

The 16th Annual Pollie Awards



# The 2007 POLLIE AWARDS Winners



Recognizing the Best in Public Affairs and Political Communication



# Table of Contents

<b>THE JUDGES</b>	<b>4</b>
<b>THE WINNERS</b>	<b>6</b>
<b>Direct Mail</b>	<b>6</b>
<b>Direct Mail Fundraising</b>	<b>11</b>
<b>Collateral</b>	<b>12</b>
<b>Newspaper</b>	<b>13</b>
<b>Radio</b>	<b>13</b>
<b>Television</b>	<b>15</b>
<b>Internet</b>	<b>19</b>
<b>Internet Communications/Advertising</b>	<b>20</b>
<b>New Media Communications</b>	<b>22</b>
<b>Phone Calls</b>	<b>23</b>
<b>Field</b>	<b>24</b>
<b>Campaigns</b>	<b>25</b>
<b>Nonpartisan/Independent/Third-Party</b>	<b>26</b>

# The Judges

EACH YEAR THE **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!

## 2007 Pollie Awards Judges

**Morra Aarons**, Women and Work

**Andrew Acosta**, Acosta Salazar

**Chuck Adams**

**Eric Adelstein**, Adelstein Liston

**Cathy Allen**, The Connections Group

**Jon Anderson**, Mad Dog Media

**Bruce Andrews**, Quinn  
Gillespie & Associates

**Maureen Aull**

**Nathan Ballard**, Earned Media

**Scott Ballo**

**David Beattie**, Hamilton  
Beattie & Staff

**Kelley Benander**, Storefront  
Political Media

**Michael Beychok**, Ourso  
Beychok Johnson

**Michael Bocian**

**Glen Bolger**, Public  
Opinion Strategies

**Jamie Bowers**

**Jeff Browne**, Cap  
Ad Communications

**Sasha Bruce**, SEIU

**Mark Bunge**, Hart Research  
Associates

**Ed Cafiero**, The Clinton Group

**Sean Cartwright**, Kennedy  
Communications

**Lorena Chambers**, Chambers  
Lopez & Gaitán

**Brad Chism**, Zata | 3

**James Clark**, American  
Bankers Association

**Mike Connell**, New  
Media Communications

**Joel Connelly**, Seattle  
Post-Intelligencer

**Joe Cooper**

**Terry Cooper**

**Michael Cornfield**, ElectionMall.com

**Brett Cott**

**Ana Cruz**, Leaders Edge

**Julie Cutler**, Compass Media Group

**Nara Dahlbacka**, sfjobs.org

**Evette Davis**, BergDavis Public Affairs

**Casey Delaney**, The Tarrance Group

**Marcus Dell'Artino**, Public  
Policy Partners

**Cathy Duvall**, Sierra Club

**Steve Eichenbaum**

**Dale Emmons**, Emmons & Company

**Ann Filloramo**, SEIU  
Communications Center

**Donnie Fowler**, Cherry Tree  
Mobile Media

**Cliff Frasier**, SEIU  
Communications Center

**Amanda Fuchs**, Seventh  
Street Strategies

**Sean Gagen**, Grassroots Solutions

**Ben Goddard**, Goddard Claussen  
Strategic Advocacy

**Ellen Golombek**, SEIU

**Rachel Gorlin**, Tipping  
Point Strategies

**Chad Gosselink**, Zata | 3

**Kristen Grimm**, Spitfire Strategies

**Bob Grossfeld**, The Media Guys

**Josh Grossfeld**, Mammen Pritchard

**Jeff Gumbinner**, 360jmg

**April Hackney**, Hackney & Hackney

**Art Hackney**, Hackney & Hackney

**Martha Harbin**, Harbin Strategies

**Baha Hariri**, Committee on Jobs

**Ryan Hawkins**, Winning Connections

**Linda Hennessee**,  
Effective Strategies

**Doug Heyl**, All Points Communications

**Allan Hoffenblum**, California  
Target Book

**Craig Hughes**, RBI  
Strategy & Research

**Larry Huynh**, Blackrock Associates

**Karen Jagoda**, E-Voter Institute

**Ron Johnson**, Now Group

**Wayne Johnson**,  
JohnsonClark Associates





**Dan Judy**, Ayres  
McHenry & Associates  
**Dina Kaldi**, Intellect Media  
**Elizabeth Kaufman**  
**Josiah Keane**, Meridian Pacific  
**Carter Kidd**, Campaign Solutions  
**Stephen Kinney**, Public  
Opinion Strategies  
**Michael Krempasky**, Edelman  
**Dawn Laguens**, Laguens  
Hamburger Kully Klose  
**Ilro Lee**, Zata | 3  
**Ernest Lendler**,  
Branford Communications  
**Mitchell Lester**, Terris,  
Barnes & Walters  
**Catherine Lew**, The Lew  
Edwards Group  
**Lori Lodes**, MacWilliams,  
Robinson & Partners  
**Kevin Mack**, Mack/Crounse Group  
**Lisa MacLean**, Moxie Media  
**Anil Mammen**, Mammen Pritchard  
**Michael Markarian**, Humane Society  
of the United States  
**Chris Marshall**, The Mellman Group  
**Yvette Martinez Bracamonte**,  
Progressive Strategy Partners  
**Mark Mehringer**, Research  
for Change  
**Mark Mellman**, The Mellman Group  
**Katherine Miller**  
**Thomas Mills**, The  
Campaign Network  
**Mike Murphy**, Democratic  
Party of Wisconsin  
**Adnaan Muslim**, Mission Control  
**Andrew Myers**, Myers and Partners  
**Elizabeth Myers**  
**Nathan Nayman**

**Margie Omero**, Momentum Analysis  
**Thomas Oppel**, All  
Points Communications  
**Bill Paschall**, Paschall  
Strategic Communications  
**Erik Petzel**, The Clinton Group  
**Jeff Plaut**, Global Strategy Group  
**Jefrey Pollock**, Global Strategy Group  
**Mark Putnam**  
**Jason Ralston**, GMMB  
**Harish Rao**, EchoDitto  
**Joe Reubens**, The Parkside Group  
**Erica Rickel**, Hamilton Beattie & Staff  
**Will Robinson**  
**Doug Rohanna**, The Bravo Group  
**Jim Ross**, Jim Ross  
Political Consulting  
**Roger Salazar**, Acosta Salazar  
**Barb Sallee**, Jordan-Chiles  
**Frank Schubert**, Schubert Flint  
Public Affairs  
**Tom Shepard**, Tom  
Shepard & Associates  
**Beth Shipp**, NARAL  
Pro-Choice America  
**Jamal Simmons**, New  
Future Communications  
**Amy Simon**, Goodwin Simon  
Victoria Research  
**Sean Sinclair**, Sinclair Strategies  
**Christian Sinderman**  
**Tom Skidmore**  
**Lisa Sohn**, Fenton Communications  
**Mark SooHoo**, Campaign Solutions  
**Steve Spencer**, Paschall  
Strategic Communications  
**Evan Stavisky**, The Parkside Group  
**Marty Stone**, Stones' Phones  
**Jill Straus**  
**Chuck Todd**, *National Journal*

**Nancy Todd Tyner**, Nancy Todd, Inc.  
**Lisa Tucker**  
**Ben Tulchin**  
**Cristina Uribe**, EMILY's List  
**Brian Walsworth**  
**Mark Watts**, Abacus Associates  
**David Weeks**, Weeks & Co.  
**Amy Weiss**, Point Blank Public Affairs  
**Larry Weitzner**, Jamestown Associates  
**David Welch**, Strategic Media Group  
**Liz Welsh**,  
Executive Communications  
**Kristina Wilfore**, Ballot Initiative  
Strategy Center  
**Christopher Wright**  
**Rachel Zenner**



# The Winners

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

## Direct Mail

### Candidate: U.S. Senate: Democrat

#### Silver:

On Our Side  
Kennedy Communications

#### Bronze:

Chameleon  
Kennedy Communications

#### Honorable Mention:

Sherrod Brown for Senate –  
Thank You  
Borges & Borges Strategists

### Candidate: U.S. Senate: Republican

#### Silver:

Toilet Summit  
Jamestown Associates

#### Bronze:

50 Ways  
BrabenderCox

#### Honorable Mention:

10 Things About Bob Casey  
BrabenderCox

#### Honorable Mention:

Immigration  
BrabenderCox

### Candidate: U.S. House: Democrat

#### Gold:

Hirono Bio Booklet  
MSHC Partners

#### Silver:

Let's Send a Message  
to Washington  
Mack/Crounse Group

#### Bronze:

Gone Fishing  
Mission Control

#### Honorable Mention:

Bush/Wolf  
MSHC Partners

#### Honorable Mention:

Fox in the Henhouse  
The Campaign Network

### Candidate: U.S. House: Republican

#### Silver:

Nate Brown – Sweeney  
for Congress  
The Traz Group

#### Bronze:

The Facts About  
Melina Kennedy  
BrabenderCox

#### Honorable Mention:

Cash Cow  
BrabenderCox

### Candidate: Governor: Democrat

#### Gold:

Not Ready – Rendell  
for Governor  
Gold Communications

#### Silver:

Mike Beebe Bio  
The Baughman Company

#### Bronze:

Governor Richardson  
Quarterfold  
Mack/Crounse Group

#### Honorable Mention:

Sportsmen – Rendell  
for Governor  
Gold Communications

#### Honorable Mention:

For Every Ohioan...  
Mission Control

### Candidate: Governor: Republican

#### Gold:

Beer Froth  
Bieber Communications

#### Silver:

Immigration Lite  
Meridian Central Public Affairs

#### Bronze:

Thank You, Alaska!  
Dittman Research  
& Communications

#### Honorable Mention:

Rural Schools  
Meridian Central Public Affairs

### Candidate: Statewide Down Ballot

#### Silver:

Better Qualified  
Mercury

#### Bronze:

No-Nonsense  
Kennedy Communications

#### Honorable Mention:

Predators  
Mercury



**Candidate: State Legislature:**  
**General: Democrat**

**Gold:**

Margarita Tom  
Kennedy Communications

**Gold:**

Hold My Hand  
Mad Dog Mail

**Gold:**

Pregnant  
Moxie Media

**Silver:**

Caught on Tape  
Mack/Crounse Group

**Bronze:**

What About the Victim?  
Kennedy Communications

**Honorable Mention:**

Wheel of Misfortune  
Kennedy Communications

**Candidate: State Legislature:**  
**Primary: Democrat**

**Gold:**

Yaffe  
MSHC Partners

**Silver:**

Wanted Poster  
360jmg

**Bronze:**

Walk a Day in My Shoes  
MAP

**Honorable Mention:**

Groverman Blueprint  
Shallman Communications

**Honorable Mention:**

Fiona Ma for Assembly – Plagiarism  
Terris, Barnes & Walters

**Honorable Mention:**

Slumlord  
The Parkside Group

**Candidate: State Legislature:**  
**General: Republican**

**Gold:**

Results  
Curtis Scott Advertising

**Silver:**

Molester – Barlette for Assembly  
The Traz Group

**Bronze:**

We Are Republicans – Beck  
& O'Scanlon for Assembly  
The Traz Group

**Honorable Mention:**

Criminal  
Lisella Public Affairs

**Candidate: State Legislature:**  
**Primary: Republican**

**Gold:**

Duck  
JohnsonClark Associates

**Silver:**

Communism  
Lisella Public Affairs

**Bronze:**

Find the RINO  
Lisella Public Affairs

**Honorable Mention:**

Henhouse  
Lisella Public Affairs

**Honorable Mention:**

Las Vegas  
Coronado Communications

**Candidate: County/Regional**

**Gold:**

Humble Beginnings  
360jmg

**Silver:**

Work for Property Taxes  
The Public Response Group

**Bronze:**

Fired  
Gold Communications

**Honorable Mention:**

By His Own Hand  
Media Directions

**Honorable Mention:**

Five Women  
BrabenderCox

**Candidate: Local/Municipal**

**Gold:**

Ricky  
Mission Control

**Gold:**

Crime Map  
360jmg

**Silver:**

Bird Man  
JC-Evans Communications

**Bronze:**

Looking Up  
Moxie Media

**Bronze:**

Roy Skunk  
Ourso Beychok Johnson

**Honorable Mention:**

Not One  
Kennedy Communications

**Independent Expenditure**  
**Campaign/Issue Advocacy/527:**  
**U.S. Senate: Democrat**

**Silver:**

The Anatomy of Political Life  
MAP

**Bronze:**

Teachers' Pockets  
MAP

**Honorable Mention:**

Sugar Daddy  
MAP

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. Senate: Republican****Silver:**

Stem Cell Research  
BrabenderCox

**Bronze:**

She Listens Postcard  
McNally Temple Associates

**Honorable Mention:**

Seniors  
BrabenderCox

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. House: Democrat****Gold:**

(Dem) 1982  
360jmg

**Silver:**

Son  
Mission Control

**Silver:**

A Drunken Sailor  
MSHC Partners

**Bronze:**

Roskam I Am  
Mack/Crounse Group

**Honorable Mention:**

Pigs Fly Pop-Up Card  
360jmg

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. House: Republican****Gold:**

Lobbyists Kill  
Bieber Communications

**Silver:**

Sali Tax Fighter  
Bieber Communications

**Bronze:**

Thank You  
Congresswoman Pryce  
Eagle Consulting

**Honorable Mention:**

Child Safety Act  
Persuasion Partners

**Independent Expenditure Campaign/  
Issue Advocacy/527: State  
Legislature: Democrat****Gold:**

Fighting Grandma Comic Book  
360jmg

**Gold:**

Horror Film  
Castle Communications

**Silver:**

Love Letter  
The Mallard Group

**Bronze:**

Wind and Water  
360jmg

**Honorable Mention:**

Meet Ben Graber's "Tax Plan"  
Mack/Crounse Group

**Honorable Mention:**

Got Sludge  
Mission Control

**Honorable Mention:**

No Forest, No Trees  
360jmg

**Independent Expenditure Campaign/  
Issue Advocacy/527: State  
Legislature: Republican****Silver:**

Mass Taxation Postcard  
McNally Temple Associates

**Bronze:**

Real Life Story  
Meridian Pacific

**Honorable Mention:**

Grandma's House  
JC Powers Consulting

**Independent Expenditure Campaign/  
Issue Advocacy/527: Local/  
Municipal/Regional****Gold:**

Daly IE – Boxing  
Stearns Consulting

**Silver:**

Stop Their Secret Plan  
Indie Politics

**Bronze:**

Taser  
Compass Media

**Honorable Mention:**

Greetings From the Jersey Shore  
Kennedy Communications

**Independent Expenditure Campaign/  
Issue Advocacy/527: Non-Candidate****Gold:**

Faith and Family Values Report  
Mack/Crounse Group

**Silver:**

No Hospitals  
Kennedy Communications

**Bronze:**

Can You Find the Devil?  
Mack/Crounse Group

**Honorable Mention:**

How Could Wal-Mart Do This?  
360jmg

**Honorable Mention:**

Hunting Club  
Winning Directions





**Independent Expenditure Campaign/  
Issue Advocacy/527: Non-Federal  
Statewide Office: Democrat**

**Bronze:**

Birth Control  
MSHC Partners

**Honorable Mention:**

Always  
Winning Directions

**Independent Expenditure Campaign/  
Issue Advocacy/527: Non-Federal  
Statewide Office: Republican**

**Silver:**

Dump Doyle Brochure (NRA)  
Edmonds Associates

**Absentee Ballot “Chase”  
Mail: Democrat**

**Silver:**

Refrigerator  
The Strategy Group

**Bronze:**

Five Reasons to Vote  
From Home  
Mack/Crounse Group

**Bronze:**

Don't Wait to Send Them  
a Message  
Mack/Crounse Group

**Honorable Mention:**

Election Day  
Kennedy Communications

**Absentee Ballot “Chase”  
Mail: Republican**

**Gold:**

Personalized Absentee  
Chase Mail  
Faulkner Strategies

**Membership Political Mail**

**Gold:**

Someone Is Counting On You Not  
to Miss Election Day  
Winning Mark

**Gold:**

PSEA – Time Out  
Terris, Barnes & Walters

**Silver:**

Political Football  
Mack/Crounse Group

**Bronze:**

The Dirty Dozen – The Oil  
Slick Seven  
eye2eye communications

**Honorable Mention:**

Are You Married?  
MAP

**Vote-by-Mail Ballot Request:  
State: Democrat**

**Gold:**

Elephant Eating Man  
360jmg

**Silver:**

A Little Change...  
Mission Control

**Bronze:**

Mess  
Mission Control

**Bronze:**

Skip the Lines  
Kennedy Communications

**Vote-by-Mail Ballot Request: Local**

**Silver:**

Absentee Card  
Welchert & Britz

**Bronze:**

Measure BB – You Can Change  
the World in 60 Seconds  
William Berry Campaigns

**Honorable Mention:**

Franklin County  
Absentee Application  
King Strategic Communications

**Honorable Mention:**

X + U = VVC  
School Advisors

**GOTV: State**

**Silver:**

Dog Tags  
Mission Control

**Bronze:**

Stinks  
MSHC Partners

**Honorable Mention:**

Monopoly  
Kennedy Communications

**GOTV: Local**

**Silver:**

Time for a Change  
360jmg

**Bronze:**

Courtney GOTV – Clapping  
Mission Control

**Honorable Mention:**

Shirk GOTV Mailer  
The Public Response Group

**Initiative/Referendum/Constitutional  
Amendment: Local/Municipal**

**Gold:**

Puzzle  
Meridian Pacific

**Silver:**

L No!  
Brandon Powers Campaigns

**Bronze:**

Measure BB – Mice  
William Berry Campaigns

**Honorable Mention:**

Oak Tree  
William Berry Campaigns

**Honorable Mention:**

Yes for Mesa – Don't Stick It  
to Mesa Mailer  
HighGround

**Initiative/Referendum/Constitutional  
Amendment: Regional/County****Gold:**

Good Traffic  
MSHC Partners

**Silver:**

Can You Find the Devil?  
Mack/Crounse Group

**Bronze:**

Just the Facts  
Lisella Public Affairs

**Honorable Mention:**

Robbed  
Muelrath Public Affairs

**Honorable Mention:**

Issue 18 Mail – The Thinker  
Burgess & Burgess Strategists

**Honorable Mention:**

Red Tape  
Muelrath Public Affairs

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

You May Be a Victim of Fraud  
Sage Systems

**Silver:**

Stem Cell/Set of Wheels  
Mission Control

**Bronze:**

41 Newspapers  
Phil Giarrizzo  
Campaign Consulting

**Honorable Mention:**

Classified  
MSHC Partners

**Honorable Mention:**

This Is Jenny  
Winning Mark

**Slate: Statewide****Silver:**

Monopoly  
Kennedy Communications

**Bronze:**

California Voter Guide  
Forde and Mollrich

**Honorable Mention:**

For Our Future  
Mack/Crounse Group

**Slate: Local****Gold:**

Deal or No Deal  
360jmg

**Silver:**

Tucson's Home Team  
360jmg

**Bronze:**

SEIU/UWH & FTA – Chess  
Terris, Barnes & Walters

**Honorable Mention:**

Freeze  
Kennedy Communications

**Bilingual/Multilingual/Foreign  
Language: Congressional****Gold:**

Greek  
360jmg

**Silver:**

Peru Junket  
Mack/Crounse Group

**Bronze:**

Vietnamese  
Kennedy Communications

**Honorable Mention:**

Bush en Español  
Kennedy Communications

**Bilingual/Multilingual/Foreign  
Language: Statewide****Gold:**

The Cost of War  
Mack/Crounse Group

**Silver:**

Across California  
Mack/Crounse Group

**Silver:**

Quién Luchara/Who Will Fight?  
Winning Directions

**Bronze:**

Su Voto Es Su Voz/Your Vote  
Is Your Voice  
Winning Directions

**Bronze:**

Together We Can  
The Campaign Network

**Bilingual/Multilingual/Foreign  
Language: Local/Municipal/Regional****Silver:**

Daucher Education Postcard  
Saigon West

**Bronze:**

Dedicated to Service  
Saigon West

**Honorable Mention:**

Government Works Best  
When It Listens  
The Campaign Network

**Honorable Mention:**

Hiram's Tax  
360jmg

### **Bilingual/Multilingual/Foreign Language: State Initiative**

#### **Silver:**

Vota  
MAP

#### **Bronze:**

Newspaper Boxes  
Phil Giarrizzo Campaign Consulting

### **Bilingual/Multilingual/Foreign Language: Local Initiative**

#### **Silver:**

Arcadia USD – Yes on I –  
GOTV Card  
The Lew Edwards Group

### **Coordinated Campaign: Democrat**

#### **Silver:**

Michael's Law  
Kennedy Communications

#### **Bronze:**

The Iraq War Is Costing Us  
\$1 Billion a Week  
Mack/Crounse Group

#### **Honorable Mention:**

Holes...  
Mission Control

### **Best Use of Humor**

#### **Gold:**

Smell of Scandal  
The Campaign Network

#### **Silver:**

Whackos  
The Campaign Network

#### **Silver:**

Code Red  
Mission Control

#### **Bronze:**

Roskam I Am  
Mack/Crounse Group

#### **Honorable Mention:**

Political Games  
The Campaign Network

### **Best Use of Negative/Contrast**

#### **Gold:**

Ralph Reed "Marianas" Contrast  
The Stoneridge Group

#### **Gold:**

Pay-to-Play  
The Campaign Network

#### **Silver:**

Nose Hole  
Mission Control

#### **Silver:**

Montana Democrats – Burns Bill  
Northwest Passage Consulting

#### **Bronze:**

Montana Democrats – Burns Tax  
Northwest Passage Consulting

#### **Honorable Mention:**

Nufer Harassment  
Faulkner Strategies

### **International**

#### **Bronze:**

Better Deal 2006  
NOW Communications

### **Direct Mail Fundraising**

#### **Candidate: Best Prospect Mailer: Republican**

#### **Gold:**

Join Arnold  
Forde and Mollrich

#### **Silver:**

Committee to Re-Elect Rick  
Santorum – Major Donor  
The Washington  
Marketing Group

#### **Bronze:**

Minuteman PAC Two Stamp  
The Richard Norman Company

#### **Honorable Mention:**

From Good to Great, Innovative  
New Format = Results  
HSP Direct

#### **Candidate: Best House Mailer: Republican**

#### **Silver:**

Congressman Denny Rehberg's  
"Ranch Hands"  
The Lukens Company

#### **Bronze:**

A House Format That Outpulls  
a \$1 Bill Mailing?  
HSP Direct

#### **Honorable Mention:**

Doolittle "W" Fundraising Mail  
McNally Temple Associates

#### **Political Party: Best Prospect Mailer: Democrat**

#### **Gold:**

Washington Upside-Down  
The Campaign Network

#### **Political Party: Best Prospect Mailer: Republican**

#### **Silver:**

Thank You, Alaska!  
Dittman Research  
& Communications

#### **Political Party: Best U.S. House Mailer: Republican**

#### **Bronze:**

Dollar Bill – Just a Few  
Points Down!  
Campaign Funding Direct



### **PAC, 527 and Other Political Campaigns: Prospect Mailer**

#### **Silver:**

Midwest Values PAC Prospect  
Mal Warwick Associates

#### **Bronze:**

RepublicanPAC – 2006 Prospect  
The Washington  
Marketing Group

### **PAC, 527 and Other Political Campaigns: House Mailer**

#### **Honorable Mention:**

Progressive Patriots  
Fund Pre-Renewal  
Mal Warwick Associates

## **Collateral**

### **Billboard**

#### **Silver:**

Yes on A  
Barnes Mosher Whitehurst  
Lauter & Partners

#### **Bronze:**

Dump Doyle  
Edmonds Associates

#### **Honorable Mention:**

Swimming Pool  
RBI Strategy & Research

### **Bus Signs/Bus Shelters**

#### **Gold:**

The Buck Stops Here  
A-Political

#### **Silver:**

Stop the Sequel  
Winning Directions

#### **Bronze:**

No on 2  
Hackney & Hackney

#### **Honorable Mention:**

Yes on A Bus Sign  
Barnes Mosher Whitehurst  
Lauter & Partners

### **Mass Transit Signs/Platform Signs**

#### **Gold:**

Arrivals/Departures  
A-Political

#### **Silver:**

Pombo National Parks  
MSHC Partners

#### **Bronze:**

Rasiej Street Poster  
North Woods Advertising

### **Yard/Outdoor Signs**

#### **Gold:**

Stender Is a Spender  
Jamestown Associates

#### **Silver:**

Vote Yes for Better Roads  
and Transit  
Grassroots Solutions

#### **Bronze:**

Tuolumne – Fire  
William Berry Campaigns

#### **Honorable Mention:**

Stop the Sequel  
Winning Directions

### **Doorhangers**

#### **Gold:**

Vote – Our Kids Are  
Counting On Us  
Mack/Crounse Group

#### **Silver:**

Because He's Got to Be Safe  
Barnes Mosher Whitehurst  
Lauter & Partners

#### **Bronze:**

Public Safety Doorhanger  
Stearns Consulting

#### **Honorable Mention:**

ABCs  
MSHC Partners

### **Logo Design**

#### **Gold:**

Move Forward  
Totten Communications

#### **Silver:**

Fly  
Welchert & Britz

#### **Bronze:**

Spano Logo  
MSHC Partners

#### **Honorable Mention:**

Dirty Dozen Logo  
eye2eye communications

### **Most Original/Innovative Collateral Items**

#### **Gold:**

John Raese for Senate  
Baseball Card  
The Lukens Company

#### **Silver:**

Berkowitz for Governor – Fish  
Terris, Barnes & Walters

#### **Bronze:**

Got Facts?  
Woodward & McDowell

#### **Honorable Mention:**

New Direction DVD  
Mack/Crounse Group

## Non-Mail Brochure

### Silver:

Casey Photo Album  
Mack/Crounse Group

### Bronze:

Montgomery Issue Book  
King Strategic Communications

### Honorable Mention:

Rookie  
MSHC Partners

## Newspaper

### Full Page

#### Gold:

Bull  
Hackney & Hackney

#### Silver:

Tale of Two Presidents  
Fifty Plus One

#### Bronze:

Thank You, Ted Stevens  
Hackney & Hackney

### Less Than Full Page

#### Gold:

Experiences We Should  
Never Repeat  
Dittman Research  
& Communications

#### Silver:

Side By Side  
North Woods Advertising

#### Bronze:

Top 20 Reasons  
Dittman Research  
& Communications

## Insert/Other

### Gold:

Mask Insert  
North Woods Advertising

### Silver:

Dump Doyle Polybag Wrapper  
Edmonds Associates

### Bronze:

"NO on 2" Sticky  
Hackney & Hackney

## Radio

### Candidate: U.S. Senate

#### Gold:

Webb for Senate – Cooter  
GMMB

#### Silver:

Side Effects  
North Woods Advertising

#### Bronze:

There Is a Place  
The Cirlot Agency

#### Honorable Mention:

Did You Know?  
EpandMedia

### Candidate: U.S. House

#### Gold:

Jill Derby for Congress – Boot 'Em  
GMMB

#### Silver:

Brand New Congress-man  
Mullen & Co.

#### Silver:

Lindsey  
All Points Communications

### Honorable Mention:

Armor  
Anthem Media

### Candidate: Governor

#### Silver:

Willie for Kinky  
North Woods Advertising

#### Bronze:

Taxes Taxes Taxes  
EpandMedia

#### Honorable Mention:

Courage  
Jamestown Associates

### Candidate: Statewide Down Ballot

#### Silver:

JD01 – Facts  
vox populi

#### Bronze:

Montgomery for Attorney  
General – Words  
Communications Counsel

#### Honorable Mention:

Efforts  
MH Media

### Candidate: State Legislature

#### Gold:

Hall of Fame  
MAX Films

#### Silver:

Criminal Rock  
Rainmaker Media Group

#### Bronze:

Stewart for State Representative –  
Down the Road  
Communications Counsel



**Honorable Mention:**

No Choices  
Democratic Assembly  
Campaign Committee

**Candidate: Local/  
Municipal/Regional****Gold:**

Final Lap  
American Strategies

**Silver:**

Experience  
Jamestown Associates

**Bronze:**

Conservative Taxfighter  
JohnsonClark Associates

**Honorable Mention:**

Big Man, Big Heart  
Novak Media

**Independent Expenditure Campaign/  
Issue Advocacy/527: U.S. Senate****Gold:**

Change America Now – Teacher  
GMMB

**Silver:**

Trick or Treat  
Edmonds Associates

**Bronze:**

Fight Back – Tennessee  
Victory 2006  
Fletcher Rowley Chao Riddle

**Honorable Mention:**

Twang  
Edmonds Associates

**Independent Expenditure Campaign/  
Issue Advocacy/527: U.S. House****Silver:**

Pombo Mombo  
RBI Strategies & Research

**Bronze:**

Richard Pombo: Extreme  
and Corrupt  
Humane Society  
Legislative Fund

**Honorable Mention:**

Bad Swing  
MacWilliams, Robinson  
& Partners

**Independent Expenditure Campaign/  
Issue Advocacy/527: Governor****Gold:**

Ehrlich Is Bush Jingle  
The Campaign Group

**Silver:**

Mayor Villaraigosa for  
John Chiang  
Barnes Mosher Whitehurst  
Lauter & Partners

**Bronze:**

Inquiry  
R.M. Wilner

**Honorable Mention:**

Out of Touch  
Ogilvy Public  
Relations Worldwide

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
State Legislature****Bronze:**

Serious Muskegon  
MacWilliams, Robinson  
& Partners

**Honorable Mention:**

Zombies  
Laguens Hamburger Kully Klose

**Independent Expenditure Campaign/  
Issue Advocacy/527: Local/  
Municipal/Regional****Silver:**

Black Robe Disease  
Thompson Communications

**Bilingual/Multilingual/  
Foreign Language****Gold:**

Giffords for Congress – Día  
de Las Madres  
GMMB

**Silver:**

DNC Hispanic GOTV –  
Razones/Reasons  
Chambers Lopez & Gaitán

**Bronze:**

Ned's Mom/Spanish  
North Woods Advertising

**Honorable Mention:**

Milagro  
MacWilliams, Robinson  
& Partners

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

Back to the Future  
Hackney & Hackney

**Silver:**

Growing Up Too  
MacWilliams, Robinson  
& Partners

**Bronze:**

No on 42  
Schubert Flint Public Affairs

**Honorable Mention:**

Hard Enough  
Schubert Flint Public Affairs

### **Initiative/Referendum/ Constitutional Amendment: Local/Municipal/Regional**

#### **Gold:**

NO on F – Nobody's Business  
DSR Campaigns

#### **Silver:**

Fairy Tales  
Bethel Nathan Communications

#### **Bronze:**

Bob and Edna on the Porch  
AM Consulting

#### **Honorable Mention:**

NO on F – Reservation Shopping  
DSR Campaigns

### **Best Use of Humor**

#### **Gold:**

Major Conversation – Rod Scott  
for Alabama House  
Fletcher Rowley Chao Riddle

#### **Silver:**

Contraption  
OnMessage

#### **Bronze:**

Hall of Fame  
MAX Films

#### **Honorable Mention:**

Making It Our Business  
Schubert Flint Public Affairs

### **Best Use of Negative/Contrast**

#### **Gold:**

Defenders of Wildlife – Big Hunt  
GMMB

#### **Silver:**

Add Out  
North Woods Advertising

#### **Bronze:**

Richard Pombo: Extreme  
and Corrupt  
Humane Society  
Legislative Fund

#### **Honorable Mention:**

Defenders of Wildlife –  
Auctioneer  
GMMB

### **International**

#### **Silver:**

Invitation  
NOW Communications Group

### **Television**

#### **Candidate: U.S. Senate: Democrat**

##### **Gold:**

Haircut aka "Creating a Buzz"  
Laguens Hamburger Kully Klose

##### **Silver:**

Michael J. Fox  
Laguens Hamburger Kully Klose

##### **Bronze:**

Believe  
Dixon/Davis Media Group

##### **Honorable Mention:**

Whitehouse for Senate – Hope  
D & D Media

#### **Candidate: U.S. Senate: Republican**

##### **Gold:**

Puppy  
OnMessage

##### **Silver:**

About Mark  
Scott Howell & Company

##### **Bronze:**

BC-115T-60 – Order 60  
Strategic Perception

#### **Bronze:**

BC-115T-60 – Order 60  
Scott Howell & Company

#### **Candidate: U.S. House: Democrat**

##### **Gold:**

How Joe Sestak Rebutted  
"Swift Boat"-Like Attacks  
The Campaign Group

##### **Gold:**

The Call  
Allan B. Crow & Associates

##### **Silver:**

Bullhorn  
Murphy Putnam Media

##### **Bronze:**

Father  
Julian Mulvey Group

##### **Honorable Mention:**

Making Sure  
Murphy Putnam Media

#### **Candidate: U.S. House: Republican**

##### **Gold:**

Debate  
Dawson McCarthy  
McElwain Media

##### **Silver:**

Polaroid  
BrabenderCox

##### **Bronze:**

Michele  
Greener and Hook

##### **Honorable Mention:**

Warren  
Anthem Media

#### **Candidate: Governor: Democrat**

##### **Gold:**

Let It Shine  
A-Political

**Silver:**

Oklahoma Way  
Murphy Putnam Media

**Bronze:**

Western  
Murphy Putnam Media

**Honorable Mention:**

Doyle for Wisconsin – Heart  
GMMB

**Candidate: Governor: Republican****Silver:**

Palace Guard  
Sandler-Innocenzi

**Bronze:**

AS-102T – Economy  
Strategic Perception

**Bronze:**

SP06-150T-60 – Born  
Strategic Perception

**Candidate: Statewide Down  
Ballot: Democrat****Gold:**

Expect  
Allan B. Crow & Associates

**Silver:**

Coach  
Murphy Putnam Media

**Bronze:**

Let Her Shine  
David Browne & Associates

**Honorable Mention:**

ATM  
Dixon/Davis Media Group

**Candidate: Statewide Down  
Ballot: Republican****Gold:**

The Interview  
JohnsonClark Associates

**Silver:**

Krolicki – Two Faces  
The Strategy Group for Media

**Bronze:**

The Bagman  
JohnsonClark Associates

**Honorable Mention:**

Charlotte  
Chris Mottola Consulting

**Candidate: State  
Legislature: Democrat****Gold:**

18 Votes  
A-Political

**Silver:**

Favorite  
Compass Media

**Bronze:**

Amy  
Julian Mulvey Group

**Honorable Mention:**

Getting to the Office  
Compass Media

**Candidate: State  
Legislature: Republican****Silver:**

Schools  
Anthem Media

**Bronze:**

BCO02 – Two Candidates  
vox populi

**Bronze:**

10 Years  
Anthem Media

**Candidate: Local/  
Municipal/Regional****Gold:**

The Loop  
Murphy Putnam Media

**Silver:**

Arriola Daughters – Arriola for  
County Clerk  
Fletcher Rowley Chao Riddle

**Bronze:**

True Believer  
MAP

**Honorable Mention:**

Lot to Say  
Murphy Putnam Media

**Candidate: Independent****Silver:**

Sanders for Senate –  
All Around the State  
D & D Media

**Bronze:**

Sanders for Senate –  
Outsourcing  
D & D Media

**Honorable Mention:**

I Want #3  
Lyford Strategy  
& Communications

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. Senate: Democrat****Gold:**

Body Armor  
The Media Guys

**Gold:**

Body Armor/Allen  
North Woods Advertising

**Silver:**

Do Over  
DeVito/Verdi

**Bronze:**

Numbers Game  
Murphy Putnam Media

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. Senate: Republican**

**Silver:**

Meanwhile  
OnMessage

**Bronze:**

Insist  
MH Media

**Honorable Mention:**

Trust in Corker  
Edmonds Associates

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
U.S. House: Republican**

**Gold:**

Games  
Anthem Media

**Silver:**

Americans for Honesty on Issues  
The Strategy Group for Media

**Bronze:**

Game Show  
Anthem Media

**Honorable Mention:**

Not Good With Money  
Greener and Hook

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
Governor: Democrat**

**Gold:**

Second Verse  
MacWilliams, Robinson  
& Partners

**Silver:**

Lobbyist – Michigan  
Democratic Party  
Joe Slade White and Company

**Bronze:**

Office – Michigan  
Democratic Party  
Joe Slade White and Company

**Bronze:**

Twins – Michigan  
Democratic Party  
Joe Slade White and Company

**Independent Expenditure  
Campaign/Issue Advocacy/527:  
Governor: Republican**

**Gold:**

SP06-101-60T – Sonny 60  
Strategic Perception

**Silver:**

September  
McCarthy Marcus Hennings

**Bronze:**

Stick 'Em Up  
Edmonds Associates

**Honorable Mention:**

SP06-107T – More  
Strategic Perception

**Independent Expenditure Campaign/  
Issue Advocacy/527: Statewide  
Down Ballot**

**Silver:**

Rancher  
Sandler-Innocenzi

**Bronze:**

Vault  
Dawson McCarthy  
McElwain Media

**Independent Expenditure Campaign/  
Issue Advocacy/527: State  
Legislature: Democrat**

**Gold:**

Figaro  
MacWilliams, Robinson  
& Partners

**Silver:**

Gagliardi Crane Women –  
Main Street Colorado  
Fletcher Rowley Chao Riddle

**Honorable Mention:**

Shoes  
Laguens Hamburger Kully Klose

**Honorable Mention:**

Buescher Caskey List –  
Main Street Colorado  
Fletcher Rowley Chao Riddle

**Independent Expenditure Campaign/  
Issue Advocacy/527: State  
Legislature: Republican**

**Silver:**

Button Pusher  
The Mallard Group

**Independent Expenditure Campaign/  
Issue Advocacy/527: Local/  
Municipal/Regional**

**Silver:**

Falling Apart – APWU  
The Glover Park Group

**Bronze:**

Kristin  
Strother-Duffy-Strother

**Independent Expenditure Campaign/  
Issue Advocacy/527: Non-Candidate**

**Gold:**

Mechanic  
Hackney & Hackney

**Silver:**

Dam TV  
Hackney & Hackney

**Bronze:**

Changing Room  
A-Political



**Honorable Mention:**

Beamer  
McCarthy Marcus Hennings

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

No on Proposal 3: Doves  
Humane Society  
Legislative Fund

**Silver:**

The Bubble Spot  
Ogilvy Public  
Relations Worldwide

**Silver:**

Rocky  
Murphy Putnam Media

**Bronze:**

These Are  
Behr Communications

**Honorable Mention:**

Husband and Wife  
Serkaian Communications

**Initiative/Referendum/  
Constitutional Amendment:  
Local/Municipal/Regional****Silver:**

Less Traffic  
Strother-Duffy-Strother

**Bronze:**

Save Our Springs – Monster  
in the Dark  
Rindy Miller Media

**Honorable Mention:**

Spelling Bee  
Julian Mulvey Group

**Television Ad: More  
Than 60 Seconds****Silver:**

Morning  
BrabenderCox

**Bronze:**

All Any One Man Can Do –  
Melancon for Congress  
Fletcher Rowley Chao Riddle

**Bronze:**

Alaska's Future  
Hackney & Hackney

**Best Non-Broadcast Video****Gold:**

See Dick Run – Michigan  
Democratic Party  
Joe Slade White and Company

**Silver:**

You Should Run for Office  
Cleveland State University

**Bronze:**

Save Your Vote for Kinky  
North Woods Advertising

**Honorable Mention:**

Sweeney for Congress  
Behan Communications

**Bilingual or Foreign Language****Silver:**

Cuidado  
Woodward & McDowell

**Bronze:**

Let It Shine (Spanish Version)  
A-Political

**Honorable Mention:**

Doyle for Wisconsin – Lo Justo  
GMMB

**Best Use of Humor****Gold:**

Haircut aka "Creating a Buzz"  
Laguens Hamburger Kully Klose

**Silver:**

The Call  
Allan B. Crow & Associates

**Bronze:**

Who Hasn't?  
Scott Howell & Company

**Honorable Mention:**

Baggage  
Laguens Hamburger Kully Klose

**Best Use of Negative/Contrast****Gold:**

Honest  
Chris Mottola Consulting

**Gold:**

Change  
Laguens Hamburger Kully Klose

**Silver:**

AS-104T – Skies  
Strategic Perception

**Silver:**

McNerney Veterans – McNerney  
for Congress  
Fletcher Rowley Chao Riddle

**Bronze:**

Debate  
Dawson McCarthy  
McElwain Media

**Bronze:**

BC-117T – Good  
Strategic Perception

**Honorable Mention:**

BC-109T – Flight  
Strategic Perception

**Honorable Mention:**

Ida  
Dixon/Davis Media Group



## International

### Gold:

Kuwait – Women Vote for the  
First Time  
The Connections Group

### Silver:

Dominguez Brito –  
Senate (Godmother)  
Newlink Political

### Bronze:

Gift  
NOW Communications Group

### Honorable Mention:

Rodney's Believe It or Not  
NOW Communications Group

## Internet

### Website: Candidate: U.S. Senate

#### Silver:

Olympia Snowe for Senate –  
OlympiaSnowe.com  
Campaign Solutions

#### Silver:

RickSantorum.com  
New Media Communications

#### Bronze:

Long Islanders for  
Hillary Website  
Penn, Schoen &  
Berland Associates

#### Honorable Mention:

Carter for Senate  
NGP Software

### Website: Candidate: U.S. House

#### Silver:

John Murtha for Congress  
NGP Software

#### Silver:

Nick Lampson for Congress  
Blackrock Associates

#### Bronze:

Patricia Madrid for Congress  
BuzzMaker

#### Honorable Mention:

Peter Welch for Congress  
NGP Software

### Website: Candidate: Governor

#### Silver:

DeVosForGovernor.com  
New Media Communications

#### Bronze:

KinkyFriedman.com  
North Woods Advertising

#### Bronze:

Pat LaMarche for Governor  
Campaign Advantage

#### Honorable Mention:

Lynn Swann for Governor –  
SwannforGovernor.com  
Campaign Solutions

### Website: Candidate: Statewide Down Ballot

#### Silver:

Tom Perez for Attorney General  
BuzzMaker

#### Bronze:

Poizner for Insurance  
Commissioner –  
JoinSteve.com  
Campaign Solutions

#### Honorable Mention:

goHEDGER.com  
Eighteenth Street Media

#### Honorable Mention:

Wright for Auditor  
Alien Media

### Website: Candidate: State Legislature

#### Bronze:

Indiana House Republican  
Campaign Committee Website  
New Media Communications

### Website: Initiative/ Referendum/Constitutional Amendment: Statewide

#### Gold:

Yeson206.org  
HighGround

#### Silver:

Tax Tobacco – Save Lives.  
Save Money.  
AmeriCan GOTV Enterprises

#### Bronze:

Stand for the States  
GetActive Software

#### Honorable Mention:

Homes4CA – Yes on  
Proposition 1C  
Grassroots Enterprise

### Website: Initiative/Referendum/ Constitutional Amendment: Local/ Municipal/Regional

#### Bronze:

Yes on Measure M Website  
Schubert Flint Public Affairs

#### Honorable Mention:

We Don't Want This  
JC-Evans Communications

#### Honorable Mention:

YesforMesa.com  
HighGround



### **Website: Independent Expenditure Campaign/Issue Advocacy/527**

#### **Silver:**

SetLoveFree.com  
E-Advocates

#### **Bronze:**

April 10.org  
Issue Dynamics

#### **Honorable Mention:**

Ohio  
First Tuesday Media

### **Website: Organization/PAC**

#### **Gold:**

Candidates for Sale  
Mandate Media

#### **Silver:**

Cops Voter Guide  
Moran & Associates

#### **Bronze:**

Young Democrats of America  
Blue State Digital

#### **Honorable Mention:**

Kick the Oil Habit  
First Tuesday Media

### **Website: Negative/Contrast**

#### **Silver:**

Spooky Politicians Micro Site  
Geary Internet Strategies

#### **Bronze:**

Saxton Watch  
Mandate Media

#### **Honorable Mention:**

Poizner for Insurance  
Commissioner –  
CruzFacts.com  
Campaign Solutions

### **Website: Best Use of Humor**

#### **Silver:**

ralphreedsgreatesthits.com  
The Stoneridge Group

#### **Bronze:**

www.dumpdennis.com  
Campaign Works

#### **Honorable Mention:**

Santorum '06 –  
WheresCasey.com  
Campaign Solutions

### **Landing Page**

#### **Silver:**

VotersForPeace Peace  
Pledge Campaign  
MSHC Partners

#### **Bronze:**

Maryland House  
Democratic Committee  
MSHC Partners

#### **Honorable Mention:**

John McCain Exploratory  
Committee –  
ExploreMcCain.com  
Campaign Solutions

### **Website: Bilingual/Multilingual/ Foreign Language**

#### **Bronze:**

Lynn Daucher for State Senate  
Visteva

### **Best Use of Website for Fundraising**

#### **Bronze:**

KinkyFriedman.com and  
KinkyFriedmanStore.com  
North Woods Advertising

#### **Honorable Mention:**

Santorum '06 –  
RickSantorum.com  
Campaign Solutions

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

#### **Silver:**

KinkyFriedman.com and  
GetKinky.org  
North Woods Advertising

#### **Silver:**

Help Earl Decide  
Mandate Media

#### **Bronze:**

Victory Team 2006  
JC-Evans Communications

### **Website: International**

#### **Gold:**

DemocraticYouth.net  
E-Advocates

#### **Bronze:**

Pay More. Get Less.  
Grassroots Enterprise

### **Internet Communications/ Advertising**

#### **Persuasion Online Advertisement: Candidate: U.S. Senate**

##### **Bronze:**

Sherrod Brown  
Political Technologies

##### **Honorable Mention:**

Making a Difference for Eastern  
New Mexico  
BuzzMaker

#### **Persuasion Online Advertisement: Candidate: U.S. House**

##### **Silver:**

Have You No Decency?  
A-Political

**Bronze:**

Jim Moran  
MSHC Partners

**Honorable Mention:**

Clay Shaw for  
Congress Campaign  
Americana Media Consulting

**Persuasion Online Advertisement:  
Candidate: Governor****Silver:**

DeVos "Change" PointRoll Ad  
Connell Donatelli

**Bronze:**

Eliot Spitzer "Announcement"  
Campaign  
MSHC Partners

**Persuasion Online Advertisement:  
Candidate: State Legislature****Silver:**

Bush-Spano: Pushing Stewart-  
Cousins to Victory  
The Element Agency

**Bronze:**

What Dwight Said  
BatesNeimand

**Honorable Mention:**

Fiona Ma  
MSHC Partners

**Persuasion Online  
Advertisement: Candidate:  
Local/Municipal/Regional****Silver:**

Michela Alioto-Pier  
MSHC Partners

**Bronze:**

Steve Poizner – Pointroll Video  
Banner Ads  
Campaign Solutions

**Honorable Mention:**

Abramson for Mayor  
MSHC Partners

**Persuasion Online Advertisement:  
Initiative/Referendum/  
Constitutional Amendment****Silver:**

Yes on 206 Pointroll Ad  
HighGround

**Bronze:**

Shot in Foot E-mail  
Hackney & Hackney

**Honorable Mention:**

Governor E-mail  
Hackney & Hackney

**Persuasion Online Advertisement:  
Independent Expenditure Campaign  
Issue Advocacy/527****Gold:**

U.S. Senate Body Armor  
The Media Guys

**Silver:**

Coalition for Progress  
MacWilliams, Robinson  
& Partners

**Bronze:**

Stem Cells  
MSHC Partners

**Honorable Mention:**

U.S. Chamber of Commerce  
Adfero Group

**Persuasion Online Advertisement:  
Organization/PAC****Gold:**

NFIB – Lemonade Stand  
Connell Donatelli

**Silver:**

Scientists and Engineers  
for America  
MSHC Partners

**Bronze:**

RNC – The Wiz  
Connell Donatelli

**Honorable Mention:**

DNC Voter Protection  
MSHC Partners

**Persuasion Online Advertisement:  
Best Use of Humor****Silver:**

Dave the Dove in "No  
Good Reason"  
Humane Society  
Legislative Fund

**Bronze:**

Heads Up  
North Woods Advertising

**Honorable Mention:**

RNC – The Wiz  
Connell Donatelli

**Web Video****Gold:**

DCCC Launching the Campaign  
for a New Direction  
The Element Agency

**Gold:**

Halloween  
Laguens Hamburger Kully Klose

**Silver:**

DCCC – Stay the Course  
GMMB

**Bronze:**

PA-10  
Julian Mulvey Group

**Honorable Mention:**

Have You No Decency?  
A-Political



## Web Animation

### Silver:

Santorum '06 –  
WheresCasey.com  
Campaign Solutions

### Bronze:

Dave the Dove in “No  
Good Reason”  
Humane Society  
Legislative Fund

### Honorable Mention:

Deal or No Deal  
North Woods Advertising

## Best Blog Ad

### Silver:

Elephant Removal  
MSHC Partners

### Bronze:

Association for Homeowners  
Across America  
Adfero Group

### Honorable Mention:

Carter for Senate: Bet on Jack  
NGP Software

## Best Use of E-mail/Viral Marketing

### Silver:

U.S. Chamber of Commerce  
Adfero Group

### Bronze:

Boot the Bigot  
GetActive Software

### Honorable Mention:

Steve Poizner – Pointroll Video  
Banner Ads  
Campaign Solutions

## Best Use of Game Technology

### Gold:

DeLay's Dollars  
Blackrock Associates

### Silver:

Doug Duncan/  
MarylandPoliticalQuiz.com  
MSHC Partners

### Bronze:

Michigan in Jeopardy Game  
New Media Communications

## Best Use of New Technology for the Internet

### Silver:

SinceSlicedBread.com  
EchoDitto

### Silver:

Voters Increase Support for  
Stem Cell Research Act  
HCD Research

### Honorable Mention:

DNC Grassroots Donor Match  
Blue State Digital

## New Media Communications

## Best Use of Podcasting

### Bronze:

ClarkCast: A Podcast From  
Gen. Wes Clark  
Blackrock Associates

## Best Use of Mobile Technology

### Silver:

Mobile Link in Stem Cell  
Television Ad  
Cherry Tree Mobile Media

### Bronze:

DeVos Mobile “Go” Center  
New Media Communications

### Honorable Mention:

One America Committee/  
John Edwards  
Mobile Commons/Rights Group

### Honorable Mention:

Pat LaMarche for Governor  
Campaign Advantage

## Best Use of Social Networking

### Silver:

Crescent City Farmers Market  
MSHC Partners

### Bronze:

Coalition for Progress  
MacWilliams Robinson  
& Partners

### Honorable Mention:

DNC PartyBuilder  
Blue State Digital

## Best Use of YouTube

### Gold:

See Dick Run  
Mercury

### Silver:

Macaca Video: Jim Webb for  
U.S. Senate  
Blackrock Associates

### Bronze:

Webb for Senate – George  
Allen's Listening Tour  
GMMB

### Honorable Mention:

94  
Dixon/Davis Media Group

## Phone Calls

### Candidate: U.S. Senate

#### Silver:

Don't Believe the Lies!  
Stones' Phones

#### Bronze:

Hillary Clinton –  
Microtargeting Long Island  
Penn, Schoen &  
Berland Associates

#### Honorable Mention:

Michigan Coordinated  
for Stabenow  
Winning Connections

### Candidate: U.S. House

#### Silver:

Clinton Sets the Record Straight  
Stones' Phones

#### Bronze:

Charlie Wilson  
Write-In Campaign  
Zata | 3 Consulting

#### Bronze:

Light Up the Night  
ConnectCallUSA.com

#### Bronze:

Mike Richter Autocall –  
Gillibrand for Congress  
SEIU Communications Center

### Candidate: Governor

#### Silver:

Ritter Fraternal Order of Police  
Rebuttal Robo  
Winning Connections

#### Bronze:

To Walk Again...  
LSG Strategies

#### Honorable Mention:

Jim Travels the State  
Stones' Phones

### Candidate: Statewide Down Ballot

#### Bronze:

Cobb for AL State Supreme Ct.  
Automated Call  
Zata | 3 Consulting

#### Honorable Mention:

Bill Halter for Lt. Gov. –  
Automated  
Zata | 3 Consulting

### Candidate: State Legislature

#### Silver:

Paula Hightower  
Pierson: Granddaughter  
The Tyson Organization

#### Bronze:

Mary Parker for State Senate –  
District 23 (TN)  
The Clinton Group

#### Honorable Mention:

The Power of Paper Ballots  
Stones' Phones

### Candidate: Local/ Municipal/Regional

#### Silver:

Rockin' for Rob  
Stones' Phones

#### Bronze:

Midura for N.O. City Council  
Live Calls  
Zata | 3 Consulting

#### Honorable Mention:

Schroeder  
JohnsonClark Associates

### Bilingual/Multilingual/ Foreign Language

#### Silver:

FL H.D. 107 Cuban Spanish  
Bilingual Call  
Zata | 3 Consulting

#### Bronze:

Ciro Rodriguez  
Recorded Spanish  
Zata | 3 Consulting

#### Honorable Mention:

Stronger Together in  
Five Languages  
The Tyson Organization

### Independent Expenditure Campaign/ Issue Advocacy/527

#### Gold:

Did You Know?!  
Stones' Phones

#### Silver:

Pombo in Their Pocket  
Recorded Calls  
Zata | 3 Consulting

#### Bronze:

Show Up and Demand It  
LSG Strategies

#### Honorable Mention:

Radioactive Waste: Coming  
to Your Neighborhood!  
Stones' Phones

### Initiative/Referendum/Constitutional Amendment: Statewide

#### Gold:

Nurses' Orders: Keep Your  
Money Clean!  
Stones' Phones

#### Silver:

Rhode Island Right to Vote  
Stones' Phones





**Bronze:**

Teacher of the Year  
LSG Strategies

**Honorable Mention:**

A Message From the West Wing  
Stones' Phones

### Initiative/Referendum/ Constitutional Amendment: Local/Municipal/Regional

**Bronze:**

Yes for Mesa – Don't Stick  
It to Mesa  
HighGround

**Honorable Mention:**

Amend the Charter for Reform  
Political Solutions

**GOTV****Gold:**

Hillary Clinton – Endorsements  
Penn, Schoen &  
Berland Associates

**Silver:**

Schwarzenegger Last Call for  
Voter Turnout  
Cardinal Communication  
Strategies

**Bronze:**

Geaux Jerry Geaux  
ConnectCallUSA.com

**Honorable Mention:**

Nelson for Senate GOTV (Live)  
Zata | 3 Consulting

**Membership****Silver:**

President's Warning  
Stones' Phones

**Bronze:**

CO AFL-CIO Early Vote  
Program (Recorded)  
Zata | 3 Consulting

**Honorable Mention:**

To: EMILY, From: Madame  
Speaker – Thank You!  
Stones' Phones

**Fundraising****Silver:**

Kicking Butts in Arizona  
Stones' Phones

**Bronze:**

Gore: An Inconvenient Truth  
The Tyson Organization

**Best Use of Humor****Silver:**

Paula Hightower Pierson: Persis  
Schools Goodman  
The Tyson Organization

**Bronze:**

Yes for Mesa – Don't Stick  
It to Mesa  
HighGround

**Honorable Mention:**

Ad Man  
The Campaign Network

**Best Use of Negative/Contrast****Silver:**

In the Dog House  
Stones' Phones

**Bronze:**

Two Orange Counties  
Polka Consulting and  
Zata | 3 Consulting

**Honorable Mention:**

Rage Against the  
Republican Machine  
ConnectCallUSA.com

**Best Use of Interactive Technology****Silver:**

I Need to Know  
LSG Strategies

**Bronze:**

Halter for AR Lt. Gov. Interactive  
Tracking Survey  
Zata | 3 Consulting

**Honorable Mention:**

OH Democratic House Caucus  
Interactive Surveys  
Zata | 3 Consulting

**Field**

### Candidate: Best Volunteer Recruitment Program

**Gold:**

Gov. Schwarzenegger's  
Volunteer Calls for Victory  
Cardinal Communication  
Strategies

**Silver:**

Camp Evan Bayh Campaign  
Immersion Program  
Grassroots Solutions

**Bronze:**

Cardin for Senate Volunteer  
Recruitment GOTV  
TNBT

**Candidate: Best GOTV Program****Silver:**

Hand-to-Hand Contact  
LSG Strategies

**Bronze:**

Wilson for Congress: Primary  
Write-In Campaign  
Grassroots Solutions



**Honorable Mention:**

Cardin for Senate Volunteer  
GOTV Program  
TNBT

**Initiative/Referendum/Constitutional Amendment: Best Volunteer Recruitment Program****Silver:**

Vote Yes for Better Roads  
and Transit  
Grassroots Solutions

**Initiative/Referendum/Constitutional Amendment: Best GOTV Program****Gold:**

Ohio Minimum Wage Campaign  
Grassroots Solutions

**Silver:**

Optimizing Field Staff With  
GIS Tools  
SpatiaLogic

**Bronze:**

Employee Voter Registration and  
Education Campaign  
Aristotle

**Independent Expenditure Campaign/Issue Advocacy/527: Best Volunteer Recruitment Program****Gold:**

Houston Janitors' Strike – Patch-  
Through Calls  
SEIU Communications Center

**Silver:**

Senior Voter Action – Volunteer  
Recruitment Rap  
SEIU Communications Center

**Independent Expenditure Campaign/Issue Advocacy/527: Best GOTV Program****Gold:**

Coalition for Progress: Get Out  
the Vote  
Grassroots Solutions

**Silver:**

Alliance for a Better  
Minnesota GOTV  
Grassroots Solutions

**Bronze:**

Nebraska State Education Voter  
Outreach Project  
FieldWorks

**Best Use of Technology in a Field Program****Gold:**

Maryland Dems Using  
Online Predictive Dialer  
TNBT

**Silver:**

Integration of Technology and  
Tradition in the Field  
Grassroots Solutions

**Bronze:**

Venezuela Reformers  
Resurgence (Int'l. Campaign)  
Aristotle

**Campaigns****TV Campaign****Gold:**

Montanans for Tester  
Laguens Hamburger Kully Klose

**Silver:**

Think Halcro  
Governor Campaign  
Lyford Strategy  
and Communications

**Bronze:**

Deval Patrick for Governor  
AKP Message & Media

**Honorable Mention:**

Bob Corker TV Campaign  
Strategic Perception

**Honorable Mention:**

Chris Murphy for  
Congress Campaign  
Tipping Point Strategies

**Radio Campaign****Silver:**

Ned Lamont for U.S. Senate  
Radio Campaign  
North Woods Advertising

**Bronze:**

Stender Is a Spender  
Jamestown Associates

**Honorable Mention:**

Ted Strickland for Governor  
MacWilliams, Robinson  
& Partners

**Direct Mail Campaign: Republican****Gold:**

Coughlin Mail Campaign  
King Strategic Communications

**Silver:**

John Doolittle for Congress  
Direct Mail Campaign  
McNally Temple Associates

**Bronze:**

Stender Is a Spender  
Jamestown Associates

**Honorable Mention:**

If You Cruz... You Lose  
JohnsonClark Associates



### **Direct Mail Campaign: Democrat**

#### **Gold:**

Save Mark Twain National  
Forest Campaign  
Winning Directions

#### **Gold:**

Klein for Congress  
Mission Control

#### **Silver:**

Charlie Justice Campaign  
Mack/Crounse Group

#### **Bronze:**

Hodes for Congress  
Mission Control

#### **Honorable Mention:**

Harry Mitchell Campaign  
Mack/Crounse Group

#### **Honorable Mention:**

Missouri I.E. Campaign  
Mission Control

### **Field/Phone Campaign**

#### **Gold:**

Mobilizing Millions  
Stones' Phones

#### **Silver:**

Wake Up Wal-Mart  
The Clinton Group

#### **Bronze:**

Campaigning for Equality  
Stones' Phones

#### **Honorable Mention:**

Ocean State Action  
Field/Phone Program  
Zata | 3 Consulting

### **Internet/New Technology Campaign**

#### **Gold:**

Coalition for Progress  
MacWilliams, Robinson  
& Partners

#### **Silver:**

Kinky Toons Animated Web  
Video Series  
North Woods Advertising

#### **Bronze:**

Sunlight Foundation –  
Government Accountability  
MSHC Partners

#### **Honorable Mention:**

No on 87 Comprehensive  
Internet Campaign  
Woodward & McDowell

### **Nonpartisan/Independent/ Third-Party**

#### **Direct Mail**

#### **Gold:**

Out to Lunch  
The Campaign Network

#### **Silver:**

Groan  
Moxie Media

#### **Bronze:**

Playing Doctor  
The Campaign Network

#### **Honorable Mention:**

Bark & Bite  
Lisella Public Affairs

#### **Television**

#### **Bronze:**

Good Shepherd  
North Woods Advertising

#### **Honorable Mention:**

Your Honor  
Mullen & Co.





## AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

600 Pennsylvania Avenue, SE • Suite 330 • Washington, DC 20003  
Phone: 202-544-9815 • Fax: 202-544-9816  
[www.theaapc.org](http://www.theaapc.org)

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