

The 16th Annual Pollie Awards



The 2007
POLLIE AWARDS
Winners



Recognizing the Best in Public Affairs and Political Communication



Table of Contents

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

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/Crouse 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

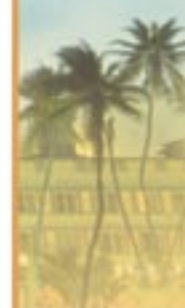
David Welch, Strategic Media Group

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
Burgess & Burgess 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/Crouse 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/Crouse 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/Crouse 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/Crouse 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/Crouse 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/Crouse Group

Silver:

No Hospitals
Kennedy Communications

Bronze:

Can You Find the Devil?
Mack/Crouse 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/Crouse Group

Bronze:

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

Bronze:

Just the Facts
Lisella Public Affairs

Honorable Mention:

Robbed
Muelrath Public Affairs

Honorable Mention:

Issue 18 Mail – The Thinker
Borges & Borges 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/Crouse 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/Crouse Group

Bronze:

Vietnamese
Kennedy Communications

Honorable Mention:

Bush en Español
Kennedy Communications

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

The Cost of War
Mack/Crouse Group

Silver:

Across California
Mack/Crouse 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/Crouse 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/Crouse 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/Crouse 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?
EpanMedia

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
EpanMedia

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:

BCOO2 – 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:

April10.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
SpatialLogic

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/Crouse Group

Bronze:

Hodes for Congress
Mission Control

Honorable Mention:

Harry Mitchell Campaign
Mack/Crouse 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.





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