

2006

*The 15th Annual*  
*Winners*



POLLIE AWARDS

THE 15TH ANNUAL POLLIE AWARDS

Recognizing the Best in Public Affairs and Political Communication



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# THE JUDGES

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

## 2006 POLLIE AWARDS JUDGES

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

**Maureen Aull**

**Jennifer Backus,**  
Backus Consulting

**Michael Bassik,** MSHC Direct

**Glynda Becker,**  
McBee Strategic Consulting, LLC

**Joel Benenson,**  
Benenson Strategy Group

**Jonathan Bing**

**Robert Blaemire,**  
Blaemire Communications

**Michael Bocain,** Greenberg  
Quinlan Rosner Research

**Jim Bonham**

**Mark Bunge,** Hart Research

**James Clark,**  
American Bankers Association

**Henry Copeland,** Blogads

**Brett Cott,**  
Democratic Caucus, Pennsylvania  
House of Representatives

**Rich Davis,**  
Dixon/Davis Media Group

**Marcus Dell'Artino**

**Becki Donatelli,**  
Campaign Solutions

**Christopher Garland**

**Harry Giannoulis,**  
The Parkside Group

**Rachel Gorlin,**  
Tipping Point Strategies

**Josh Gottheimer,**  
Ford Motor Company

**Bob Grossfeld,**  
The Media Guys, Inc.

**Michael Grossman,**  
Fifty Plus One

**Casey Gulley,**  
The Tarrance Group

**April Hackney,**  
Hackney & Hackney, Inc.

**Art Hackney,**  
Hackney & Hackney, Inc.

**Chris Hanson**

**Baha Hariri**

**Eily Hayes,**  
Global Strategy Group

**Deborah Haynes,**  
National Media, Inc.

**Linda Hennessee**

**Doug Heyl**

**Mary Isenhour,**  
All Points Communications

**Karen Jagoda,** e-Voter Institute

**Dana Jones,** EMILY's List

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

**Dina Kaldi,** INTELLECTMEDIA

**Robert Kaplan,**  
Fund Raising, Inc.

**Carter Kidd,** Campaign Solutions

**Stephen Kinney**

**Jesse Lee,**  
Democratic Congressional  
Campaign Committee

**Penny Lee,**  
Democratic Governors Association

**Kevin Lenaburg**

**Ernest Lendler**

**Jordan Lieberman,**  
Campaigns & Elections

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

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

**Mark Lotwis,**  
Strother-Duffy-Shelton

**Michael Markarian,**  
The Humane Society of the  
United States

**Sandy Marks,** MSHC Direct

**Michael Matthews,**  
LSG Strategies

**Michael McCabe**

**Katherine Merrill,**  
Progressive Strategy Partners

**Don Millar,** AFRM<sup>2</sup>

**Katherine Miller,**  
Scribe Communications

**Beth Miller Malek,** Wilson-  
Miller Communications, Inc.

**Michael Murphy,**  
Democratic Party of Wisconsin

**Andrew Myers,** Strategic Services

**Elisabeth Myers**

**Nathan Nayman**

**Margie Omero,**  
Momentum Analysis, LLC

**Thomas Oppel,** All Points  
Communications, LLC

**Stacey Oswald,** Strategic  
Communications Group

**Ademola Oyefeso**

**Jeff Plaut,**  
Global Strategy Group

**Jeffrey Pollock,**  
Global Strategy Group

**Jonathan Prince,**  
The Parkside Group

**Joe Qualls,** The Parkside Group

**Andrew Rasiej,**  
Personal Democracy Forum

**Joe Reubens,** The Parkside Group

**Will Robinson,** MacWilliams,  
Robinson & Partners

**Doug Rohanna,** Bravo Group

**Jim Ross,**  
Jim Ross Political Consulting

**Barbara Sallee,**  
Jordan-Chiles, Inc.

**Michael Sargeant,** Democratic  
Legislative Campaign Committee

**Elizabeth Shipp,**  
NARAL Pro-Choice America

**Amy Simon,** Goodwin Simon  
Strategic Research

**Tom Skidmore,**  
Skidmore Ad Group, Inc.

**Mark SooHoo**

**Evan Stavisky,**  
The Parkside Group

**Marty Stone,** Stones' Phones

**Ken Strasma,**  
Strategic Telemetry, Inc.

**Jill Straus**

**Bernard Toon**

**Nancy Todd Tyner**

**Erica Walters,**  
Terris Barnes Walters

**Amy Weiss,** POINT>BLANK  
Public Affairs, LLC

**Carol Whitney**

**Richard Wiebe,**  
Schubert Flint Public Affairs

**Kristina Wilfore,**  
Ballot Initiative Strategy Center

**David Winston,**  
The Winston Group

**Kristen Grimm Wolf,**  
Spitfire Strategies

**Christopher Wright**

**Amy Young,** AFL-CIO

**Rachel Zenner**

# THE WINNERS

PLEASE JOIN US IN RECOGNIZING THE WINNING FIRMS AND ENTRIES WITHIN THE FOLLOWING CATEGORIES.

## DIRECT MAIL

### NATIONAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Gold:**  
It's Your World: Earth Day  
MSHC Partners, Inc.

**Silver:**  
Pennsylvania Jobs  
Winning Directions

**Bronze:**  
Social Security Reform Integrated  
Adam Hussey & Associates

**Honorable Mention:**  
Recruitment  
Winning Directions

### STATE GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Silver:**  
Pharmacy  
Moxie Media

**Bronze:**  
Jessi's Story  
MSHC Partners, Inc.

**Honorable Mention:**  
Hip Hop  
MSHC Partners, Inc.

### LOCAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Gold:**  
A Night Out  
MSHC Partners, Inc.

**Silver:**  
Wal-Monster  
The Parkside Group

**Bronze:**  
Bethlehem Steel  
Redevelopment Project  
Winning Directions

**Honorable Mention:**  
Meet Your Neighbor  
BergDavis Public Affairs

### NATIONAL ORGANIZATION

**Silver:**  
Important  
Mack Crouse Group

**Bronze:**  
Pamela  
Mack Crouse Group

**Honorable Mention:**  
Patricia  
Mack Crouse Group

### STATE ORGANIZATION

**Silver:**  
Drilled  
Terris, Barnes & Walters

**Bronze:**  
Safe Health Care  
Winning Directions/  
Gold Communications

**Honorable Mention, Tie:**  
Success  
Mack Crouse Group

It's Not a Game  
Media Directions, Inc.

### LOCAL ORGANIZATION

**Silver:**  
Holdup  
Winning Directions

**Bronze:**  
True Liar Postcard  
Winning Directions

**Honorable Mention:**  
Denied Access  
Gold Communications

### STATE BALLOT MEASURE

**Silver:**  
The Boys/No on Prop. 77 –  
App. Follow  
Polka Consulting

**Bronze:**  
WA: Yes on I-330/  
No on I-336  
Dresner, Wickers & Associates

**Honorable Mention:**  
Powerful Forces/  
No on Prop. 77 – Ballot  
Polka Consulting

### LOCAL BALLOT MEASURE

**Silver:**  
No Voice  
Mack Crouse Group

**Bronze, Tie:**  
Don't Get Sold a Lemon  
Jamestown Associates

Bull!  
The Guice Agency

**Honorable Mention:**  
Lone Officer  
Welchert & Britz, Inc.

### U.S. HOUSE

**Gold:**  
One Vote Arctic  
MSHC Partners, Inc.

**Silver:**  
Pombo in Their Pocket –  
Public Affairs  
MSHC Partners, Inc.

**Bronze:**  
Mariachi Bands and UFOs  
Gillard Blanning Wysocki  
& Associates

**Honorable Mention:**  
Memorial Day 2005  
Government Graphics

### STATE GOVERNMENT

**Bronze:**  
Joyce  
Mack Crouse Group

**Honorable Mention:**  
Entering Crookheaven  
NYS Democratic  
Assembly Campaign

### LOCAL GOVERNMENT

**Gold:**  
Monorail  
GSM | Mercury

**Silver:**  
Values  
GSM | Mercury

**Bronze:**  
Promises Made Promises Kept  
The Baughman Company

**Honorable Mention:**  
Ideas and Innovation  
The Parkside Group

### HUMOR

**Bronze:**  
True Liar Postcard  
Winning Directions

**Honorable Mention:**  
Viagra  
Moxie Media

### NEGATIVE/CONTRAST

**Gold:**  
Rep. Chris John Invites Your  
Family to a Cockfight  
Humane USA PAC

**Silver:**  
Predator  
Mack Crouse Group

**Bronze:**  
Where's Judge Nuzum?  
Tactical Edge, Ltd.

### FUNDRAISING

**Silver:**  
Supreme Court Retirement Appeal  
Adam Hussey & Associates

**Bronze:**  
The Politics of Hope  
AB Data

**Honorable Mention:**  
Neighbors' Consejo  
10th Anniversary  
Bates Neimand

### LOCAL BALLOT MEASURE, SIGNATURE GATHERING

**Silver:**  
Wall of Crushed Cars  
Winning Directions

**Bronze:**  
Silence  
Kennedy Communications

### STATE BALLOT MEASURE, BILINGUAL/MULTILINGUAL

**Silver:**  
Two Faces  
Phil Giarrizzo  
Campaign Consulting

**Bronze:**  
Su Voto Es Su Voz  
Phil Giarrizzo  
Campaign Consulting

**LOCAL BALLOT MEASURE,  
BILINGUAL/MULTILINGUAL**

**Bronze:**  
A Helping Hand  
TBWB Public Finance Strategies

**STATE BALLOT MEASURE,  
VOTE-BY-MAIL  
BALLOT REQUEST**

**Silver:**  
Keep Us Silent  
Winning Directions

**LOCAL BALLOT MEASURE,  
VOTE-BY-MAIL  
BALLOT REQUEST**

**Bronze:**  
Pittsburg VBM #1  
Barnes Mosher Whitehurst  
Lauter & Partners

**STATE BALLOT  
MEASURE, GOTV**

**Silver:**  
Protect It  
MSHC Partners, Inc.

**Bronze:**  
Under Attack  
Winning Directions

**LOCAL BALLOT MEASURE,  
SLATE MAIL**

**Silver:**  
True Liar Postcard  
Winning Directions

**Bronze:**  
The Future of Sarasota  
MSHC Partners, Inc.

**Honorable Mention:**  
Welcome to Sarasota  
MSHC Partners, Inc.

**PRINT/GRAPHICS**

**BILLBOARD**

**Bronze:**  
Ney Billboard  
MacWilliams, Robinson & Partners

**Honorable Mention:**  
Sunburst China Trade  
Mission Poster  
Barnes Mosher Whitehurst  
Lauter & Partners

**BUS/TRAIN SIGN**

**Gold:**  
Know You're Negative,  
NJ HIV/AIDS  
GMMB

**Silver:**  
Ain't Cool  
MacWilliams, Robinson & Partners

**Bronze:**  
Unions Make a Difference  
NOW Communications

**YARD/OUTDOOR SIGN**

**Silver:**  
OIF Roadless Rules Poster  
Bates Neimand

**Bronze:**  
THINK CROPP  
eye2eye communications

**Honorable Mention:**  
True Liar  
Winning Directions

**DOORHANGER**

**Gold:**  
True Liar Doorhanger  
Winning Directions

**Silver:**  
All Rise  
Moxie Media

**Bronze:**  
Jun Choi Doorhanger  
The Parkside Group

**Honorable Mention:**  
Green Apple  
Mack Crouse Group

**LOGO DESIGN**

**Silver:**  
COS Measure A  
TBWB Public Finance Strategies

**Bronze:**  
Renewable Resources Coalition  
Hackney & Hackney

**Honorable Mention:**  
Jill for School Board  
Welchert & Britz, Inc.

**NON-MAIL BROCHURE**

**Silver:**  
CA Infrastructure Coalition  
Wilson-Miller Communications

**Bronze:**  
Forward  
GSM | Mercury

**Honorable Mention:**  
California Commission Year  
End Report  
Barnes Mosher Whitehurst  
Lauter & Partners

**MOST ORIGINAL/  
INNOVATIVE  
COLLATERAL ITEM**

**Silver:**  
True Liar  
Winning Directions

**Bronze:**  
Emissions Accomplished Whoopee  
Bates Neimand

**NEWSPAPERS**

**FULL-PAGE, NATIONAL  
GRASSROOTS/ISSUE  
ADVOCACY/PUBLIC AFFAIRS**

**Silver:**  
Pombo in Their Pocket  
MSHC Partners, Inc.

**Bronze:**  
Not Our Place to Take Sides  
Jamestown Associates

**Honorable Mention:**  
Scream  
Porter Novelli

**FULL-PAGE, STATE  
GRASSROOTS/ISSUE  
ADVOCACY/PUBLIC AFFAIRS**

**Silver:**  
Ferocious  
Hackney & Hackney

**Bronze:**  
Roadblock  
GSM | Mercury

**Honorable Mention:**  
Pen  
GSM | Mercury

**FULL-PAGE, LOCAL  
GRASSROOTS/ISSUE  
ADVOCACY/PUBLIC AFFAIRS**

**Silver:**  
We Think So Too  
Novak Media, Inc.

**Bronze:**  
Bureaucrats  
Hackney & Hackney

**Honorable Mention:**  
Speakout  
MSHC Partners, Inc.

**FULL-PAGE, BILINGUAL/  
MULTILINGUAL  
GRASSROOTS/ISSUE  
ADVOCACY/PUBLIC AFFAIRS**

**Bronze:**  
Lideres Deben Actuar Ahora  
Cerrell Associates

**FULL-PAGE, LOCAL  
BALLOT MEASURE**

**Bronze:**  
Protect Flagstaff's Future –  
Freedom Ad  
HighGround, Inc.

**LESS-THAN-FULL-PAGE,  
NATIONAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Gill Foundation  
Turn Out "Classified"  
DDB Issues & Advocacy

**Bronze:**  
No Thanks to Another  
TAXing Problem  
Issue Dynamics, Inc.

**Honorable Mention:**  
898 Days  
Jamestown Associates

**LESS-THAN-FULL-PAGE,  
STATE GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Gold:**  
Mirant Helps Petco Save Energy  
Wilson-Miller Communications

**Silver, Tie:**  
Immediate Action  
Hackney & Hackney

Enough Bull  
Jamestown Associates

**Honorable Mention:**  
New Year Resolution  
Hackney & Hackney

**LESS-THAN-FULL-PAGE,  
LOCAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Killing Zones  
Hackney & Hackney

**Bronze:**  
Food for Thought  
Hackney & Hackney

**Honorable Mention:**  
Seeing Red  
Hackney & Hackney

**INSERT NEWSPAPER AD**

**Silver:**  
New Life  
Mack Crouse Group

**Bronze:**  
Leadership Now!  
The Prime Time Agency

**MAGAZINE AD**

**Gold:**  
Who Invited the Pharmacist?  
GMMB

**Silver, Tie:**  
Survivor  
MSHC Partners Inc.

Roll Back the Beer  
Tax Campaign Ad  
Mindshare Interactive  
Campaigns, LLC

**Bronze, Tie:**  
GM – Pete Hunt  
Goddard Claussen  
Strategic Advocacy  
AZ – Healthy Communities  
Goddard Claussen  
Strategic Advocacy

**RADIO**

**NATIONAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Forest Green  
MacWilliams, Robinson & Partners

**STATE GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Bronze:**  
Fix Miss  
Porter Novelli

**Honorable Mention:**  
Forrester Freedom  
Jamestown Associates

**LOCAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Mary Radio  
Adelstein Liston

**Bronze:**  
Barbara Bass  
MacWilliams, Robinson & Partners

**Honorable Mention:**  
Somebody Else  
APCO Worldwide

**NATIONAL ORGANIZATION**

**Gold:**  
Sounds of Wartime  
North Woods Advertising

**Bronze:**  
Empire  
MacWilliams, Robinson & Partners

**STATE BALLOT MEASURE,  
BILINGUAL/MULTILINGUAL**

**Silver:**  
Amendment 4:  
I Want to Be (Spanish)  
Rise Strategies

**Bronze:**  
Garcia  
JohnsonClark Associates

**LOCAL GOVERNMENT**

**Silver:**  
Ed Koch Tour  
EpanMedia

**Bronze:**  
General Market Housing  
EpanMedia

**Honorable Mention:**  
4 Years Ago  
EpanMedia

**NEGATIVE/CONTRAST**

**Gold:**  
Extreme  
Humane USA PAC

**Silver:**  
Name That Politician!  
MDSA Strategic Communications

**Bronze:**  
Nuzum Expenses  
Tactical Edge, Ltd.

**INTERNATIONAL**

**Bronze:**  
Ottawa! (Canadian  
Federal Election)  
Sterling Communication

**TELEVISION**

**NATIONAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Gold:**  
Be a Witness  
Julian Mulvey Group

**Silver:**  
NATCA – Dangerous Act  
The Glover Park Group

**Bronze:**  
Time  
GMMB

**Honorable Mention:**  
HRC: Tom the Token  
Gay Friend, Dinner  
DDB Issues & Advocacy

**STATE GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Gold:**  
Playdough  
GMMB

**Silver:**  
Tonisha  
Adelstein Liston

**Bronze:**  
Tobacco. Reality. Unfiltered.  
Capstrat

**Honorable Mention:**  
Party, NJDHSS  
HIV/AIDS Awareness  
GMMB

**LOCAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Mary  
Adelstein Liston

**Bronze:**  
First Day  
The Kenney Group

**Honorable Mention:**  
The Game  
APCO Worldwide

**NATIONAL ORGANIZATION**

**Gold:**  
Brown  
McCarthy Marcus Hennings, Ltd.

**Silver:**  
You've Been Asked  
Adelstein Liston

**Bronze:**  
Willie Colon  
GMMB

**Honorable Mention:**  
Lemonade  
Berman and Company

**STATE ORGANIZATION**

**Silver, Tie:**  
Tobacco. Reality. Unfiltered.  
Capstrat  
Coming Home  
McNally Temple Associates, Inc.

**STATE BALLOT MEASURE**

**Gold:**  
Awful  
Humane Society of the  
United States

**Silver:**  
Yes on 901, Big Fan  
Armour Griffin Media Group

**Bronze:**  
Leap  
The Kenney Group

**Honorable Mention:**  
Cops  
McNally Temple Associates, Inc.

## LOCAL BALLOT MEASURE

**Gold:**  
Priorities  
The Kenney Group

**Silver:**  
Bennet  
The Kenney Group

**Bronze:**  
Bear Dance  
The Kenney Group

**Honorable Mention:**  
Jobs Crisis  
Meridian Pacific, Inc.

## STATE BALLOT MEASURE, BILINGUAL/MULTILINGUAL

**Gold:**  
Teacher  
Rise Strategies

**Silver, Tie:**  
PARA UNA  
AYUDA VERDADERA  
Schubert Flint Public Affairs

Counter  
Rise Strategies

**Bronze:**  
They Keep Coming  
McNally Temple Associates, Inc.

**Honorable Mention:**  
Maestra  
McNally Temple Associates, Inc.

## U.S. HOUSE

**Silver:**  
American Values  
Julian Mulvey Group

## U.S. SENATE

**Silver:**  
Fundraising Video  
Adelstein Liston

**Bronze:**  
Incredible Sacrifices  
Julian Mulvey Group

## STATE GOVERNMENT

**Gold:**  
Before, NJ Prescription  
Drug Coverage  
GMMB

**Silver:**  
Best Friend  
All Points Communications

**Bronze:**  
College Savings Mississippi TV  
Frontier Strategies

**Honorable Mention:**  
Caprio for General Treasurer  
RJ LaChance Advertising

## LOCAL GOVERNMENT

**Silver:**  
Later  
Joe Slade White and Company

**Bronze:**  
Rocket Scientist  
The Parkside Group

**Honorable Mention:**  
Deters Write-in  
Communications Counsel, Inc.

## HUMOR

**Silver:**  
No Food for You!  
Berman and Company

**Bronze:**  
Distinctions – USTelecom  
The Glover Park Company

**Honorable Mention:**  
SMASH  
Berman and Company

## NEGATIVE/CONTRAST

**Gold:**  
New Precedent  
McCarthy Marcus Hennings, Ltd.

**Silver:**  
Later  
Joe Slade White and Company

**Bronze:**  
Ilusiones/Illusions  
Chambers Lopez & Gaitan, LLC

**Honorable Mention:**  
Stopwatch  
McCarthy Marcus Hennings, Ltd.

## INTERNATIONAL

**Gold:**  
Most Devastating  
NOW Communications

**Silver:**  
Movimiento Libertario –  
Community Work  
Campaigns International, Inc.

## Bronze, Tie:

Deserve  
NOW Communications

Bus Passes  
NOW Communications

**Honorable Mention:**  
Closed  
NOW Communications

## NON-BROADCAST VIDEO, BALLOT MEASURE

**Gold:**  
Together With Hope  
GMMB

**Silver:**  
Boxes  
McNally Temple Associates, Inc.

**Bronze:**  
Paradise in Peril  
Hackney & Hackney

**Honorable Mention:**  
Snoozing in Hawaii  
Blair Biggs Campaigns

## INTERNET/ ELECTRONIC MEDIA WEBSITES

**NATIONAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Gold:**  
Ripples of Genocide  
United States Holocaust Memorial

## Silver:

www.FishScam.com  
Berman and Company

**Bronze:**  
Pombo in Their Pocket Website  
MSHC Partners, Inc.

**Honorable Mention:**  
Republican National Committee  
New Media Communications

## STATE GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Silver:**  
Renewable Resources Coalition  
Hackney & Hackney

**Bronze:**  
Liberty PA Website  
MSHC Partners, Inc.

**Honorable Mention:**  
Californians Against  
Assisted Suicide  
JohnsonClark Associates

## LOCAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Bronze:**  
Long Beach Airport Alliance  
Mindshare Interactive  
Campaigns, LLC

**Honorable Mention:**  
Scott Whitenack for  
Mayor Website  
PFA Designs, Inc.

## NATIONAL ORGANIZATION

**Silver:**  
World Trade Center  
Memorial Stamp  
MSHC Partners, Inc.

**Bronze:**  
Republican National Committee  
New Media Communications

**Honorable Mention:**  
Our Ten Words/Heartland PAC  
Blue State Digital

## STATE ORGANIZATION

**Bronze:**  
Health Care Institute of  
New Jersey  
Rightclick Strategies

## LOCAL ORGANIZATION

**Silver:**  
Save the Appalachian Trail  
Kintera

**Bronze:**  
Preschool California's Micro-site  
Mindshare Interactive  
Campaigns, LLC

## STATE BALLOT MEASURE

**Silver:**  
California Border Police  
JC-Evans, Inc.

**Bronze:**  
Parental Notification Initiative –  
Yes on 73  
Visteva

## LOCAL BALLOT MEASURE

**Silver:**  
Dump the Dumb Dump  
Visteva

## U.S. SENATE

**Bronze:**  
Kennedy for Senate 2006  
Blue State Digital

**Honorable Mention:**  
Senator Jim Talent E-Newsletter  
iConstituent

## STATE GOVERNMENT

**Silver:**  
caseycagle.com  
The Stoneridge Group

**Bronze:**  
Nevada State Democratic Party  
Geary Interactive

**Honorable Mention:**  
The Ohio Secretary of  
State Website  
GovTech Solutions, LLC

## LOCAL GOVERNMENT

**Silver:**  
MayorMarty.com  
BuzzMaker, LLC

**Bronze:**  
Kim Berfield for  
Florida Senate  
Americana Media Consulting, Inc.

**Honorable Mention:**  
Green  
GSM|Mercury

## HUMOR

**Silver:**  
Door to Door  
GMMB

**Bronze:**  
Beer Bag Bias  
Grassroots Enterprise, Inc.

**Honorable Mention:**  
dnext.com  
Penczner Media

## NEGATIVE/CONTRAST

**Bronze:**  
Jimnodem.com  
Opposition Micro-site  
Geary Interactive

## INTERNATIONAL

**Bronze:**  
Fair Deal for Newfoundland  
Grassroots Enterprise, Inc.

**Honorable Mention:**  
IFES  
New Media Communications

## FUNDRAISING

**Silver:**  
Crossing the Amazon Challenge  
Mindshare Interactive  
Campaigns, LLC

**Bronze:**  
NARAL Pro-Choice  
America – Supreme Court  
GetActive Software

## INTERNET COMMUNICATIONS/ ADVERTISING

### PERSUASION ONLINE ADVERTISEMENT, GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS

**Silver:**  
Whackaloophole.com  
GSM|Mercury

**Bronze:**  
IFAW's Stop Seal  
Clubbing Campaign  
Mindshare Interactive  
Campaigns, LLC

**Honorable Mention:**  
Never Forget September 11th  
MSHC Partners, Inc.

### PERSUASION ONLINE ADVERTISEMENT, STATE BALLOT MEASURE

**Silver:**  
Yes on Prop. 78/No on Prop. 79  
Grassroots Enterprise, Inc.

**Bronze:**  
NFIB: New York Prop. One  
Connell Donatelli, LLC

### PERSUASION ONLINE ADVERTISEMENT, BEST USE OF HUMOR

**Silver:**  
Speechless  
Penczner Media

**Bronze:**  
Ben-George  
McCarthy Marcus Hennings, Ltd.

**Honorable Mention:**  
NFIB: Corzine Zero Ad  
Connell Donatelli, LLC

### PERSUASION ONLINE ADVERTISEMENT, BEST USE OF NEGATIVE/CONTRAST

**Bronze:**  
BSA's Enforcement Campaign  
Mindshare Interactive  
Campaigns, LLC

**Honorable Mention:**  
Alito's America Online  
Ad Campaign  
MSHC Partners, Inc.

## BLOG AD

**Silver:**  
Cooking Up Corruption  
MSHC Partners, Inc.

**Bronze:**  
Polar Bear  
MSHC Partners, Inc.

**Honorable Mention:**  
StemPAC  
Grassroots Enterprise, Inc.

## BEST USE OF E-MAIL/ VIRAL MARKETING

**Gold:**  
DC Olympic Committee  
Grassroots Enterprise, Inc.

**Silver:**  
Preschool California's Snow Globe  
Mindshare Interactive  
Campaigns, LLC

**Bronze:**  
Creigh  
Mack Crouse Group

**Honorable Mention:**  
Yes on Prop. 78/No on Prop. 79  
Idego Group

## WEB VIDEO

**Silver:**  
Our Heroes  
Campaign Solutions

**Bronze:**  
We Must Never Forget  
Our Heroes  
Campaign Solutions

**Honorable Mention:**  
Jessi's Story  
MSHC Partners, Inc.

## WEB ANIMATION, INITIATIVE/GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Gold:**  
Yak in the Box  
Humane Society of the  
United States

**Silver:**  
There's a Fufanu in My Collar Too!  
Humane Society of the  
United States

**Bronze:**  
The Amazing RON  
Communications Counsel, Inc.

**Honorable Mention:**  
Sam's Journey  
Julian Mulvey Group

## BEST USE OF PODCASTING

**Silver:**  
John Edwards Podcast  
Grassroots Enterprise, Inc.

**Bronze:**  
Voices on Genocide Prevention  
United States Holocaust Memorial

**Honorable Mention:**  
Republican National Committee  
New Media Communications

## PHONE CALLS

### NATIONAL GRASSROOTS/ ISSUE ADVOCACY/ PUBLIC AFFAIRS

**Gold:**  
Clear Skies Act of 2005  
Executive Communications, Inc.

**Bronze:**  
Alaska Coalition Projects 2005  
The Clinton Group, Inc.

**Honorable Mention:**  
American Diabetes  
Association Hotline  
Winning Connections, Inc.



**STATE GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Gold:**  
ONE Rocks the Senate  
Stones' Phones

**Silver:**  
VA Senate Bill 651  
Executive Communications, Inc.

**Bronze:**  
Wake-Up Wal-Mart Fair  
Share Health  
The Clinton Group, Inc.

**Honorable Mention:**  
How to Turn the Exurbs Blue  
Stones' Phones

**LOCAL GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Get the Hospital You Deserve  
Grassroots Solutions

**Bronze:**  
Save the Airport  
Jamestown Associates

**Honorable Mention:**  
Pushbutton Activism: Tax  
Reform in Philadelphia  
Stones' Phones

**STATE ORGANIZATION**

**Bronze:**  
Keeping California's Promise  
Stones' Phones

**Honorable Mention:**  
Vote-by-Mail GOTV  
Winning Connections, Inc.

**LOCAL ORGANIZATION**

**Bronze:**  
Stonewall Democrats  
Stones' Phones

**Honorable Mention:**  
Persuasion Identification/E-Mail  
Winning Connections, Inc.

**STATE BALLOT MEASURE**

**Gold:**  
Get It Straight  
LSG Strategies

**Silver:**  
Common Cause  
JohnsonClark Associates

**Bronze:**  
No on 912 GOTV  
Winning Connections, Inc.

**LOCAL BALLOT MEASURE**

**Gold:**  
Teach Your Children Well  
Stones' Phones

**Silver:**  
Giving New Mexico a Raise  
Stones' Phones

**STATE BALLOT MEASURE,  
BILINGUAL/MULTILINGUAL**

**Bronze:**  
The ABCs of Latino  
Voter Outreach  
Stones' Phones

**U.S. HOUSE**

**Bronze:**  
Rep. Bart Gordon  
Constituent Contact  
The Clinton Group, Inc.

**STATE GOVERNMENT**

**Silver:**  
Dittus Taser Project  
The Clinton Group, Inc.

**LOCAL GOVERNMENT**

**Gold:**  
St. Tammany Parish Sales  
Tax Renewal  
ConnectCallUSA.com

**Silver:**  
Urgent Evacuation  
LSG Strategies

**Bronze:**  
Bob Levy Upset Victory in  
Atlantic City  
Global Strategy Group

**HUMOR**

**Bronze:**  
Al Franken/Stuart  
Smalley – Registration  
The Tyson Organization, Inc.

**NEGATIVE/CONTRAST**

**Gold:**  
Setting the Record Straight  
Stones' Phones

**Silver:**  
Republican Incumbent Supports  
The Tyson Organization, Inc.

**Bronze:**  
Say No to the Governor by Mail  
Winning Connections, Inc.

**Honorable Mention:**  
Protect Schools and Seniors  
Winning Connections, Inc.

**INTERNATIONAL**

**Bronze:**  
INDEC – Censo  
Nacional Económico  
Julio Aurelio S.A.

**FUNDRAISING**

**Bronze:**  
Matching Gift Major Donor  
TM Appeal  
Adams Hussey & Associates

**Honorable Mention:**  
NEA Multi-State  
Fundraising Program  
Winning Connections, Inc.

**MEMBERSHIP CALLS**

**Silver:**  
Pro-Choice Voices  
LSG Strategies

**Bronze:**  
Order a Tape  
The Tyson Organization, Inc.

**MOST INNOVATIVE USE OF  
AUTOMATED PHONES FOR  
INITIATIVE/GRASSROOTS/  
ISSUE ADVOCACY/  
PUBLIC AFFAIRS**

**Silver:**  
Rita Emergency Evacuation Call  
Winning Connections, Inc.

**Bronze:**  
Denver Light Rail Tax  
Winning Connections, Inc.

**Honorable Mention:**  
Katrina Homeowner Help Line  
Winning Connections, Inc.

**GET OUT THE VOTE**

**Gold:**  
Word of Mouth GOTV  
Stones' Phones

**Silver:**  
Former Ranger Chad  
Kreuter – Vote No  
The Tyson Organization, Inc.

**Bronze:**  
GOTV/Recruitment Call on  
Election Day  
Winning Connections, Inc.

**Honorable Mention:**  
Gaming for Education Initiative  
Winning Connections, Inc.

**SHOULDA, WOULDA,  
COULDA**

**TELEVISION**

**Gold:**  
Fruitbowl  
DeVito/Verdi

**Silver:**  
Work  
Joe Slade White and Company

**Bronze:**  
Ohioans Against Unsafe Drug Laws  
Communications Counsel, Inc.

**Honorable Mention:**  
Newspapers, :30  
North Woods Advertising

**RADIO**

**Silver:**  
Simply Evil  
Media Directions, Inc.

**Bronze:**  
Florence  
Communications Counsel, Inc.

**Honorable Mention:**  
Kiss Your Baby  
North Woods Advertising



**DIRECT MAIL**

**Silver:**  
AFSCME PEOPLE Hope and Vote  
Bates Neimand

**Bronze:**  
Every Dime  
MSHC Partners, Inc.

**Honorable Mention:**  
A Woman Scorned  
MSHC Partners, Inc.

**AUTOMATED CALLS**

**Silver:**  
Sarah Jessica Parker on Bush  
Winning Connections, Inc.



**ARNIES 2**


**BEST USE OF TV FOR  
MULTIPLE MEASURES**

**Gold:**  
Happy People/Spirit of 76  
Maiden Lane

**Silver:**  
You Decide/Balloon/Kids  
Schubert Flint Public Affairs

**BEST USE OF DIRECT MAIL  
FOR MULTIPLE MEASURES**

**Silver:**  
Beach/Kick Butt/Couch  
McNally Temple Associates, Inc.



**Bronze:**

Voices  
Winning Directions

**Honorable Mention:**  
Watch Your Back  
McNally Temple Associates, Inc.

**BEST USE OF  
AUTOMATED CALLS FOR  
MULTIPLE MEASURES**

**Bronze:**  
Message from CSEA President  
Winning Connections, Inc.

**BEST GET OUT THE VOTE  
FOR MULTIPLE MEASURES**

**Gold:**  
Alliance GOTV  
Phil Giarrizzo  
Campaign Consulting





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Design by Winning Directions, [www.winningdirections.com](http://www.winningdirections.com)  
Printing by Signature Media Solutions, [www.thinksignature.com](http://www.thinksignature.com)