



AAPC holds Pollie Contest entrants to the highest ethical standards. Entries that are determined to violate [AAPC's Professional Code of Ethics](#) or do not meet AAPC's Standard on Citations, detailed below, will be deemed ineligible for Pollie Award recognition.

**AAPC Standard on Citations**

A Television spot or Direct Mail piece that criticizes an opponent should have a responsible citation in the body of the piece that leads any interested person to find the proof of the claim without an excessive burden. All other advertising should have documentation easily accessible to voters. This may include direction to a public website with information and documentation.

Television and Direct Mail pieces that do not meet this standard will be disqualified for Pollie Award consideration. All other Pollie entries of advertisements and/or political communications such as radio spots, recorded phone calls, and other communications mediums shall be fully documented.