrainian Presidential Campaign of Victor Yushchenko.

Sponsored by:
Aristotle

SATURDAY, JANUARY 22, 2005

CONTINENTAL BREAKFAST & MEMBERSHIP MEETING

8:00 a.m. – 9:00 a.m.
Hyde Park Room – Lower Level

“527S: THE INFLUENCE OF INDEPENDENT EXPENDITURES”

9:00 a.m. – 10:30 a.m.
Park Ballroom – Lower Level

Some of the top producers of independent expenditure ads confront the good, the bad and the ugly of the first election cycle where IEs ruled the day.

Speakers:

Brian McCabe
Progress for America

Steve Moore
Club for Growth

Jonathan Prince
Citizens for a Strong Senate

Erik Smith
Media Fund

Moderator:

Tom Edmonds
Edmonds Hackney & Associates

REFRESHMENT BREAK WITH EXHIBITORS

10:15 a.m. – 10:30 a.m.
Tivoli Room – Lower Level

Concurrent Session: “MICRO-TARGETING IN THE 2004 ELECTIONS: REACHING YOUNG VOTERS”

10:45 a.m. – 12:00 p.m.
Park Ballroom – Lower Level

Micro-targeting of very small segments of the electorate came into its own in the 2004 campaign. Join in a discussion of the techniques, research and communication vehicles necessary for effective micro-targeting with a special emphasis on youth voting.

Speakers:

Ivan Frishberg
New Voter Project

Ed Goeas
The Tarrance Group

Celinda Lake
Lake Snell Perry & Associates

Adrian Gray
Republican National Committee

Moderator:

Chris Arterton
Graduate School of Political Management,
The George Washington University

Sponsored by:

**Graduate School of Political Management,
The George Washington University**

Concurrent Session: “THE BUSINESS OF CONSULTING: PRICING & CONTRACTS”

10:45 a.m. – 12:00 p.m.
Hyde Park Room – Lower Level

Learn how a good contract can help protect you, what the most important clauses are and other steps you can take to ensure you collect your fees and/or commissions. Also, you will gain insight on what you can do if a client defaults on your contract and how to determine your compensation.

Speakers:

Ben Burger
Stevens Reed Curcio & Potholm

Barry Fadem
Fadem & Associates

Brett Sciotto
American Strategies

Beth Miller Malek
Wilson Miller Communications

Moderator:

Robert Kaplan
The Robert Kaplan Company

NETWORKING BREAK WITH EXHIBITORS

12:00 p.m. – 12:30 p.m.
Tivoli Room – Lower Level

Luncheon:

“THE ATTACK OF THE POLITICAL CARTOONISTS”

12:30 p.m. – 2:15 p.m.
Park Ballroom – Lower Level

Through the ages, political cartoons have been used to deflate the pretentious, skewer the pompous and unspin the spinners – and 2004 proved to be a target-rich environment for editorial inksters. This panel discussion is a celebration of the presidential campaign, as seen through the eyes of America's political cartoonists. This panel will be followed by a presentation of the Pollie Award winners in newspaper.

Speakers:

TBA

Moderator:

Bill Schneider
CNN

Sponsored by:

The Newspaper Association of America



WANT TO KNOW WHAT GETS THEIR ATTENTION?

House Majority Leader Tom DeLay (R-Texas):

“The Hill has become a Capitol Hill institution and a must-read for everyone on Capitol Hill. Your thorough coverage of congressional affairs has made The Hill one of the most reliable and important sources of news.”

House Minority Leader Nancy Pelosi (D-Calif.):

“The increases in your circulation and publishing schedule are a testament to how valuable your readers find your publication.”

Senate Majority Leader Bill Frist (R-Tenn.):

“The Hill has provided a valuable behind-the-scenes look at Congress and the inner workings of Capitol Hill.”

Senate Minority Leader Harry Reid (D-Nev.):

“The Hill has become a staple of working life in Congress. Your insightful stories and solid reporting have earned you the well-deserved respect of your readership.”

Sen. Pete Domenici (R-N.M.):

“The Hill has become a must-read for its insight on policy, politics and local coverage.”

Sen. Edward Kennedy (D-Mass.):

“I'm addicted to our weekly ‘fixes’ from The Hill.”

IF YOU NEED TO KNOW, YOU NEED

THE HILL

733 15th Street N.W. • Suite 1140 • Washington, D.C. 20005
For advertising information, please call
Fran McMahon, 202-628-8562
www.thehill.com



“MYTHS, TRUTHS, UPSETS: 2004 –
WHAT WORKED AND WHAT DIDN’T”

2:30 p.m. – 4:00 p.m.
Hyde Park Room – Lower Level

Which political prognostications played out, and which
got punctured? Some of the chief prognosticators
face the facts and tell us what really happened and why.

Speakers:

Mike DuHaime

Republican National Committee

Frank Guerra

Guerra DeBerry Coody

Tom Lindendorf

LSG Strategies

Moderator:

Chuck Todd

The Hotline

Sponsored by:

The Hotline

POLLIE AWARDS RECEPTION

6:30 p.m. – 7:30 p.m.
Hyde Park Room – Lower Level

Sponsored by:

The National Rifle Association

**POLLIE AWARDS
CEREMONY & DINNER**

7:30 p.m. – 11:00 p.m.
Park Ballroom – Lower Level

Entertainment by:

“The Capitol Steps”

The Capitol Steps was “born” in December 1981 when
three staffers for Senator Charles Percy were planning
entertainment for a Christmas party. They looked at the
headlines of the day and created song parodies and skits
that conveyed a special brand of satirical humor, targeting
both sides of the aisle. Over the past 20 years, the
Capitol Steps have recorded 24 albums, and have appeared
on “Good Morning America,” “Today,” “20/20,”
“Entertainment Tonight,” “Nightline,” CNN’s “Inside
Politics,” and dozens of times on National Public Radio’s
“All Things Considered.” They have performed for five
U.S. Presidents and are a well-known act in Washington
circles and beyond.

SUNDAY, JANUARY 23, 2005

COFFEE BREAK

8:30 a.m. – 9:00 a.m.
Tivoli Room – Lower Level

**“CASE STUDY: HOW TO DEFEND
AGAINST NEGATIVE ADS”**

9:00 a.m. – 10:30 a.m.
Hyde Park Room – Lower Level

Every campaign faces the same decision – what tone
and message is appropriate for drawing contrasts.
The Oklahoma Senate race is used to highlight the
decisions campaigns must make and the reaction voters
can have to contrast communications.

Speakers:

Brad Carson

Former Senatorial Candidate

Patrick Davis

National Republican Senatorial Committee

Jim Myers

Tulsa World

Evan Tracey

TNSMI/Campaign Media Analysis Group

David Beattie

Hamilton Beattie & Staff

Moderator:

Jennifer Duffy

The Cook Political Report

Brunch:

“WHAT’S NEXT? ELECTION 2006”

10:45 a.m. – 12:00 p.m.
Park Ballroom – Lower Level

What will happen on the political playing field over the next
18 months and what issues will shape the 2006 cycle? Hear
what the most knowledgeable political insiders have to say.

Speakers:

Matt Schlapp

White House

Sara Taylor

Republican National Committee

Additional Panelists TBA

Moderator:

Carl Cannon

National Journal

SPEAKERS

DAVID BEATTIE

As President of Hamilton Beattie & Staff, David Beattie
combines experience in both public sector research and
strategic campaigns.

Dave’s experience includes providing strategic research for
U.S. Senators, members of Congress, Fortune 500
companies and interest groups.

He has also conducted polling for the Florida, Georgia
and Oklahoma Democratic Parties, qualitative studies for
the Democratic National Committee, the AFL-CIO and
EMILY’s List, and evaluation studies for the CDC and
the South Carolina Department of Education.

In 2000, Dave was named “Pollster of the Year” by the
American Association of Political Consultants, and a
“Rising Star” by *Campaigns & Elections* magazine. In 2001,
he was named a “Mover & Shaker” by *Campaigns &
Elections* magazine. He is now a member of the board
of the American Association of Political Consultants.

Dave was elected to the Board of Education in Vestal,
New York, in 1988 and has worked in politics ever since,
managing local campaigns and advising on strategy for
statewide campaigns.

Dave’s experience providing both qualitative and
quantitative feedback to clients meshes with HB&S’s
commitment to helping clients effectively and efficiently
answer and act upon questions that arise throughout
a campaign.

In addition to campaign and research work, Dave trains
the next generation of campaign professionals as an
instructor on political campaign strategy for the University
of Florida’s graduate program in Political Campaign
Communication. Dave’s formal education includes a
master’s degree in political science from the University of
Florida and a bachelor’s degree in political communications
from The George Washington University in Washington,
D.C. Dave currently lives in Fernandina Beach, Florida,
with his wife, Robin, and their daughter, Skyler.

BEN BURGER

Ben Burger is the Senior Vice President at Stevens Reed
Curcio & Potholm. A gifted ad producer and political
operative, Burger concentrates on the utilization of research
to create message strategies and highly effective advertising
for both candidate and issue campaigns across the country.

He has produced and/or co-produced the advertising for
current U.S. Senators Pete Domenici, Bill Frist and John
McCain. Burger was part of the ad team that produced the
TV and radio ads for Missouri Governor Matt Blunt. His
congressional clients include Majority Leader Tom DeLay,
Congresswoman Cathy McMorris, Congressman Mike
Oxley and Congressman Ed Whitfield.

He has developed the advertising strategy and produced
commercials for the American Medical Association Political
Action Committee’s federal independent expenditure
campaign and issue advocacy programs, the Republican
National Committee, the National Republican Senatorial
Committee, and the National Republican Congressional
Committee, as well as several other advocacy groups.

In 2004, Burger was named a “Rising Star” by *Campaigns
& Elections* magazine.

CARL M. CANNON

Carl M. Cannon covered President Clinton for eight
years, and is now on his fifth year of covering George W.
Bush. He is the White House correspondent for *National
Journal*, Washington’s authoritative, nonpartisan weekly
journal on politics and government. Before joining the
magazine in May of 1998, he worked for six newspapers
over a 20-year span.

While on vacation in San Francisco in 1989 to see the Bay
Area World Series, Mr. Cannon found himself covering the
Loma Prieta earthquake instead of watching baseball – and
was a member of the *San Jose Mercury News* staff awarded
the Pulitzer Prize for that coverage. As a reporter in the
Washington bureau of Knight-Ridder Newspapers from
1982 to 1993, Mr. Cannon covered the California
congressional delegation, technology policy and western
lands issues before being named chief political writer on the
bureau’s national staff. He covered the presidential
campaigns of 1984, 1988 and 1992.

In 1993, he was hired by the *Baltimore Sun* to cover Bill
Clinton. He remained on the White House beat after
moving over to *National Journal* in 1998. The following
year, Mr. Cannon was honored for his White House
coverage by winning the prestigious Gerald R. Ford Prize
for Distinguished Reporting of the Presidency.

Mr. Cannon recently completed a term as president of the
White House Correspondents’ Association and also serves as
the in-house writing coach at *National Journal*. He is a
co-author of “Boy Genius,” a biography of top Bush White
House aide Karl Rove, which is being reissued this month
after being updated to reflect the 2004 elections. He is also
the author of “The Pursuit of Happiness in Times of War,” a
study of how Presidents and other American political
leaders have employed the language of the Declaration of
Independence during times of war or national crisis.

Mr. Cannon has written for numerous magazines other
than *National Journal*, including *The Atlantic Monthly*,
California Journal, *The New Republic*, *Forbes*, *Brill’s Content*,
George, *Mother Jones*, *Civil Rights Journal*, *Reader’s Digest*,
National Review and *The Weekly Standard*.

A native of San Francisco, Carl attended the University of
Colorado, majoring in journalism; he lives in Arlington, Va.,
with his wife, Sharon, and they are the parents of three





children ranging in ages from 9 to 24. Carl's hobbies include thoroughbred racing, fly fishing in Montana, and playing baseball in an over-30 hardball league.

PATRICK DAVIS

The U.S. Senate Republican majority increased from 51 to 55 and Tom Daschle was defeated while Patrick Davis was the Political Director of the National Republican Senatorial Committee during the 2004 election cycle.

From 1999 to 2002 Patrick represented the NRSC as the Western Regional Political Director. He has been directly involved in the competitive winning U.S. Senate campaigns for John Thune, Norm Coleman, Wayne Allard, Gordon Smith, Conrad Burns, Tom Coburn, Mel Martinez, Richard Burr, David Vitter, Johnny Isakson and Lisa Murkowski.

Prior to joining the NRSC, Patrick was the Executive Director of the South Dakota Republican Party from 1995 to 1999. During this time South Dakota Republicans increased their majorities in both houses of the state Legislature, elected John Thune to the U.S. House and re-elected Governor Bill Janklow.

During the 1992 Bush-Quayle presidential campaign, Patrick served as the field desk coordinator for 11 Northwestern states, and in 1990 he was the Assistant to the Deputy Director of White House Political Affairs.

Patrick and his wife, Jo Ann, live in Colorado Springs, Colorado, with their twins, Ben and Kate, and their two dogs, Sam and Greta.

JENNIFER E. DUFFY

Jennifer Duffy is the Managing Editor for *The Cook Political Report*, where she is responsible for U.S. Senate and Governors races. Founded in 1984, *The Cook Political Report* provides analyses of presidential, U.S. Senate, House and gubernatorial races. *The New York Times* has called *The Cook Political Report* "a newsletter that both parties regard as authoritative."

Jennifer has more than 18 years of experience in campaign politics, the last 15 of which have focused on nonpartisan political analysis. In 1985, she served as Press Secretary for the National Republican Senatorial Committee; she joined *The Cook Political Report* in 1988 as its first Assistant Editor. While continuing to work as the *Report's* contributing editor, Jennifer also was a Senior Account Executive with Hill and Knowlton Public Affairs Worldwide and an associate with the lobbying firm of Cassidy & Associates.

In 1995, Jennifer rejoined Cook & Company full time. She has served as an off-air analyst for NBC News on election nights from 1996 through 2004. Jennifer has been quoted in numerous publications and has appeared on ABC, NBC, CBS, CNN, PBS, "The NewsHour with Jim Lehrer," and C-SPAN's "Washington Journal."

A native of Rhode Island, Jennifer received a bachelor of arts degree in American government from Georgetown University in 1985.

TOM EDMONDS

Tom Edmonds has over two decades of experience in advertising, marketing and political media. Tom began developing successful political media strategies in the late '70s and early '80s when he served as a consultant for the National Conservative Political Action Committee (NCPAC), one of the first independent political action committees.

Today, as Chief Executive Officer of Edmonds Hackney and Associates, Inc., Tom develops and executes media campaigns for candidates at all levels of government, and implements independent expenditure campaigns for major conservative political organizations. Most recently, he helped coordinate and produce the media for the National Rifle Association's 2000 campaign, an effort that was recognized as "decisive" in the defeat of Al Gore by a number of publications, including *Fortune*, *Newsweek* and *USA Today*.

In addition to his work with political candidates and organizations, Tom has produced several acclaimed documentaries, including the award-winning television mini-series "Campaigns in American History," and the official documentary of the Reagan presidency, "Ronald Reagan: An American President."

Tom is a past President of the American Association of Political Consultants and is currently on the Board of Directors of the International Association of Political Consultants. He is also a member of the Advisory Board of *Campaigns & Elections* magazine. He has provided political insight for CNN, "Nightline" and National Public Radio, and his work has been featured on "60 Minutes," "20/20," "Dateline," "Primetime Live," "Today," "NBC Nightly News" and "The MacNeil-Lehrer NewsHour." Tom has also penned articles and op-eds for such noted publications as *The Washington Post*, *The Washington Times*, *Campaigns & Elections* magazine and *Advertising Age*.

In 1995, Tom co-authored his first book, "D.C. by the Numbers: A State of Failure," which earned him the title "the man who wants to fix Washington" from *The Washington Post*. In 2000, he co-authored his second book, "U.S. by the Numbers: What's Right and Wrong With America."

IVAN FRISHBERG

Ivan Frishberg has more than 10 years of experience conducting and managing large-scale grassroots campaigns. Frishberg has most recently been the Senior Legislative Advocate for the state Public Interest Research Group (PIRG), based in Washington, D.C. The state PIRGs are an alliance of state-based, citizen-funded organizations that advocate for the public interest, using the time-tested tools of investigative research, media exposure, grassroots organizing, advocacy and litigation. From 1994 to 2001, Frishberg was the Higher Education Project Director at the state PIRGs, advocating on a wide range of higher education policy issues.



Frishberg has been a Senior Advisor to the Center for Campus Free Speech and the National Student Campaign Against Hunger and Homelessness. He was a founder of the Youth Vote Coalition and currently is an Advisory Board Member of the Center for Information and Research on Civic Learning and Engagement (CIRCLE).

Frishberg coordinated communications and political strategy for the New Voters Project, a project of the state PIRGs and The George Washington University Graduate School of Political Management to increase voter turnout among 18- to 24-year-olds in the coming election cycles. This project is funded in part by the Pew Charitable Trusts.

ED GOEAS

Ed Goeas is President and CEO of The Tarrance Group, one of the most respected and successful Republican survey research and strategy teams in American politics today.

Widely recognized as one of the country's leading political strategists, Goeas, along with his partners Dave Sackett and Brian Tringali, serve as pollsters to three Republican Governors, 11 Republican U.S. Senators, and over 30 Republican members of Congress. His clients have included: former Senate Minority Leader Trent Lott, former House Majority Leader Dick Armey and Idaho Governor Dirk Kempthorne. Goeas and his firm have

helped to elect three new Republican Senators and two new Governors, including Tim Hutchinson of Arkansas – the first Republican elected to the U.S. Senate from the state since Reconstruction – and Bill Owens, the first Republican Governor of Colorado in nearly three decades.

In addition to his campaign work, Goeas, along with Democratic pollster Celinda Lake, heads up the "Battleground" poll – one of the country's leading national political research programs. Lake and Goeas also serve as the pollsters for the highly respected news magazine *U.S. News & World Report*.

Goeas has been widely published in professional and academic journals, including the *Yale Law & Policy Review*, on a variety of public policy issues based on his national research. Goeas has also worked on a number of foreign campaigns in Russia, Hungary, France and the Philippines.

Frequently sought as a political analyst, Goeas regularly appears on national public affairs programs including: "Meet the Press," "This Week," "Good Morning America," "Today," "The NewsHour with Jim Lehrer," FOX News with Brit Hume, MSNBC's "Equal Time," America's Talking, C-Span and CNN's "Inside Politics."

During the 1994 election cycle, Ed was recognized by Democratic and Republican members of the American



Online Video Service Congratulates The 2005 Pollie Award Winners.

Watch the Gold and Silver Winners for Radio and TV Online at www.theaapc.org, Powered by Online Video Service.



INAUGURAL POLLIE AWARDS & CONFERENCE

Association of Political Consultants as “Pollster of the Year.” In 1996, *National Journal* reported that the 1996 campaign season “proved that the Alexandria (Va.)-based Tarrance Group, headed by Edward A. Goeas III, is now unquestionably the premier Republican polling firm.”

In his more than 25 years of working professionally in politics, he has served as the National Political Director of the National Republican Congressional Committee (NRCC), a field operative for the Republican National Committee, campaign manager in several campaigns, and Chief of Staff to a U.S. Congressman.

Ed Goeas is married to Lisa Goeas and has two daughters, Jenn (20) and Emma (2).

FRANK GUERRA

Frank Guerra is founder and CEO of Guerra DeBerry Coody, a full-service advertising, marketing and public relations firm based in San Antonio, Texas, with an office in Phoenix, Arizona. Now in its tenth year, GDC offers general market as well as Hispanic capabilities for regional and national clients.

Most recently, Frank served on the national Bush/Cheney re-election team, working on general market as well as Hispanic advertising. In the 2002 election cycle, GDC served as the Hispanic agency of record for the Jeb Bush for Governor campaign in Florida and the Rick Perry for Governor campaign in Texas, garnering record-setting votes for both candidates.

Previously, Frank spent 10 years in television news at the CBS affiliate in San Antonio, where he quickly progressed from reporter to executive producer, gaining an intimate understanding of the media from an editorial perspective. Frank left journalism to serve as campaign manager for Henry Bonilla in his first race for Congress. Bonilla won that election by the largest margin of victory against an incumbent in the country. Frank then transitioned to the field of advertising, marketing and public relations.

ROBERT KAPLAN

Specializing in fundraising for initiative campaigns, trade associations, political action committees and not-for-profit organizations, the fundraising programs developed or implemented by Kaplan have raised more than \$120 million through direct mail, telemarketing, award-winning videos, events, finance committees and public-private partnerships.

Named a “Rising Star,” “Mover & Shaker” and “America’s Hottest Fund Raiser” by Congressional Quarterly’s *Campaigns & Elections* magazine, Kaplan is widely recognized as one of America’s foremost experts in trade association, initiative and special-interest fundraising. Kaplan has served as Finance Director for more than 30 statewide and regional initiatives in California and other states, and played major strategic roles in many of the nation’s most important initiative campaigns.

Kaplan has authored numerous articles on fundraising and is a frequent lecturer whose activities and clients have taken

him to all parts of the United States as well as to Israel, Mexico, Canada and the former Soviet Union. In 1990, Kaplan was one of 12 American consultants invited to the former Soviet Union to train members of the early democratic movement on the role of politics and political campaigns in building democratic government.

With a degree in rhetoric from the University of California at Berkeley, Kaplan was awarded a Coro Foundation Fellowship in Public Affairs, has complemented his studies in public policy at the Claremont Graduate School, is a former member of the United Jewish Appeal National Leadership Cabinet and is a member of the American Association of Political Consultants.

TOM LINDENFELD

Tom serves as the President of LSG Strategies, a grassroots organizing and political telemarketing firm based in Washington, D.C.

Tom Lindenfeld’s campaign experience comes from over 25 years of working in local, state and federal elections of all sizes and scales. In 1992, Lindenfeld served as the Director of National Coordinated Campaigns for the Democratic National Committee on behalf of the Clinton presidential effort and other federal, state and local campaigns. Following the Clinton victory, Tom served the Democratic National Committee as the Director of Elections.

Before joining the Democratic National Committee, Tom served as Political Director of the National Committee for an Effective Congress (NCEC). In this capacity, he served as campaign advisor to Democratic gubernatorial, federal and state legislative candidates, consulting on redistricting and providing campaign resource targeting, vote goal and voter behavior models.

In 1988, Lindenfeld managed Frank Pallone’s first congressional campaign in what *Campaigns & Elections* magazine cited as the best-run House race in the country. Following Pallone’s victory, Tom became his Chief of Staff. Lindenfeld’s political career was kicked off with 15 years of running campaigns in New Jersey at all levels of government.

Before joining Mark Sump in 2000 to form LSG Strategies, Tom was a partner and Director of the Washington office of the Chicago-based political media consulting firm of Axelrod and Associates. During those six years, he was instrumental in the election of candidates across the country, including Congressman Patrick Kennedy, New York State Comptroller Carl McCall, Iowa Governor Tom Vilsack, Houston Mayor Lee Brown, Washington, D.C. Mayor Anthony Williams and Philadelphia Mayor John Street.

An expert in developing targeting programs, voter contact and GOTV programs, his campaign and election skills include: political and grassroots organizing and training; electoral targeting, polling development, analysis and use; message development and strategic public relations; voter identification and persuasion activities; and electoral systems establishment and redistricting law and practice. Recognized as a leading expert in targeting, GOTV, message

INAUGURAL POLLIE AWARDS & CONFERENCE



development and field activities, Tom has extensive training experience nationwide. Through his experience in state and national redistricting efforts, fighting voter intimidation, ballot security and vote suppression, Lindenfeld has offered expert testimony in redistricting and election law cases.

STEPHEN MOORE

Stephen Moore is President of the Club for Growth and a contributing editor of *National Review*. He previously was the Cato Institute’s Director of Fiscal Policy Studies, and continues to serve as a Cato Senior Fellow. He is the co-author of “It’s Getting Better All the Time: 100 Greatest Trends of the Past 100 Years” and author of “Government: America’s #1 Growth Industry.”

Mr. Moore served as a Senior Economist at the Joint Economic Committee under Chairman Dick Armey of Texas. There, he advised Mr. Armey on budget, tax and competitiveness issues. He was also an architect of the Armey flat tax proposal.

From 1983 through 1987, Mr. Moore served as the Grover M. Hermann Fellow in Budgetary Affairs at the Heritage Foundation. Mr. Moore has worked on two presidential commissions. In 1988, he was a Special Consultant to the National Economic Commission. In 1987, he was a Research Director of President Reagan’s Commission on Privatization.

Mr. Moore also serves on the economic board of advisors for *Time* magazine, and is a regular contributor to *The Wall Street Journal*, *Human Events*, *The Washington Times*, *The Washington Post*, *The Weekly Standard*, *National Review*, *Investors Business Daily* and *Reader’s Digest*. Mr. Moore has appeared on such television shows as CNN’s “Inside Politics,” “Crossfire” and “Moneyline,” NBC’s “Nightly News,” Fox Morning News, “The Bill Maher Show,” “The Dennis Miller Show,” and “The McLaughlin Group.” *The Associated Press* recently wrote, “Moore has earned the wide respect of economists for his many forays into the entrails of taxation and budgetary matters.”

Mr. Moore is the author of “Bullish on Bush: How George Bush’s Ownership Society Will Make America Stronger” and “Privatization: A Strategy for Taming the Deficit.” He is the co-author of “It’s Getting Better All the Time: 100 Greatest Trends of the Last 100 Years” and “Still an Open Door? U.S. Immigration Policy and the American Economy.” He is also the editor of “Dollars and Nonsense: Correcting the News Media’s Top Economic Myths That Have Gained Respectability in Recent Years,” and “Restoring the Dream: What House Republicans Plan to Do Now to Strengthen the Family, Balance the Budget and Replace Welfare.”

Mr. Moore is a graduate of the University of Illinois and holds an M.A. in Economics from George Mason University.

WILLIAM SCHNEIDER

William Schneider, a leading political commentator in the U.S., is the Cable News Network’s senior political

analyst. He is also a contributing editor to *The Los Angeles Times*, *National Journal* and *The Atlantic Monthly*.

Schneider has been labeled “the nation’s election-meister” by *The Washington Times* and “the Aristotle of American Politics” by *The Boston Globe*. *Campaigns & Elections* magazine called him “the most consistently intelligent analyst on television.” Schneider has been named one of the 50 most influential Washington journalists by *Washingtonian* magazine.

In 2003, the Graduate School of the Arts and Sciences at Harvard University awarded Schneider its Centennial Medal for contributions to society. In 2001, he received the Julian P. Kanter Award for Excellence in Television from the American Association of Political Consultants. He is also the recipient of the Brandeis University Pride Award and the Alumni Achievement Award.

Schneider received his B.A. from Brandeis University and his Ph.D. in political science from Harvard University, where he subsequently taught in the Department of Government. From 1990 through 1995, he was the Speaker Thomas P. O’Neill Jr. Visiting Professor of American Politics at Boston College. In 2002, he was the Fred and Rita Richman Distinguished Visiting Professor at Brandeis University.

William Schneider is co-author, with Seymour Martin Lipset, of “The Confidence Gap: Business, Labor and Government in the Public Mind.” His columns appear regularly in *National Journal* and *The Los Angeles Times*. He has also written extensively on politics and public opinion for *The New Republic*, *The Atlantic Monthly*, *The Washington Post* and other publications. Schneider’s analysis is regularly featured on CNN’s “Inside Politics,” “American Morning,” “Lou Dobbs Tonight,” “Headline News” and CNN International.

BRETT A. SCIOTTO

A graduate of the United States Military Academy at West Point and former Army Intelligence Officer, Brett Sciotto began his career in government and politics at an early age. Serving as White House intern on the Vice President’s National Performance Review staff, he quickly developed an appreciation for the power of politics, the challenges of governing, and the need to replace growing bureaucracies with sound management principles. As an Army Captain in the 101st Airborne Division (Air Assault), Brett honed his leadership skills and developed an acute understanding of organizational structure and function. This understanding allowed him to restructure and refocus combat units, making them more effective and efficient on the battlefield. He quickly became renowned in the 101st Airborne Division for being an innovative leader who challenged conventional wisdom and dramatically enhanced the capabilities of the units he led.

Upon completing his tour of duty with the Army, Brett transitioned to civilian life and was immediately asked to manage a mayoral challenger campaign in adjacent Clarksville, Tennessee, a city of 103, 000 people. He



51500087 David S. Johnson/Getty Images

Interested in licensing film footage?
Need creative stills, news or
assignment photography?

gettyimages®

Call 800 IMAGERY to learn about our 10% discount offer for AAPC members, good through December 31, 2005. Getty Images is pleased to be a member benefit provider to the AAPC.

Advertising. Design. Editorial. Film. News. Sport.
gettyimages.com
800 IMAGERY (800 462 4379)

INAUGURAL POLLIE AWARDS & CONFERENCE



developed a campaign strategy and platform, and led his candidate to victory, defeating a 12-year incumbent mayor. Brett's interest in government and politics continued to grow, and he would go on to serve as Chief of Staff in Clarksville and Chairman of the Montgomery County Republican Party before returning to Ohio, where he continued his service as an appointed municipal official in Hilliard, Ohio.

In 2001, Brett launched American Strategies, a Columbus, Ohio-based consulting firm focused on providing general political consulting services and public policy advice to Republican candidates and elected officials. Brett has to his credit countless political victories and governmental successes that allow him to bring a wealth of knowledge and experience to any campaign. While finding tremendous success advising campaigns at all levels, from U.S. Congress to City Council, Brett maintains a special interest in helping good citizens at the local level become great leaders of their communities.

In addition to serving as President and CEO of American Strategies, Brett is an elected member of the Franklin County Republican Party Central Committee and a Board Member of the Midwest Chapter of the American Association of Political Consultants. In 2003, he was named the Franklin County Republican Party's Campaign Manager of the Year.

ERIK SMITH

Erik Smith is a veteran of national, statewide and congressional campaigns. For 14 years, Smith has acted as a lead strategist and counsel to Senators, Congressmen and party committees, developing effective communications strategies with a specialty in crisis management. Most recently, Smith was the senior communications advisor to Rep. Dick Gephardt in both the House Minority Leader's office and his presidential campaign.

Currently, Smith is managing a \$60 million national Democratic issue advertising campaign as President and Treasurer of The Media Fund.

CHUCK TODD

Chuck Todd is Editor-in-Chief of *The Hotline*, Washington's premier daily briefing on American politics. In his 12+ years working at *The Hotline* or one of its affiliates, Todd has become one of Washington's foremost experts on political campaigns at all levels.

In March 2001, *George* magazine named Todd one of the 50 most influential people in politics. In October 2003, Todd moderated AARP's Iowa presidential forum featuring all of the candidates actively competing in the Iowa presidential caucuses, including John Kerry, John Edwards and Dick Gephardt.

In addition to his *Hotline* duties, Todd writes a highly regarded weekly column for NationalJournal.com that focuses on the big picture battles for the White House, control of the Senate and control of the House. Todd

frequently appears on television to offer analysis of campaigns and of political events of the day, including on a weekly basis on C-SPAN's "Washington Journal" and CNN's "Inside Politics." Todd also offers analysis for print publications and has been quoted in hundreds of daily newspapers. In December 2003, *The New York Times* published Todd's theory on the swing voter of 2004.

Besides his extensive media presence, Todd teaches a graduate-level political communications course at The Johns Hopkins University.

Since joining *The Hotline* in 1992, Todd has helped grow the publication beyond just a single daily political briefing. From *Hotline Weekly* to *House Race Hotline* to the various morning and afternoon updates, Todd has helped make *The Hotline* the epicenter of politics.

In between stints with *The Hotline*, Todd was on the cutting edge of publication creations, including *The Sports Business Daily*. Founded in '94, *The Sports Business Daily* has done for the sports world what *The Hotline* has done for politics. In '95, he was on the forefront of making political news accessible on the web, as a member of the team that created the award-winning political web site PoliticsNow.com.

Before coming to the world of political reporting and analysis, Todd earned practical political experience on initiative campaigns in Florida and various national campaigns based in Washington.

Todd, a native of Miami, Fla., majored in political science and music performance at The George Washington University. He, his wife, Kristian, and daughter, Margaret, reside in Arlington, Va.

EVAN TRACEY

Evan Tracey is the Chief Operating Officer and founder of TNSMI/Campaign Media Analysis Group, the leading custom media research company for politics and public affairs advertising.

Since 1996, his clients have included major national trade associations, foundations, Fortune 100 companies, national media organizations, academic institutions, and hundreds of national, statewide and local political campaigns.

Evan Tracey has over 15 years of political, legislative and issue research experience and appears weekly on CNN's "Inside Politics."

Tracey has been a featured speaker at forums sponsored by the Center for Politics at the University of Virginia, *Campaigns & Elections* magazine, the American Association of Political Consultants (AAPC), the New Hampshire Institute of Politics (NHIO) at Saint Anselm College, and the E-Voter Institute, and has provided written commentary to a number of groups including the Television Bureau of Advertising (TVB). He is often quoted on issues and trends in political and issue advertising.

Evan Tracey received an M.A. from George Mason University and a B.A. from West Virginia Wesleyan College.



SPONSOR GUIDE

The American Association of Political Consultants would like to thank all the sponsors and exhibitors who helped make this conference possible.

PLATINUM: Pollie Awards Reception Sponsor
NATIONAL RIFLE ASSOCIATION
11250 Waples Mill Road
Fairfax, VA 22030
Website: www.nra.org

GOLD: Conference Luncheon Sponsor
NEWSPAPER ASSOCIATION OF AMERICA
1921 Gallows Road, Ste. 600
Vienna, VA 22182
Contact: Jack Brady
Phone: 703-902-1861
Fax: 703-902-1935
E-mail: bradj@naa.org
Website: www.naa.org/political/ads/

NAA is a nonprofit organization representing the \$55 billion newspaper industry. NAA members account for nearly 90 percent of the daily circulation in the United States and a wide range of nondaily U.S. newspapers. Look into how newspapers can enhance your campaign on our website link.

SILVER: The Pollie Awards Conference Kickoff Reception
ARISTOTLE
2285 Peachtree Road, NE, Ste. 210
Atlanta, GA 30309
Contact: Mr. Andrew Tavani
Phone: 877-837-2747
Fax: 404-352-5757
Website: www.aristotle.com

For over 20 years, Aristotle International has led the political technology industry by servicing the traditional needs of campaigns, political action committees and grassroots organizations while simultaneously developing the most cutting-edge products and services available in the nation.

BRONZE: Brunch Sponsor
WESTERN LITHOGRAPH
4335 Directors Row
Houston, TX 77092
Contact: James Strait
Phone: 713-681-2100
Fax: 713-681-2150
E-mail: jstrait@westernlithograph.com
Website: www.westernlithograph.com

Western is the country's premier producer of political direct mail, delivering over 50 million pieces of political mail to 45 states in 2002.

Conference Sessions Sponsors
GRADUATE SCHOOL OF POLITICAL MANAGEMENT
George Washington University
805 21st Street, NW, Suite 401
Washington, DC 20052
Phone: 202-994-6000
Fax: 202-994-6006

THE HOTLINE
600 New Hampshire Avenue
Washington, DC 20037
Contact: Mr. Chris Hamby
Phone: 202-266-7264
Fax: 202-266-7280
Website: www.nationaljournal.com

The Hotline is the leading daily news briefing on American politics. Established in 1987, *The Hotline* "covers the coverage" from hundreds of newspapers, magazines, online sources, press releases, and radio and TV news shows.



Supporting Sponsor
JULIANMULVEY.COM
1600 K Street, NE, Ste. 501
Washington, DC 20006
Phone: 202-787-3900
Fax: 202-787-3975
E-mail: mulvey04@julianmulvey.com

julianmulvey.com aims to bring greater creative punch to progressive communication. A five-time Pollie winner, Julian was just selected as one of 21 "People to Watch" in 2005 by *Washingtonian* magazine.

New Member Benefit Provider
GETTY IMAGES
One Hudson Square
75 Varick Street, 5th Floor
New York, NY 10013
Contact: Cassandra Illidge-Roberts
Phone: 646-613-4511
Fax: 646-613-4601
E-mail: Cassandra.Illidge@gettyimages.com
Website: www.gettyimages.com

Getty is your source for rights-managed stock video and photos!

EXHIBITOR GUIDE

PLEASE SUPPORT OUR SPONSORS/EXHIBITORS

CALIPER CORPORATION
Mr. Howard Simkowitz
4819 Cumberland Avenue
Chevy Chase, MD 20815
Phone: 301-654-4704
Fax: 301-654-4722
www.caliper.com

Combines computer mapping, detailed census data, routing for targeting, canvassing, GOTV, etc.

CAMPAIGNS & ELECTIONS MAGAZINE
Mr. John Wallace
1629 K Street, NW, The Mezzanine
Washington, DC 20006
Phone: 202-207-0538
Fax: 202-737-2283
www.campaignline.com

Benchmark publication for the campaigns and elections industry.

CASRO
Ms. Diane Bowers
170 North Country Road, Suite 4
Port Jefferson, NY 11777
Phone: 631-928-6954
Fax: 631-928-6041
www.casro.org

Trade organization representing survey research and opinion research businesses and organizations.

CONSTITUENTS DIRECT
Mr. Zain Kahn
421 South Beverly Drive
Beverly Hills, CA 90212
Phone: 310-789-4560
Fax: 310-789-4575
www.constituentsdirect.com

Offers integrated, systematic and targeted technologies & tools proven to directly benefit political campaigns and candidates!

DEMOCRATIC NETWORK
Mr. Stuart Shapiro
421 South Beverly Drive
Beverly Hills, CA 90212
Phone: 310-789-4567
www.democraticnetwork.com

ELECT, INC.
Mr. Andrew Todd
2736 N. Pine Grove Avenue
Chicago, IL 60614
Phone: 773-281-3900
Fax: 773-281-7065
www.electinc.com

Campaign management software.



PLEASE SUPPORT OUR SPONSORS/EXHIBITORS

Ms. Debbie Signer
9605 Scranton Road, Ste. 240
San Diego, CA 92121
Phone: 858-795-3000
Fax: 858-795-3010
www.kintera.com

Kintera's Sphere technology platform is easy to use. The software is accessible over the Internet via your web browser enabling organizations to quickly and easily increase donations, reduce fundraising costs and connect your community of volunteers, donors, members and staff. Use all Sphere components or just what you need: web content management, contact management, communication tools and community-building features.

Mr. Frank Girolami
2500 116th Avenue NE
Bellevue, WA 98004
frankg@lalnet.com

The Nation's premier vendor of voter files and services
for over 27 years.

Mr. Tim Trainor
108 South Jackson Street, Suite 201
Seattle, WA 98104
Phone: 206-652-5360
Fax: 206-623-3154
www.onlinevideoservice.com

The recognized leading streaming media provider for public affairs professionals.

Mr. Micky Berardi
618 S. Magnolia Avenue
Ocala, FL 34474
Phone: 352-427-8046
Fax: 352-622-6778
www.signsunlimitedocala.com

Yard signs, promotional materials and posters.

Mr. Chris Hamby
600 New Hampshire Avenue, NW
Washington, DC 20037
Phone: 202-266-7264
Fax: 202-266-7280
www.nationaljournal.com

The Hotline is the leading daily news briefing on American politics. Established in 1987, The Hotline “covers the coverage” from hundreds of newspapers, magazines, online sources, press releases, and radio and TV news shows.

Mr. Michael Montes
6A Liberty, Suite 200
Aliso Viejo, CA 92656
Phone: 800-568-9145
Fax: 866-847-9905
www.tollfreezone.com

Automated voice broadcasting; automated polling.

Ms. Tommi Pryor
17 Burlingame Lane
Aliso Viejo, CA 92656
Phone: 949-831-5774
Fax: 949-916-5971
www.vertisinc.com

Premier provider of targeted advertising, media and marketing services that drive consumers to marketers more effectively.

Mr. Robert Maccabee
701 East Timpanogos Parkway
Building M
Orem, UT 84097
Phone: 801-379-4014
Fax: 801-370-2212
www.westernwats.com

Largest independent data collection & processing company in North America.

	1	2	3	4	5	6	7	8	9	
A	<h1>POLITICS. It's all over the map.</h1>									
B										
C										
D										
E										
F										
G										
H	<p>And wherever there's a story, we take you there.</p> <p>Somewhere in this country, political news is happening at this exact moment. It's the campaign stop that sheds unexpected light on a tight race, the small-town interview that produces the surprising sound bite, the polling result that forces a strategic re-think. News is happening, and it's happening fast. That's why there's <i>The Hotline</i>, the daily news service no politico can go a day without. It's a combination of original, nonpartisan reporting with coverage drawn from over 2,500 media sources.</p> <p>If it's happening in politics & campaigns, <i>The Hotline's</i> got it covered.</p>									
I										
J										
K	<p>For more information please call 800-424-2921 or visit us at www.nationaljournal.com/hotline.</p> <h2 style="text-align: right;">The Hotline</h2> <p style="text-align: right;">WISDOM BEFORE IT'S CONVENTIONAL</p>									
	1	2	3	4	5	6	7	8	9	