

# 2005 INAUGURAL POLLIE AWARDS



POLLIE AWARDS

## THE WINNERS

RECOGNIZING THE BEST IN POLITICAL COMMUNICATION



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# THE JUDGES

EACH YEAR THE AAPC IS HOST TO THE WORLD'S ONLY AWARDS COMPETITION SOLELY FOR POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS, AND IT COULD NOT BE DONE WITHOUT THE CONTRIBUTIONS OF THE MANY INDIVIDUALS AND ORGANIZATIONS LISTED BELOW!

## 2005 POLLIE AWARDS JUDGES

**Morra Aarons**, DNC

**David Abel**, Politics Online

**Eric Adelstein**,  
Adelstein & Associates

**Cathy Allen**, Connections Group

**Jon Anderson**,  
Direct Mail Consultant

**Bruce Andrews**, Quinn Gillespie  
& Associates LLC

**David Avella**, Donatelli Avella

**Amy Barnes**, Fundraising Partners

**Glynda Becker**, White House

**Paul Begala**, CNN's "Crossfire"

**Cornell Belcher**,  
Brilliant Corners Research

**Michael Berman**,  
Campaign for Tobacco-Free Kids

**Carol Binen**,  
National Cable Association

**Jonathan Bing**,  
NY State Assemblyman

**Robert Blaemire**,  
Blaemire Communications

**Glen Bolger**,  
Public Opinion Strategies

**Jason Buxt**, Global Strategy Group

**Chris Bravacos**, Bravo Group

**Leroy Bridges**,  
University of Oklahoma Political  
Communication Center

**Kevin Bruce**,  
Municipality of Anchorage

**Sasha Bruce**,  
America Coming Together

**Justin Caporusso**,  
Schubert Public Affairs

**Nancy Clack**,  
Precision Communications, Inc.

**John Convy**, Convy & Associates

**Joseph Cooper**, LSG Consulting

**Lester Cooper**,  
Terry Cooper Political Research

**Brett Cott**, PA State House  
of Representatives

**William Cromer**, Cromer Group

**Richard Davis**,  
Dixon/Davis Media Group

**Jim Denton**, Jim Denton Associates

**Elissa Dodge**,  
Qorvis Communications

**Dave Dogan**, DNC

**Rebecca Donatelli**,  
Campaign Solutions

**Bryan Dooley**,  
Hamilton Beattie & Staff

**Matthew Dowd**,  
Dowd Strategic Consulting

**Sybil Dunlop**, EMILY's List

**Cathy Duvall**, America Votes

**Rob Engel**, National Committee  
for on Effective Congress

**Ryan Erwin**, November, Inc.

**Ron Faucheux**,  
American Institute of Architects

**Peter Feld**, Conde Nast

**Pam Fielding**, e-advocates

**Celia Fischer**, Hoeffel for Senate

**Andrew Frank**, Strategy 21 Group

**John Franzén**, Franzén & Co.

**Gail Garbrandt**,  
The Bliss Institute, Univ. of Akron

**Scott Goodstein**,  
Catalyst Campaigns

**Rachel Gorlin**, LHS Media

**Michael Grossman**,  
Fifty Plus One

**Casey Gulley**, The Tarrance Group

**April Hackney**,  
Edmonds Hackney ALASKA, Inc.

**Art Hackney**,  
Edmonds Hackney ALASKA, Inc.

**Christopher Hanson**

**Doug Hattaway**,  
Hattaway Communications

**Eily Hayes**,  
Global Strategy Group

**Maren Hesla**,  
Campaign for Tobacco-Free Kids

**Charles Hewitt**, Mirror Studios

**Harrison Hickman**,  
Global Strategy Group

**Bill Holden**, Holden Productions

**Jerry Hood**, Jerry Hood &  
Associates

**Tierney Hunt**,  
MacWilliams, Robinson & Partners

**Mary Isenhour**,  
PA State Democratic Party

**Bud Jackson**, The Jackson Group

**Karen Jagoda**, E-Voter Institute

**Karisa Johnson**, SEIU

**Dan Judy**,  
Ayres, McHenry & Associates

**Dina Kaldi**, Intellect Media

**Robert Kaplan**,  
The Robert Kaplan Company

**Carter Kidd**, Campaign Solutions

**Stephen Kinney**,  
Public Opinion Strategies

**Amy Kurtz**,  
League of Conservation Voters

**Micah Lasher**, Knickerbocker SKD

**Jesse Lee**, DCCC

**Jordan Lieberman**,  
Campaign Impact

**Arnold Linhardt**,  
Strategic Services, Inc.

**Brent Littlefield**,  
Political Solutions

**Lori Lodes**,  
MacWilliams, Robinson & Partners

**Peter Loge**,  
M&R Strategic Services

**Mark Lotwis**,  
Strother Duffy Strother

**James MacGregor**, DCCC

**William Maer**, Comprehensive  
Communications Group

**Kevin Malecek**,  
Willoughby Hills City Council

**Bernard Martino**,  
The Tarrance Group

**Michael Maslansky**,  
Luntz Research

**Lewis Mazanti**,  
University of Oklahoma Political  
Communication Center

**Michael McCabe**,  
McCabe and Associates

**John McCarthy**,  
Kentucky Republican Party

**Jon McHenry**, Ayres McHenry

**Howell Medley**, NEA

**Mark Mellman**,  
The Mellman Group

**Mike Mikus**, DCCC

**Beth Miller Malek**,  
Wilson Miller Communications

**Adnaan Muslim**,  
Mission Control, Inc.

**Andrew Myers**, DLCC

**Elisabeth Myers**,  
The Alvis Group  
**Todd Myers**, Washington State  
Department of Natural Resources

**Elizabeth Nesbitt**, DCCC

**Neil Newhouse**,  
Public Opinion Strategies

**Mike Panetta**,  
Grassroots Enterprise

**Paul Patton**,  
Former Governor of Kentucky

**Edward Peavy**,  
Mission Control, Inc.



**Randy Pepple**, Rockey Company  
**Elizabeth Pine**, EMILY's List  
**Jeffrey Plaut**,  
Global Strategy Group  
**Jefrey Pollock**,  
Global Strategy Group  
**Jake Posey**,  
Hamilton Beattie & Staff  
**John Powell**, Capitol Alliances  
**Jeff Randle**,  
Randle Communications  
**Wade Rathke**, ACORN  
**Scott Reed**,  
Chesapeake Enterprise  
**Lowell Reese**, *Kentucky Gazette*  
**Mark Reilly**, IDI  
**Erica Rickel**,  
America Coming Together  
**Bart Robbett**,  
Robbett Advocacy Media  
**Stephen Roberts**,  
Campaign Solutions  
**William Robinson**,  
MacWilliams, Robinson & Partners  
**Doug Rohanna**,  
The Bravo Group  
**J. Ryan O'Rourke**,  
Campaign Solutions  
**Barbara Sallee**,  
Jordan-Chiles Advertising  
**Chris Sautter**,  
Sautter Communications

**Rich Savage**, Media Directions  
**Cliff Schecter**, UPI  
**Richard Schrader**,  
PR Consulting Group  
**Frank Schubert**,  
Schubert Public Affairs  
**Ken Schulz**, Campaign Solutions  
**Stan Scott**,  
Executive Communications, Inc.  
**Jonah Seiger**,  
Connections Media LLC  
**Elizabeth Shipp**, NARAL  
**Joe Sinsheimer**,  
Sunflower Management Inc.  
**Ken Snyder**,  
Ken Snyder Communications  
**Ira Sockowitz**,  
Phoenix Consulting Group, Inc.  
**Mark SooHoo**,  
Campaign Solutions  
**Darry Sragow**, Public Strategies  
**Jason Stanford**, Stanford Everhart  
**Evan Stavisky**, The Parkside Group  
**Marty Stone**, Stones' Phones  
**Ken Strasma**, Strategic Telemetry  
**Jill Straus**, Straus Baker  
**Sujata Tejwani**, DNC  
**Curtis Thayer**,  
Enstar Natural Gas Company  
**Margita Thompson**,  
Office of Governor Arnold  
Schwarzenegger

**Chuck Todd**, *The Hotline*  
**Nancy Todd Tyner**,  
Nancy Todd, Inc.  
**John Vogel**, Winning Directions  
**Josh Wachs**, DNC  
**Jessica Walls**, PA House  
Democratic Campaign Committee  
**Amy Walter**,  
*The Cook Political Report*  
**Erica Walters**,  
Terris, Barnes & Walters  
**Dan Weidemer**, PA House  
Democratic Campaign Committee  
**Dan Weiss**,  
M&R Strategic Services  
**Carol Whitney**,  
Whitney & Associates  
**Marcel Wieder**, Policomm  
**Amber Wobschall**, NARAL  
**Dennis Yedwab**, DCCC  
**Amy Young**,  
Voices for Working Families  
**Rachel Zenner**,  
California Voter Foundation

# THE WINNERS

A RECORD NUMBER OF ENTRIES WAS RECEIVED FOR THIS YEAR'S POLLIE AWARDS. PLEASE JOIN US IN RECOGNIZING THE WINNING FIRMS AND ENTRIES WITHIN THE FOLLOWING CATEGORIES.

## DIRECT MAIL

### CANDIDATE: PRESIDENTIAL PRIMARY – DEMOCRAT

#### Gold:

Newsweek Dean  
The Baughman Company  
Dean for America

#### Silver:

Can You Feel It  
The Baughman Company  
Dean for America

#### Bronze:

Homeland Security Begins At Home  
Winning Directions  
International Association  
of Fire Fighters

#### Honorable Mention:

Matt's Plan  
Winning Directions  
Gephardt for President

### CANDIDATE: PRESIDENTIAL GENERAL ELECTION – DEMOCRAT

#### Gold:

You're Fired  
The Campaign Network  
Democratic National Committee

#### Silver:

Eagle  
Phil Giarrizzo  
Campaign Consulting  
Democratic National Committee

#### Bronze:

Narrow Agenda  
The Campaign Network  
Democratic National Committee

#### Honorable Mention:

No Exit  
The Campaign Network  
Democratic National Committee

### CANDIDATE: PRESIDENTIAL GENERAL ELECTION – REPUBLICAN

#### Gold:

Arizona Republican Party Early  
Ballot Application  
Coleman Dahm & Associates  
Arizona Republican Party

#### Silver:

Late Contrast  
Olsen & Shuvalov  
Bush-Cheney '04

### CANDIDATE: U.S. SENATE

#### Gold:

Unrippable  
Malchow Schlackman  
Hoppey & Cooper  
Blair Hull for U.S. Senate

#### Silver:

Out of Balance  
The Kenney Group  
Ken Salazar for Senate

#### Bronze:

Bayh Map  
Winning Directions  
Evan Bayh Committee

#### Honorable Mention:

Wendy Letter  
St. Raymond Communications  
Vitter for U.S. Senate

### CANDIDATE: U.S. HOUSE – DEMOCRAT

#### Gold:

"Buffalo"  
Mission Control Inc.  
Carolyn Maloney for Congress

#### Silver:

So Many Stories  
Winning Directions  
Andy Rosenberg for Congress







**Bronze:**  
“Refresh”  
Mission Control Inc.  
Bean for Congress

**Honorable Mention:**  
Carnahan: Blow You Away  
BatesNeimand, Inc.  
Russ Carnahan for Congress

**CANDIDATE:  
U.S. HOUSE – REPUBLICAN**

**Gold:**  
Veterans  
BrabenderCox  
Tim Murphy for Congress

**Silver:**  
Lifelong Sportsman  
Jamestown Associates  
Friends of Sherwood Boehlert

**Bronze:**  
Navajo  
Jamestown Associates  
Rick Renzi for Congress

**Honorable Mention:**  
Medical Malpractice  
BrabenderCox  
Jim Gerlach for Congress

**CANDIDATE:  
GOVERNOR – DEMOCRAT**

**Gold:**  
Where’s Dino?  
Malchow Schlackman  
Hoppey & Cooper  
Washington Democratic Party

**Silver:**  
Gate  
Winning Directions  
Indiana Democratic Party –  
Kernan for Governor

**Bronze:**  
\$100 Million  
The Strategy Group  
Mike Easley

**Honorable Mention:**  
Switch  
Winning Directions  
Indiana Democratic Party –  
Kernan for Governor

**CANDIDATE:  
GOVERNOR – REPUBLICAN**

**Silver:**  
Environment  
King Strategic Communications  
Benson ’04

**CANDIDATE: STATEWIDE  
DOWN BALLOT**

**Gold:**  
Soccer Mom  
BrabenderCox  
Friends of Tom Corbett

**Silver:**  
Bush & Ridge Endorsement  
BrabenderCox  
Friends of Tom Corbett

**Bronze:**  
TortBarrel  
King Strategic Communications  
Luetkemeyer for Treasurer

**Bronze:**  
Fiscal  
King Strategic Communications  
Luetkemeyer for Treasurer

**Honorable Mention:**  
Shrinking Money  
Kennedy Communications  
Matt Denn

**CANDIDATE: STATE  
LEGISLATURE: GENERAL –  
DEMOCRAT**

**Gold:**  
Bob did what?  
JMG Direct  
Debbie Benefield for State House

**Gold:**  
Marines  
Media Directions Inc.  
Lachlan McIntosh

**Silver:**  
Rielly: Dirty Drinking Water  
BatesNeimand, Inc.  
Iowa Democratic Party

**Silver:**  
Rolling Pin Lady  
JMG Direct  
Debbie Benefield for State House

**Silver:**  
Die-cut Crown  
JMG Direct  
Judy Solano for Colorado House

**Bronze:**  
Soap  
Malchow Schlackman  
Hoppey & Cooper  
Paula Miller for Delegate

**Bronze:**  
A Fresh Pair of Eyes  
William Berry Campaigns  
Pennsylvania Democratic  
State Committee –  
Rebecca Wall

**Honorable Mention:**  
Where Is She?  
William Berry Campaigns  
Pennsylvania Democratic  
State Committee

**CANDIDATE: STATE  
LEGISLATURE: PRIMARY –  
DEMOCRAT**

**Gold:**  
Crow: My Kids  
BatesNeimand, Inc.  
Gay & Lesbian Victory Fund

**Silver:**  
How Proud Are You Now?  
Message, Audience  
and Presentation  
Abel Herrero for  
State Representative

**Bronze:**  
A Man Named Ched  
Media Directions Inc.  
The Committee to Elect  
Tim Shaughnessy

**Honorable Mention:**  
36th Avenue  
The Parkside Group  
Senator John Sabini

**CANDIDATE: STATE  
LEGISLATURE: GENERAL –  
REPUBLICAN**

**Gold:**  
Tourist  
The Mallard Group  
Frank Farkas Campaign

**Silver:**  
Nothing Wrong  
JohnsonClark Associates,  
J.C. Evans Communications  
Gary Podesto for Senate

**Bronze:**  
Bunny  
St. Raymond Communications  
Phil Short

**Honorable Mention:**  
Education  
King Strategic Communications  
Wright for Missouri

**CANDIDATE: STATE  
LEGISLATURE: PRIMARY –  
REPUBLICAN**

**Gold:**  
Actions  
JohnsonClark Associates,  
J.C. Evans Communications  
Van Tran for Assembly

**Silver:**  
Tim Burns’ Bold Blueprint  
St. Raymond Communications  
Tim Burns

**Bronze:**  
House of Cards  
JohnsonClark Associates,  
J.C. Evans Communications  
Van Tran for Assembly

**Honorable Mention:**  
“Hey Big Spender”  
Gilliard Blanning  
Wysocki & Associates, Inc.  
Mimi Walters for Assembly

**CANDIDATE:  
CITY/MUNICIPAL**

**Gold:**  
Official Campaign Car  
Kennedy Communications  
North Brunswick

**Gold:**  
Three Strikes  
Winning Directions  
Jonathan Weinzapfel for Mayor

**Silver:**  
We Don’t Have a Dalmatian  
William Berry Campaigns  
Win With Whitney

**Bronze:**  
Now Showing... ‘Basement Secrets’  
Kennedy Communications  
North Brunswick

**Honorable Mention:**  
Delgrosso Dipper  
Ourso Beychok, Inc.  
John Callahan for Mayor

**CANDIDATE:  
COUNTY/REGIONAL**

**Gold:**  
Tax Lane  
BrabenderCox  
Roddey For County Executive

**Gold:**  
Dead Last  
Stearns Consulting, Inc.  
Kamala Harris for  
District Attorney

**Silver:**  
Schwartz Hand in Cookie Jar  
Political Solutions Inc.  
Eileen Watt

**Bronze:**  
No Tall Tale: Roberts for Council  
Buisson Creative Strategies  
Roberts for Council

**Honorable Mention:**  
A Nose for Trouble –  
Muniz for Council  
Buisson Creative Strategies  
Muniz for Council





**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
PRESIDENTIAL**

**Gold:**

One Earth  
Malchow Schlackman  
Hoppey & Cooper  
Sierra Club

**Silver:**

Janet  
Jamestown Associates  
Republican Jewish Coalition

**Bronze:**

“Iowa”  
Mission Control Inc.  
Democratic National Committee

**Honorable Mention:**

No Plan  
Winning Directions  
ACT-New Mexico

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
U.S. HOUSE – DEMOCRAT**

**Gold:**

Back  
Winning Directions  
DCCC

**Silver:**

I’m a Mother  
Malchow Schlackman  
Hoppey & Cooper  
EMILY’s List – Women Vote!

**Bronze:**

Mother of PA CHIP  
Malchow Schlackman  
Hoppey & Cooper  
EMILY’s List – PA Women Vote!

**Honorable Mention:**  
“Unemployment”  
Mission Control Inc.  
DCCC/KY-3

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
U.S. HOUSE – REPUBLICAN**

**Gold:**

Why Give Them One of Ours?  
Arena Communications  
NRCC

**Silver:**

Texas Taxer  
Jamestown Associates  
Americans for Job Security

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
CANDIDATE: STATEWIDE**

**Gold:**

One Fish, Two Fish...  
Malchow Schlackman  
Hoppey & Cooper  
League of Conservation Voters

**Silver:**

Coors Drunk  
The Baughman Company  
Committee to Protect Our Families

**Bronze:**

“DC Daschle”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Honorable Mention:**

Coors Can  
Malchow Schlackman  
Hoppey & Cooper  
League of Conservation Voters

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
LEGISLATURE**

**Gold:**

Missouri AFSCME: Honor Student  
BatesNeimand, Inc.  
Missouri AFSCME

**Gold:**

Western Slope Water  
JMG Direct  
Alliance for Colorado Families

**Silver:**

A Better Place  
Malchow Schlackman  
Hoppey & Cooper  
CAUSE Law Enforcement  
Independent Expenditure Comm.

**Silver:**

“Meet your new neighbors”  
McNally Temple Associates, Inc.  
California Correctional Peace  
Officers Association

**Silver:**

Not for Sale  
The Strategy Group  
Michigan Democratic State  
Central Committee

**Bronze:**

Rhyming cartoon  
JMG Direct  
Alliance for Colorado Families

**Honorable Mention:**

Elvis Impersonator  
JMG Direct  
Alliance for Colorado Families

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
CITY/MUNICIPAL**

**Gold:**

Luera “Oral Sex” postcard  
Precision Politics  
Californians for a Better Way

**Silver:**

The Conservatives  
Malchow Schlackman  
Hoppey & Cooper  
Houston Gay and Lesbian  
Political Caucus PAC

**Bronze:**

Dirty Water  
Winning Directions  
Indiana Democratic Party

**Honorable Mention:**

“Leftovers”  
Mission Control Inc.  
NY State Democratic Committee

**INDEPENDENT EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
NON-CANDIDATE**

**Gold:**

Protecting Children  
Kennedy Communications  
Consumers for Civil Justice

**Silver:**

Us and Them?  
Winning Directions &  
Robert Kaplan Company  
& Brent Cohen  
Santa Monica Chamber  
of Commerce

**Bronze:**

Titanic  
Coronado Communications  
San Diego Citizens for  
Accountable Government

**Bronze:**

End the Suffering/  
Medical Marijuana  
The Roger Lee Group, LLC  
Marijuana Policy Project

**Honorable Mention:**

Teen Facts  
The Roger Lee Group, LLC  
Marijuana Policy Project

**ABSENTEE BALLOT MAIL –  
DEMOCRAT**

**Gold:**

“Supreme Court”  
Mission Control Inc.  
Kansas Democratic Party

**Silver:**

No Waiting  
Malchow Schlackman  
Hoppey & Cooper  
League of Conservation Voters

**Bronze:**

Make a Difference  
Winning Directions  
California Teachers Association

**Honorable Mention:**

“Polling Place”  
Mission Control Inc.  
Think About It

**ABSENTEE BALLOT MAIL –  
REPUBLICAN**

**Gold:**

Arnold  
Meridian Pacific Inc.  
California Republican Party

**MEMBERSHIP POLITICAL  
MAIL**

**Silver:**

Friends  
Winning Directions  
Alaska AFL-CIO

**Bronze:**

America the Beautiful  
Malchow Schlackman  
Hoppey & Cooper  
Sierra Club

**Honorable Mention:**

Build The Vote – Voters Guide  
Building Industry Association  
of Clark County & HB Creative  
Building Industry Association  
of Clark County

**GOTV MAIL**

**Gold:**

“Gynecological Exam”  
Mission Control Inc.  
NARAL

**Silver:**

Flex Your Muscle  
Project Deliver the Vote and  
Jerry Cooley Creative  
Project Deliver the Vote PAC

**Bronze:**

You Do Not Exist  
William Berry Campaigns  
21st Century Democrats

**Honorable Mention:**

Enough Is Enough  
Winning Directions  
Voices for Working Families





**INITIATIVE/REFERENDUM/  
CONSTITUTIONAL  
AMENDMENT:  
REGIONAL/COUNTY**

**Gold:**

Yes on M, Sonoma County –  
Potholes  
Terris, Barnes & Walters  
Yes on Measure M, Sonoma County

**Silver:**

DNA  
St. Raymond Communications  
St. Tammany Coroner

**Bronze:**

Bus Sign  
Stearns Consulting, Inc.  
Yes on I – Coalition for a Clean  
and Reliable Muni

**Honorable Mention:**

Hearts in San Francisco  
Stearns Consulting, Inc.  
Homes for the City, Committee  
for Proposition A

**INITIATIVE/REFERENDUM/  
CONSTITUTIONAL  
AMENDMENT: LOCAL**

**Gold:**

Emeryville Likes Pixar  
Barnes Mosher Whitehurst  
Lauter & Partners  
Pixar Animation Studios

**Silver:**

Dog Ate Homework  
William Berry Campaigns  
Committee For YES on  
Measure C – Excellence in  
Dublin Schools

**Bronze:**

Pick Me  
Barnes Mosher Whitehurst  
Lauter & Partners  
Yes on Measure H

**Honorable Mention:**

“Do the Math”  
Barnes Mosher Whitehurst  
Lauter & Partners  
Yes on Measure H

**INITIATIVE/REFERENDUM/  
CONSTITUTIONAL  
AMENDMENT: STATEWIDE**

**Gold:**

“Learn”  
Mission Control Inc.  
Floridians for a Level Playing Field

**Silver:**

“What they don’t want you  
to know”  
GSM|Mercury  
No on I-892

**Bronze:**

Arnold’s Initiative Guide  
Forde and Mollich, Wilson-Miller  
Communications, Bryant  
Communications

**Honorable Mention:**

Crown  
Moxie Media  
Alaska Conservation Alliance

**SLATE**

**Gold:**

Who’s On Our Side?  
Winning Directions  
San Mateo County Central Labor  
Council – AFL-CIO

**Silver:**

Political Muscle  
Winning Directions  
UFCW

**Bronze:**

Arnold’s Initiative Guide  
Forde and Mollich, Wilson-Miller  
Communications, Bryant  
Communications  
California Republican Party

**Honorable Mention:**

California 2004 Taxpayer  
Voter Guide  
JohnsonClark Associates  
Team California

**BILINGUAL OR FOREIGN  
LANGUAGE MAIL**

**Gold:**

Rosado – Faith, Family, Hard Work  
The Campaign Network  
Felix Rosado for City Council

**Silver:**

Worst Nightmare  
Winning Directions  
DCCC

**Bronze:**

“Winners”  
Andrew Sharp Consulting  
America’s Families United

**Bronze:**

Puppet  
Winning Directions  
Lloyd Doggett for Congress

**Honorable Mention:**

Perez – Government Works Best  
When It Listens  
The Campaign Network  
Eddie Perez for Mayor

**COORDINATED CAMPAIGN**

**Gold:**

Astro’s Facilities  
Kennedy Communications  
McGuire, Carroll,  
Padilla & Calabrese

**Silver:**

Dog House  
Kennedy Communications  
McGuire, Carroll,  
Padilla & Calabrese

**Bronze:**

Sheep  
Kennedy Communications  
Panter and Morgan

**Honorable Mention:**

Her Future  
The Campaign Network  
Democratic National Committee

**CANDIDATE FUNDRAISING**

**Gold:**

Handwritten Notecard  
The Lukens Company  
John Thune for U.S. Senate

**Silver:**

Certified Emergency Letter  
for Primary Runoff  
Campaign Funding Direct  
Vernon Robinson for Congress

**Bronze:**

GWB Plastic Membercard  
Olsen & Shuvalov  
Bush-Cheney ’04

**POLITICAL PARTY  
FUNDRAISING**

**Gold:**

Republican National  
Committee Calendar  
The Lukens Company  
Republican National Committee

**DIRECT MAIL CAMPAIGN –  
DEMOCRAT**

**Gold:**

Alliance for Colorado Families  
(Gwyn Green/HD 23)  
JMG Direct  
Alliance for Colorado Families

**Silver:**

Crane Series  
Malchow Schlackman  
Hoppey & Cooper  
Democratic Congressional  
Campaign Committee

**Bronze:**

Real People, Real Stories Series  
Winning Directions  
America Coming Together

**Honorable Mention:**

Minnesota House DFL Caucus  
I.E. Campaign  
Winning Directions  
Minnesota House DFL Caucus

**DIRECT MAIL CAMPAIGN –  
REPUBLICAN**

**Silver:**

Scott Brown: Our Senator  
Donatelli Avella  
Scott Brown for State Senator

**Silver:**

Fighting For Our Future –  
Vitter’s Bold Agenda  
St. Raymond Communications  
David Vitter for U.S. Senate

**Bronze:**

Focus  
Curtis Scott Advertising Inc.  
Coulson Campaign Committee

**Honorable Mention:**

The Telemarketer  
JohnsonClark Associates,  
J.C. Evans Communications  
Greg Hill for Assembly

**PAC/INITIATIVE  
FUNDRAISING**

**Gold:**

TV Ad Filmstrip  
Campaign Funding Direct  
Black America’s Political Action  
Committee

**Silver:**

Real Democrat Test  
A.B. Data, Ltd.  
Democrats for America’s Future

**FUNDRAISING**

**FUNDRAISING CAMPAIGN**

**Silver:**

Truth Pamphlets  
Hanon McKendry  
Alliance Defense Fund

**Bronze:**

DumpDaschle.com  
Campaign Solutions  
South Dakota Republican Party





**Honorable Mention:**

New Jobs PAC/New Jersey  
Business & Industry Association  
Robert Kaplan Company  
New Jersey Business &  
Industry Association

**Honorable Mention:**

Tired of Tom  
Strategic Fundraising &  
Steve Brown Direct Mail  
South Dakota Republican Party

**COLLATERAL****BILLBOARD/BUS  
SIGNS/TRAIN SIGNS****Gold:**

“Poodle”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Silver:**

Job Count  
Malchow Schlackman  
Hoppey & Cooper  
Capri Cafaro for Congress

**Bronze:**

The Bigger The Ears  
Winning Directions  
Ron Kind for Congress

**Honorable Mention:**

No on J – Fork Billboard  
Terris, Barnes & Walters  
No On Measure J

**YARD/OUTDOOR SIGNS****Gold:**

Dr. Ramirez  
Precision Politics  
Dr. Ramirez for Hospital Board

**Silver:**

“Dog Don’t Hunt Banner”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Bronze:**

Keep Pixar in Emeryville  
Barnes Mosher Whitehurst  
Lauter & Partners  
Pixar Animation Studios

**Bronze:**

Renewable Energy  
Welchert & Britz, Inc.  
Coloradans for Clean Energy

**Honorable Mention:**

Gary For Governor  
R&R Partners  
Gary Herbert for Governor

**DOORHANGERS****Gold:**

Endorsement  
Malchow Schlackman  
Hoppey & Cooper  
Democratic Congressional  
Campaign Committee

**Silver:**

Liberty  
Malchow Schlackman  
Hoppey & Cooper  
ACT-Oregon

**Bronze:**

Keep Pixar in Emeryville  
Barnes Mosher Whitehurst  
Lauter & Partners  
Pixar Animation Studios

**Bronze:**

Steel Canvass  
Winning Directions  
America Coming Together

**Honorable Mention:**

League of Conservation Voters  
Terris, Barnes & Walters  
League of Conservation Voters

**LOGO DESIGN****Gold:**

Logo  
Welchert & Britz, Inc.  
Coloradans for Clean Energy

**Silver:**

Yes on M, Sonoma County  
Terris, Barnes & Walters  
Yes on Measure M, Sonoma County

**Bronze:**

Keep Pixar in Emeryville  
Barnes Mosher Whitehurst  
Lauter & Partners  
Pixar Animation Studios

**Honorable Mention:**

BORO “Renaissance”  
Precision Politics  
Al Boro for Mayor

**MOST ORIGINAL/INNOVATIVE  
COLLATERAL ITEMS****Gold:**

“Dog Don’t Hunt T-Shirt”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Gold:**

W’04 Bumper Sticker  
RSD Advertising  
Bush-Cheney ’04

**Silver:**

“Beer Coaster”  
North Woods Advertising  
Hickenlooper for Mayor

**Bronze:**

Linda Lee Baseball Trivia  
Chinook Consulting  
Linda Lee for Pierce County  
Superior Court

**Honorable Mention:**

Yes on 400 fold out map brochure  
HighGround, Inc.  
Yes on 400

**NEWSPAPER****FULL PAGE: CANDIDATE****Gold:**

Casino Cash  
Montgomery & Associates, Inc.  
Tracy O. King

**Silver:**

Flying Moose  
Edmonds Hackney ALASKA, Inc.  
Alaskans for Don Young

**Silver:**

Tall  
Meridian Pacific Inc.  
Jerry Lenthall

**Bronze:**

“Shadows”  
GSM|Mercury  
No on I-892

**Bronze:**

Nurses  
The Campaign Network  
Democratic National Committee

**Honorable Mention:**

Big John  
Dittman-Hoffman Campaigns  
Alaska State Senate

**LESS THAN FULL PAGE:  
CANDIDATE****Gold:**

“Put yourself in his shoes”  
All Points Communications  
Citizens for Real  
Insurance Reform

**Silver:**

Flying Moose  
Edmonds Hackney ALASKA, Inc.  
Alaskans for Don Young

**Bronze:**

MLK  
The Campaign Network  
Democratic National Committee

**INSERT/OTHER****Gold:**

“Bush/NRA Newspaper Bag”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Silver:**

We Can Do It  
The Campaign Network  
The Committee to  
Elect J.B. Buxton

**Bronze:**

We Support Measure C –  
Copper Mt. College  
William Berry Campaigns  
Citizens for Copper Mountain  
College – YES on Measure C

**Honorable Mention:**

“Richard Burr Polybags”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**FULL PAGE: INDEPENDENT  
EXPENDITURE****Gold:**

“Split Personality”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Silver:**

“Poodle”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Bronze:**

Healing Our Waters Newspaper Ad  
Hanon McKendry  
Wege Foundation

**Honorable Mention:**

“Daffy”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**LESS THAN FULL PAGE:  
INDEPENDENT  
EXPENDITURE****Gold:**

“Puppet”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

**Silver:**

Teddy Bear  
Edmonds Hackney ALASKA, Inc.  
Edmonds Hackney ALASKA, Inc.

**Silver:**

New Mayor  
Lisella Public Affairs, LLC  
Charleston Restaurant Association

**Bronze:**

Hot Air  
Edmonds Hackney ALASKA, Inc.  
Edmonds Hackney ALASKA, Inc.







**Honorable Mention:**  
“Soldier Missing Gun”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

## GOTV

**Gold:**  
Flying Moose  
Edmonds Hackney ALASKA, Inc.  
Alaskans for Don Young

**Silver:**  
What Will You Tell Her...?  
Edmonds Hackney ALASKA, Inc.  
Stevens for Senate

**Bronze:**  
Significant  
Dittman-Hoffman Campaigns  
Lisa Murkowski for U.S. Senate

**Honorable Mention:**  
What Will You Tell Them?  
Edmonds Hackney ALASKA, Inc.  
Stevens for Senate

## INTERNET

### CANDIDATE: WEBSITE: PRESIDENTIAL

**Gold:**  
Bush-Cheney '04;  
GeorgeWBush.com  
New Media Communications  
Bush-Cheney '04

### CANDIDATE: WEBSITE: U.S. SENATE

**Gold:**  
JimDeMint.com  
Campaign Solutions  
Jim DeMint for Senate

**Silver:**  
Specter2004.com  
Campaign Solutions  
Arlen Specter for Senate

**Bronze:**  
Campaign Website for Friends  
for Harry Reid  
Geary Interactive  
Friends for Harry Reid

**Honorable Mention:**  
Isakson.net  
Campaign Solutions  
Johnny Isakson for Senate

### CANDIDATE: WEBSITE: U.S. HOUSE

**Gold:**  
ElectHarris.org  
Campaign Solutions  
Katherine Harris for Congress

**Silver:**  
Bev Kilmer for Congress Website  
Americana Media Consulting, Inc.  
Bev Kilmer for Congress

**Bronze:**  
Miles Nelson for Congress Website  
BuzzMaker, LLC  
Miles Nelson for Congress

**Honorable Mention:**  
Randy2004.com  
Campaign Solutions  
Randy Neugebauer for Congress

### CANDIDATE: WEBSITE: GOVERNOR

**Gold:**  
MattBlunt.com  
Campaign Solutions  
Matt Blunt for Governor

### CANDIDATE: WEBSITE: CITY/MUNICIPAL/ REGIONAL

**Gold:**  
Hahn 2005  
Constituents Direct  
Hahn 2005

### WEBSITE: INITIATIVE/REFERENDUM/ CONSTITUTIONAL AMENDMENT

**Gold:**  
Yeson400.com  
HighGround, Inc.  
Yes on 400

### WEBSITE: INDEPENDENT EXPENDITURE CAMPAIGN/ ISSUE ADVOCACY/527

**Gold:**  
National Education Association  
Carol/Trevelyan Strategy Group  
National Education Association

**Silver:**  
Shelley Must Resign  
JC-Evans Communications  
California Republican Assembly

**Bronze:**  
Team EMILY and the GOTR  
Counter Convention  
e-advocates  
EMILY's List

**Honorable Mention:**  
HopeandVote.org -  
Integrating Campaign Media  
@dvocacy, Inc.  
AFSCME People

### WEBSITE: ORGANIZATION

**Gold:**  
wWw.gopconvention.com  
Campaign Solutions  
2004 Republican  
National Convention

**Silver:**  
GOP.com  
New Media Communications  
Republican National Committee

**Bronze:**  
NRAPVE.org  
New Media Communications  
NRA Political Victory Fund

**Honorable Mention:**  
FromTheRoots.org -  
DSCC Blog Site  
IDI  
Democratic Senatorial  
Campaign Committee

### WEBSITE: NEGATIVE/CONTRAST

**Gold:**  
ToomeysTroubles.com  
Campaign Solutions  
Arlen Specter for Senate

**Silver:**  
DumpDaschle.com  
Campaign Solutions  
South Dakota Republican Party

**Bronze:**  
Misleader  
Carol/Trevelyan Strategy Group  
Moveon.org

### WEBSITE: LANDING PAGE

**Gold:**  
AI USA's Stop Violence Against  
Women Campaign  
Carol/Trevelyan Strategy Group  
Amnesty International

**Silver:**  
DNC Fundraising Landing Page  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

### WEBSITE: BILINGUAL/ MULTI-LINGUAL

**Gold:**  
GeorgeWBush.com/espanol  
New Media Communications  
Bush-Cheney '04

### BEST USE OF WEBSITE FOR PERSUASION

**Gold:**  
Rate Hike Heidi  
Fifty Plus One  
David Della for Seattle City  
Council Committee

**Silver:**  
wWw.gopconvention.com  
Campaign Solutions  
2004 Republican  
National Convention

**Bronze:**  
MattBlunt.com  
Campaign Solutions  
Matt Blunt for Governor

### BEST USE OF WEBSITE FOR FUNDRAISING

**Gold:**  
The Gay & Lesbian Victory  
Fund - www.victoryfund.org  
Mindshare Interactive  
Campaigns, LLC  
The Gay & Lesbian Victory Fund

**Silver:**  
John Thune for Senate  
New Media Communications  
John Thune for Senate

**Bronze:**  
DumpDaschle.com  
Campaign Solutions  
South Dakota Republican Party

### BEST USE OF WEBSITE FOR VOLUNTEER/FIELD ORGANIZATIONS

**Gold:**  
Sierra Club Online  
Volunteer Phonebank  
Grassroots Enterprise  
Sierra Club

**Silver:**  
ACT - ACTHere.com  
Blue State Digital  
ACT  
**Bronze:**  
Mary Jo Kilroy Online Community  
Internet Association Corporation  
Mary Jo Kilroy for  
County Commissioner

**Honorable Mention:**  
Save Our License Initiative  
JC-Evans Communications  
Save Our License





## WEB VIDEO

### Gold:

Unprincipled, Chapter 1  
Chris Mottola Consulting, Inc.  
Bush-Cheney '04

### Silver:

Beware of the Name Bush  
New Democrat Network

### Bronze:

Ronald Reagan Tribute  
Bush-Cheney '04 – Justin Germany  
Bush-Cheney '04

### Honorable Mention:

Two Step  
BrabenderCox  
David Vitter for U.S. Senate

## WEB ANIMATION

### Gold:

Republican Survivor  
Carol/Trevelyan Strategy Group  
DCCC

### Silver:

Polluter Pete  
Malchow Schlackman  
Hoppey & Cooper  
League of Conservation Voters

### Bronze:

The Right Wing Squares  
julianmulvey.com  
Media Matters for America

### Honorable Mention:

Spy-Der-Man  
julianmulvey.com  
Alliance for Justice

## BEST USE OF E-MAIL/ VIRAL MARKETING

### Gold:

Bush-Cheney '04 E-mail  
Marketing  
New Media Communications  
Bush-Cheney '04

### Silver:

Republican Survivor  
Carol/Trevelyan Strategy Group  
DCCC

### Bronze:

“Release Report”  
McNally Temple Associates, Inc.  
Californians United for Public  
Safety, No on Prop. 66

### Honorable Mention:

Yes on 400 – Deep Thoughts  
HighGround, Inc.  
Yes on 400

## MOST INNOVATIVE USE OF TECHNOLOGY

### Gold:

Bush-Cheney '04 Tech Team  
New Media Communications  
Bush-Cheney '04

### Silver:

Palm Pilot Field Video  
MacWilliams Robinson & Partners

### Bronze:

Yes on 400 – Interactive Map  
HighGround, Inc.  
Yes on 400

### Honorable Mention:

Internet Ad Tracker  
TNS Media Intelligence/CMAG  
TNS Media Intelligence/CMAG

## BEST PERSUASION ONLINE ADVERTISEMENT: PRESIDENTIAL

### Gold:

GOTV Streaming Video Message  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

### Silver:

John Kerry Post-Debate Campaign  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

### Bronze:

“Now George” – 20/20 Vision  
Online Ad Campaign  
@dvocacy, Inc.  
20/20 Vision

### Honorable Mention:

A New Direction – Rollover  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

## BEST PERSUASION ONLINE ADVERTISEMENT: CONGRESSIONAL

### Gold:

Cleaver Cover-Up  
Malchow Schlackman  
Hoppey & Cooper  
Friends of Jamie Metzl for Congress

### Silver:

Hands Off My Constitution  
Campaign Advantage  
Stan Matsunaka for Congress

### Bronze:

Tom Gallagher for Congress,  
“Video Biography”  
Malchow Schlackman  
Hoppey & Cooper  
Tom Gallagher for Congress

## BEST PERSUASION ONLINE ADVERTISEMENT: STATEWIDE

### Gold:

Outsourcing Washington Jobs  
Malchow Schlackman  
Hoppey & Cooper  
Washington Democratic Party

### Silver:

Polluter Pete Banner Ads  
Malchow Schlackman  
Hoppey & Cooper  
League of Conservation Voters

## BEST PERSUASION ONLINE ADVERTISEMENT: ORGANIZATION

### Gold:

Brooke's Story  
Malchow Schlackman  
Hoppey & Cooper  
Win Back Respect

### Silver:

Iraq Draft?  
Malchow Schlackman  
Hoppey & Cooper  
BlogPAC

### Bronze:

Promise Preview  
Penn, Schoen & Berland Associates  
New Democrat Network

## BEST PERSUASION ONLINE ADVERTISEMENT: INITIATIVE/REFERENDUM

### Gold:

The Circulator  
The Media Guys, Inc.

## BEST FUNDRAISING ONLINE ADVERTISEMENT

### Silver:

DumpDaschle.com Banner Ad  
Campaign Solutions  
South Dakota Republican Party

### Bronze:

Dethrone/One Termer  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

### Bronze:

Doing All You Can?  
Malchow Schlackman  
Hoppey & Cooper  
John Kerry for President

### Honorable Mention:

DumpDaschle.com Text Ad  
Campaign Solutions  
South Dakota Republican Party

## BEST USE OF HUMOR

### Gold:

Elephant Removal  
Malchow Schlackman  
Hoppey & Cooper  
Democratic National Committee

### Gold:

Skeletons in the Closet  
Malchow Schlackman  
Hoppey & Cooper  
Friends of Jamie Metzl for Congress

### Silver:

Republican Survivor  
Carol/Trevelyan Strategy Group  
DCCC

### Bronze:

Welcome to the Waffle House  
Strategic Internet Campaign  
Management, Inc.  
RightMarch.com

## INTERNET CAMPAIGN

### Gold:

wWw.gopconvention.com  
Campaign Solutions  
The 2004 Republican  
National Convention

## AUTOMATED PHONE CALLS

### CANDIDATE: PRESIDENTIAL

### Silver:

Kerry Prospecting ID  
Dewey Hub  
John Kerry for President, Inc.

### CANDIDATE: U.S. SENATE

### Gold:

Gamble  
Chris Mottola Consulting, Inc.  
Specter for Senate

### CANDIDATE: U.S. HOUSE

### Gold:

Personalized Recorded Messages  
Extended Data Solutions  
Kirk for Congress

### Silver:

Rosenberg for Congress  
Winning Connections, Inc.  
Rosenberg for Congress

### Bronze:

Melissa Bean for Congress:  
She Lives Here  
Stones' Phones  
Bean for Congress





**Honorable Mention:**

Steve Brozak – A Combat Mother  
LSG Strategies  
Brozak for Congress

**CANDIDATE: STATEWIDE****Gold:**

Justice James Graves:Victim Call  
Winning Connections, Inc.  
Justice James Graves for  
Mississippi Supreme Court

**Silver:**

Jim Hood for Mississippi  
Attorney General  
Winning Connections, Inc.  
Jim Hood for Mississippi  
Attorney General

**Bronze:**

Christine Gregoire for Governor:  
Bill Says Vote Gregoire  
Stones' Phones  
Christine Gregoire for Governor

**CANDIDATE: LEGISLATIVE****Gold:**

Happy Halloween  
The Mallard Group  
Frank Farkas Campaign

**Silver:**

Telemarketer-Phone  
JohnsonClark Associates  
Greg Hill for Assembly

**Bronze:**

Andrea Stewart-Cousins for State  
Senate: Hillary Clinton  
Stones' Phones  
Andrea Stewart-Cousins for  
State Senate

**Honorable Mention:**

Chuck Lavine Goes to Albany  
LSG Strategies  
Chuck Lavine for State Assembly

**CANDIDATE:  
LOCAL/MUNICIPAL****Gold:**

Bill Cosby – Gettin' Hugs from  
Mayor Street  
LSG Strategies  
John Street for Mayor

**Silver:**

CTA Sacramento School Board:  
You're Fired  
Winning Connections, Inc.  
California Teachers Association

**Bronze:**

Panorama Park Measure –  
Cathedral City, CA  
Stones' Phones

**Honorable Mention:**

Quit Bugging The Mayor –  
John Lewis  
LSG Strategies  
John Street for Mayor

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527****Gold:**

Shakedown Lawsuits  
JohnsonClark Associates  
Native American & Peace Officers  
I.E. Committee

**Silver:**

DCCC – Herseth  
Winning Connections, Inc.  
DCCC

**Bronze:**

AFSCME: Hope and Vote Campaign  
Stones' Phones  
AFSCME

**Honorable Mention:**

NARAL – Stand Up with  
Amy Maddigan  
LSG Strategies  
NARAL Pro-Choice America

**BILINGUAL OR FOREIGN  
LANGUAGE****Silver:**

Jerry Nadler for Congress:  
Calling Our Russian Friends  
Stones' Phones  
Jerry Nadler for Congress

**GOTV****Silver:**

Doug E. Fresh – Show  
Your Strength  
LSG Strategies  
America Coming Together

**Bronze:**

Harrah's Casino: GOTV Jingle  
Stones' Phones  
Harrah's Casino

**Bronze:**

Jackson Convention Center Tax,  
Election Day Appeal  
Winning Connections, Inc.

**BEST USE OF  
800/INBOUND  
TECHNOLOGY****Gold:**

Tom Joyner – Unity04  
LSG Strategies

**Gold:**

Pat Boone  
Political Solutions Inc.  
60 Plus

**Silver:**

Call to Action  
Precision Communications &  
Grassroots Solutions  
America Coming Together –  
Minnesota

**MEMBERSHIP POLITICAL  
CALLS****Gold:**

ARA – A Golden Girl on saving  
your Golden Years  
LSG Strategies  
Alliance for Retired Americans

**Silver:**

TEAMSTERS:Who Does George  
Bush Think He's Kidding?  
Stones' Phones  
International Brotherhood  
of Teamsters

**INITIATIVE/REFERENDUM****Gold:**

Coalition for a Better Colorado:  
Calling All Couch Potatoes  
Stones' Phones  
Coalition for a Better Colorado

**Silver:**

Jackson Convention Center Tax  
Winning Connections, Inc.

**Bronze:**

Troy City Schools  
OneCall Now & Stephen  
Avakian Associates  
Troy City Schools

**Honorable Mention:**

No On the Amendment  
Executive Communications, Inc.  
No On the Amendment

**LIVE PHONE CALLS****BILINGUAL OR FOREIGN  
LANGUAGE****Silver:**

Costa for Congress Campaign 2004  
The Clinton Group, Inc.  
Costa for Congress Campaign 2004

**CANDIDATE:  
SENATE/HOUSE****Silver:**

Jim Costa for Congress CA 2004  
The Clinton Group, Inc.  
Jim Costa for Congress CA 2004

**Bronze:**

Blanche Lincoln for Senate  
Winning Connections, Inc.  
Blanche Lincoln for Senate

**CANDIDATE: STATE/LOCAL****Gold:**

Betty Karnette for Assembly,  
Dist. 54, California  
The Clinton Group, Inc.  
Betty Karnette for Assembly,  
Dist. 54, California

**Silver:**

Bob Reilly, State Assembly  
Dist. 109, New York  
The Clinton Group, Inc.  
Bob Reilly, State Assembly  
Dist. 109, New York

**Bronze:**

Buddy Dyer for Orlando Mayor  
Winning Connections, Inc.  
Buddy Dyer for Orlando Mayor

**Honorable Mention:**

Woldt for Representative  
Winning Connections, Inc.  
Woldt for Representative

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527/PARTY –  
OUTBOUND****Gold:**

Sierra Club Internet  
Volunteer Phonebank  
Grassroots Enterprise  
Sierra Club

**Silver:**

State by State Mail  
Reinforcement Call  
Winning Connections, Inc.  
Democratic National Committee

**Bronze:**

Committee to Protect our Families  
Campaign  
The Clinton Group, Inc.  
Committee to Protect our Families

**Honorable Mention:**

Washington LCV ID –  
Gang Green  
LSG Strategies  
Washington League of  
Conservation Voters

**Honorable Mention:**

CSS – Mongiardo  
Winning Connections, Inc.  
Citizens for a Strong Senate





## GOTV/EARLY VOTE/VOTE BY MAIL

### Gold:

AFL-CIO Voter Protection Program  
Winning Connections, Inc.  
AFL-CIO

### Silver:

Floridians for Patient Protection  
Winning Connections, Inc.  
Floridians for Patient Protection

### Bronze:

ACORN Voter Registration  
Trouble Shooting  
Winning Connections, Inc.  
ACORN

### Honorable Mention:

Florida Democratic Party Vote  
by Mail Campaign  
The Clinton Group, Inc.  
Florida Democratic Party

## RADIO

### CANDIDATE: PRESIDENTIAL

#### Silver:

Mayors  
The Stevens & Schriefer Group  
Bush-Cheney '04, Inc.

#### Bronze:

Man from Massachusetts  
The Stevens & Schriefer Group  
Bush-Cheney '04, Inc.

### CANDIDATE: U.S. HOUSE

#### Gold:

Information, Please  
Sheingold Associates/MAX Films  
Jim Costa for Congress

#### Silver:

Judge – Ted Poe  
The Strategy Group for Media  
Ted Poe for Congress

#### Bronze:

Back to the Future  
Edmonds Hackney ALASKA, Inc.  
Alaskans for Don Young

#### Honorable Mention:

“Debate”  
McCarthy Marcus Hennings, Ltd.  
Anne Northup for Congress

### CANDIDATE: U.S. SENATE

#### Silver:

“Knock Knock”  
North Woods Advertising  
Jack Ryan for U.S. Senate

### CANDIDATE: STATEWIDE

#### Gold:

Racine Rant  
Cohen and Company  
Benjamin for Supreme Court

#### Silver:

Patti Smith – Family  
Dawson McCarthy Nelson  
Media, LLC  
Patti Smith for Supreme Court

### CANDIDATE: STATE LEGISLATURE

#### Gold:

Big Al  
The Mallard Group  
Frank Farkas Campaign

#### Silver:

Dragnet  
Brown Inc.  
NM State House of Representatives

#### Bronze:

“Why Larry Flynt”  
DSR Campaigns  
CA State Legislature

#### Honorable Mention:

Shell  
All Points Communications, LLC  
Tom Rielly for State Senate

### CANDIDATE: CITY/MUNICIPAL/REGIONAL

#### Gold:

“The Truth”  
Wilson Grand Communications  
Lynette McDonald, Clark  
County Nevada

#### Silver:

“Singin’ The Blues”  
North Woods Advertising  
Hickenlooper for Mayor

### INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: PRESIDENTIAL

#### Silver:

Post  
The Campaign Group  
AFSCME

### INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: STATEWIDE

#### Gold:

“Standing”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

#### Gold:

McGreevey’s Taxes  
Jamestown Associates  
Americans for Job Security

#### Silver:

Compass  
Dawson McCarthy Nelson  
Media, LLC  
Republican National Committee

#### Bronze:

ChangePAC – Newspapers  
Dresner, Wickers, and Associates  
Rob McKenna for  
Attorney General

#### Honorable Mention:

“From Massachusetts”  
Edmonds Hackney & Associates, Inc.  
National Rifle Association

#### Honorable Mention:

Benson  
MacWilliams Robinson & Partners  
New Hampshire for Health Care

### INDEPENDENT EXPENDITURE CAMPAIGN/ISSUE ADVOCACY/527: STATE LEGISLATURE & LOCAL

#### Gold:

“Mob”  
McNally Temple Associates, Inc.  
JobsPAC

#### Silver:

Zombies  
Visuality  
Americans for a Brighter  
Tomorrow, Inc.

## BEST USE OF HUMOR

### Gold:

Information, Please  
Sheingold Associates/MAX Films  
Jim Costa for Congress

### Silver:

Back to the Future  
Edmonds Hackney ALASKA, Inc.  
Alaskans for Don Young

## BILINGUAL OR FOREIGN LANGUAGE

### Gold:

Niños Primero  
Message, Audience  
and Presentation  
Democratic National  
Committee I.E.

### Silver:

O No Voto No  
Sheingold Associates/MAX Films  
Jim Costa for Congress

### Bronze:

Salsa Vote  
Chambers Lopez & Gaitan LLC  
Kerry-Edwards 2004

### Honorable Mention:

La Entrevista  
Message, Audience  
and Presentation  
Don Mares for Mayor

## INITIATIVE/REFERENDUM

### Gold:

Yes on 400 – Freeways  
HighGround, Inc.  
Yes on 400

#### Silver:

Open Roads Tolling  
EpandMedia  
Chicago Federation of Labor & the  
Cook County Building  
Trades Council

#### Bronze:

Regional Measure 2  
Barnes Mosher Whitehurst  
Lauter & Partners  
Bay Area Commuters for  
Transportation Solutions,  
Yes on 2

#### Honorable Mention:

Family Business  
GMMB  
Trust the People, Yes on 4

#### Honorable Mention:

Yes on 400 – Father Daughter  
HighGround, Inc.  
Yes on 400

## INTERNATIONAL

### Gold:

Big Voice Series  
NOW Communications Group Inc.  
Manitoba New Democratic Party

## RADIO CAMPAIGN

### Gold:

Wyoming Campaign  
All Points Communications, LLC  
Citizens for Real  
Insurance Reform

### Silver:

Bobby Jindal  
Todd & Castellanos Creative Group  
Friends of Bobby Jindal







**Bronze:**  
“Hickenlooper for Mayor  
Radio Campaign”  
North Woods Advertising  
Hickenlooper for Mayor

**Honorable Mention:**  
Conrad Lee for Congress  
JohnsonClark Associates  
Conrad Lee for Congress

## TELEVISION

### CANDIDATE: PRESIDENTIAL GENERAL ELECTION

**Gold:**  
Lead  
Strategic Perception Inc.  
Bush-Cheney '04

**Gold:**  
Windsurfing  
The Stevens & Schriefer Group  
Bush-Cheney '04

**Silver:**  
Time  
Strategic Perception Inc.  
Bush-Cheney '04

**Bronze:**  
Wacky  
The Stevens & Schriefer Group  
Bush-Cheney '04

**Honorable Mention:**  
Rest  
Strategic Perception Inc.  
Bush-Cheney '04

### CANDIDATE: PRESIDENTIAL PRIMARY

**Gold:**  
Tested  
Scott Howell & Co.  
Bush-Cheney '04

**Silver:**  
Now  
Penczner Media  
Edwards for President

**Bronze:**  
“Courage”  
Joe Slade White and Company  
Wesley Clark for President

**Honorable Mention:**  
Del  
GMMB  
John Kerry for President

### CANDIDATE: U.S. SENATE – DEMOCRAT

**Gold:**  
Morph  
Eichenbaum+Associates  
Russ Feingold for U.S. Senate

**Silver:**  
Champ  
Murphy Putnam Shorr &  
Partners, LLC  
Leahy for Senate

**Bronze:**  
United  
AKP Message & Media  
Obama for Illinois

**Honorable Mention:**  
Made In The USA  
Eichenbaum+Associates  
Russ Feingold for U.S. Senate

### CANDIDATE: U.S. SENATE – REPUBLICAN

**Gold:**  
Blocking Machine  
Scott Howell & Co.  
John Thune for U.S. Senate

**Silver:**  
Unforgivable  
BrabenderCox  
Coburn for Senate

**Bronze:**  
Brittany  
Chris Mottola Consulting, Inc.  
Specter for Senate

**Honorable Mention:**  
Moose  
BrabenderCox  
Vitter for U.S. Senate

### CANDIDATE: U.S. HOUSE – DEMOCRAT

**Gold:**  
Worst Thing  
julianmulvey.com  
Capri Cafaro for Congress

**Silver:**  
Car  
Laguens Hamburger Stone  
Peter DeFazio for Congress

**Silver:**  
Way  
Murphy Putnam Shorr &  
Partners, LLC  
Russ Carnahan for Congress

**Bronze:**  
Winning  
Murphy Putnam Shorr &  
Partners, LLC  
Patsy Keever for Congress

**Honorable Mention:**  
Little Billy  
Fletcher Rowley Chao, Inc.  
Charlie Melancon for Congress

**Honorable Mention:**  
Response  
Laguens Hamburger Stone  
Patty Wetterling for Congress

### CANDIDATE: U.S. HOUSE – REPUBLICAN

**Gold:**  
Nuclear Football  
Stevens Reed Curcio & Potholm  
John Kline for Congress

**Silver:**  
Perhaps  
Todd & Castellanos  
Creative Group  
Pete Sessions for Congress

**Bronze:**  
Aunt Lilly  
Anthem Media  
Gohmert for Congress

**Honorable Mention:**  
“Anne”  
McCarthy Marcus Hennings, Ltd.  
Anne Northup for Congress

### CANDIDATE: GOVERNOR – DEMOCRAT

**Gold:**  
State of the State  
Dixon/Davis Media Group  
Claire McCaskill for Governor

**Silver:**  
Lynch: People  
Grunwald Communications  
John Lynch for Governor

**Bronze:**  
Done  
Murphy Putnam Shorr &  
Partners, LLC  
Minner for Governor

**Honorable Mention:**  
Duck Blind  
Marmillion/Gray  
Louisiana Democratic Party

### CANDIDATE: GOVERNOR – REPUBLICAN

**Gold:**  
Who Is It?  
Stevens Reed Curcio & Potholm  
Matt Blunt for Governor

### CANDIDATE: STATEWIDE DOWN BALLOT – DEMOCRAT

**Gold:**  
Break In  
Murphy Putnam Shorr &  
Partners, LLC  
Cooper for Attorney General

**Silver:**  
Dad  
Murphy Putnam Shorr &  
Partners, LLC  
Casey for State Treasurer

**Bronze:**  
Keep Him Working For Us  
Winning Mark, LLC  
State of Oregon

**Honorable Mention:**  
Mitch Landrieu for Lt. Governor –  
Prosperity  
Marmillion/Gray  
Mitch Landrieu for Lt. Governor

### CANDIDATE: STATEWIDE DOWN BALLOT – REPUBLICAN

**Gold:**  
Breakfast of Champions  
BrabenderCox  
Melvin for Judge

**Silver:**  
Predator TV  
R&R Partners  
Mark Shurtleff for  
Attorney General

**Bronze:**  
Identity Theft TV  
R&R Partners  
Mark Shurtleff for  
Attorney General

**Honorable Mention:**  
Faces  
BrabenderCox  
Brent Benjamin for  
Supreme Court

### CANDIDATE: STATE LEGISLATURE

**Gold:**  
Jay Dardenne “Voice”  
Imagefilm  
Jay Dardenne Campaign Fund

**Gold:**  
Movie  
JohnsonClark Associates  
Gary Podesto for Senate

**Gold:**  
Message to Perry  
Message, Audience  
and Presentation  
Abel Herrero for  
State Representative





**Silver:**  
Truth Is  
Fletcher Rowley Chao, Inc.  
State Senator John Wilder

**Silver:**  
Gotta Go!  
The Jackson Group  
Mike Gerber for  
State Representative

**Bronze:**  
Gretchen  
Laguens Hamburger Stone  
Citizens for Slone

**Honorable Mention:**  
Fix Albany  
Novak Media, Inc.  
Valesky for Senate

**CANDIDATE:  
CITY/MUNICIPAL**

**Gold:**  
Hug  
AKP Message & Media  
Friends of John F. Street

**Silver:**  
“Change”  
North Woods Advertising  
Hickenlooper for Mayor

**Bronze:**  
Back Scratchers  
Eichenbaum+Associates  
Tabak for City Attorney

**Honorable Mention:**  
Signs  
Eichenbaum+Associates  
Bobot for Mayor

**CANDIDATE:  
COUNTY/REGIONAL**

**Gold:**  
Rollover  
BrabenderCox  
Roddey 2003, Inc.

**Silver:**  
Penny Lane  
BrabenderCox  
Roddey 2003, Inc.

**Bronze:**  
Bang The Drum  
BrabenderCox  
Roddey 2003, Inc.

**Bronze:**  
Moving In  
BrabenderCox  
Roddey 2003, Inc.

**Honorable Mention:**  
NASCAR Taxes  
Wilson Grand Communications  
Clark County, Nevada

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
PRESIDENTIAL**

**Gold:**  
“Ashley’s Story”  
McCarthy Marcus Hennings, Ltd.  
Progress for America Voter Fund

**Silver:**  
Ravaged  
Stevens Reed Curcio & Potholm  
Swift Boat Veterans for Truth

**Bronze:**  
“They Can’t Vote”  
North Woods Advertising  
Independent Voters of America

**Honorable Mention:**  
CU – Man of the People  
The Strategy Group for Media  
Citizens United

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
U.S. HOUSE – SENATE**

**Gold:**  
“Growing Up”  
DeVito/Verdi  
Citizens for a Strong Senate

**Silver:**  
“Missing Persons”  
DeVito/Verdi  
Citizens for a Strong Senate

**Bronze:**  
“Car Wreck”  
DeVito/Verdi  
Citizens for a Strong Senate

**Honorable Mention:**  
“Any Questions”  
Edmonds Hackney &  
Associates, Inc.  
Americans For Job Security

**INDEPENDENT  
EXPENDITURE CAMPAIGN/  
ISSUE ADVOCACY/527:  
CANDIDATE: STATEWIDE –  
REPUBLICAN**

**Gold:**  
Dancing Governor  
The Stevens & Schriefer Group  
The Republican  
Governors Association

**Silver:**  
Real  
GMMB  
DSCC – Louisiana

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
CANDIDATE: STATEWIDE –  
DEMOCRAT**

**Gold:**  
Top  
Dixon/Davis Media Group  
Missouri Democratic Party

**Silver:**  
Trailer  
Dixon/Davis Media Group  
Democratic Senatorial  
Campaign Committee

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
LEGISLATIVE OR MUNICIPAL**

**Gold:**  
BRNext “Loop”  
Imagefilm  
BRNext

**Silver:**  
Thanks, Ray  
Laguens Hamburger Stone  
Forward Colorado

**Bronze:**  
Search Engine  
Reynolds Applegate Media  
Democratic Legislative  
Campaign Committee

**Honorable Mention:**  
BRNext “Homeland Security”  
Imagefilm  
BRNext

**Honorable Mention:**  
PACman  
TABcommunications, Inc.  
Inland Empire  
Citizen’s Committee

**INDEPENDENT  
EXPENDITURE  
CAMPAIGN/ISSUE  
ADVOCACY/527:  
NON-CANDIDATE**

**Gold:**  
“Not There”  
North Woods Advertising  
Operation Truth

**Silver:**  
Congressional Exam  
The Glover Park Group  
JEC

**Bronze:**  
Excellent Adventure  
BrabenderCox  
Get-On-Board.org

**Honorable Mention:**  
Cowboy  
The Glover Park Group  
USTA

**INITIATIVE/REFERENDUM/  
CONSTITUTIONAL  
AMENDMENT**

**Gold:**  
Wolf in Sheep’s Clothing  
Schubert Public Affairs  
Committee for SAIF-Keeping

**Gold:**  
Highways Aren’t the Answer  
The Kenney Group  
Fastracks Yes

**Silver:**  
“Parody” English  
Language Version  
IKON Public Affairs  
Citizens for a Fair Share

**Bronze:**  
Becky  
All Points Communications  
Citizens for Real  
Insurance Reform

**Bronze:**  
The Professor – New Orleans East  
Business Assoc.  
Buisson Creative Strategies  
New Orleans East  
Business Association

**Honorable Mention:**  
“Local Mother”  
Doak, Carrier, O’Donnell,  
Wilkinson, Goldman  
& Associates  
No on I-892

**BILINGUAL OR FOREIGN  
LANGUAGE**

**Gold:**  
“Parody” Spanish Language Version  
IKON Public Affairs  
Citizens for a Fair Share

**Silver:**  
Predator TV (Spanish)  
R&R Partners  
Mark Shurtleff for  
Attorney General

**Bronze:**  
Graduación (Spanish)  
Chambers Lopez & Gaitan LLC  
Kerry-Edwards 2004





**Bronze:**

Scrapbook  
New Democrat Network

**Honorable Mention:**

Dos Guerras  
Message, Audience  
and Presentation  
Democratic National  
Committee I.E.

**TELEVISION AD – MORE  
THAN 60 SECONDS****Gold:**

Free and Peaceful  
The Stevens & Schriefer Group  
Bush-Cheney '04, Inc.

**Silver:**

Salazar: American Story  
Grunwald Communications  
Ken Salazar for Senate

**BEST NON-BROADCAST  
VIDEO****Gold:**

The Pitch  
The Stevens & Schriefer Group  
The 2004 Republican  
National Convention

**Silver:**

Bush-Cheney '04 Rally Video  
Bush-Cheney '04 –  
Justin Germany  
Bush-Cheney '04

**Bronze:**

“Quotes”  
Joe Slade White and Company  
Fight Back Campaign

**Honorable Mention:**

Promise Preview  
Penn, Schoen & Berland Associates  
New Democrat Network

**BEST USE OF HUMOR****Gold:**

Gotta Go!  
The Jackson Group  
Mike Gerber for  
State Representative

**Silver:**

Top  
Dixon/Davis Media Group  
Missouri Democratic Party

**Bronze:**

Fresh New Breeze  
Winning Mark, LLC  
City of Portland

**Honorable Mention:**

Rollover  
BrabenderCox  
Roddey 2003, Inc.

**INTERNATIONAL****Gold:**

Unemployment  
Newlink Political Consulting  
and Research  
Dominican Liberation Party

**Silver:**

Decisive Game I and II  
Newlink Political Consulting  
and Research  
Dominican Liberation Party

**Bronze:**

Long-Term Care  
NOW Communications  
Group Inc.  
Nova Scotia New  
Democratic Party

**Honorable Mention:**

Four Commitments  
NOW Communications  
Group Inc.  
Saskatchewan New  
Democratic Party

**TV CAMPAIGN****Gold:**

David Vitter For Senate  
BrabenderCox  
Vitter for U.S. Senate

**Silver:**

GERBER – PA House Democratic  
Campaign Committee  
The Jackson Group  
PA House Democratic  
Campaign Committee

**Bronze:**

“Hickenlooper for Mayor  
TV Campaign”  
North Woods Advertising  
Hickenlooper for Mayor

**Honorable Mention:**

Stood/Debater/Bank job  
Payne & Co., Inc.  
Barney Frank for Congress



# SPECIAL THANKS

## A SPECIAL THANKS TO THE POLLIE AWARDS COMMITTEE

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