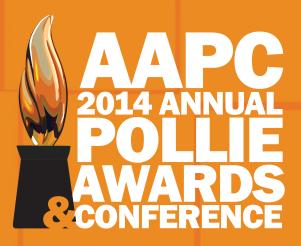


WINNERS BOOK

APRIL 2-4, 2014 SAN DIEGO, CA







EVENING PROGRAM

- I. Welcome Remarks
- **II.** National Anthem
- **III. AAPC Acknowledgements**
- IV. Dinner and Presentation of Pollie and Campaign Excellence Awards
- V. Winner Portraits Taken (Coronado Foyer)
- VI. Pollie After Party & Desert Reception (Coronado Ballroom)





POLLIE GALA DINNER

COMPLIMENTS OF



COMPLIMENTS OF

resonate





COMPLIMENTS OF



















TABLE OF CONTENTS

2 Evening Program

AAPC
Acknowledgements

Pollie Award Judges Pollie Award Winners Official Printer of the 2014 AAPC **Pollie Awards & Conference**

AAPC Thanks Those Who Made The 2014 Pollie Awards & Conference A Success

POLLIE CONTEST COMMITTEE

Chair: Rich Schlackman, RMS Associates
Anthony Bellotti, Campaign Solutions
Melissa Cressey, DSPolitical
Tracy Dietz, Labels & Lists
Kevin O'Neill, Grassroots Enterprise

2014 POLLIE CONFERENCE PLANNING COMMITTEE

Co Chairs:

Ondine Fortune, Fortune Media
Tom Shepard, Tom Shepard & Associates

Members:

Lorena Chambers, Chambers Lopez Strategies

Ed Clancy, Livable Streets

Carol Dahmen, Comcast Spotlight

Brian Franklin, Impact Politics

Art Hackney, Hackney & Hackney, Inc.

Jim Innocenzi, Sandler-Innocenzi

Mike Madrid, Grassroots Lab

Beth Miller, Miller Public Affairs Group

Tim Rosales, The Wayne Johnson Agency

Doc Sweitzer, The Campaign Group

AAPC STAFF:

Alana Joyce, Executive Director

Amanda Scherb, Pollie Contest
Coordinator

Beckie Souleymane, Membership Manager

Photos on pages 5 and 10 courtesy of Getty Images, an official provider of video, photos and music for the 2014 Pollie Conference.

iStock. gettyimages



OUR FANS ARE * YOUR VOTERS *



WE CAN TAILOR YOUR TV & DIGITAL BUY FROM STATE TO STATE





CRAIG AGRANOFF

POLITICALCONSULTING.COM

KEVIN AKINS

HAMILTON CAMPAIGNS

CATHERINE ALONZO

JAVFI INA

JON ANDERSON

MAD DOG MAIL

TOM ANDERSON

OPTIMA PUBLIC RELATIONS

MARK ARMOUR

ARMOURMEDIA, INC.

RAY ARNOLD

ARNOLD GROUP

JOHN BALDUZZI

THE BALDUZZI GROUP

CHAD BARTH

EVENTBRITE

PRESTON BATES

LIBERTY FOR ALL

ROSS BATES

ROSS G BATES CONSULTING

ERIC BAUMAN

LOS ANGELES COUNTY DEMOCRATIC PARTY

BETH BECKER

INDIGO STRATEGIES

BRYAN BEDERA

AMPLIFY RELATIONS

MEGAN BEDERA

AMPLIFY RFLATIONS

PAUL BENTZ

HIGHGROUND, INC.

ACHIM BERGMANN

BERGMANN ZWERDLING DIRECT

AARON BEYTIN

THE BEYTIN AGENCY

GAYATRI BHALLA

CATALIST

ALEX BILCHAK

BLISS INSTITUTE OF APPLIED POLITICS

BRENT BLACKABY

TRILOGY INTERACTIVE

MELANIE BLUMBERG

CALIFORNIA UNIVERSITY OF PENNSYLVANIA

JOSHUA BOISVERT

DAVIES PUBLIC AFFAIRS

NICOLE BOUDA

FORTUNE MEDIA, INC

JAMES BOWERS

BERMAN AND COMPANY

RICHARD BREHM

COMCAST SPOTLIGHT

BRENT BUCHANAN

CYGNAL

MICHAEL BURTON

OHIO UNIVERSITY

V.J. BUSTOS

GRAGERT RESEARCH

LIZ CHADDERDON

THE CHADDERDON GROUP

KARI CHISHOLM

MANDATE MEDIA

BRAD CHISM

CHISM STRATEGIES

SCOTT CIMMARUSTI

CURTIS SCOTT ADVERTISING INC.

MICHAEL CLARKE

CAMPAIGNOLOGY

WALTER CLINTON

AMERICAN DIRECTIONS GROUP

ALICIA COLLINS

BRABENDERCOX

SETH COLTON

THE LUKENS COMPANY

CHUCK COOLIDGE

LINCOLN STRATEGY GROUP

DARDEN COPELAND

THE CALVERT STREET GROUP

MELISSA CRESSEY

DSPOLITICAL

CHRIS CROTTY

CROTTY CONSULTING INC.

CHAD CROW

KC STRATEGIES

CHRISTIAN CURTO

CAMPAIGN SOLUTIONS

BRIDGET CUSICK

BERLINROSEN

JULIE CUTLER

ELEVATED CAMPAIGNS

JEFF DAVIS

VICTORY MEDIA GROUP

MARCUS DELL'ARTINO

FIRSTSTRATEGIC COMMUNICATIONS AND PUBLIC AFFAIRS

JAKE DILEMANI

THE PARKSIDE GROUP

MIKE DISHAROON

TRILOGY INTERACTIVE

MATT DOLE

POLITICS COUNSEL

MAURA DOUGHERTY

PRISM COMMUNICATIONS

ANGELA DOUGLAS

UNIVERSITY OF NORTH CAROLINA WILMINGTON

JOHN DOWLESS

MILLENNIUM CONSULTING, INC

PAUL DOWNEY

FULL PAGE MULTIMEDIA, INC

TOM DOYLE

CLEAR CHANNEL MEDIA + ENTERTAINMENT

JOSEPH DOZIER

JTD STRATEGIES LLC

MICHAEL DUNCAN

HARRIS MEDIA, LLC

LEN EPAND

EPANDMEDIA

GAYLE FALKENTHAL

FALCON VALLEY GROUP

HAL FISCHER

MOUNT VERNON PRINTING

LIZ FITZGERALD

PORTER NOVELLI

DOUGLAS FORAND

RED HORSE STRATEGIES

ONDINE FORTUNE

FORTUNE MEDIA, INC

BRIAN FRANKLIN

IMPACT POLITICS

ERIC FRENCHMAN

CONNELL DONATELLI

FREDERIC NICOLAS FRICHOT

FRICHOT AND ASSOCIATES

MIKE GEHRKE

BENENSON STRATEGY GROUP

MISSY GIBBONS

HSP DIGITAL LLC

AMY GONZALEZ

BLUEPRINT INTERACTIVE

CHAD GOSSELINK

CONTROL POINT GROUP

CATHERINE GRAFFEO

NEXUS DIRECT

JOSHUA GROSSFELD

MAMMEN GROUP INC

HEIDI GUERRA

INNOVATIVE ADVERTISING, LLC

SETH GUIDRY

DCI GROUP

ASHLEY GUNDLACH

NEXUS DIRECT

APRIL HACKNEY

HACKNEY & HACKNEY, INC.

ART HACKNEY

HACKNEY & HACKNEY, INC.

GEORGE HAMP

MISSION CONTROL, INC.

JONATHAN HANEN

THE CHURCHILL GROUP

TYLER HARBER

HARDEN | GLOBAL

JOHN HATCH

TEXAS PETITION STRATEGIES

CHRIS HAYLER

STONES' PHONES

MICHAEL HILL

OLDMIXON HILL

KYLE HILLMAN

KYLE HILLMAN STRATEGY GROUP

ERIC HOGENSEN

HSG CAMPAIGNS

FOUNT HOLLAND

AH STRATEGIES & MAIORITY DESIGNS

BRENNA HOLMES

CHAPMAN CUBINE ADAMS + HUSSEY

CASSY HOUGH

PANDORA MEDIA INC.

MISHA HOUSER

CITY OF LONG BEACH

TIERNEY HUNT

THE NEW MEDIA FIRM

LARRY HUYNH

TRILOGY INTERACTIVE

ADAM HYLAND ECCANOVA

JOE IESUE

CASSANDRA ILLIDGE

GETTY IMAGES

KAY ISRAEL

RHODE ISLAND COLLEGE

BUD JACKSON

JACKSON GROUP MEDIA

KAREN JAGODA

E-VOTER INSTITUTE

JEAN JENNER

JENNER CONSULTING

SHERMAN JEWETT

BLUE&READ

JOSHUA JONES

RED CLAY

COMMUNICATIONS, INC

DAN JUDY

NORTH STAR OPINION RESEARCH

DAVID KANEVSKY

AMERICAN VIEWPOINT

SUSAN KATZ

KATZING CREATIVE WAYS

DANIEL KATZ

THE PARKSIDE GROUP

THOMAS KEELEY

CONNECTIVIST MEDIA

BRIAN KELLEY

XENOPHON STRATEGIES

JONATHAN KERRY

CONSERVATIVE NATION LLC

CARTER KIDD

CAMPAIGN SOLUTIONS

JASON KINGSBURY

WINNING CONNECTIONS/ PHONES

ADAM KIRSCH

SOURCED STRATEGIES

BARRY KLEIN

BERLINROSEN

AMANDA KOHUT

THE GRADUATE SCHOOL OF POLITICAL MANAGEMENT

ANDRII KRUGLASHOV

VERONIKA KRUGLASHOVA

NIKKOLOM

DANIEL KULLY

KULLY HALL

BYRON LAMASTERS

INFOCUS CAMPAIGNS

ALLY LETSKY

OMP DIRECT

LARRY LEVINE

LARRY LEVINE & ASSOCIATES

ROMAN LEVIT

BERLINROSEN

MICHAEL LIDDELL

NGP VAN

JASON LINDE

DDC ADVOCACY

BRAD LIPPMANN

CATALIST

BRIAN LISK

NIS

XAVIER LOPEZ-AYALA

THE NEW MEDIA FIRM

CLAIRE LOW

KENNEDY COMMUNICATIONS, INC.

KURT LUIDHARDT

THE PROSPER GROUP

THOMAS MANNIX

ELECT SYSTEMS INC

LUKE MARCHANT

365 STRATEGIES

NICK MARTIN

DEMOCRATIC PARTY OF CUYAHOGA COUNTY

CRYSTAL MARTIN

MAII POW

CHRISTOPHER MASSICOTTE

DSPOLITICAL

JENNIFER MATHEWS

AMM POLITICAL

CARTNEY MCCRACKEN

CONTROL POINT GROUP

JAMES MCKITTRICK

NEXUS DIRECT

MATTHEW MCMILLAN

BUZZMAKER

HOWELL MEDLEY

MEDLEY STRATEGY GROUP

RYAN MEERSTEIN

TARGETED VICTORY

CHADWICK MELDER

CAMCO CONSULTING

WILLIAM MILLER

CONTROL POINT GROUP

WILL MILLER

FLAGLER COLLEGE

VINNY MINCHILLO GLASS HOUSE STRATEGY

CHAD MINNICK

MINNICK & MINNICK, INC.

JEFF MORRIS

MMA CREATIVE

AMY MORRISON

CHAPMAN CUBINE ADAMS + HUSSEY

MICHAEL MOSCHELLA

NATIONBUILDER

CHRIS MOTTOLA

CMCI

MICHAEL MULE

UPT STRATEGIES

MILLARD MULE

UPT STRATEGIES

SARAH MULE

UPT STRATEGIES

ANDREW MYERS

MYERS RESEARCH AND STRATEGIC SERVICES

IVA NICOLO

NEXUS DIRECT

DEAN NIELSEN

CERILLION N4 PARTNERS

SHIENA MARIE NORMAND

CONSERVATIVE NATION LLC

AUBREY NORTHAM NEXUS DIRECT

BENJAMIN NUCKELS

JOE SLADE WHITE & COMPANY

VIVIAN NUNEZ

INFINITY MEDIA



SETH OLDMIXON OLDMIXON HILL

OLD WING THEE

ALAN PACKMAN

THOMAS PANKER

NEXUS DIRECT

JENNIFER PASCAL

ALLYN MEDIA

PETER PASI

COLLECTIVE

ALEX PATTON

OZEAN MEDIA

DAVID PAYNE

VOX GLOBAL

S. CHAD PEACE

IVC MEDIA LLC

ENRIQUE PEARCE

LEFT COAST COMMUNICATIONS

ANNE-MARIE PETRIE

CBS RADIO

CASEY PHILLIPS

REDPRINT STRATEGY

BRANDON POWERS

POWERS COMMUNICATIONS

LORI RAAD

SOMETHING ELSE STRATEGIES

MARKO RAKAR

MRAK SERVICES

OSWALDO RAMIREZ

ORC CONSULTORES

ERIC RARDIN

CARE2

AUSTIN REED

AMM POLITICAL

TIM REEVES

THE EPPSTEIN GROUP

MATTHEW REY

RED HORSE STRATEGIES

JERI RICHARDSON

SAGAC PUBLIC AFFAIRS

VICTOR RICHARDSON II

BUZZMAKER

JESSICA RING

ALLYN MEDIA

BART ROBBETT

ROBBETT ADVOCACY MEDIA

CHUCK ROCHA

SOLIDARITY STRATEGIES

ANA RODRIGUES

THE ADVANCE GROUP

JEFF ROE

AXIOM STRATEGIES

JASON ROE

REVOLVIS

RICK ROSENBERG

CHRIS RUSSELL CONSULTING LLC

CHRIS RUSSELL

CHRIS RUSSELL CONSULTING LLC

LAURA RYNKIEWICZ

NEXUS DIRECT

RAMNEEK SAINI

LEFT COAST
COMMUNICATIONS

DANNY SANDERS

THERESA SCHOPPE

SHOUTPOINT

PETER SCHORSCH

EXTENSIVE ENTERPRISES

ERIN SCHULTZ

NWP CONSULTING

SCOTT SCHWEITZER

THE STRATEGY GROUP FOR MEDIA

MARGO SCOTT DUNN

THE CAMPAIGN WORKSHOP

ANDREW SHARP

ANDREW SHARP CONSULTING, INC.

TIFFANY SMILE

HEATHER SMITH

RIGHT ANGLE CONSULTING

NATHAN SMITH

SSK COMMUNITIES

STEPHEN SOLOMON

THE PIVOT GROUP

JAMES SPENCER

THE CAMPAIGN NETWORK

EVAN STAVISKY

THE PARKSIDE GROUP

JARED SUHN

THE SINGULARIS GROUP

SEAN SULLIVAN

HSC

MEGAN SULLIVAN

NIK SWIATEK

REX FOR PRESIDENT CAMPAIGNS

CHRIS TALBOT

TALBOT DIGITAL

LAURA TAMMAN

GREENLIGHT MEDIA STRATEGIES

TRAVIS TAYLOR

GARY TEAL

BEHAVIOR MATRIX

KEVIN TEETS

KT STRATEGIES

BEN TEVELIN

FIELD STRATEGIES

RICK THOMAS

QUINN THOMAS PUBLIC AFFAIRS

SOPHIE THURBER

THE CAMPAIGN WORKSHOP

JESSICA TIBERIO

NEXUS DIRECT

ELISA TOTARO

EQUIPO 70

AARON TROST

AARON TROST, LLC

GLYNNIS VAUGHAN

KRUNOSLAV VIDIĆ

STRATEGO PR CONSULTING

BEN WALTERS

EBERLE COMMUNICATIONS GROUP

STEVE WANCZYK

THE PARKSIDE GROUP

MARK WATTS

ABACUS ASSOCIATES

KRISTIN WELSH

ALLYN MEDIA

AMILE WILSON

HAPAX CREATIVE

ROB WORDEN

CLEAR CHANNEL MEDIA + ENTERTAINMENT

BRIAN WRIGHT

MELAMED COMMUNICATIONS

JONATHAN YEDIN

THE ADVANCE GROUP

KATE ZAYKOWSKI

HARRIS MEDIA, LLC

SUE ZOLDAK

ADFERO GROUP

SUZANNE ZURN

VINCO STRATEGIES LLC

ALEX ZWERDLING

BERGMANN ZWERDLING DIRECT

Facebook is proud to sponsor the

2014 AAPC Pollie Awards and Conference

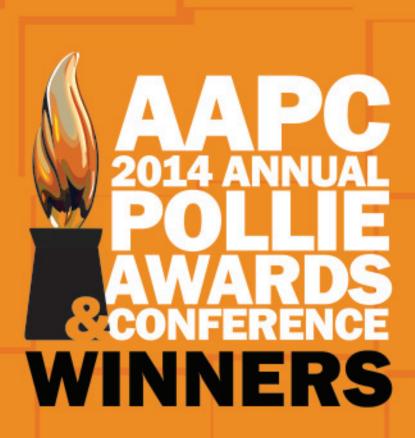
Congratulations to tonight's winners!

Visit bit.ly/FBpolitics for tips, case studies and news.

Reaching Voters One Song at a Time

Pandora connects your campaign with an engaged voting age audience – over 60 million US users and growing – through the passion point of music. The combination of our personalized listening experience and precision targeting ensures your message is reaching the right audience at the right time.











OVERALL CAMPAIGNS -CANDIDATE DIVISION A01 - Best Direct Mail Campaign Terry McAuliffe for Governor Flight

Moore Campaigns

Funds for Jobs, Growth and Security - Frank Balles

Mission Control, Inc.

A02 - Best Internet Campaign

Liberal Party of Australia 2013 Race **IMGE**

Silver

Cory Booker for Senate Digital Marketing Program

Trilogy Interactive

A03 - Best Phone/Field Campaign

Gold

Laura Maczka For Mayor: "The Clinic" Stampede Consulting

Vidak for State Senate GOCO Consulting, LLC

A04 - Best Television/Radio Campaign

Gold

Turnaround Detroit Joe Slade White & Company

New Yorkers for de Blasio AKPD Message and Media LLC

Philip Levine for Mayor of Miami Beach The Victory Group

A05 - Best Use of Fundraising

U.S. Senator Jim Inhofe: Dove Hunt Invitation Mailer & Event Materials Sagac Public Affairs

U.S. Senator Jim Inhofe - Striper Fishing Tournament Event, Invite & Materials Sagac Public Affairs

Bronze

Okla. State Treasurer - Ken Miller Campaign "Tip Off" Event Sagac Public Affairs

A06 - Best Use of Humor

Frank Balles for NJ Senate - "Favorite Things"

The Strategy Group Company

Silver

I'm ObamaCare Series

Republican National Committee

I'm ObamaCare: Down

Republican National Committee

A07 - Best Use of Negative/ **Contrast**

Gold

Women's Flight Moore Campaigns

Silver

Voice

Jamestown Associates

Turnaround Detroit, "Park" Joe Slade White & Company

A08 - Best in Show

Gold

Turnaround Detroit Write-In Campaign Joe Slade White & Company

MARTY WALSH FOR BOSTON MAYOR Jackson Group Media LLC

Bronze

Foxes in Ballot Boxes

The Bevtin Agency

OVERALL CAMPAIGNS -BALLOT INITIATIVE DIVISION

A09 - Best Direct Mail Campaign Gold

Yes for SeaTac Moxie Media

Henrico County Meal Tax - Vote Yes Mission Control, Inc.

A10- Best Internet Campaign

Yes on 522, the Campaign to Label GMOs in Washington State Oldmixon Hill

A11 - Best Phone/Field Campaign

Field to the Rescue Calvert Street Group

A13 - Best Use of Fundraising

Yes on 522, the Campaign to Label GMOs in Washington State Oldmixon Hill

A14 - Best Use of Humor

Gold

Dumb and Dumber Hackney & Hackney, Inc.

A16 - Best in Show

Cincinnati Says NO on Issue 4 JVA Campaigns

Silver

nig

Moxie Media

OVERALL CAMPAIGNS -PUBLIC AFFAIRS DIVISION

A17 - Best Direct Mail Campaign

The Home Depot "Why e-Fairness Matters" Postcard

Sagac Public Affairs

Silver

AARP Chained CPI Appeal Campaign Chapman Cubine Adams + Hussey

A18 - Best Internet Campaign

Gold

Zombies For Responsible Government Gateway Media

Moving America Out of the Red **Proof Integrated Communications**

Lady Parts Justice - Clear Eyes, Full Hearts, Can Choose

Revolution Messaging

A19 - Best Phone/Field Campaign

Napa Pipe: Creating A New Vision **Davies Public Affairs**

Silver

Ratepayer Revolt Calvert Street Group

A20 - Best Television/Radio Campaign

Gold

AARP - Fraud **GMMB**

Silver

Highmark Blue Cross Blue Shield Overall Campaign BrabenderCox

Bronze

UPMC - Contract Campaign The Strategy Group Company

A21 - Best Use of Fundraising

Reclaim America PAC **Targeted Victory**

Clear Channel PAC - Peer to Peer Campaign Sagac Public Affairs

Bronze

NARAL Defeat Cuccinelli eAppeals Chapman Cubine Adams + Hussey

WIZZER R

A22 - Best Use of Humor

Gold

Zombies For Responsible Government Gateway Media

A24 - Best in Show

Gold

Coloradans for Responsible Energy Development

Pac/West Communications

Pastors and General Push for ATT Eleison, LLC

White Coat Waste Movement White Coat Waste Movement

Bronze

Texas Works WeRPolitics

DIRECT MAIL -CANDIDATE DIVISION

B08 - For Mayor - Republican

Taylor Major Liberal Donor AH Strategies & Majority Designs

"Faulconer: Proven Record." Mailer Revolvis Consulting

Bronze

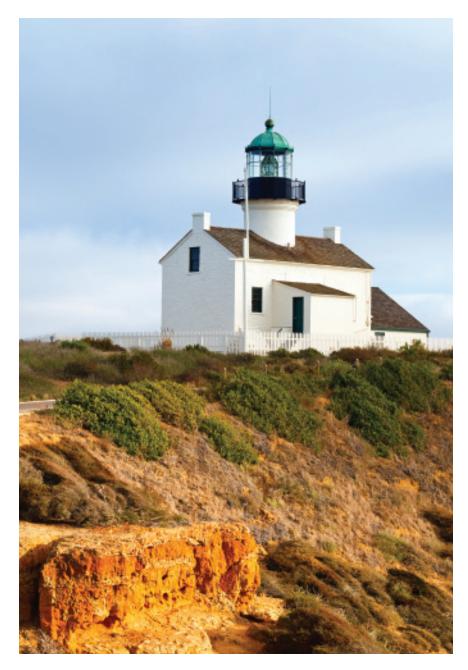
Lost Jobs

Meridian Central Public Affairs

B09 - For State Legislature -Democrat

Gold

Foxes in Ballot Boxes The Beytin Agency







Eleanor - Reed Heddleston

Mad Dog Mail

Bronze

Service

The Balduzzi Group

B10 - For State Legislature -Republican

Gold

Carona Missing Poster Axiom Strategies

Silver

Carona Highway

Axiom Strategies

Bronze

LD1 Assembly - "Above the Law" Chris Russell Consulting LLC

B11 - For Local/Municipal/ **Regional Candidate - (Non-Mayoral Race) - Democrat**

Gold

Service

The Chadderdon Group

Safety In Numbers

Blue&Read

Bronze

Mug Shot

Red Horse Strategies

B12 - For Local/Municipal/ Regional Candidate - (Non-Mayoral Race) - Republican

Gold

Doors

Cold Spark Media

Silver

LIAR LIAR

thetrazgroup

Bronze

FINGERS CROSSED

thetrazgroup

B15 - For Membership **Organization**

Gold

Teamsters Slate

Cerillion N4 Partners

Thank You Debbie Halvorson BerlinRosen

Bronze

Get To Work

Cerillion N4 Partners





B17 - GOTV - Statewide/Local

Gold

Pledge to Vote Signatures
Northwest Passage Consulting

B18 - Slate - Statewide/Local

Gold

Foxes in Ballot Boxes The Beytin Agency

B21 - Independent Expenditure Campaign - Governor

Gold

NextGen Climate Action - Smokestack Mission Control, Inc.

Silver

NextGen Climate Action - 98% Mission Control, Inc.

B22 - Independent Expenditure Campaign - U.S. Senate/House

Gold

Badge

Bergmann Zwerdling Direct

B23 - Independent Expenditure Campaign - Statewide (Non-Gubernatorial Race)

Gold

Control

Gold Communications

B24 - Independent Expenditure Campaign - Mayor

Gold

Skeletons

The Campaign Workshop

Silver

Double Standard

Ryan Clumpner

Bronze

Gone Fishin'

The Chadderdon Group

B25 - Independent Expenditure Campaign - State Legislature

Gold

Disaster

Kennedy Communications, Inc.

Silver

Fall of Roma

Kennedy Communications, Inc.

Bronze

Guns Three

Kennedy Communications, Inc.

B26 - Independent Expenditure Campaign - Local/Municipal/Regional

Gold

Superhero

The San Diego Group

Silver

Thumbs Up

JVA Campaigns

Bronze

No Sara

Bergmann Zwerdling Direct

B27 - Best Use of Bilingual/ Multilingual/Foreign Language

Gold

Uno - Ron Serpico Mad Dog Mail

Silver

Nieto

The Strategy Group

Bronze

DREAM

Ryan Clumpner

B28 - Best Use of Humor

Gold

Dodgers

The Parkside Group

Silver

Gorilla

The Public Response Group

Bronze

Nudes

The Parkside Group

B29 - Best Use of Illustration

Gold

Anderson Went to Richmond - Reed Heddleston

Mad Dog Mail

Silver

Elephant in Sheep's Clothing

Los Angeles County Democratic Party

Bronze

Foxes in Ballot Boxes

The Beytin Agency

B30 - Best Use of Negative/ Contrast - U.S. Senate/House

Gold

McConnell MGB Fraud

The Lukens Company

B32 - Best Use of Negative/ Contrast - Local/Municipal/ Regional (Including Mayor)

Gold

Stephen Fulop for Jersey City Mayor - Watch Mission Control, Inc.

Silver

Funds for Jobs, Growth and Security - Cane Mission Control, Inc.

Bronze

Double Standard

Ryan Clumpner

Bronze

Foxes in Ballot Boxes

The Beytin Agency

DIRECT MAIL - BALLOT INITIATIVE DIVISION

B38 - For City Campaigns

Gold

Spin

Moxie Media

Silver

Safe Schools=Safe Kids

Greenlight Media Strategies

Bronze

Mad Hatter

JVA Campaigns

B40 - For Local/Municipal/ Regional Organization

Gold

Tyler Proud - Vote By Mail 365 Strategies

DIRECT MAIL - PUBLIC AFFAIRS DIVISION

B49 - Franked Mail

Gold

Cut

Bergmann Zwerdling Direct

Silver

BUDGET VOTE

thetrazgroup

B51 - For State/Local Public Affairs

Gold

Sante Fe Gold - Building an Army of Advocates

Davies Public Affairs

Silver

Direct Mail for Active Adult Development

Project Five Corners Strategies

Drawe

Morse Double Dip

DMI DIRECT

B53 - For Membership Communications

Cold

Transport Workers Union "Teamster Air" Putnam Partners, LLC

B56 - Best Use of Humor

Gold

Transport Workers Union "Air Sickness Bag"

Putnam Partners, LLC

THE HARMAN PRESS



POLITICAL PRINTING:

OFFSET & DIGITAL PRINTING
OUTDOOR, SIGNAGE & LARGE FORMAT
BROCHURES, DOOR HANGERS, FLYERS, POSTERS,
BUTTONS, LAWN SIGNS, STICKERS, DIRECT MAIL



6840 VINELAND AVE NORTH HOLLYWOOD, CALIFORNIA 91605 818-432-0570

INFO@HARMANPRESS.COM • WWW.HARMANPRESS.COM





B58 - Best Use of Negative/ Contrast

Gold

What if

Englin Consulting

TELEVISION -CANDIDATE DIVISION

C02 - For Governor - Republican

Right Direction

Strategic Partners & Media

Silver

Compassion

Jamestown Associates

C03 - For U.S. Senate/House -**Democrat**

Gold

Sciortino for Congress "Father's Son" Putnam Partners, LLC

C04 - For U.S. Senate/House -Republican

Teddy Turner for Congress - "Break Up" The Strategy Group Company

Change Washington

Jamestown Associates

C07 - For Mayor - Democrat

Steven Fulop for Mayor "Hudson" Putnam Partners, LLC

Dante

AKPD Message and Media LLC

Bill Peduto for Mayor "Sweeper" Putnam Partners, LLC

C08 - For Mayor - Republican

Dewey Bartlett for Tulsa Mayor - "Cents" The Strategy Group Company

Silver

Part Time

CRAFT Media | Digital

Stothert for Omaha "Good Kids" Redstone Public Affairs

C09 - State Legislature -**Democrat**

How a former ironworker and political insider showed what motivates him The Campaign Group, Inc.

C10 - State Legislature -Republican

Gold

Arrogant Albano

Jamestown Associates

Stahl for Senate: Results Richard Sales Media

C11 - Local/Municipal/Regional -(Non-Mayoral Race) - Democrat

Gold

Out of Touch

Silver Strategies and Communications Group

Silver

Stringer 2013 - "Making It" **GMMB**

Ohio's Next Big Thing: P.G. Sittenfeld Devine Mulvey Longabaugh

C12 - Local/Municipal/Regional -(Non-Mayoral Race) - Republican

David Lindemood for Judge KC Strategies

C13 - Best Use of Bilingual/ Multilingual/Foreign Language

Gold

What Kind of Person?

Chambers Lopez Strategies

Pathways to Progress

Jackson Group Media LLC

Bronze

SOMOS BOSTON

Jackson Group Media LLC

C14 - Best Use of Humor

Sciortino for Congress "Father's Son" Putnam Partners, LLC

Turnaround Detroit, "Park" Joe Slade White & Company

Bronze

Wheelbarrow

ArmourMedia, Inc.

C15 - Best Use of Negative/ Contrast

Gold

Turnaround Detroit, "Park" Joe Slade White & Company

What Kind of Person? Chambers Lopez Strategies

Bronze

Steven Fulop for Mayor "New Mayor" Putnam Partners, LLC

C16 - Best Use of Television Over 30 Seconds

Gold

Sciortino for Congress "Father's Son" Putnam Partners, LLC

Ken Cuccinelli for Governor 'Justice' FP1 Strategies

Jersey Pride (English) Strategic Partners & Media

C32 - Independent Expenditure Campaign - Governor

Garden State Forward "Wrong Direction" The New Media Firm

Silver

Job Security

Chambers Lopez Strategies

C33 - Independent Expenditure Campaign - U.S. Senate/House

NFIB: Democrat Printing The Herald Group

C35 - Independent Expenditure **Campaign - Mayor**

MARTY WALSH FOR BOSTON MAYOR Jackson Group Media LLC

Silver

Japan, India, China Revolution Media

Bronze

GUN SHOT

Jackson Group Media LLC

C36 - Independent Expenditure **Campaign - State Legislature**

Gold

Fighting For What Matters Most Media & Associates

C37 - Independent Expenditure Campaign - Local/Municipal/ Regional

Gold

Antonio Sanchez - "Valley Raised" **SCN Strategies**

TELEVISION - BALLOT **INITIATIVE DIVISION**

C18 - For Statewide Campaigns

Gold

Bad Idea New Jersey Berman and Company



Campaign Performance You Can Trust.

YuMe. Delivering Results.

Right on Target. Quickly & Efficiently on All Screens.

When it comes to getting the word out and the votes in, YuMe offers the most effective solution for delivering digital video advertising across multiple screens. With software, data and science, YuMe's innovative Household Targeting approach tells your story to a receptive audience and produces quantifiable campaign results.







C19 - For County/City/Local **Campaigns**

Gold

Christie

76 Words

Gold

YES on 20-213 Commercial

Revolvis Consulting

Silver

Yes on B - "Two Mayors"

SCN Strategies

C20 - Best Use of Bilingual/ Multilingual/Foreign Language

Gold

Raise the Wage

Revolution Media

C21 - Best Use of Humor

Gold

Bad Idea New Jersey

Berman and Company

C23 - Best Use of Television Over 30 Seconds

Committee For Research Treatments &

Cures 'Grateful'

FP1 Strategies

TELEVISION - PUBLIC AFFAIRS DIVISION

C24 - For National Campaigns

Gabby Giffords Stirs Emotion In Her Return

To Politics

The Campaign Group, Inc.

"Shots Fired, Officer Down"

Devine Mulvey Longabaugh

Bronze

Popularity Contest

Revolution Media

C25 - For Statewide Campaigns

Youngbloms

76 Words

Silver

A Better Connecticut: Don't Choose

Three Point Media

Bronze

OINK! OINK! Sen. Graham!

Devine Mulvey Longabaugh

C26 - For Local Campaigns

Action Movie

The Eppstein Group

Silver

DCEA: Petition

Richard Sales Media

UPMC - "Why"

The Strategy Group Company

C27 - For Organization

Combatting "Vultures" in the Northern Las Vegas Housing Market

DDC Advocacy

Silver

Silent Movie

The Eppstein Group

Bronze

Highmark Blue Cross Blue Shield "What's

Next"

BrabenderCox

C28 - Best Use of Humor

Gold

AARP - Fraud

GMMB

Silver

Newsreel

The Eppstein Group

Bronze

Popularity Contest

Revolution Media

C29 - Best Use of Negative/ Contrast

Gold

Max the Dog

Berman and Company

Silver

"Kids First"

DC London Inc.

Silver

LCV - "Action" and "Response"

GMMB

Bronze

"Starving" - Philadelphia Federation of

Teachers

Adelstein | Liston

C30 - Best Use of Television Over 30 Seconds

Highmark Blue Cross Blue Shield "What's Next"

BrabenderCox

Silver

Highmark Blue Cross Blue Shield "Working Together"

BrabenderCox

Bronze

Highmark Blue Cross Blue Shield

"Monopoly- Bread"

BrabenderCox

TELEVISION -MISCELLANEOUS

C31 - Best Use of Celebrity/ **Personality**

Gold

Shaq

Strategic Partners & Media

INTERNET - CANDIDATE DIVISION

D01 - Website - Governor

Gold

Christine Jones

Harris Media LLC

Mike Ross for Governor Website:

www.MikeRoss.com

Trilogy Interactive

Bronze

Brophy For Governor Website

Innovative Advertising

D02 - Website - U.S. Senate/ House

Gold

Cory Booker for Senate Website:

www.CorvBooker.com

Trilogy Interactive

Silver

Sean Duffy for Congress

Campaign Solutions/Connell Donatelli

Eric Cantor for Congress

Integrated Web Strategy

D03 - Website - Statewide (Non-**Gubernatorial or Senate)**

MalachiForTexas.com

Upstream Communications

Silver

ChristiCraddick.com

Upstream Communications

Bronze

Nina Turner

NGP VAN

D04 - Website - Mayor

Mitch Landrieu for Mayor Website:

www.MitchLandrieu.com

Trilogy Interactive

Garcetti Website

New Economy Campaigns

Bronze

Kasim Reed for Mayor Website

Oldmixon Hill



The Right Tools to Win

Our suite of campaign tools include:

- Advanced Voter Segmentation
- FEC Compliance Reporting
- Integrated Mass Email
- Online Fundraising & Web Integration
- Event Management & Merchandising
- Volunteer Task/Reminders
- Canvassing, Mapping & GOTV Tools



Free Mobile Canvassing App Say good-bye to stacks of paper walk

stacks of paper wa lists. Just assign the lists to your volunteer's mobile device.

Call for your FREE DEMO 1-877-875-4604

trailblz.com



SUPPORT FOR EVERY PHASE OF YOUR CAMPAIGN



CROSS-SCREEN HIGH IMPACT, VIDEO, DISPLAY & TARGETING SOLUTIONS ALL FROM ONE PROVIDER

WANT MORE INFO?

Erin Vieira evieira@undertone.com | 202.263.4634



VIZZERX

D05 - Website - State Legislature/ Local

Gold

Frank Balles for NJ Senate - "Whelanopoly.com"

The Strategy Group Company

Silve

Dr. Richard Pan for Senate Website: www.DrRichardPan.com

Trilogy Interactive

Bronze

SherylBergforTexas.com Upstream Communications

D06 - Website - National Organization

Gold

Ready For Hillary NGP VAN

D07 - Website - State/Local Organization

Gold

Texas Democratic Party Website: www.txdemocrats.org Trilogy Interactive

Silver

NY State Party Bully Pulpit Interactive

Bronze

Republican Party of Texas Harris Media LLC

D08 - Website - Independent Expenditure

Gold

Freedom's Frontier IMGE

D09 - Website - Best Landing Page

Gold

Charlie Janssen for Governor The Prosper Group

Silver

Dan Branch for Attorney General The Prosper Group

Bronze

Turning WV Blue Control Point Group

D10 - Website - Best Microsite

Gold

The Choice App IMGE

D11 - Web Video - Governor

Gold

Storybook McAuliffe Republican National Committee

Silver

Manifesto

Something Else Strategies

Bronze

Citizens United: Fast Terry Richard Sales Media

Bronze

Rick Snyder for Michigan "Nerdy" Strategic Perception Inc.

D12 - Web Video - U.S. Senate/ House

Gold

American Crossroads: Ashley's Story Richard Sales Media

Silver

American Commitment: #BookerFAIL Richard Sales Media

Bronze

Alison Lundergan Grimes for U.S. Senate "For Thelma" Putnam Partners, LLC

D13 - Web Video - Statewide (Non-Gubernatorial or Senate)

Gold

Let Texas Work for Texas WeRPolitics

D14 - Web Video - Mayor

Gold

Mindless Gateway Media

Silver

A Music Video for LA Mayor LUKErativeVentures

Bronze

Zombie Talk Gateway Media

D15 - Web Video - State Legislature/Local

Gold

Stringer 2013 - "Colossal Failure" GMMB

D16 - Web Video - Best Use of Humor

Gold

Bystander President Republican National Committee

Silvor

Ed Markey's Greatest Hits CRAFT Media | Digital

Bronze

American Crossroads: Ashley's Story Richard Sales Media

D17 - Web Video - Best Use of Negative/Contrast

Gold

Dishonest Terry WeRPolitics

Silver

Storybook McAuliffe

Republican National Committee



Bronze

Stringer 2013 - "Colossal Failure" GMMB

D18 - Web Video - Best Technology Innovation

Gold

Turnaround Detroit, "Vine 6-Second Write-In Ad"
Joe Slade White & Company

Silver

Algorithmic Approach Target to Interactive Video App (Choice App)
IMGE

Bronze

A Kentucky Story WeRPolitics

D19 - Web Video - Best Use of Pre-Roll Video

Gold

Turnaround Detroit, "Ballot" Joe Slade White & Company

Silve

Enterprise Washington - "Death and Taxes" The Strategy Group Company

D20 - Internet Advertising - (Online/Social/Mobile) - Governor

Gold

Terry McAuliffe Bully Pulpit Interactive

Silve

Charlie Janssen for Governor The Prosper Group

D21 - Internet Advertising (Online/Social/Mobile) - U.S. Senate/House

Gold

Roger Williams - Polygraph Video Upstream Communications

Silve

David Vitter Stands with Duck Dynasty BrabenderCox

Bronze

John Cornyn - Google Campaign (Display, Search and YouTube) Upstream Communications

D22 - Internet Advertising (Online/Social/Mobile) -Statewide (Non-Gubernatorial or Senate)

Gold

Dan Patrick Harris Media LLC





D23 - Internet Advertising (Online/Social/Mobile) - Mayor

Gold

Marty Walsh

Bully Pulpit Interactive

Silver

Bill de Blasio

Bully Pulpit Interactive

Bronze

Turnaround Detroit

Joe Slade White & Company

D24 - Internet Advertising (Online/Social/Mobile) - State Legislature/Local

Frank Balles for NJ Senate -

"Whelanopoly.com"

The Strategy Group Company

Silver

"Ве Нарру"

Totten Communications

Bronze

Saturating DC

BuzzMaker

D25 - Internet Advertising (Online/Social/Mobile) -**Independent Expenditure**

Gold

Keep Ken Out

Blueprint Interactive

Silver

Too Extreme Ken

Blueprint Interactive

D27 - Best Overall Use of Social Media - U.S. Senate/House

John Cornyn U.S. Senate Re-election **Upstream Communications**

Cory Booker for Senate Social

Media Program

Trilogy Interactive

Roger Williams - Social Media Engagement **Upstream Communications**

D28 - Best Overall Use of Social Media - Statewide (Non-**Gubernatorial or Senate)**

Gold

I'm In: Targeted Sharing for Pete Snyder for Lt. Gov

Engage

D29 - Best Overall Use of Social Media - Mayor

Garcetti Social Media - Mayor New Economy Campaigns

D30 - Best Overall Use of Social Media - State Legislature/Local

Ridley-Thomas Facebook Voter Targeting Los Angeles County Democratic Party

Judge Rebecca Bradley Connectivist Media

D31 - Best Use of Facebook Advertising

Senator Mitch McConnell

Harris Media LLC

Cory Booker for Senate

Trilogy Interactive

Bronze

Ridley-Thomas Facebook Voter Targeting Los Angeles County Democratic Party

D32 - Best Technology Innovation

Gold

Democracy.com

Democracy.com

I'm In: Targeted Sharing for Pete Snyder for Lt. Gov

Engage

Bronze

John Cornyn - Google Hangout **Upstream Communications**

D33 - Best App

Gold

The Choice App

IMGE

Silver

Cost of Labor App

Bronze

I'm In: Targeted Sharing for Pete Snyder for

Lt. Gov Engage

Bronze

MiniVAN

NGP VAN

INTERNET - BALLOT INITIATIVE DIVISION

D35 - Website

Gold

Texans For Term Limits Website Innovative Advertising

Yes for SeaTac, the Campaign to Raise the Minimum Wage to \$15/hr Oldmixon Hill

Yes on 522, the Campaign to Label GMOs in Washington State Oldmixon Hill

D36 - Web Video

What's in the school levy? Cerillion N4 Partners

D41 - Best Use of Social Media

Gold

United for Care Social Media Impact Politics

Silver

Vote Yes Linn County - Virtual Field Director Campaign Headquarters

INTERNET - PUBLIC AFFAIRS DIVISION

D46 - Website - National

Gold

National Council of Textile Organizations -"Stop Exporting American Jobs" Campaign Website

SevenTwenty Strategies

The Parent Toolkit Produced by NBC News' Education Nation and Sponsored by Pearson

Connections Media

Bronze

Worker Centers

Berman and Company

D47 - Website - State/Local

Washington Good Spirits Council Website Cerrell Associates, Inc.

Silver

Alliance for Michigan Power Website **DDC** Advocacy

Bronze

Alabama Trauma System Mowery Consulting Group

D48 - Web Video - National

Freedom to Marry - Video Series Against DOMA

Blue State Digital

Concerned Veterans for America:

America's Challenge Richard Sales Media

Silver

Fedoras for Fairness

Lake Research Partners

Bronze

Americans for Prosperity: Table the Farm Bill Richard Sales Media

VINNERS

D49 - Web Video - State/Local

Gold

Do the Math: Arizona Medicaid made simple

HighGround, Inc

Silver

Transportation Infrastructure Now Kearney O'Doherty Public Affairs

Bronze

"Sally"

Kevin Cate Communications, Inc.

D50 - Web Video - Best Use of Humor

Gold

Crossroads GPS: Propaganda Richard Sales Media

Silver

Mindless / ZombieTalk Gateway Media

Bronze

GOP Guide: How to Talk to Women American Bridge 21st Century

D51 - Web Video - Best Use of Negative/Contrast

Gold

Mindless / Zombie Talk Gateway Media

Silve

"Ever-Pending Backlog" DC London Inc.

D52 - Web Video - Best Use of Pre-Roll Video

Gold

NARAL Pro-Choice America - Stop Cardboard Ken - Preroll Ads Revolution Messaging

Silver

Reaction

CRAFT Media | Digital

Bronze

Mindless

Gateway Media

Bronze

Two Georgias

CRAFT Media | Digital







D53 - Online/Social/Mobile Advertising - National

Gold

ACLU - Where will you be? - DOMA Ads Revolution Messaging

Silver

Shocking - CAGW CRAFT Media | Digital

Bronze

Live Action - "Inhuman" Campaign Campaign Solutions/Connell Donatelli

D54 - Online/Social/Mobile Advertising - State/Local

Gold

SEIU-UHW - Healthy California Trilogy Interactive

Silver

American Crossroads Targeted Victory

Bronze

Planned Parenthood ACA Pennsylvania Education Campaign DSPolitical

D55 - Best Microsite

Gold

#EndPartisanship IVC Media LLC

Silver

American Crossroads Targeted Victory

Bronze

March for Innovation Strategic Elements LLC

D56 - Best Use of Social Media

Gold

March for Innovation Strategic Elements LLC

Silver

Reclaim America PAC Targeted Victory

Bronze

For America Harris Media LLC

D57 - Best Use of Facebook Advertising

Gold

Fix My Energy Bill IVC Media LLC

Silver

Reclaim America PAC Targeted Victory

Bronze

Freedom to Marry - SCOTUS Rulings Blue State Digital





D58 - Best Technology Innovation

Colorado Consumer Health Initiative Blue Guide

Albatross Digital

Silver

U.S. Chamber Free Enterprise Network Integrated Web Strategy

D59 - Best App

Gold

Mobile Advocacy for the Missouri NEA Purple Forge

The Energy App - Natural Resource Committee Democrats

Manitou Media

Bronze

Colorado Consumer Health Initiative Blue Guide Albatross Digital

PHONES - CANDIDATE DIVISION

E02 - Automated Calls - U.S. Senate/House

Gold

Sean Duffy

The Strategy Group Company

Eight is Not Enough Control Point Group

E03 - Automated Calls - Statewide (Non-Gubernatorial or Senate)

Mark Obenshain for VA Attorney General -"Convention Calls"

The Strategy Group Company

E04 - Automated Calls - Mayor

"Momma" Walsh - Martin J. Walsh for Mayor of Boston

CK Strategies

Bartlett GOTV Calls

AH Strategies & Majority Designs

E05 - Automated Calls - State Legislature

Gold

Wolf in Sheep's Clothing Los Angeles County Democratic Party

E14 - Live Calls - Mayor

A New Mayor for a New Meridian Chism Strategies

E15 - Live Calls - Local/ **Municipal/Statewide Downballot** (Non-Mayoral Race)

Bilingual in Bakersfield Strategic Fundraising

E19 - Telephone Town Halls - All **Others**

Gold

Close Enough For You? Stones' Phones

E20 - Telephone Town Halls -Organization

Gold

Down Ballot but Not Forgotten

Stones' Phones

Silver

A Union of Allies Stones' Phones

SEIU Oregon Local 503 Unification Winning Connections

E24 - Automated Push Button -Interactive - Mayor

Neighbor by Neighbor messaging - Using IVR's to develop microtargeted messages in Boston

CK Strategies

E25 - Automated Push Button -Interactive - All Others

Taxpayer Funding and Obamacare Victory Media Group, Ltd/ **Antietam Communications**

Silver

Spending and Debt

Victory Media Group, Ltd/ **Antietam Communications**

Bronze

Labor Love

Victory Media Group, Ltd/ **Antietam Communications**

E26 - Best Use of Humor

Gold

Wolf in Sheep's Clothing

Los Angeles County Democratic Party

E27 - Best Use of Negative/ **Contrast**

Gold

Celia Israel: Donna Beth InFocus Campaigns

PHONES - BALLOT INITIATIVE DIVISION

E31 - Live Calls

Gold

Microtargeted Persuasion Calls for Proposition P Chism Strategies

E32 - Telephone Town Halls

School Choice Ohio

The Strategy Group Company

A Power Play in Sherwood

Chism Strategies

Bronze

Respect ABQ Choices

Stones' Phones

PHONES - PUBLIC AFFAIRS DIVISION

E36 - Automated Calls

Tower of Babel Chism Strategies

Silver

Save the BAA McCall Robocall JTD Strategies

E37 - Live Calls

DNC Telemarketing Responsive 2013 Phone Series

Chapman Cubine Adams + Hussey

Silver

DNC Prospective Member Conversion Phone Series

Chapman Cubine Adams + Hussey

EMILY's List "Friends of EMILY" Sustainer Recruitment Series Chapman Cubine Adams + Hussey

E38 - Telephone Town Halls

Gold

NEA Immigration Forum Chism Strategies

Tea Party Patriots & Ted Cruz -**Defund Obamacare** Campaign Headquarters

This Is NOT Obamacare Chism Strategies

E39 - Automated Push Button -Interactive

Gold

Solar Energy in the Bayou State Chism Strategies

Don't Poison the Water Chism Strategies

Bronze

Press 1 to Save Your Gun Rights **Amplify Relations**

A Fortune in Micro-Targeting Expertise

Fortune Media, Inc.

Call it narrowcasting, niche marketing or target marketing; Fortune Media has been designing media strategies to reach very specific audiences with pinpoint accuracy for 14 years. Rooted in cable, the original micro-targeted media, our expertise has grown to encompass broadcast, radio, print and internet.

We are the secret weapon of high profile political firms.Put us in your pitch, we can help you win the business.

> Over \$100 Million in Media Buys 2008 Win Ratio of 41/9

Ondine Fortune,
President,
Fortune Media, Inc.

www.fortune-media.com





PHONES -**MISCELLANEOUS**

E42 - Best Use of New Technology

Echo Echo Echo Strategic Fundraising

FUNDRAISING -CANDIDATE DIVISION

F03 - Prospect Mailer - National

Gold

EMILY's List August Warren Prospect Chapman Cubine Adams + Hussey

F06 - Most Creative Fundraising **Event - Mailer**

U.S. Senator Jim Inhofe: Dove Hunt Invitation Mailer Sagac Public Affairs

Silver

Okla. State Treasurer - Ken Miller Campaign "Tip Off" Mailer Sagac Public Affairs

F08 - Best Use of Internet Fundraising - U.S. Senate

Leading By Example WeRPolitics

F09 - Best Use of Internet **Fundraising - U.S. House**

Sciortino Blitz BuzzMaker

Silver

Push-Up Coffman The Starboard Group

Mia Love - Online Fundraising Campaign Solutions/Connell Donatelli

FUNDRAISING - PUBLIC AFFAIRS DIVISION

F22 - House Mailer - Grassroots/ **Issue Advocacy/Public Affairs**

AARP April Yes/No Appeal Chapman Cubine Adams + Hussey

Silver

EMILY's List August Poster Prospect Chapman Cubine Adams + Hussey

F23 - PAC/Trade Association **Program - Mailer**

The Home Depot Pac - Peer to Peer Campaign

Sagac Public Affairs

ADPAC (American Dental Assoc) Fundraising Campaign Sagac Public Affairs

Bronze Pathogen

The Public Response Group

F25 - Best Use of Internet **Fundraising - National Organization**

Gold

Reclaim America PAC Targeted Victory

Silver

NARAL I Stand with Wendy Davis eAppeals Chapman Cubine Adams + Hussey

Bronze

PFAW Early Renewal Campaign Chapman Cubine Adams + Hussey

Tea Party Patriots 4 Years 4 Liberty Money Bomb Active Engagement

F26 - Best Use of Internet Fundraising - State Organization

Southern Company Employees PAC: Join Richard Sales Media

F28 - Best Use of Fundraising -**Telephone Town Halls**

Gold

Raising Money the Virginia Way: People for the American Way Stones' Phones

RADIO - CANDIDATE DIVISION

G01 - Best Use of Radio -Governor

Gold

Shag

Jamestown Associates

G02 - Best Use of Radio -**U.S. Senate/House**

WOLF at the Door [Frank Wolf] Devine Mulvey Longabaugh

Lamar Alexander for Senate "Healthcare" Strategic Perception Inc.

Bronze

Lamar Alexander for Senate "Schools" Strategic Perception Inc.

G03 - Best Use of Radio -**Statewide (Non-Gubernatorial** or Senate)

Gold

McGuire for Lt. Governor "It's Time" Optima Public Relations

G04 - Best Use of Radio - Mayor

Rick Kriseman for Mayor - Who Cares Fletcher Rowley Inc.

Rick Kriseman for Mayor - Fostering Failure Fletcher Rowley Inc.

Bronze

Dewey Bartlett for Tulsa Mayor -"Leadership" The Strategy Group Company

G05 - Best Use of Radio -**State Legislature**

Gold

Frank Balles for NJ Senate -"Favorite Things" The Strategy Group Company

Jobs First Coalition - "Welcome" The Strategy Group Company

Bronze

Sick

Jamestown Associates

G08 - Best Use of Humor

Gold

Frank Balles for NJ Senate -"Favorite Things" The Strategy Group Company

Silver

Jobs First Coalition - "Call" The Strategy Group Company

G09 - Best Use of Negative/ **Contrast**

Gold

Frank Balles for NJ Senate -"Favorite Things" The Strategy Group Company

Silver

"Political Swamp" **Totten Communications**

Bronze

Jobs First Coalition - "Welcome" The Strategy Group Company

G10 - Best Use of Internet Radio

Teddy Turner for Congress - "Break Up" The Strategy Group Company

G22 - Independent Expenditure Campaign - U.S. Senate/House

Gold

Yes He Does BerlinRosen

G24 - Independent Expenditure Campaign - Mayor

Gold

MARTY WALSH FOR BOSTON MAYOR Jackson Group Media LLC

Silver

Turnaround Detroit, "Chief" Joe Slade White & Company

G25 - Independent Expenditure Campaign - State Legislature

Gold

Leticia Perez Fighting For The Middle Media & Associates

RADIO - BALLOT INITIATIVE DIVISION

G12 - Best Use of Radio - County/City/Local

Gold

You're So Cute Clark Strategy Group

Silve

We're Happy Texas Petition Strategies

Bronze

Alcohol Tax Hackney & Hackney, Inc.

RADIO - PUBLIC AFFAIRS DIVISION

G16 - Best Use of Radio - National Public Affairs

Gold

Pray for Immigration Reform Eleison, LLC

G17 - Best Use of Radio - State/Local Public Affairs

Gold

Combatting "Vultures" in the Northern Las Vegas Housing Market DDC Advocacy

Silver

Uranium mining in Virginia? No way! Devine Mulvey Longabaugh

Bronze

Call Darrell Gateway Media

Bronze

Faith in Public Life Action Fund "Sam" The New Media Firm

G18 - Best Use of Radio - Organization

Gold

Combatting "Vultures" in the Northern Las Vegas Housing Market DDC Advocacy

Silver

Friends of The Boundary Waters Wilderness Association: "Ask Governor Dayton" The New Media Firm

G19 - Best Use of Internet Radio

Gold

American Petroleum Institute - "Mechanic" The Strategy Group Company

Silver

Transportation Infrastructure Now Kearney O'Doherty Public Affairs

Bronze

Don't Major In Debt Robbett Advocacy Media, LLC





NEWSPAPER - CANDIDATE DIVISION

H02 - Less Than Full Page

Gold

Should have known
The Campaign Workshop

Silver

Unacceptable
The Beytin Agency

NEWSPAPER - BALLOT INITIATIVE DIVISION

H04 - Full Page

Gold

Longview Voter Alert Texas Petition Strategies

Silver

Dumb and Dumber Hackney & Hackney, Inc.

H05 - Less Than Full Page

Gold

Telluride - No On 2A Campaign Newspaper Ad Goddard Gunster Inc

Silve

Dumb and Dumber Hackney & Hackney, Inc.

Bronze

Newsprint on Newsprint Calvert Street Group

H06 - Insert

Gold

Don't Let Them Scare You Texas Petition Strategies

NEWSPAPER - PUBLIC AFFAIRS DIVISION

H07 - Full Page

Gold

Keep States Covered (NCSL) The Campaign Workshop

Silve

CWA - UnAmerican Airlines GMMB

Bronze

Looks Like The Eppstein Group

H08 - Less Than Full Page

Gold

AANP Leading the Charge SevenTwenty Strategies

Silve

Crush Teen Smoking (color, MA) The Campaign Workshop





Bronze

1968

Hackney & Hackney, Inc.

COLLATERAL

101 - Billboard

Gold

"Retratos"

ST! POLITICS

Silver

Water Just Twice

The Eppstein Group

102 - Door Hanger

No on G Doorhanger

Phil Giarrizzo Campaigns Inc.

103 - Logo

Gold

Keep Texas Working Logo The Eppstein Group

McGuire for Lt. Governor Logo

Optima Public Relations

Bronze

Chalkboard

Calvert Street Group

104 - Mass Transit/Bus Sign

Gold

Where's the Funding?

Berman and Company

School Bus Wraps

Calvert Street Group

Bronze

I Support DC Equality

The Campaign Workshop

105 - Non-Mail Brochure

Keep Texas Working Brochure

The Eppstein Group

Silver

Vote!

The Balduzzi Group

Bronze

A Guide to Paid Sick Days

BerlinRosen

106 - Yard/Outdoor Sign

Laura Maczka for Mayor: "Chinese Language 4x8 Sign"

Stampede Consulting

107 - Most Original/Innovative **Collateral Material**

The Monsanto Challenge ART NOT WAR

Mazed & Confused

LRW Consulting

Bronze

Gay Pride Stickers 2013

Left Coast Communications

FIELD

J01 - Best Absentee Program

Virginia HRCC Absentee Ballot Tool CRAFT Media | Digital

Silver

Early Votes for The Arch

Chism Strategies

J02 - Best GOTV Program

Coordinated GOTV - Progressive Democrats for Pittsburgh Mayor and City Council Ampersand Consulting

Silver

GOTV, the Hard Way!

AH Strategies & Majority Designs

Martin J. Walsh for Mayor GOTV Program **CK Strategies**

J03 - Best Use of New Technology

Gold

March for Innovation

Strategic Elements LLC

Aristotle Mobile Processor (AMP)

Aristotle

Bronze

Bradley Byrne

Targeted Victory

INTERNATIONAL

K02 - Best Use of Television Ad

Gold

Carretilla (Handcart)

Roldán Carreón & Asociados

Silver

"Let's make it happen" ST! POLITICS

K03 - Best Use of Internet

Liberal Party of Australia: Designed for Victory

Engage

K05 - Best Use of Radio Ad

Gold

Don't be a zombie Equipo 70

K06 - Best Use of Newspaper Ad

Nicolás brings the cake today Equipo 70

K07 - Best Use of Collateral

Gold

Team 229

Penguin Action GmbH

"Retratos"

ST! POLITICS

K08 - Best Use of Humor

Gold

Cuban soap opera

Equipo 70

K09 - Best Use of Negative/ **Contrast**

Gold

Liberal Party of Australia:

These Are The Facts

Richard Sales Media

Silver

All at Sea

BuzzMaker

K10 - Best in Show

Gold

Carretilla (Handcart)

Roldán Carreón & Asociados

Horacio Cartes - Recorrido **GMMB**

STUDENT

L01 - Best Campaign Plan

Gold

Betty McCollum for Governor 2014 Candice Woods, Fordham University

Campaign plan Carolyn McCarthy vs. Fran Becker 4th Congressional District New York Bryndis Hlodversdottir, Fordham University

L02 - Best Use of Direct Mail

Gold

A Friend in Ohio

Alex Bilchak, University of Akron Bliss Institute of Applied Politics

L03 - Best Use of Television Ad

My Calling

Jerod Patterson, University of Texas at Austin

Joe Biden - Affordable Care Act

Louis McDonald, Fordham University ECM

Bronze

Dear Dr. Bill

Travis N. Taylor

THE CENTER FOR ELECTORAL POLITICS AND DEMOCRACY

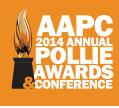


ELECTIONS and CAMPAIGN MANAGEMENT

Master the art of running a campaign. Learn polling, strategy, fundraising, and targeting from leading academic and political professionals.

For more information, visit fordham.edu/elections.

A one-year master's program in New York City at Fordham University.





WINNERS

L04 - Best Use of Internet

Gold

Mobile App for Bystander Intervention: Ending Violence Against Women Purple Forge

L05 - Best Use of Phones

Gold

Captain Clean

Jerod Patterson, University of Texas at Austin

L06 - Best Fundraising Effort

Gold

Chris Christie for President 2016, General Fundraising Dynamics
Candice Woods, Fordham University

Silver

10K Meet the Match Oklahoma Democratic Party

L07 - Best Use of Radio Ad

Gold

He Just Doesn't Get That

Soren Rasmussenm, Fordham University

Silver

Election Day

Carlos Hernandez-Echevarria, Fordham University ECM

Bronze

Commitment

Lucas Aragao, Fordham University

SHOULDA, WOULDA, COULDA

M01 - Best Use of Direct Mail

Gold

Deception

Ryan Clumpner

Silver

Pavlic Intro

Southpaw Strategies

M02 - Best Use of Television Ad

Gold

Light of Hope

Roldán Carreón & Asociados

Silver

Americans for Prosperity: Right Richard Sales Media

Bronze

"I'm The Real Justus Loughry" The Manahan Group

M03 - Best Use of Internet

Gold

Prosper: Angie Richard Sales Media

M05 - Best Fundraising Effort

Gold

Colorado Women's Alliance Football-Themed Wine Reception The Starboard Group

M06 - Best Use of Radio Ad

Gold

Junior League Welcome Chism Strategies



THE AAPC FOUNDATION SALUTES THE 2014 POLLIE WINNERS!

The AAPC Foundation's mission is 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.

Visit www.theaapc.org to donate today! Congratulations again to this year's Pollie Contest Winners!

PASSING THE POLLIE FLAME

Participate this summer for a chance to design the new trophy!

THE POLLIE TROPHY AS YOU KNOW IT IS RETIRING IN SAN DIEGO!

Brand your accomplishment with this limited edition trophy style while supplies last. Order yours today before they sail off into the San Diego sunset.

\$199 INCLUDES ENGRAVING AND SHIPPING. Discounts for multiple orders.

Visit the AAPC Pollie store online at www.theawardgroup.com/pollie/





Congratulations!

Shutterstock congratulates the 2014 Pollie Awards honorees.

shutterstck premier