



AAPC 2012 ANNUAL POLLIE AWARDS & CONFERENCE

MARCH 28 - 30, 2012

WINNERS BOOK



A U S T I N ★ T E X A S

EVENING PROGRAM

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COMMITTEE MEMBERS,
STAFF, AND SPECIAL
FRIENDS**

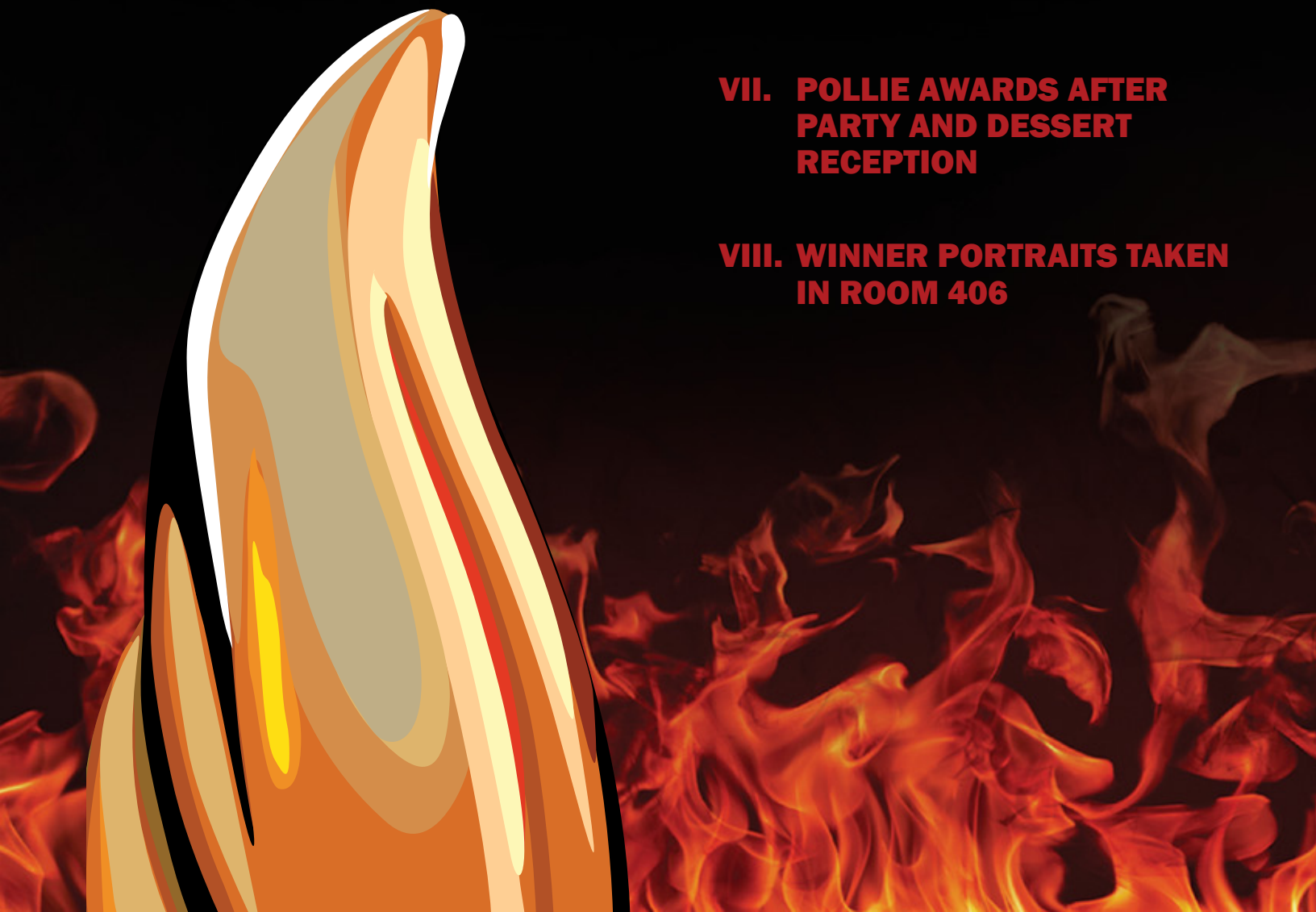
IV. DINNER/POLLIE AWARDS

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**VII. POLLIE AWARDS AFTER
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**VIII. WINNER PORTRAITS TAKEN
IN ROOM 406**



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POLLIE WINNERS



Overall Campaigns - Candidate

A01 - Direct Mail Campaign - Republican

2012 Gold

Who's Not Voting for Carona?

Allyn Media

2012 Bronze

Mary Pat & Caroline

thetrazgroup

A02 - Direct Mail Campaign - Democrat

2012 Silver

Chad Lauga for State Representative

Mad Dog Mail

2012 Bronze

Dave Marsden for State Senate

Gumbinner & Davies Communications

2012 Honorable Mention

Shilling for WI State Senate

The Strategy Group

A03 - Direct Mail Campaign - Third Party

2012 Bronze

Fort Worth Heritage

Allyn Media

A04 - Internet Campaign - Republican

2012 Silver

Bachmann for President Online Campaign

Campaign Solutions/Connell Donatelli, Inc.

A05 - Internet Campaign - Democrat

2012 Silver

CHICAGO FOR RAHM EMANUEL

Bully Pulpit Interactive

A06 - Internet Campaign - Third Party

2012 Gold

Mobile Application for the Green Party of Canada

Purple Forge

A08 - Phone/Field - Democrat

2012 Silver

Grine for Judge— Democratic Cross Filed

CPEC LLC

2012 Bronze

Better Early Than Never

Zata | 3 Consulting

A09 - Phone/Field - Third Party

2012 Bronze

Bill John Baker for Chief

Winning Connections, Inc.

A10 - TV/Radio Campaign - Republican

2012 Gold

Ron Paul Series

FP1 Strategies

A11 - TV/Radio Campaign - Democrat

2012 Gold

Michael Hancock for Mayor - Full Campaign

Putnam Partners, LLC

2012 Silver

Chicago For Rahm

AKPD Message & Media

2012 Bronze

Madeline for Mayor

Revolution Political Media

2012 Honorable Mention

Jim Hood for Attorney General

SKDKnickerbocker

A13 - Best Use of Negative Contrast - Republican

2012 Silver

Darling Recall

Right Angle Consulting

2012 Bronze

Ron Paul Negative Contrast

FP1 Strategies

A14 - Best Use of Negative Contrast - Democrat

2012 Silver

Kenny Cox for State Representative

Mad Dog Mail

2012 Bronze

Aaron Reardon - Negative TV Campaign

Fletcher Rowley Inc.

A16 - Best Use of Humor - Republican

2012 Silver

Welch "Separated At Birth"

BrabenderCox

2012 Bronze

Darling Recall

Right Angle Consulting

2012 Honorable Mention

Restoring America - Humor Ads

The Strategy Group For Media

A17 - Best Use of Humor - Democrat

2012 Silver

Stupidest Tea Party - Alice

The Strategy Group

2012 Bronze

Jim Hood for Attorney General

SKDKnickerbocker

2012 Honorable Mention

Ed Head Pride Stickers

Left Coast Communications

A19 - Best in Show - Republican

2012 Silver

Darling Recall

Right Angle Consulting

2012 Bronze

Capella for Assessor

Buisson Creative Strategies

2012 Honorable Mention

Santorum "Family"

BrabenderCox

A20 - Best in Show - Democrat

2012 Bronze

Ed Lee Campaign

San Francisco Association of Realtors

2012 Honorable Mention

Wiltshire for Troy

Blue&Read

A22 - Special Election - Republican

2012 Gold

Darling Recall

Right Angle Consulting

2012 Bronze

Capella for Assessor

Buisson Creative Strategies

2012 Honorable Mention

Bob Turner for Congress

thetrazgroup

A23 - Special Election - Democrat

2012 Gold

Liz Mathis for Iowa State Senate

Pivot

2012 Bronze

Stick Together :30 TV, Change Congress :30 TV,

Your Voice Is Your Vote/Tu Voto Es Tu Voz :30 TV

North Woods Advertising

2012 Honorable Mention

James Anderson for Powell County Judge Executive

Emmons and Company, Inc.

A24 - Special Election - Third Party

2012 Bronze

Bill John Baker for Chief

Winning Connections, Inc.

Overall Campaigns - Ballot/Initiative

A25 - Direct Mail Campaign

2012 Gold

We Are Ohio / No On Issue 2

Jonathan Varner & Associates

2012 Silver

Highway 82 Campaign

Murphy Turner Associates

2012 Bronze

Ohio Education Association "No On Issue 2"

Gumbinner & Davies Communications

2012 Honorable Mention

Concord Water Bottle Ban

Sage Systems

A26 - Internet Campaign

2012 Bronze

We Are Ohio - Online Media Campaign

The New Media Firm

A27 - Phone/Field

2012 Gold

A New School for Pike Road
Zata | 3 Consulting

2012 Bronze

Improving Education in Gwinnett
County
Winning Connections, Inc.

A28 - TV/Radio Campaign

2012 Gold

We Are Ohio: No On Issue 2
The New Media Firm

2012 Silver

No on 26 -- full campaign
76 Words

2012 Bronze

Recall the Republicans
Progressive Change Campaign
Committee

2012 Honorable Mention

One Zoo For All
CRAFT | Media/Digital

A30 - Best Use of Humor

2012 Silver

"Stupid Municipalization!"
Trilogy Interactive

A31 - Best in Show

2012 Silver

Penguin
Axiom Strategies

2012 Bronze

"Stupid Municipalization!"
Trilogy Interactive

2012 Honorable Mention

Ohioans for Healthcare Freedom
(Yes on Ohio Issue 3) - We the
People
The Strategy Group For Media

Overall Campaigns - Public Affairs

A32 - Direct Mail Campaign

2012 Bronze

SHARE Campaign
The Parkside Group

2012 Honorable Mention

AREA Campaign
The Parkside Group

A33 - Internet Campaign

2012 Gold

NRSC 2011
Richard Sales Media, LLC

2012 Silver

Get A Plan
Rainmaker Inc.

2012 Bronze

Mobile Applications for the
American Petroleum Institute
Purple Forge

2012 Honorable Mention

Pink Slip Rick
BuzzMaker

A34 - Phone/Field

2012 Bronze

A National Conversation on
Alzheimers
Stones' Phones

2012 Honorable Mention

Keystone XL Turnout Calls
Winning Connections, Inc.

A35 - TV/Radio Campaign

2012 Gold

Red Carriage
GMMB

2012 Silver

Secondhand Smog
GMMB

2012 Bronze

The Association of American
Railroads 2011
SKDKnickerbocker

2012 Honorable Mention

Station Casinos "Team Member"
Campaign
Strategic Perception Inc.

A36 - Best Use of Negative Contrast

2012 Silver

Ayn Rand vs Jesus
Eleison, LLC

2012 Bronze

Stop Wilmo's Casino (5 pieces)
BerlinRosen

2012 Honorable Mention

Battle for Bristol Bay
Hackney & Hackney, Inc.

A37 - Best Use of Humor

2012 Gold

Colbert Super PAC
Campaign Solutions/Connell
Donatelli, Inc.

2012 Silver

NRSC
Richard Sales Media, LLC

2012 Bronze

There's An App For That
CRAFT | Media/Digital

2012 Honorable Mention

Really, Newt?
AFSCME

A38 - Best in Show

2012 Gold

Nunamta
Hackney & Hackney, Inc.

2012 Silver

Defending Swipe Fee Reform
Penn Schoen Berland

2012 Bronze

Get A Plan
Rainmaker Inc.

2012 Honorable Mention

A Bridge to a Sustainable Future
Davies

2012 Honorable Mention

American Corn Farmers
Young Ideas

Collateral - Candidate

B01 - Door hangers

2012 Bronze

Ballot
The Beytin Agency

2012 Honorable Mention

What Do You Like Best About
Malta?
Tara Thomas Design

B02 - Logo

2012 Silver

Maczka Logo
Murphy Turner Associates

2012 Bronze

Kyle Kacal for State
Representative
365 Strategies

2012 Honorable Mention

Run Ed Run! Logo
Left Coast Communications

B03 - Most Original/Innovative Collateral Material

2012 Gold

Murphy Activity Book
Gumbinner & Davies
Communications

2012 Silver

Run Ed Run! Signs and Logo
Left Coast Communications

2012 Bronze

Tax Merge
LRW Consulting

2012 Honorable Mention

The Ed Lee Story: An Unexpected
Mayor Book
Left Coast Communications



B04 - Yard/Outdoor Sign

2012 Silver

The Red Suit
Emmons and Company, Inc.

2012 Silver

Look for the Union Label Referential Sign
HighGround Public Affairs

2012 Bronze

Charles Busby "Buzz"
Murphy Turner Associates

2012 Honorable Mention

Neely for Mayor
HighGround Public Affairs

Collateral - Ballot/Initiative

B05 - Door hangers

2012 Bronze

Build It Now Sioux Falls Door Hanger
Public Affairs Company

2012 Honorable Mention

Election Weekend
Jonathan Varner & Associates

B06 - Logo

2012 Silver

No on O
Powers Communications

2012 Bronze

Message By Logo
Melamed Communications, LLC

2012 Honorable Mention

No on I-1125
Northwest Passage Consulting

B07 - Most Original/Innovative Collateral Material

2012 Gold

Butterfiles
Chris Russell Consulting LLC

2012 Bronze

Build It Now Sioux Falls Tabletop Tent
Public Affairs Company

B08 - Yard/Outdoor Sign

2012 Bronze

Billings Library Initiative
Greenlight Media Strategies

2012 Honorable Mention

S.O.S.
Hackney & Hackney, Inc.

Collateral - Public Affairs

B09 - Door hangers

2012 Gold

Edward II - Doorhanger
Left Coast Communications

2012 Bronze

Tucson, AZ Slate Mail
Lincoln Strategy Group

B10 - Logo

2012 Gold

TSTA, 'Day of Action' Campaign Logo
Message Audience & Presentation, Inc.

2012 Silver

COA - Healthy Little Eyes
Marketplace Communications

2012 Bronze

Protect California Jobs and Innovation
Acosta Salazar LLC

2012 Honorable Mention

Marcellus Good For Us
Rainmaker Inc.

B11 - Most Original/Innovative Collateral Material

2012 Gold

Lawn Whisperer Standup Display
The Eppstein Group

2012 Silver

Fix Our Public Schools - Put Kids First
Tom Shepard & Associates, Inc.

2012 Bronze

STOP (Sign) Wasteful Spending
UPT Strategies

2012 Honorable Mention

Save SC ETV collateral mail piece
First Tuesday Strategies

B12 - Yard/Outdoor Sign

2012 Gold

Marcellus Good For Us
Rainmaker Inc.

2012 Silver

Marcellus Good For Us Signage
Rainmaker Inc.

2012 Bronze

Lawn Whisperer/Looks Like Another Victim -
Billboard
The Eppstein Group

2012 Honorable Mention

Don't Mess with Vernon Jobs
SCN Strategies

Collateral - Overall

B13 - Billboard

2012 Gold

HumaneWatch's Lassie Times Square Ad
Berman and Company

2012 Silver

CWA/1199SEIU/IUOE: Tell Kaleida Hospital
Management Focus on the front line, not just the
bottom line.
BerlinRosen

2012 Bronze

SEIU California - Mobile Billboards
Three Point Media

2012 Honorable Mention

Build It Now Sioux Falls Billboard Pride
Public Affairs Company

B14 - Mass Transit/Bus Sign

2012 Gold

Metro Domination Campaign for the American Wind
Energy Association
The New Media Firm

2012 Bronze

Heritage Foundation Bus Ads Inheritance,
Retirement, and Opportunity
Berman and Company

B15 - Non-Mail Brochure

2012 Gold

Ayanna Pressley Tabloid
The Campaign Network

2012 Silver

Mask
The Beytin Agency

2012 Bronze

Battle for Bristol Bay
Hackney & Hackney, Inc.

2012 Honorable Mention

Southwest "Days on the Hill" Collateral
Development
SevenTwenty Strategies

Direct Mail - Candidate

C01 - For Presidential Primary - Republican

2012 Bronze

Iowa Spark
HSP Direct LLC

C09 - For Mayor - Democrat

2012 Silver

BIG
The Strategy Group

2012 Bronze

Home
Blue&Read

2012 Honorable Mention

Road Map to Jobs & Opportunity
Phil Giarrizzo Campaign Consulting

Direct Mail - Public Affairs

C100 - Advocacy/Grassroots Lobbying - State/Local

2012 Gold

A Main Street for Carmel Valley
Davies

2012 Bronze

Coffee Talk
Goddard Gunster

2012 Honorable Mention

Run Over
Gumbinner & Davies Communications

C103 - For Membership Organization**2012 Gold**

MCA Tool Box
The Dover Group

2012 Bronze

SEIU - Take Our Economy Back
Argo Strategies

2012 Honorable Mention

X-ray/Merger
Blue&Read

C105 - Best Use of Negative Contrast**2012 Honorable Mention**

Building a Better Georgia - Sleeping With the Enemy
Mad Dog Mail

C108 - Best Use of Variable Data Printing**2012 Silver**

OEA "Post-it Notes"
Gumbinner & Davies Communications

Direct Mail - Candidate**C11 - For State Legislature - Republican****2012 Bronze**

Washing Machine
thetrazgroup

2012 Honorable Mention

Overcoming the Odds...Again
thetrazgroup

C12 - For State Legislature - Democrat**2012 Silver**

Phone Call
Kennedy Communications

2012 Bronze

Map
Gumbinner & Davies Communications

2012 Honorable Mention

Homegrown
The Beytin Agency

C13 - For State Legislature - Third Party**2012 Bronze**

Popcorn Trail
Media Directions, Inc.

C14 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Republican**2012 Silver**

Unemployment
Cold Spark Media

2012 Bronze

Rally for Life
Axiom Strategies

2012 Honorable Mention

Deputy
Powers Communications

C15 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Democrat**2012 Bronze**

Wall
The Beytin Agency

2012 Honorable Mention

TOY Die Cut
Pivot

2012 Silver

Landry PUPPY
Orso Beychok

C16 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Third Party**2012 Silver**

Redress & Reparations
Imprenta Communications Group, Inc.

2012 Bronze

Redress & Reparations
Imprenta Communications Group, Inc.

2012 Honorable Mention

Safe Crossing!
AH Strategies & Majority Designs

C18 - For National/State Organization - Democrat**2012 Silver**

Adam's Story
The Beytin Agency

2012 Bronze

Extremist Dick Black
The Chadderdon Group

2012 Honorable Mention

Teacher
The Beytin Agency

C20 - For Local/Municipal/Regional Organization - Republican**2012 Bronze**

Spelling Bee
Chris Russell Consulting LLC

C21 - For Local/Municipal/Regional Organization - Democrat**2012 Bronze**

Alice - Stupidest Tea Party
The Strategy Group

C27 - For Membership Organization - Democrat**2012 Bronze**

Greatest Hits
Blue&Read

C30 - GOTV - Statewide/Local - Democrat**2012 Bronze**

Marquee
Blue&Read

2012 Honorable Mention

This Close
Gumbinner & Davies Communications

C33 - Slate - Statewide/Local - Democrat**2012 Bronze**

Homegrown
The Beytin Agency

2012 Honorable Mention

Reform This
The Beytin Agency

C35 - Vote - By - Mail Ballot Request - Republican**2012 Bronze**

Hit Back
thetrazgroup

C36 - Vote - By - Mail Ballot Request - Democrat**2012 Silver**

Donkey Kick
Gumbinner & Davies Communications

C45 - Independent Expenditure Campaign - State Legislature - Democrat**2012 Gold**

Cowles Cell Phone (Wisconsin Recall)
Gumbinner & Davies Communications

2012 Bronze

Sell out our future
Gumbinner & Davies Communications

2012 Honorable Mention

Protecting the Outdoors
VBR Designs

C48 - Independent Expenditure Campaign - Local/Municipal/Regional - Democrat**2012 Gold**

Hosed
Blue&Read

2012 Silver

Victory Fund - Home
Mad Dog Mail

2012 Bronze

CWA Working Voices PAC: If Jane Corwin has her way, Medicare won't be there for us when we need it
BerlinRosen



2012 Honorable Mention
Not Typical
San Francisco Association of Realtors

C49 - Independent Expenditure Campaign - Local/Municipal/Regional - Third Party

2012 Silver
Safer Palm Springs
Freeman Public Affairs

C54 - For Coordinated Campaign - Democrat

2012 Silver
This Close
Gumbinner & Davies Communications

2012 Bronze
Total Control
Gumbinner & Davies Communications

2012 Honorable Mention
Not Typical
San Francisco Association of Realtors

C58 - Bilingual/Multilingual/Foreign Language - Nationwide - Third Party

2012 Bronze
The Sequoyah Syllabary
Majority Designs

C63 - Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional - Democrat

2012 Gold
David Chiu for San Francisco Mayor2
Impreta Communications Group, Inc.

2012 Bronze
David Chiu for San Francisco Mayor1
Impreta Communications Group, Inc.

2012 Bronze
David Chiu for San Francisco Mayor3
Impreta Communications Group, Inc.

2012 Honorable Mention
Homegrown
The Beytin Agency

C66 - Best Use of Illustration - Democrat

2012 Gold
Murphy Activity Book
Gumbinner & Davies Communications

2012 Bronze
Crimefighter
Blue&Read

2012 Honorable Mention
Superhero
Pivot

2012 Silver
Alice in Wonderland
Gumbinner & Davies Communications

C67 - Best Use of Illustration - Third Party

2012 Honorable Mention
Jack Davis for Congress Tabloid
The Campaign Network

C68 - Best Use of Humor - Republican

2012 Bronze
Broccoli
Chris Russell Consulting LLC

2012 Honorable Mention
Survivor
Powers Communications

C69 - Best Use of Humor - Democrat

2012 Silver
Kenny Cox - Piggy
Mad Dog Mail

2012 Honorable Mention
Vampire Vince
Kennedy Communications

C74 - Best Use of Negative Contrast: State/Statewide - Republican

2012 Silver
Handcuffs
Chris Russell Consulting LLC

2012 Bronze
Dan's mail
thetrazgroup

2012 Honorable Mention
Titanic
thetrazgroup

C75 - Best Use of Negative Contrast: State/Statewide - Democrat

2012 Bronze
Stephen Ortego - Steak
Mad Dog Mail

C77 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican

2012 Bronze
Survivor
Powers Communications

2012 Honorable Mention
This Guy
Chris Russell Consulting LLC

C78 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

2012 Gold
Rap Sheet (Wisconsin Recall)
Gumbinner & Davies Communications

2012 Silver
Pigstina
Kennedy Communications

2012 Silver
Double Trouble
Kennedy Communications

2012 Bronze
Deficit
Kennedy Communications

2012 Honorable Mention
Victory Fund - Lure
Mad Dog Mail

C79 - Best Use of Negative Contrast - Local/Municipal/Regional - Third Party

2012 Honorable Mention
"Women Won't Be Silenced"
Freeman Public Affairs

C80 - For Special Election- Direct Mail - Republican

2012 Silver
Redondo Beach Election News
Gilliard Blanning & Associates, Inc.

2012 Bronze
Bob Turner for Congress (NY09)
thetrazgroup

C81 - For Special Election- Direct Mail - Democrat

2012 Gold
1199SEIU Federal PAC:
Cut Medicare? Jane Corwin supports a plan to end Medicare as we know it for families like the _____.
BerlinRosen

2012 Silver

Silence
Imprenta Communications Group, Inc.

2012 Bronze

Redress
Imprenta Communications Group, Inc.

2012 Honorable Mention

Paul Woody - Football
Mad Dog Mail

2012 Honorable Mention

Jake Zimmerman - FAIR Plan
Mad Dog Mail

C82 - For Special Election- Direct Mail - Third Party**2012 Bronze**

Jack Davis for Congress Tear Off
The Campaign Network

2012 Honorable Mention

The Fables of Tsistu
AH Strategies & Majority Designs

Direct Mail - Ballot/Initiative**C83 - For State/Statewide Campaigns****2012 Gold**

Louisiana - Don't Play Games
TargetSmart Communications

2012 Silver

Cookies
Jonathan Varner & Associates

2012 Bronze

Cookies
Jonathan Varner & Associates

2012 Honorable Mention

Boots
Jonathan Varner & Associates

C84 - For County Campaigns**2012 Bronze**

Highway 82 - Right Turn
Murphy Turner Associates

2012 Honorable Mention

Highway 82 - Bus
Murphy Turner Associates

C85 - For City Campaigns**2012 Gold**

I CAN MAKE A DIFFERENCE
TurpinMcLaughlin Communications /Ariane
Lehew and Associates

2012 Silver

Build It Now Sioux Falls Heaven
Public Affairs Company

2012 Bronze

Campaign for a Healthy Denver
BerlinRosen

2012 Honorable Mention

Anton

The Campaign Workshop

C86 - For National/State Organization**2012 Gold**

Protect Our Protectors
Jonathan Varner & Associates

2012 Silver

History is made by those who vote
Gumbinner & Davies Communications

2012 Bronze

Boots
The Campaign Workshop

2012 Honorable Mention

OEA "Singled Out"
Gumbinner & Davies Communications

C87 - For Local/Municipal/Regional Organization**2012 Gold**

Penguins
Axiom Strategies

2012 Bronze

New Library Ballot Initiative Committee
Greenlight Media Strategies

2012 Honorable Mention

Voter Guide
Powers Communications

C88 - For Membership Organization**2012 Silver**

Protect Our Protectors
Jonathan Varner & Associates

2012 Bronze

"Singled Out"
Gumbinner & Davies Communications

2012 Honorable Mention

A Little Tweaking
San Francisco Association of Realtors

C89 - GOTV - State/Local**2012 Gold**

OEA "Post-it Notes"
Gumbinner & Davies Communications

2012 Silver

History is made by those who vote
Gumbinner & Davies Communications

2012 Bronze

Panorama
Jonathan Varner & Associates

2012 Honorable Mention

OEA "Rival Coaches"
Gumbinner & Davies Communications

C90 - Vote - by - Mail Ballot Request**2012 Gold**

Our Time is Now
Jonathan Varner & Associates

2012 Silver

Protect Our Protectors
Jonathan Varner & Associates

C91 - Bilingual/Multilingual/Foreign Language**2012 Bronze**

Tools
Powers Communications

C92 - Best Use of Humor**2012 Gold**

Scapegoats
Jonathan Varner & Associates

2012 Silver

Wheel of Waste
Axiom Strategies

C93 - Best Use of Illustration**2012 Gold**

Cookies
Jonathan Varner & Associates

2012 Silver

TLC
San Francisco Association of Realtors

2012 Bronze

A Little Tweaking
San Francisco Association of Realtors

C94 - Best Use of Negative Contrast**2012 Bronze**

Chalkboard
Independence Strategy

2012 Silver

Scapegoats
Jonathan Varner & Associates

Direct Mail - Public Affairs**C97 - Local Government****2012 Silver**

TLC
San Francisco Association of Realtors

2012 Bronze

A Little Tweaking
San Francisco Association of Realtors

C98 - National Public Affairs**2012 Gold**

Oil Money Funds Terrorism
Gumbinner & Davies Communications

Field - Candidate**D02 - Best GOTV Program****2012 Silver**

Over the Hill and Through the Woods GOTV in the
Northwoods
Grassroots Solutions

D03 - Best Use Of New Technology

2012 Gold

Cyrus
Nasica Consulting

D04 - Best Walk Piece

2012 Silver

Tested, Trusted, Tough.
The Strategy Group

2012 Bronze

Leadership. Progress. Results.
Katzing Creative Ways

2012 Honorable Mention

Promises Kept
Katzing Creative Ways

Field - Ballot/Initiative

D05 - Best Absentee Program

2012 Bronze

Build It Now Sioux Falls Absentee Program
Public Affairs Company

D06 - Best GOTV Program

2012 Bronze

Build It Now Sioux Falls GOTV Plan
Public Affairs Company

Field - Public Affairs

D07 - Best Absentee Program

2012 Silver

Alguien tenía que decirlo
S,C,P,F

D08 - Best GOTV Program

2012 Silver

Minnesota Idea Open: Voting on a Stick at the
Minnesota State Fair
Grassroots Solutions

Fundraising - Candidate

E01 - House Mailer - Republican

2012 Silver

U.S. Senator Jim Inhofe (R-OK): Dove Hunt
Invitation and Save The Date Materials
Sagac Public Affairs

2012 Bronze

Iowa Spark
HSP Direct LLC

2012 Bronze

Thune 2011 Handwritten Note
The Lukens Company

E02 - House Mailer - Democrat

2012 Bronze

Democratic Party of Wisconsin - Poster
Rapid Returns

E04 - Prospect Mailer - Republican

2012 Honorable Mention

Obama Buck
Meridian Central Public Affairs

2012 Honorable Mention

Oklahoma Senator Dan Newberry (R-OK):
Phantom Cowboy Major Donor Prospect Invitation
Sagac Public Affairs

E05 - Prospect Mailer - Democrat

2012 Bronze

Democratic Party of Wisconsin - Walker Reverse
Envelope
Rapid Returns

2012 Honorable Mention

Ravenstahl Invite Package
Gold Communications

E07 - Best Use of Online Fundraising - Republican

2012 Bronze

The Iowa Fund
Active Engagement

E08 - Best Use of Online Fundraising - Democrat

2012 Bronze

Alan Grayson Comes Back
BuzzMaker

Fundraising - Ballot/Initiative

E16 - House Mailer

2012 Silver

Presidential Partners Renewal 1
Chapman Cubine Adams + Hussey

E17 - Prospect Mailer

2012 Silver

EMILY's List August 2011 Acquisition
Nexus Direct

Fundraising - Public Affairs

E21 - In - House Mailer

2012 Bronze

GOP Poll Appeal
Chapman Cubine Adams + Hussey

E23 - PAC/Trade Association Program

2012 Gold

Colbert Super PAC
Campaign Solutions/Connell Donatelli, Inc.

2012 Silver

12 in 12 Prospectus Package
The Singularis Group

2012 Bronze

Humana PAC: Re-Branding and Fundraising
Campaign
Sagac Public Affairs

2012 Honorable Mention

Merck PAC: Fundraising Communications
Campaign
Sagac Public Affairs

E24 - Best Use of Online Fundraising

2012 Silver

Recall the Right Online Fundraiser
Chapman Cubine Adams + Hussey

2012 Bronze

AUL End-Of-Year Fundraising Campaign
Campaign Solutions/Connell Donatelli, Inc.

E25 - Best Use of Telephone Fundraising

2012 Bronze

2011 Emergency Human Rights Online Activist
Conversion
Chapman Cubine Adams + Hussey

2012 Honorable Mention

2011 Stop "Stupak on Steroids" Responsive
Appeal
Chapman Cubine Adams + Hussey

E26 - Best Use of Social Media

2012 Gold

Seafood Calculator
Berman and Company

Internet - Candidate

F01 - Online Advertising- Presidential Primary - Republican

2012 Gold

Rick Perry - America is Calling
We Are Politics

2012 Silver

Rick Perry for President - Proven Leadership
We Are Politics

2012 Bronze

Rick Perry for Presidnet
We Are Politics

2012 Honorable Mention

Tim Pawlenty for President - Executive Experience
We Are Politics

F05 - Online Advertising - State/State-wide - Republican

2012 Bronze

From Rugby with Resolve
The Victory Group

F08 - Online Advertising - Local/Municipal/Regional - Republican

2012 Gold

Donkey Whisperer - Advertising
Upstream Communications

2012 Silver

Wes Gullett for Mayor
Richard Sales Media, LLC

2012 Bronze

Obama Economy Advertising
Upstream Communications

F09 - Online Advertising - Local/Municipal/Regional - Democrat**2012 Silver**

CHICAGO FOR RAHM EMANUEL
Bully Pulpit Interactive

2012 Bronze

Kasey Russell Online Ad Campaign
Rainmaker Inc.

F12 - Online Advertising - Independent Expenditure - Democrat**2012 Gold**

SAN FRANCISCANS FOR JOBS & GOOD GOVERNMENT
Bully Pulpit Interactive

2012 Honorable Mention

Not My Wisconsin Online Advertising
Revolution Messaging, LLC

F17 - Website - Presidential Primary - Republican**2012 Bronze**

Bachmann for President Website
Campaign Solutions/Connell Donatelli, Inc.

2012 Honorable Mention

Pawlenty 2012 Exploratory Committee
Terra Eclipse

F18 - Website - State/Statewide - Republican**2012 Silver**

Lucas for Congress
Northbound Design, LLC

2012 Bronze

Dan Liljenquist for US Senate
Harris Media, LLC

2012 Bronze

Shays for Senate
Northbound Design, LLC

2012 Honorable Mention

Dan Forest for NC Lt. Governor
Red Stampede

F19 - Website - State/Statewide - Democrat**2012 Honorable Mention**

Alison Grimes for Kentucky Secretary of State
NGP VAN, Inc.

F21 - Website - Local - Republican**2012 Silver**

Brainard for Mayor
The Prosper Group

2012 Bronze

Aaron Pena for Congress
Upstream Communications

2012 Honorable Mention

Maria Syms for Mayor of Paradise Valley
Integrated Web Strategy

F22 - Website - Local - Democrat**2012 Silver**

Chicago for Rahm Emanuel
Trilogy Interactive

F24 - Website - National Organization - Republican**2012 Silver**

SGLF.org
Upstream Communications

2012 Silver

SGLF.org
Upstream Communications

F27 - Website - State/Local Organization**2012 Silver**

One Chance Colorado: The Urgent Need for Education Reform
Trilogy Interactive

2012 Bronze

Utah Republican Party
ElectionMall Technologies, Inc.

2012 Honorable Mention

NebraskaDemocrats.org
BuzzMaker

F28 - Website - Membership Organization**2012 Silver**

Serving Our Members
AFSCME

2012 Bronze

Colorado Consumer Health Initiative
Albatross Digital LLC

2012 Honorable Mention

FreedomWorks.org
Terra Eclipse

F29 - Website - Landing Page - State/Statewide - Republican**2012 Gold**

Dick and Barry: The Unforgettable Romance
The Prosper Group

F33 - Website - Landing Page - Local - Democrat**2012 Silver**

Chicago for Rahm Emanuel
Trilogy Interactive

2012 Bronze

JoseforCongress.com
BuzzMaker

F35 - Web Animation/Web Video - Republican**2012 Gold**

The Donkey Whisperer
Capitol Consulting, inc

2012 Silver

9-9-9 The Movie
Active Engagement

2012 Bronze

Welch "Separated At Birth"
BrabenderCox

2012 Bronze

Rick Perry - Proven Leadership
We Are Politics

2012 Honorable Mention

Obama's Favorite Republican
The Prosper Group

F36 - Web Animation/Web Video - Democrat**2012 Gold**

Alison Lundergan Grimes - The Making of "Elsie & Thelma"
Putnam Partners, LLC

2012 Silver

Hinck_Red_White_and_You
Revolution Political Media

2012 Bronze

Chris G For Mayor
Kully Hall LLC,

2012 Honorable Mention

"Rudy! Rudy! Rudy!"
North Woods Advertising

F38 - Best Use of Negative Contrast - Republican**2012 Gold**

Welch "Separated At Birth"
BrabenderCox

2012 Bronze

Rick Santorum for President "Today"
BrabenderCox

2012 Bronze

Republican Party of Kentucky - Questions
The Strategy Group Media

2012 Honorable Mention

Wes Gullett for Mayor: Haboob (AKA Duststorm)
Round Tables Strategies

F39 - Best Use of Negative Contrast - Democrat**2012 Gold**

Chicago for Rahm Emanuel
Bully Pulpit Interactive

F41 - Best Use of New Technology - Republican**2012 Silver**

Michele Bachmann Ames Straw Poll Victory
Campaign Solutions/Connell Donatelli, Inc.

2012 Bronze

Donkey Whisperer - New Technology
Upstream Communications

2012 Honorable Mention

Cyrus
Nasica Consulting

F42 - Best Use of New Technology - Democrat

2012 Bronze

VictoryPoll
Strategic Campaign Media

2012 Honorable Mention

First Targeted Twitter Content Analysis
Lake Research Partners

F43 - Best Use of New Technology - Third Party

2012 Gold

Mobile Application for the Green Party of Canada
Purple Forge

F45 - Best Use of Facebook Advertising - State/Statewide - Republican

2012 Bronze

Sarah Steelman for Missouri Senate
Integrated Web Strategy

F46 - Best Use of Facebook Advertising - State/Statewide - Democrat

2012 Bronze

Kirsten Gillibrand for Senate
Bully Pulpit Interactive

F49 - Best Use of Facebook Advertising - Local - Democrat

2012 Bronze

Microtargeting Nashville
BuzzMaker

2012 Bronze

Kasey Russell Facebook Campaign
Rainmaker Inc.

F52 - For Special Election - Internet - Democrat

2012 Silver

"Paul Reiser - What's A Mensch?"
North Woods Advertising

Internet - Ballot/Initiative

F54 - Online Advertising - State/Statewide

2012 Gold

We Are Ohio - Emergency
The New Media Firm

2012 Bronze

Holiday Tax
The Dover Group

F55 - Online Advertising - Local

2012 Gold

"Stupid Municipalization!"
Trilogy Interactive

2012 Honorable Mention

Fact Check
Melamed Communications, LLC

F57 - Website - Local

2012 Silver

Fair School Funding Website
The Prosper Group

2012 Bronze

VoteNoOnMeasureJ.org
Eusatrix Corporation

F60 - Web Animation/Web Video

2012 Bronze

Ohioans for Healthcare Freedom (Yes on Ohio Issue 3) - We the People
The Strategy Group For Media

F61 - Best Use of New Technology

2012 Silver

We Are Ohio's Social Organizing Tool
NGP VAN, Inc.

2012 Bronze

Keep Washington Rolling
ElectionMall Technologies, Inc.

F62 - Best Use of Facebook Advertising - State/Statewide

2012 Gold

America Votes-Ohio: Angry Buckeyes Campaign
Revolution Messaging, LLC

2012 Bronze

We Are Ohio
The New Media Firm

Internet - Public Affairs

F64 - Online Advertising - Nationwide

2012 Gold

NRSC
Richard Sales Media, LLC

2012 Silver

Natural Resources Defense Council- Crap Gift Syndrome
Devine Mulvey

2012 Bronze

Call For An Arms Trade Treaty
Eleison, LLC

2012 Honorable Mention

Get Out of My Milk
Berman and Company

F65 - Online Advertising - State/Local

2012 Gold

New Yorkers for Economic Growth and Open Markets: Wine in grocery stores is a common-sense solution for New York
BerlinRosen

2012 Bronze

Alliance for Main Street "In the Ring"
BrabenderCox

2012 Honorable Mention

Utah Zero Fatalities
Mixpo

F66 - Online Advertising - Advocacy/Grassroots Lobbying - Nationwide

2012 Bronze

We Remember and Jobs Are Important
AFSCME

2012 Gold

Remember
GMMB

2012 Honorable Mention

American Medical Association (AMA) "Balloons"
BrabenderCox

F67 - Online Advertising - Advocacy/Grassroots Lobbying - State/Local

2012 Silver

Filming in the Red
Richard Sales Media, LLC

2012 Bronze

AWEA "Stand"
Joe Slade White and Company

2012 Bronze

Better Schools Wisconsin
Merc Strategy Group

2012 Honorable Mention

Protect Patient Care
Northwest Passage Consulting

F68 - Website - Nationwide

2012 Gold

FreedomWorks for America
Terra Eclipse

2012 Silver

No Performance Tax
Winning Strategies/National Broadcasters Association

2012 Bronze

Alzheimer's Association: Act to Action
Beekeeper Group

2012 Honorable Mention

Coalfacts.org
R&R Partners

F69 - Website - State/Local

2012 Gold

Born Here, Belong Here
Integrated Web Strategy

2012 Silver

What's a Life Worth
Integrated Web Strategy

2012 Bronze

One Chance Colorado
Trilogy Interactive

2012 Honorable Mention

Clear Views Phoenix
Integrated Web Strategy

F70 - Website - Landing Page - Nationwide

2012 Silver

Southwest Airlines "Stop Air Tax Now" Landing Page
SevenTwenty Strategies

F72 - Web Animation/ Web Video

2012 Silver

Consumer Watchdog -
Supercharge
SCN Strategies

2012 Bronze

Tell em Joe Sent You
Revolution Political Media

2012 Honorable Mention

Natural Resources Defense
Council- Breaking Stuff
Devine Mulvey

F73 - Best Use of Negative Contrast

2012 Gold

Pink Slip Rick
BuzzMaker

2012 Silver

The Real Occupy Wall Street
CRAFT | Media/Digital

F74 - Best Use of New Technology

2012 Gold

WhipCast App
CRAFT | Media/Digital

2012 Silver

Robocalling Rick Scott
BuzzMaker

2012 Silver

We Are One Illinois - State
Legislative Calling Technology
Revolution Messaging, LLC

2012 Bronze

Mobile Applications for the
American Petroleum Institute
Purple Forge

2012 Honorable Mention

Ending Spending Twitter
Campaign
Campaign Solutions/Connell
Donatelli, Inc.

F75 - Best Use of Facebook Advertising - Nationwide

2012 Gold

U.S. Chamber of Commerce
Integrated Web Strategy

2012 Bronze

Monetizing the Like for the
Media Research Center
Campaign Solutions/Connell
Donatelli, Inc.

2012 Honorable Mention

Kaiser Family Foundation: Health
Reform's Impact
Talbot Digital

F76 - Best Use of Facebook Advertising - State/ Local

2012 Gold

Lawn Whisperer/Facebook Page
The Eppstein Group

2012 Silver

Pink Slip Rick Mobilization
BuzzMaker

2012 Bronze

Digital Recruitment Campaign
New Media Strategies

2012 Honorable Mention

Stopping NYC Horse Abuse
BuzzMaker

Internet - Overall

F78 - Online Advertising - Best Use of Negative Contrast

2012 Gold

Not My Wisconsin Negative
Online Advertising
Revolution Messaging, LLC

2012 Silver

We Are Ohio: "Grannygate"
The New Media Firm

2012 Bronze

Wrong Choices
The New Media Firm

F80 - Web Video - Best Use of Humor

2012 Gold

The Donkey Whisperer
Capitol Consulting, inc

2012 Silver

President Obama's First Ad of
2012
Richard Sales Media, LLC

2012 Bronze

MariObama
Harris Media, LLC

2012 Honorable Mention

Get A Plan
Rainmaker Inc.

F81 - Best Facebook Application

2012 Gold

U.S. Chamber of Commerce -
Contact Congress App
Integrated Web Strategy

F82 - Best Facebook Page

2012 Gold

Stand Up for Ohio Facebook
Page
The New Media Firm

2012 Silver

America's Power Facebook
New Media Strategies

2012 Bronze

Firing Rick Scott
BuzzMaker

2012 Honorable Mention

Stopping NYC Horse Abuse
BuzzMaker

F83 - Best Use of Facebook - GOTV

2012 Gold

We Are Ohio's Social Organizing
Tool
NGP VAN, Inc.

F84 - Best Use of Email

2012 Silver

Clear Views Phoenix
Integrated Web Strategy

2012 Bronze

TRAIN Act Activation
New Media Strategies

2012 Honorable Mention

Mercury Poisoning Is A Pro-Life
Issue
Eleison, LLC

F85 - Best Use of Mobile Technology

2012 Gold

Working America's Mobile
Canvassing Application
NGP VAN, Inc.

2012 Silver

Mobile Application for the Green
Party of Canada
Purple Forge

2012 Bronze

Danger on our Roads
TargetPoint Consulting

2012 Honorable Mention

WhipCast App
CRAFT | Media/Digital

F86 - Best Use of an Online Game

2012 Bronze

Fine Gael Video Game
ElectionMall Technologies, Inc.

F87 - Best Use of Twitter

2012 Gold

We Are Ohio: "#Grannygate"
The New Media Firm

2012 Bronze



PORAC - Tweets the North County Times
Marketplace Communications

2012 Honorable Mention

First Targeted Twitter Content Analysis
Lake Research Partners

F88 - Best Use of Search Engine Marketing

2012 Silver

We Are Ohio - Absentee Ballot Request Form
The New Media Firm

2012 Bronze

DSCC SEARCH ENGINE MARKETING
Bully Pulpit Interactive

2012 Honorable Mention

Making Home Affordable: Helping Distressed Homeowners
Talbot Digital

F89 - Best Use of Social Media

2012 Silver

America Votes-Ohio: Angry Buckeyes
Revolution Messaging, LLC

2012 Bronze

Get A Plan
Rainmaker Inc.

2012 Honorable Mention

Digital Recruitment Campaign
New Media Strategies

Newspaper - Ballot/Initiative

G13 - Full Page

2012 Bronze

Father Michael
Hackney & Hackney, Inc.

2012 Honorable Mention

Pebble Lady
Hackney & Hackney, Inc.

Newspaper - Public Affairs

G16 - Full Page

2012 Gold

Lawn Whisperer/Have You Talked to Your Lawn?
The Eppstein Group

2012 Silver

I Work in Vernon (Print)
SCN Strategies

2012 Bronze

The Association of American Railroads 2011
SKDKnickerbocker

2012 Honorable Mention

Defending Swipe Fee Reform - Spare Change
Penn Schoen Berland

G17 - Less Than Full Page

2012 Gold

Stepped Up
GMMB

2012 Silver

Don't Turn Your Back on Cancer
The Campaign Workshop

2012 Bronze

Save Lives, Save Money
The Campaign Workshop

2012 Honorable Mention

HumaneWatch's Consumer Alert Ad
Berman and Company

Phones - Candidate

H05 - Automated Calls - State/State-wide - Republican

2012 Silver

Like Mother; Like Son
Front Porch Strategies

H06 - Automated Calls - State/State-wide - Democrat

2012 Bronze

In Grannies' Words
Zata|3 Consulting

H09 - Automated Calls - Mayor - Democrat

2012 Bronze

President Obama parody call
PoliticalRobocalls.com

2012 Honorable Mention

Times are Tough
Zata|3 Consulting

H12 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Democrat

2012 Gold

One Man's Redemption
Zata|3 Consulting

2012 Bronze

Serving, Not Profiteering
Zata|3 Consulting

H18 - Automated Calls - Independent Expenditure Campaign - Democrat

2012 Gold

Putting the Nail in David William's Campaign Coffin
Stones' Phones

H29 - Live Calls - Presidential Primary - Republican

2012 Bronze

Finding Votes in the Corn Stalks
Strategic Fundraising

H31 - Live Calls - Governor - Democrat

2012 Honorable Mention

Earl Ray Tomblin for Governor - Plan Making
Winning Connections, Inc.

H34 - Live Calls - State/Statewide - Democrat

2012 Bronze

Steve Doyle for Wisconsin State Assembly
Winning Connections, Inc.

H37 - Live Calls - Mayor - Democrat

2012 Silver

Live Calls in Chinese Supporting Ed Lee for Mayor
Left Coast Communications

H41 - Live Calls - Local/Municipal/Regional - (Non-Mayoral) - Third Party

2012 Silver

Bill John Baker for Chief
Winning Connections, Inc.

H49 - Live Calls - Organization - Democrat

2012 Silver

EMILY's List February 2011 Telemarketing
Sustainer
Nexus Direct

2012 Bronze

EMILY's List September 2011 Telemarketing Appeal
Nexus Direct

2012 Honorable Mention

EMILY's List January 2011 Telemarketing
Acquisition
Nexus Direct

H51 - Best Use of Telephone Town Hall Call/Forum Call - Republican

2012 Gold

The Teleforum That Trumped All
Strategic Fundraising

H55 - For Special Election - Live Calls - Democrat

2012 Bronze

Steve Doyle for Wisconsin State Assembly
Winning Connections, Inc.

Phones - Ballot/Initiative

H57 - Automated Calls - State/State-wide

2012 Gold

Pro-Lifers vs. Personhood
Zata|3 Consulting

2012 Silver

The Bigger Devil
Zata|3 Consulting

2012 Bronze

It's OK to Say No
Zata|3 Consulting

2012 Honorable Mention

Thanks Guvna
Zata | 3 Consulting

H58 - Automated Calls - Local**2012 Honorable Mention**

Sensible Tacoma
Gravis Marketing, Inc

H59 - Automated Calls - GOTV**2012 Gold**

"Bradley"
Mowery Consulting Group

2012 Silver

"Bradley"
Mowery Consulting Group

2012 Bronze

Build It Now Sioux Falls GOTV Calls
Public Affairs Company

H60 - Live Calls - State/Statewide**2012 Bronze**

Hey Kid
Stones' Phones

2012 Honorable Mention

smartCall-Center Campaign
Smartech Corp & Airnet Group, Inc.

H61 - Live Calls - Local**2012 Bronze**

Improving Education in Gwinnett County
Winning Connections, Inc.

2012 Honorable Mention

A Brighter Future for Springdale
Zata | 3 Consulting

H62 - Live Calls Calls - GOTV**2012 Gold**

Make a Plan to Vote
Zata | 3 Consulting

2012 Bronze

Improving Education in Gwinnett County
Winning Connections, Inc.

H63 - Best Use of Telephone Town Hall Call/Forum Call**2012 Silver**

A Last Minute Surge of Reason
Zata | 3 Consulting

2012 Bronze

Direct from the Source
Melamed Communications, LLC

2012 Honorable Mention

A Big Mobilization in Little Rhode Island
Stones' Phones

Phones - Public Affairs**H64 - Automated Calls - Nationwide****2012 Bronze**

Testing....testing....
Stones' Phones

H65 - Automated Calls - State/Local**2012 Silver**

New Insights into the African American Electorate
Zata | 3 Consulting

H67 - Automated Calls - Advocacy/Grassroots Lobbying - State/Local**2012 Bronze**

Give a Hoot, Don't Pollute
Zata | 3 Consulting

2012 Honorable Mention

Bed Tax, Bad Tax
Zata | 3 Consulting

H68 - Patch-Through Program For Public Affairs (Autodial)**2012 Bronze**

Remember, Remember the 8th of November
Stones' Phones

2012 Honorable Mention

If In Doubt, Call Them Out!
Stones' Phones

2012 Silver

Bed Tax, Bad Tax
Zata | 3 Consulting

H69 - Live Calls - Nationwide**2012 Silver**

Weathering the Storm
Zata | 3 Consulting

2012 Bronze

2011 Stop "Stupak on Steroids" Responsive Appeal
Chapman Cubine Adams + Hussey

2012 Honorable Mention

Save the Dollar Bill!
Zata | 3 Consulting

H70 - Live Calls - State/Local**2012 Bronze**

A Bridge to a Sustainable Future
Davies

H71 - Live Calls - Advocacy/Grassroots Lobbying - Nationwide**2012 Honorable Mention**

Keystone XL Turnout Calls
Winning Connections, Inc.

H72 - Live Calls - Advocacy/Grassroots Lobbying - State/Local**2012 Silver**

Open Your Eyes to the Rise in Class Size
Stones' Phones

2012 Bronze

Mobilizing SEIU members to fight against cuts
Winning Connections, Inc.

2012 Honorable Mention

Tax Satellite TV
Executive Communications, Inc.

H73 - Best Use of Telephone Town Hall Call/Forum Call**2012 Silver**

The Tragedy of the Commons
Zata | 3 Consulting

2012 Bronze

A Union United
Zata | 3 Consulting

2012 Honorable Mention

Michigan Sportsmen Tele-Town Hall
Winning Connections, Inc.

H74 - Patch-Through Program For Public Affairs (Live)**2012 Silver**

Saving Babies in Iowa
CampaignHQ

2012 Bronze

Phone Program to Protect Swipe Fee Reform
DCI Group

2012 Honorable Mention

Tax Satellite TV
Executive Communications, Inc.

Phones - Overall**2012 Silver**

Don't just listen to me: Listen to you and your neighbors!
Stones' Phones

H75 - Most Innovative Use of Automated Technology**2012 Bronze**

Technology vs. Conventional Wisdom
Zata | 3 Consulting

2012 Honorable Mention

IVRs and Social Science Research
Zata | 3 Consulting

H76 - Best Use of New Technology**2012 Bronze**

First Targeted Twitter Content Analysis
Lake Research Partners

2012 Honorable Mention

smartCall Center Campaign
Smartech Corp & Airnet Group, Inc.

H77 - Best Use of Telephone Town Hall Call/Forum Call**2012 Silver**

Monumental Outreach
Front Porch Strategies

2012 Bronze

A Last Minute Surge of Reason
Zata | 3 Consulting



Radio - Candidate

I01 - For Presidential Primary - Republican

2012 Honorable Mention
Ron Paul - Life
FP1 Strategies

I06 - State/Statewide - Democrat

2012 Silver
Kentucky Family Values: "Moral Fiber"
The New Media Firm

I09 - For Mayoral - Democrat

2012 Silver
Promises. Promises.
Katzing Creative Ways

2012 Honorable Mention
Title Fight - Jonathan Rothschild for Mayor
Revolution Political Media

I11 - State Legislature - Republican

2012 Bronze
"No Laughing Matter"
RedPrint Strategy

2012 Honorable Mention
"The Record"
RedPrint Strategy

I14 - Local/Municipal/Regional - (Non-Mayoral) - Republican

2012 Silver
No Show Notariano
Innovative Advertising

I15 - Local/Municipal/Regional - (Non-Mayoral) - Democrat

2012 Bronze
Mother's Day Attack
Bronstein & Weaver, Inc.

I23 - Independent Expenditure - State Legislature - Republican

2012 Silver
Americans for Prosperity
Wisconsin - Emergency
The Strategy Group For Media

I26 - Independent Expenditure - Local/Municipal/Regional

2012 Bronze
Committee for Oklahoma City

Momentum - Empty
The Strategy Group For Media

I29 - For Super PAC - Republican

2012 Gold
Huge Mistake
Hackney & Hackney, Inc.

2012 Silver
No Way
Hackney & Hackney, Inc.

2012 Bronze
Truth About Claire
Hackney & Hackney, Inc.

2012 Honorable Mention
Gov't is the Problem
Hackney & Hackney, Inc.

Radio - Ballot/Initiative

I38 - For Organization

2012 Bronze
We Are Ohio: "Massilon-McKinley"
The New Media Firm

2012 Honorable Mention
Wolf at the Door
Hackney & Hackney, Inc.

I40 - For State/Local

2012 Silver
Town Clerk for Protect Maine
Votes (Yes on Question 1)
The New Media Firm

2012 Bronze
Build It Now Sioux Falls Heather & Shelby
Public Affairs Company

Radio - Public Affairs

I41 - Nationwide Public Affairs

2012 Silver
Kid
EpandMedia
2012 Bronze
Defending Swipe Fee Reform -
Science Fiction
Penn Schoen Berland

I42 - State/Local Public Affairs

2012 Gold
A City that Works (1 minute)
SCN Strategies
2012 Silver
What Do We Know
Hackney & Hackney, Inc.

2012 Bronze
Royal Wedding
Hackney & Hackney, Inc.

2012 Honorable Mention
The Buck Stops Here
Hackney & Hackney, Inc.

I43 - For Advocacy/Grassroots Lobbying - Nationwide

2012 Gold
"Bipartisan"
Something Else Strategies

I44 - For Advocacy/Grassroots Lobbying - State/Local

2012 Silver
Kids
Northwest Passage Consulting
2012 Bronze
COA - Childrens Vision Radio
(English and Spanish)
Marketplace Communications
2012 Honorable Mention
We Are
Trujillo | Caston Solutions

Radio - Overall

I46 - Best Use of Humor

2012 Silver
Doublespeak Decoder
Hackney & Hackney, Inc.
2012 Bronze
Americans for Prosperity
Wisconsin - Emergency
The Strategy Group For Media
2012 Honorable Mention
Huge Mistake
Hackney & Hackney, Inc.

I47 - Best Use of Negative Contrast

2012 Silver
What Do We Know
Hackney & Hackney, Inc.
2012 Bronze
Wolf at the Door
Hackney & Hackney, Inc.
2012 Honorable Mention
The Buck Stops Here
Hackney & Hackney, Inc.

Television - Candidate

J01 - For Presidential Primary - Republican



**Public Strategies Inc. congratulates
the winners of the 2012 AAPC
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2012 Gold

Ron Paul - Big Dog
FP1 Strategies

2012 Silver

Ron Paul - Serial Hypocrisy
FP1 Strategies

2012 Bronze

Ron Paul - Conviction
FP1 Strategies

J05 - Statewide Constitutional - Republican

2012 Gold

"JT" Lynn Fitch for State Treasurer
Dresner, Wickers, Barber, Sanders

2012 Silver

Nungesser "Other People's Money"
BrabenderCox

2012 Silver

"Boots"
RedPrint Strategy

2012 Bronze

Todd P'Pool for Kentucky Attorney General - Todd
The Strategy Group For Media

J06 - Statewide Constitutional - Democrat

2012 Gold

Alison Lundergan Grimes - "Elsie & Thelma"
Putnam Partners, LLC

2012 Silver

Jim Hood for Attorney General
SKDKnickerbocker

J08 - For Mayor - Republican

2012 Gold

Ballard "Sleeves"
BrabenderCox

2012 Bronze

Ballard "Act"
BrabenderCox

2012 Honorable Mention

Ballard "Catalyst"
BrabenderCox

J09 - For Mayor - Democrat

2012 Gold

Streets of San Francisco
SCN Strategies

2012 Silver

Bevan Dufty for Mayor - "Someplace New"
Putnam Partners, LLC

2012 Bronze

Michael Hancock for Mayor - "18 Miles"
Putnam Partners, LLC

2012 Honorable Mention

Michael Hancock for Mayor - "My Life"
Putnam Partners, LLC

J10 - For Mayor - Third Party

2012 Bronze

It's Time Ad

Allyn Media

J11 - State Legislature - Republican

2012 Bronze

Donahue for Senate "Blueprint"
Buisson Creative Strategies

2012 Honorable Mention

VA State Senate - Bill Stanley: "New"
FP1 Strategies

J12 - State Legislature - Democrat

2012 Gold

Senator Eric LaFleur - "Canard"
Putnam Partners, LLC

2012 Silver

Senator Phillip Puckett - "Commute"
Putnam Partners, LLC

2012 Bronze

Senator Phillip Puckett - "Listen"
Putnam Partners, LLC

2012 Honorable Mention

"I Know Dave"
Adelstein | Liston

J14 - Local/Municipal/Regional - (Non - Mayoral) - Republican

2012 Gold

Pat Brister for Parish President "Steps"
Buisson Creative Strategies

2012 Silver

Hard Headed
Hapax Creative

2012 Bronze

Experienced Leadership
JVW INC

2012 Honorable Mention

Neighborhoods
Rindy Miller Garcia

J15 - Local/Municipal/Regional - (Non - Mayoral) - Democrat

2012 Silver

Sandra Doorley for District Attorney
SKDKnickerbocker

2012 Bronze

Jimmy Pohlmann for Sheriff "Done Them All"
Buisson Creative Strategies

2012 Honorable Mention

Jake Zimmerman- Fair
Devine Mulvey

J17 - Independent Expenditure Campaign - Nationwide - Republican

2012 Bronze

RNC Change Direction Campaign "Crash"
Something Else Strategies

J20 - Independent Expenditure Campaign - State/Statewide - Republican

2012 Silver

Restoring America - Barber
The Strategy Group For Media

2012 Bronze

Restoring America - Bus
The Strategy Group For Media

J21 - Independent Expenditure Campaign - State/Statewide - Democrat

2012 Silver

Kentucky Family Values: "Disturbing Record"
The New Media Firm

2012 Bronze

Bluegrass CJF - Oath
Three Point Media

J24 - Independent Expenditure Campaign - State Legislature - Democrat

2012 Gold

Olsen vs. Wisconsin Families
Progressive Change Campaign Committee

J26 - Independent Expenditure Campaign - Local/Municipal/Regional/Republican

2012 Silver

Playtime
Innovative Advertising

2012 Honorable Mention

Committee for Oklahoma City Momentum - Contrast
The Strategy Group For Media

J29 - For Super PAC - Republican

2012 Gold

King of Bain: When Mitt Romney Came to Town
Cicero Media

2012 Silver

Fuzzy Math
Cicero Media

2012 Bronze

"Someone 60"
Strategic Perception Inc.

2012 Honorable Mention

Two
Strategic Perception Inc.

J32 - Best Use of Humor - Republican

2012 Gold

Ron Paul - Big Dog
FP1 Strategies

2012 Silver

Restoring America - Bus
The Strategy Group For Media

2012 Honorable Mention

Restoring America - Mailbox
The Strategy Group For Media

J33 - Best Use of Humor - Democrat

2012 Gold

Alison Lundergan Grimes - "Elsie & Thelma"
Putnam Partners, LLC

2012 Silver

Jake Zimmerman- Fair
Devine Mulvey

2012 Bronze

Jim Hood for Attorney General
SKDKnickerbocker

2012 Honorable Mention
Senator Eric LaFleur - "Canard"
Putnam Partners, LLC

J35 - Best Use of Negative Contrast - State/Statewide - Republican

2012 Silver
Restoring America - Coal Miner
The Strategy Group For Media

2012 Bronze
Restoring America - Missing
The Strategy Group For Media

2012 Honorable Mention
Restoring America - Worst Run
The Strategy Group For Media

J36 - Best Use of Negative Contrast - State/Statewide - Democrat

2012 Bronze
"Power"
Adelstein | Liston

2012 Honorable Mention
Brandon Presley - New Upside
Fletcher Rowley Inc

J38 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican

2012 Silver
Ballard "Act"
BrabenderCox

2012 Bronze
Darling "Darts"
BrabenderCox

J39 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

2012 Gold
Senator Phillip Puckett - "Listen"
Putnam Partners, LLC

2012 Bronze
Babur Lateef - "Hit"
Putnam Partners, LLC

2012 Honorable Mention
Senator Phillip Puckett - "Word"
Putnam Partners, LLC

J45 - Best Cable Only Broadcast - Democrat

2012 Bronze
Gael Tarleton - Common Sense
Argo Strategies

J47 - Non-Broadcast Video - Republican

2012 Bronze
Michele Bachmann for President - Iowa
The Strategy Group For Media

J48 - Non-Broadcast Video - Democrat

2012 Bronze
Mike Tregre for Sheriff "Tracey's Story"
Buisson Creative Strategies

2012 Honorable Mention
Ed Lee Gets it Done (2 min)
SCN Strategies

J51 - Bilingual/Multilingual/Foreign Language - Democrat

2012 Gold
Senator Eric LaFleur - "Canard"
Putnam Partners, LLC

2012 Silver
Gets it Done (Cantonese)
SCN Strategies

2012 Honorable Mention
Toda La Gente/All The People
North Woods Advertising

J52 - Bilingual/Multilingual/Foreign Language - Third Party

2012 Gold
Water Bills
Rindy Miller Garcia

2012 Silver
Thank You Francis Suarez
Rindy Miller Garcia

J62 - For Special Election - TV - Republican

2012 Bronze
Tom Capella for Assessor "School Line"
Buisson Creative Strategies

J63 - For Special Election - TV - Democrat

2012 Bronze
We Are Wisconsin "Jar"
The New Media Firm

2012 Honorable Mention
Omaha Recall
Kully Hall LLC,

Television - Ballot/ Initiative

J65 - For Statewide Campaigns

2012 Gold
Cristen
76 Words

2012 Silver
"No Sense"
Adelstein | Liston

2012 Bronze
Building a Better Ohio (Yes on Ohio Issue 2) - Facts
The Strategy Group For Media

2012 Honorable Mention
Emergency
The New Media Firm

J66 - For Local Campaigns

2012 Silver
Why Pittsburghers raised their own taxes during an anti-tax frenzy
The Campaign Group

2012 Bronze
"No on 300"
The Kenney Group

2012 Honorable Mention
One Zoo For All
CRAFT | Media/Digital

J67 - For Organization

2012 Gold
"Working"
Adelstein | Liston

2012 Silver
War on Working Families
Progressive Change Campaign Committee

J72 - Television Ad - More than 60 Seconds

2012 Silver
Zoey
The New Media Firm

Television - Public Affairs

J75 - National Public Affairs

2012 Gold
Get Out of My Milk
Berman and Company

2012 Silver
Tell Em' Joe Sent Ya
Revolution Political Media

2012 Bronze
Secondhand Smog
GMMB

2012 Honorable Mention
Gold Standard Solution: Mini Dollars
Berman and Company

2012 Honorable Mention
Domino Effect
Young Ideas

J76 - State/Local Public Affairs

2012 Gold
Vernon Works
SCN Strategies

2012 Silver
Recology: What We Save
Brainchld Creative

2012 Bronze
Alliance for Main Street "In the Ring"
BrabenderCox

2012 Honorable Mention
The Lawn Whisperer
The Eppstein Group

J77 - For Advocacy/Grassroots Lobbying - Nationwide

2012 Gold

Remember
GMMB

2012 Bronze

Yesterday Today and Tomorrow
AFSCME

2012 Honorable Mention

Red Carriage
GMMB

J78 - For Advocacy/Grassroots Lobbying - State/Local

2012 Gold

Alliance for Main Street "In the Ring"
BrabenderCox

2012 Silver

Say
GMMB

2012 Bronze

New Yorkers United for Marriage
SKDKnickerbocker

2012 Honorable Mention

Freedom Club - Soaring Taxes
The Strategy Group For Media

J79 - For National Organization

2012 Gold

Red Carriage
GMMB

2012 Silver

Carolyn
76 Words

2012 Bronze

Yesterday Today and Tomorrow
AFSCME

2012 Honorable Mention

American Medical Association (AMA) "Balloons"
BrabenderCox

2012 Honorable Mention

American Medical Association (AMA) "Balloons"
BrabenderCox

J80 - For State/Local Organization

2012 Gold

Alliance for Main Street "In the Ring"
BrabenderCox

2012 Silver

Violation
Hackney & Hackney, Inc.

2012 Bronze

Take Pride in North Carolina Campaign
Revolution Political Media

2012 Honorable Mention

"Forward" Committee for our Children's Future
Something Else Strategies

J81 - Best Use of Humor

2012 Bronze

Peace and Quiet
The Herald Group

2012 Honorable Mention

How Will You Pay?
GMMB

J82 - Best Use of Negative Contrast

2012 Gold

Repair Costa Mesa - Better Choice
Three Point Media

2012 Bronze

Empty Words
Hackney & Hackney, Inc.

2012 Honorable Mention

Violation
Hackney & Hackney, Inc.

2012 Honorable Mention

Lackadaisical
Hackney & Hackney, Inc.

J83 - Best Use of Personality/Celebrity

2012 Silver

Peace and Quiet
The Herald Group

2012 Honorable Mention

COA Reagan Tribute
Marketplace Communications

J84 - Bilingual/Multilingual/Foreign Language

2012 Bronze

SmartMeter
Imprenta Communications Group, Inc.

J85 - Non-Broadcast Video

2012 Gold

Mayors Against Illegal Guns- Truck Tour
Devine Mulvey

2012 Silver

Nunamta
Hackney & Hackney, Inc.

2012 Bronze

A Vital Service
76 Words

2012 Honorable Mention

The Debt Ceiling
DEPT 7

J86 - Television Ad - More than 60 Seconds

2012 Silver

PCCC: Wisconsin Labor in the Snow
Projects by Chi/Donahoe + Cole/Duffey

2012 Bronze

Vernon Works - 2 Minute
SCN Strategies

2012 Honorable Mention

Peace and Quiet
The Herald Group

International - Candidate

K01 - Collateral

2012 Bronze

Alguien tenía que decirlo
S,C,P,F

2012 Honorable Mention

Greg Sanchez
Sanmartin Group

K03 - Internet Campaign

2012 Gold

Great historical predictions
MAS Consulting Group

2012 Silver

Mu Sochua- A Story of Hope
Devine Mulvey

2012 Bronze

Fine Gael 2011
ElectionMall Technologies, Inc.

2012 Honorable Mention

Mobile Application for the Green Party of Canada
Purple Forge

K04 - Newspaper

2012 Honorable Mention

Greg Sanchez
Sanmartin Group

K06 - Radio Ad

2012 Gold

Reasons to change
Redondo & Asociados

2012 Bronze

CCM's Pact with the Devil
BuzzMaker

K07 - Television Ad

2012 Gold

Christy Crunch
NOW Communications Group Inc.

2012 Silver

Bounce
GMMB

2012 Bronze

Mi meta una mejor Venezuela
Newlink Political

2012 Honorable Mention

Pride
NOW Communications Group Inc.

International - Ballot/Initiative

K14 - Television Ad

2012 Gold

Gender Violence
Sanmartin Group

2012 Silver

We listen to you
Redondo & Asociados

2012 Bronze

Citizens Now
Sanmartin Group

2012 Honorable Mention

Cero Corruption
Sanmartin Group

International - Public Affairs

K15 - Collateral

2012 Gold

Memory, commitment and freedom
Redondo & Asociados

2012 Bronze

Building Mexico City's New Story With It's Citizens
Sanmartin Group

2012 Honorable Mention

KO Cancer
Sanmartin Group

K16 - Direct Mail

2012 Silver

Popular
NOW Communications Group Inc.

K17 - Internet Campaign

2012 Bronze

A Citizens Look
Sanmartin Group

2012 Bronze

A Citizens Look
Sanmartin Group

K18 - Newspaper

2012 Silver

Building Mexico City's New Story With It's Citizens
Sanmartin Group

2012 Bronze

Expert Care
NOW Communications Group Inc.

2012 Honorable Mention

KO Cancer
Sanmartin Group

K20 - Radio Ad

2012 Bronze

If they weren't
NOW Communications Group Inc.

K21 - Television Ad

2012 Gold

Knockout Cancer
Sanmartin Group

2012 Silver

Recuperation Of Public Spaces
Sanmartin Group

2012 Bronze

Phone Rings
NOW Communications Group Inc.

2012 Honorable Mention

Metrobus: Stories
Sanmartin Group

Shoulda, Woulda, Coulda

L01 - Direct Mail

2012 Gold

Helena Moreno for Representative
Buisson Creative Strategies

2012 Silver

Gunshow Loophole

The Chadderdon Group

2012 Bronze

Dancing with Republicans
Landslide Victory Campaigns

2012 Honorable Mention

Referendum 71 - Charlene
Argo Strategies

L02 - Internet

2012 Bronze

Done with Dunnam
Raconteur Media Company

2012 Honorable Mention

The One
CRAFT | Media/Digital

L04 - Radio

2012 Silver

Airport
The Public Response Group, Inc.

L05 - Television

2012 Silver

Moreno for Representative
Buisson Creative Strategies

2012 Bronze

Mike Duggan "Classroom"
Joe Slade White and Company

2012 Honorable Mention

Cure Michigan "Clark Family"
Joe Slade White and Company

WINNERS

FRIENDS OF THE AAPC FOUNDATION

The AAPC Foundation gratefully acknowledges the generosity of the following firms. Their contribution will assist the AAPC Foundation in its mission to support the American system of free elections and protect political free speech as well as provide scholarships for students preparing to enter the profession of politics.

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Inc.**

Stones' Phones

**Upstream
Communications**

Harris Media LLC

**The Strategy Group for
Media**





BEST USE OF NEW TECHNOLOGY WE ARE OHIO

We Are Ohio was the first campaign to utilize a new online tool, Social Organizing, allowing the integration of Facebook and the Democratic voter file. The tool, recorded all relationships and results in the VAN voter file, enriching We Are Ohio's overall field program. Supporters could log in to a website, match their Facebook and other friends to a targeted voter universe in the voter file, and then complete tasks like running a virtual phone bank to contact their targeted friends for persuasion or getting out the vote. We Are Ohio was able to reach more voters with personal contacts, resulting in the overturn of the anti-union bill.

CAMPAIGN MANAGER OF THE YEAR-DEMOCRAT AJ STOKES

A.J. Stokes was the Campaign Manager for the We Are Ohio effort to repeal Ohio Senate Bill 5. Stokes built an organization that collected 1.3 million petition signatures in just a little over two months. More than 5 times the number required to qualify for the ballot, The campaign surpassed the 3% threshold in every Ohio county. Stokes went on to build a campaign comprising over 150 staff, a \$30 million budget guiding the effort to a 61-19 Victory. And Vice-President Joseph Biden said the We Are Ohio win, "Saved the labor movement."

2012 CAMPAIGN MANAGER OF THE YEAR – REPUBLICAN

E. O'BRIEN MURRAY

E. O'Brien Murray led the stunning special election victory of Bob Turner in New York's 9th district. By all accounts, Murray not only held together a hastily built campaign operation, but found a way to be aggressive despite a campaign that was basically broke. Turner's Democrat challenger David Weprin hailed from a well-known and powerful New York Democratic family and Turner really should have been no match for him. Despite some of the coverage the race got, Turner's win was not just an anti-Obama vote. The fact that Turner's camp was able to effectively exploit Weprin's missteps – despite only having enough cash for a single cable TV ad – is impressive. Murray also helped devise some very smart targeting of Orthodox Jewish voters and Russian American voters in the district that helped Turner get over the top. The bottom line is that despite the Weiner scandal, a Republican should not have won that district.

2012 CAMPAIGN MANAGER OF THE YEAR – INDEPENDENT

JONATHAN LEVY

Jonathan Levy managed the campaign No on 26 to defeat initiative 26 in Mississippi that would have granted personhood status to fertilized eggs. He and his team overcame a 30-point polling deficit to win the election by 16 points despite a constant drumbeat from every media outlet claiming that there was no way to win. By trusting their data and creative thinking the No on 26 campaign in 2011 beat the odds more resoundingly and with more precision, and that is due in large part to the work of Jonathan Levy.

2012 CAMPAIGN STRATEGIST OF THE YEAR – DEMOCRAT

WILL ROBINSON

Will Robinson is one of the leading messaging strategists in the country and has been a leader on the marriage of new media and traditional television/radio advertising. Robinson's knowledge and use of facebook and google ads allowed for the development of pages with 100k+ likes - giving campaigns the ability to communicate with thousands of dedicated followers. Robinson's talent in developing the message, the various avenues to communicate it and then implementation of the advertising makes him a great asset to the campaigns he takes on as lead strategist.

2012 CAMPAIGN STRATEGIST OF THE YEAR – REPUBLICAN

RJ JOHNSON

RJ Johnson was the principal strategist for Republicans in Wisconsin and was Governor Scott Walker's General Consultant in 2010. He presided over the successful Republican defense against the legislative recalls in 2011. Specifically, he was the chief strategist for the independent effort that allowed Republicans to retain the State Senate Majority in the face of the largest recall effort in state history.

2012 FUNDRAISER OF THE YEAR – DEMOCRAT

SHERMAN BROWN/SCOTT GALE/MATT OSBORNE - BESHEAR ABRAMSON 2011 FINANCE TEAM

Despite Kentucky donors being limited to a \$1,000 per person limit and Kentucky's economy lagging behind the weakened national economy, the team devised and executed a plan to raise more than \$10 million to fund the re-election campaign of Kentucky Governor Steve Beshear; a record amount for a Kentucky Governor's race. Utilizing a seldom used tactic for a Kentucky Democrat, Republican donors were successfully targeted and solicited. Campaign reports showed that 60% of the Governor's donors were new contributors. Of the three 2011 gubernatorial elections, Governor Beshear was the only Democrat to win election.

2012 FUNDRAISER OF THE YEAR – REPUBLICAN

RICHARD NORMAN

As National Finance Chairman for the Tea Party, Norman helped take an organization that raised less than \$400,000 before his arrival to raising over \$7,000,000. In September 2011, Richard took temporary leave from his position at the Tea Party Patriots to become National Finance Chairman for the Herman Cain for President Campaign. In less than 6-weeks on the job, Norman captained a fundraising machine that raised over \$11,000,000.

2012 INTERNATIONAL CAMPAIGN OF THE YEAR

ABE DYK, GMMB AND THE MELLMAN GROUP

In early 2011, The Mellman Group, with Abe Dyk and GMMB, took on a Mayoral campaign in Albania's capital, Tirana, that would upset a three-time incumbent who was lauded for having revolutionized and reinvigorated the city. Luzlim Basha, a brilliant and effective cabinet Minister, had lived nearly half his life outside the country and represented a constituency outside Tirana in Parliament. In a campaign that one local paper said, "changed Albanian politics forever," The team used revolutionary tactics that helped Tirana residents connect with Luzlim Basha, securing his surprising victory by a narrow margin of under 100 votes.

2012 LOCAL CAMPAIGN MANAGER OF THE YEAR

JESSICA TAUBNER FOR AYANNA PRESSLEY FOR BOSTON CITY COUNCIL

In 2009, Ayanna Pressley became the first female black Councilor elected citywide in Boston. Two years later in 2011, Former Councilor Michael Flaherty chose to run again for City Council. The pundits unanimously predicted Pressley would lose the race. The Campaign Network began consulting with no infrastructure left over from the previous campaign, not to mention Pressley's campaign was in debt by thousands of dollars. Pressley came in first place, beating Flaherty by 12,000 votes; becoming the first African-American, and first woman, to top the ticket in a Boston citywide election.

2012 LOCAL CAMPAIGN OF THE YEAR**SLY JAMES FOR MAYOR, KANSAS CITY**

At the start of the Kansas City mayor's race, Sly James was a political unknown. He was a trial lawyer, but had never run for office. He was running in a seven-person primary against the incumbent mayor, a former mayor, one city council member, and two former council members. He received very little early attention or credibility from the media and local pundits, and started with a name ID that was among the lowest in the field. Thanks to a talented team that included the Dover Group (GC, online), Mission Control (mail), The Hamburger Company (TV), and Global Strategy Group (polling), Sly James was elected mayor of Kansas City.

2012 MOST VALUABLE PLAYER OF THE YEAR**JORDAN FITZGERALD AND SARAH FLOWERS**

Mississippi faced a ballot initiative to define personhood as beginning at conception. Polling five weeks before the election showed the initiative with a double digit lead and on pace to win with 74% of the state identified as anti-choice. Fitzgerald, Director of Field and Electoral Operations at Planned Parenthood of America, was dispatched to Mississippi to minimize the damage and Flowers, the campaign's General/Media consultant whose firm is 76 Words, got right to work overseeing the entire strategy. Over the next 35 days Fitzgerald and Flowers presided over a juggernaut campaign effort-wearing several hats as different needs arose. As women's rights groups all across America had their eyes on Mississippi, even though the No on 26 Campaign was outspent, the team surprised national pundits with a 58% to 42% victory and changed the political landscape of Mississippi forever.

2012 POLLSTER OF THE YEAR – DEMOCRAT**JEFREY POLLOCK**

In 2011, Pollock served as pollster and lead strategist for Governor Earl Ray Tomblin's victory in his special election in West Virginia as well as Attorney General Jack Conway's re-election victory in Kentucky – two states where the national political winds do not exactly blow in the Democrats favor. Pollock also contributed to some key victories in local elections including Sly James for Mayor of Kansas City; as well as Congresswoman Kathy Hochul's upset victory in the special election in upstate New York. Pollock's involvement in these races is notable not only for the victories but also for the accuracy of his polling.

2012 POLLSTER OF THE YEAR – REPUBLICAN**WHIT AYRES**

This year, Whit and his firm, North Star Opinion Research, founded Resurgent Republic with former RNC Chairman Ed Gillespie. Resurgent Republic conducts polling and focus groups for center-right political candidates and organizations. Through the use of innovative liberal vs. conservative polling strategies, Resurgent Republic yields more insightful results. Resurgent Republic has also been a leader in capturing the opinion of Hispanic voters, with Whit lending a strong voice to the importance of this outreach effort.

2012 PRO BONO CAMPAIGN OF THE YEAR**THE WAYNE JOHNSON AGENCY**

Following the wake of the tragic murders of two turban-wearing elderly Sikh men, and motivated by California State Senate President Pro Tem Darrell Steinberg's (D-Sacramento) call for a "Sikh Day", the Sikh community sought to reach out, build understanding and educate non-Sikhs about their culture and 100+ year history in California. Offering their services pro bono, Wayne Johnson and his team developed a robust press strategy inviting reporters and cameras to the homes of individual Sikh families for dinner. This was such a unique opportunity for opinion leaders in which they could engage a Sikh family in the family's home. They created a virtual online media information kit providing each reporter with family background, Sikh historical and cultural information and establishing context. This entire education and awareness campaign was an unqualified success.

2012 PUBLIC AFFAIRS CAMPAIGN OF THE YEAR**ALLIANCE FOR AMERICAN MANUFACTURING, THE MELLMAN GROUP, NORTH STAR OPINION RESEARCH, THE WESSEL GROUP, TRACY SEFL**

The American Alliance for Manufacturing, a unique industry-labor partnership led by Scott Paul, is working to build support among policy makers for a manufacturing policy that will revive America's manufacturing sector and make US industry more competitive. Leading with a bi-partisan polling team that included The Mellman Group and North Star Opinion Research and AAM consultants Michael Wessel and Tracy Seff who scheduled briefings with media, policymakers, Senators, House Members and Hill staff as well as President Obama's senior staff and GOP Presidential candidates, the spotlight was placed on concrete action to create manufacturing jobs. Policy makers soon adopted a manufacturing jobs agenda. Leadership on both sides of the aisle and in the White House embraced the strategy, producing and passing several pieces of legislation on AAM's list, targeted at encouraging manufacturing growth and cracking down on unfair trade. The President made manufacturing policy the central theme of his State of the Union address. POLITICO credited the team's research and strategy with being, "the catalyst for the [Congress and the Administration's] manufacturing agenda."

2012 SPECIAL POLLIE FOR FOSTERING DEMOCRACY - NON-PARTISAN**INTERNATIONAL REPUBLICAN INSTITUTE NATIONAL DEMOCRATIC INSTITUTE. JUDY VAN REST, KEN WOLLACH**

Today in Cairo, Egypt staff members from the International Republican Institute and National Democratic Institute are under threat of arrest and trial because they trained Egyptian citizens in democratic governance and political participation. IRI and NDI have trained thousands of activists around the world in campaign operations and technology. Neither IRI or NDI is affiliated with the Republican or Democratic parties, but hundreds of consultants from both parties have participated in open democratic training across the globe. Both programs have done more to advance freedom and democracy overseas than most other programs. Both serve under the umbrella of the National Endowment for Democracy.

2012 AAPC DISTINGUISHED SERVICE AWARD**ANTHONY BELLOTTI/WHITNEY HURT/ MELISSA CRESSEY**

This all volunteer team of young AAPC members has successfully executed a record setting 2012 Pollie Contest. The results are record numbers for entries and revenues to the AAPC. In the past all three have served as AAPC staffers. Their service over the past seven months managing this 2012 Pollie Awards Contest demonstrates their devotion and their abilities. They have served selflessly while exceeding our entry goals and providing us with innovative solutions.

Well done

Getty Images congratulates the winners of the 2012 AAPC Pollie Awards.

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