

THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE

RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



**MARCH 27-29, 2009 · GAYLORD NATIONAL RESORT & CONVENTION CENTER
NATIONAL HARBOR · WASHINGTON, DC**

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THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE

THE JUDGES

Each year the AAPC is host to the world's only awards competition solely for political and public affairs consultants, and it could not be done without the time, talent and contributions of the many individuals and organizations listed below!

Andrew Acosta, Acosta Salazar, LLC	Shannon J. Bilger, Pennsylvania Democratic Party	Bruce Cain, Center for Campaign Leadership	Chris Cooper, MSHC Partners	Debra DeShong Reed, Point Blank Public Affairs, LLC
Kim Alfano Doyle, Alfano Communications	Brent Blackaby, Blackrock Associates	Sean Carr	Meghan Cox, Lincoln Strategy Group	Iva Ellen Deutschman, Hobart and William Smith Colleges
Jill Alper, Dewey Square Group	Bob Blaemire, Catalist	Sean Cartwright, Kennedy Communications	Bernard Craighead, IEM Message Management	Raghu Devaguptapu, Rapid Strategies
Holly Armstrong	Todd Blair, Blair • Biggs Campaigns	Chris Casey, NGP Software	Christopher J. Crotty, Crotty Consulting, Inc.	Tad Devine, Devine Mulvey
Gerald J. Austin, Gerald J. Austin & Associates / Burges & Burges Strategists	Nancy Bocskor, The Nancy Bocskor Company	Meredith Chaiken, The Mellman Group	Bill Crounse, Bill Crounse Communications	Tracy Dietz, Politics Magazine
Steve Ayscue, Haddon Capital Ventures, LLC	Glen Bolger, Public Opinion Strategies	Lorena Chambers, Chambers Lopez & Gaitán LLC	Allan Crow, Allan B. Crow & Associates	Jenny Dombrowski, JD/DC Strategic Communications, LLC
David Bain, Viral Media Productions	James Bowers, Berman and Company	Kathy Chan, Facebook	Christian Curto, Campaign Solutions	Becki Donatelli, Campaign Solutions/ CD Online Ads
Bruce Barcelo, Barcelo&Company	Paul W. Brandenburger, The University of Kansas	Cathrine Charles, Various Campaigns Field Director	Carol Dahmen, Comcast Spotlight	Angela Douglas
Michael Bassik, Air America Media	Pete Brodnitz, Benenson Strategy Group	Melissa Chernaik, Grove Insight, Ltd.	Shaun Dakin, The National Political Do Not Contact Registry	Jennifer Duffy, The Cook Political Report
Ross Bates, Bates Consulting	Edward Brookover, Greener and Hook	Andrei Cherny	Nick Dalsey, Campaign Solutions	Myles Duffy, 360jmg
Carol Baudler, The Nature Conservancy	Stephen Brooks, Ray C. Bliss Institute of Applied Politics at The University of Akron	Scott Cimmarusti, Curtis Scott Advertising Inc.	James Dandeneau, New York State Senate	Scott Dworkin, Bulldog Finance Group
Tony Bawidamann, MWW Group	David Browne, David Browne & Associates	Molly Clancy, Politics Magazine	Maurice Daniel, eye2eye Communications	Frank Eaton, The Bully Documentary Co.
Margie Becker, MBA	Jeff Browne, CapAd Communications	Tim Clark, JohnsonClark Associates	Michelle Davidson, The Media Guys	Ekaterina Egorova, Niccolo M Group
Roy Behr, Behr Communications	Julie Buckner, Laurel Canyon Media Group, Inc.	Michael Clarke, Internet Association Corporation Chief Political Consultant	Fred N. Davis III, Strategic Perception Inc.	Thomas C. Ellington, Wesleyan College
Anthony Bellotti, CD Online Ads	Mark Bunge, Hart Research Associates	David Cohen, Ray C. Bliss Institute of Applied Politics at The University of Akron	John Del Cecato, AKPD Message and Media	Dale Emmons, Emmons & Company, Inc.
Terry Benham, Impact Management Group	Jennifer Burton, Envision Communications	Travis Considine, Campaign Solutions	Marcus Dell'Artino, FirstStrategic, Communications and Public Affairs	Jamie Emmons, Emmons & Company, Inc.
Krista Benner	Michael John Burton, Ohio University	Katie Cook, Direct Line Politics	James Delorey, Global Strategy Group	Matthew Erickson, Laguens Kully Klose Partners
Paul W. Bentz, HighGround, Inc.	Edward Cafiero, The Clinton Group	Todd Cook, Main Street Strategies		Edward Espinoza, America Votes
Achim Bergmann, SC Strategies, LLC				Kelly Evans, Kelly Evans Consulting
Michael Beychok, Ourso Beychok Johnson, Inc.				
Aaron Beytin, Kennedy Communications				
Garrett Biggs, Blair • Biggs Campaigns				

Patricia Ewing, eye2eye Communications	Mattis Goldman, SeeChange Media	David Howard, California Association of REALTORS®	Matt Latham, Oklahoma Association for Justice	Peggy Maze Johnson	Bob Moore, Moore Information, Inc.	Robert W. Pearson, Fels Institute of Government, University of Pennsylvania	Melissa Roy, The Organizing Group	Tom Squitieri, TS Navigations, LLC	Debra Walker, Artist
Gayle Lynn Falkenthal, Falcon Valley Group	Adam Goodman, The Victory Group, Inc.	Michael Hudome, MH Media	Natalie LeBlanc, MSHC Partners	Doug McAlarney, Brown & McAlarney Communications	Chad Morgan, Visteva	Barry Rubin, infoUSA	Barry Rubin, infoUSA	Evan Stavisky, The Parkside Group	John Wallace, Politics Magazine
Marilyn Fancher, APCO Worldwide	Rachel Gorlin, Tipping Point Strategies	Jackie Huelbig, CD Online Ads	Christopher Lee, CGL Consulting Group	Sean McCarthy, Jackson McCarthy & Associates	Chris Mottola, Chris Mottola Consulting, Inc.	Maya Russell, NOW Communications	Jared Stimson, Faulkner Strategies	Marty Stone, Stones' Phones	Brian Walsh, NRCC
Chris Faulkner, Faulkner Strategies	Chad W. Gosselink, Zata 3 Consulting	Aleita Huguenin, Aleita & Partners	Roger Lee, The Roger Lee Group	Elizabeth Jane McCune	Michael Mulé, UPT Strategies	Marcy Rye, WireMedia Communications, Inc.	Marty Stone, Stones' Phones	Roger Stone, Advocacy, Inc.	Brian Walsworth, Walsworth Political
Michael Favilla, New York State Senate	Julie Greene, AFL-CIO	Larry Huynh, Blackrock Associates	Dotty E. LeMieux, Green Dog Campaigns and Communications	Jon McHenry, Ayres, McHenry & Associates, Inc.	Millard Mulé, UPT Strategies	Michael Sais, New York State Assembly	Michael Sais, New York State Assembly	Angela Struebing, The Lukens Company	Joshua Wander
Jessica Fawson, Guidant Strategies	Josh Grossfeld, Mammen Group, Inc.	Cassandra Illidge-Roberts, Getty Images	Kevin Lenaburg, Bonner & Associates	Bill McIntyre, Grassroots Enterprise	Michael Muller, Democratic Assembly Campaign Committee	Barb Saltee, Meridian Chiles	Rebecca Perkins, The Perkins Partnership	Sean Sullivan, HSC, Inc.	Bret Wask
Donald Ferguson	Michael Grossman, Fifty Plus One	Kay Israel, Rhode Island College	Mitchell Lester, Lester Connect	Gibson McKay, Veridus	Julian Mulvey, Devine Mulvey	Jacob Saperstein, Ground Floor Public Affairs	Karen Petel, Petel & Co.	Jim Sype	Ruth Watry, Northern Michigan University
Christie Findlay, Politics Magazine	Lisa Grove, Grove Insight, Ltd.	Bud Jackson, Jackson Group Media, LLC	Catherine Lew, The Lew Edwards Group	Bryon McKim, McKim Strategies	Andrew Myers, Myers Research Strategic Services	Scott Schmidt, RSC Partners, Inc.	Elizabeth Pine, The Athena Group	Mary Szczepanik, Lester Connect	Mark Watts, Abacus Associates
Stephanie Findley, Fast & Accurate Business Solutions	Joaquin Guerra, SEIU Communications Center, Inc.	Karen Jagoda, E-Voter Institute	Krista Lewie-Cepero	Jamie McKown, College of the Atlantic	Luis Navarro	Matt Schneider, Field Strategies	Wade Plank, Plank's Heating and Air	Jim Tabilio, Winning Directions	Amy Weiss, Point Blank Public Affairs, LLC
Celia Fischer, Laurel Canyon Media Group, Inc.	Reed Guice, The Guice Agency	Evelyn Jerome Alexander, SJA Strategies	Jordan Lieberman, Politics Magazine	Rod McLeod	Nathan Nayman, Visa	Eric Schnurer, Public Works, LLC	Jefrey Pollock, Global Strategy Group	José Manuel Talero García, more2say GmbH	Steve Welchert, Welchert & Britz, Inc.
Hal Fischer, Mount Vernon Printing	Jeff Gumbinner, 360jmg	Michael Johns	Alice Lincoln, Plus Three	Francine McMahon, The Hill	Samuel Nitz, Petel & Co.	Paul Seale, Alien Media, Inc.	Ernie Powell, AARP	Rick Thomas, Quinn Thomas Public Affairs, LLC	Liz Welsh, Executive Communications, Inc.
Sarah Flowers, Laguens Kully Klose Partners	John P. Guyette, New York State Senate	Jennifer Johnson, Lauer Johnson Research	Ann Liston, Adelstein Liston	Matthew McMillan, BuzzMaker	Julia Norton, Squier Knapp Dunn Communications	Jaimey Sexton, Telephone Strategies Group	Brandon Powers, Communications, Inc.	Jeremy Thompson, Reelpolitik Campaign Media	John Whitehurst, Whitehurst/Mosher Campaign Strategy and Media
Stephen Fong	Janis Hahn, Hahn and Associates, LLP	Benjamin Jones, New Partners, Inc.	Jef Loeb, Brainchild Creative	Howell Medley, Bynum Thompson Ryer Strategic Communications	Timothy Nurnberger, Campaign Solutions	Colleen Shogan, Congressional Research Service (CRS)	Josh Pulliam, JPM&M, Inc.	Waldo Tibbetts, Politico	Juli-anne Whitney, Groundswell Communications
George Fontas, New Gotham Strategies	Baha Hariri, Committee on Jobs	Dan Judy, Ayres, McHenry & Associates, Inc.	Luther Lowe, Yelp.com	Patrick C. Meirick, The University of Oklahoma	Michael O'Connor, Bose Public Affairs Group	Joe Qualls, The Parkside Group	Josh Pulliam, JPM&M, Inc.	Sean Tipton, American Society for Reproductive Medicine	Jay Williams, The Stoneridge Group
Ondine Fortune, Fortune Media, Inc.	Deborah Harkins, McGlinchey Stafford PLLC	Aram Kailian, Leo A Daly	Marina Luderer, Winning Directions	Jon Melzer	Marko Rakar, MRAK Services	Marko Rakar, MRAK Services	Joe Qualls, The Parkside Group	Brad Todd, OnMessage, Inc.	Lynne Williams
Brian Franklin, Impact Politics, LLC	Ryan Hawkins, The Winding Creek Group, Inc.	Tugba Kalafatoglu, Tugba Kalafatoglu & Associates	Walter Ludwig, TeamBlue Politics, Inc.	Brian Michael, Integrated Web Strategy	Marc O'Hara, Precision Politics - Hired Gun Media	Jason Ralston, Ralston Lapp Media	Joe Reubens, The Parkside Group	J. Toscano, GMMB	Chris Wilson, Wilson Research Strategies
Joe Fuld, MSHC Partners	Mitchel Herian, University of Nebraska	Larry Kamer, Kamer Consulting Group	Kevin Mack, Mack Crounse Group	Erin Micheletti, Kennedy Communications	Kevin O'Neill, Grassroots Enterprise	Joe Reubens, The Parkside Group	Erica Rickel, Hamilton Companies	Ed Traz, thetrazgroup	Ken Winneg, Annenberg Public Policy Center
Chris Gallaway, FieldWorks, LLC	Craig Hickox, KTVU-TV	Carter Kidd, Campaign Solutions	Lisa MacLean, Moxie Media	Jason C. Miller, MSHC Partners	Joseph Oddo, Write Consult, LLC	Erica Rickel, Hamilton Companies	Bart Robbett, Robbett Advocacy Media, LLC	Stanley Tsao, The Connections Group	Mircalla Wozniak
Sean Gamble, Special Projects Nevada	Bill Hillsman, North Woods Advertising	Adam Kirsch, Marion County Democratic Party	Lance Mangum, Capital One	Rohn Jay Miller, IconNicholson	Margie Omero, Momentum Analysis	Sean Sinclair, Sinclair Strategies	Rich Robinson, Robinson Communications	Gail C. Tuzzolo, GTA, Inc.	Chris Wright, Committee on Jobs
Anthony Garrett, Anthony Garrett and Associates	Michael Hoffman, See3 Communications	Christopher Klose, Laguens Kully Klose Partners	Susan Markham, EMILY's List	Will Miller, The University of Akron	Stuart Osnow, Prime New York	Sean Sinclair, Sinclair Strategies	Rick Robinson, Author	Eugene Uehling, Gannett Company, Inc.	Amos Young Jr., California Democratic Party
Harry E. Giannoulis, The Parkside Group	Jason Holly, Leviathan Strategy	Rob Kubasko, Iguana, Inc.	Read Scott Martin, WIT Strategy	Erik Milman, Milman Research and Consulting	Kyle Osterhout, Media Strategies and Research	Sean Sinclair, Sinclair Strategies	Will Robinson, New Media Firm	Drew Veeneman, The University of Akron	Amy Young, Progressive Solutions Group
John Giesser, Spoken Hub, LLC	Bradley Honan, Penn, Schoen and Berland Associates	Karen Kunz, West Virginia University	Cesar Martinez, MAS Consulting Group	Vinny Minchillo, Scott Howell & Company	John Owens-Ream, Design Different Consulting	Sean Sinclair, Sinclair Strategies	Chuck Rocha, United Steelworkers Union	Dan Vermillion, MT Democrats	Matthew Zablud, Adfero Group
Buddy Gill, Texas Credit Union League	Trish Hoppey, MSHC Partners	Andrea Landis, Kaufman Campaign Consultants	Yvette Martinez, PSP	Patrick Moir, Moir & Associates	Alan Packman, LSG Strategies	Sean Sinclair, Sinclair Strategies	Lindsay Roitman	Bill Wachob, The Campaign Group	Rachel Zenner, Safeway, Inc.
Christy Gleason, Camden County Democratic Committee	Misha Houser, Superior Campaigns		Michael Matthews, LSG Strategies	Brad Mont, Media Ad Ventures, Inc.	Van Parish, The Parish Group	Sean Sinclair, Sinclair Strategies	Paul Rosenberg	Ryan Waite, CD Online Ads	Suzanne Zurn, 720 Strategies
			Lewis Mazanti, The University of Oklahoma		Chris Paulitz, Senator George V. Voinovich, Ohio	Sean Sinclair, Sinclair Strategies	John Rowley, Fletcher Rowley Riddle		

THE WINNERS

Please join us in recognizing the winning firms and entries within the following categories.

Overall Campaign

Candidate

Direct Mail Campaign: Democrat

Obama Iowa
The Strategy Group
Gold

Steve Stivers’ Lobbyist Games
Mission Control, Inc.
Silver

Larry Marek for State Representative
360jmg
Bronze

Barack Obama for President (FL)
Mack|Crounse Group
Honorable Mention

Hodes
Mission Control, Inc.
Honorable Mention

Direct Mail Campaign: Republican

John Carona – “Little John” Campaign
Allyn & Company
Silver

Stivers Campaign
King Strategic Communications, Inc.
Bronze

Myers Republican Primary
thetrazgroup
Honorable Mention

TV/Radio Campaign: Democrat

SKD/DSCC Ad Campaign Against Senator Elizabeth Dole
Squier Knapp Dunn Communications
Gold

Local Voices
TruthandHope.org PAC
Silver

Mark Begich for U.S. Senate
Murphy Putnam Media
Bronze

Koster for Missouri Attorney General
a-political
Honorable Mention

TV/Radio Campaign: Republican

John Sullivan for Congress
Strategic Perception, Inc.
Silver

John Sununu for Senate
Strategic Perception, Inc.
Bronze

Jim Inhofe for Senate
Strategic Perception, Inc.
Honorable Mention

Field/Phone Campaign: Democrat

Volunteer Tithing Initiative
The Eleison Group, LLC
Silver

Best Fundraising: Democrat

Obama for America
A.B. Data, Ltd.
Silver

Best Fundraising: Republican

RNC Online Advertising
Connell Donatelli, Inc.
Bronze

Best of Show: Democrat

Rocking Chairs
Squier Knapp Dunn Communications
Gold

Obama Iowa BIO/DVD
The Strategy Group
Silver

“King of Big Oil” Rhyming Cartoon
360jmg
Bronze

Barack Obama Neighbor-to-Neighbor
Blue State Digital
Honorable Mention

Best of Show: Republican

2008 Republican Convention – GOPConvention 2008.com
Campaign Solutions
Silver

John McCain for President – “Celeb” TV
Strategic Perception, Inc.
Bronze

McCain Iwo Jima
Response America
Honorable Mention

Best Use of Humor: Democrat

Job Interview Series
Murphy Putnam Media
Gold

Foreign Language
Squier Knapp Dunn Communications
Silver

Vern’s Office
Laguens Kully Klose Partners
Bronze

Gone, Gone
The Jackson Group
Honorable Mention

Best Use of Humor: Republican

The Capitano Kid
Buisson Creative Strategies
Bronze

Internet/New Technology Campaign: Democrat
Vern’s Office
Laguens Kully Klose Partners
Silver

I Believe in God
The Eleison Group, LLC
Bronze

Internet/New Technology Campaign: Republican

2008 Republican Convention – GOPConvention 2008.com
Campaign Solutions
Silver

Ballot

Direct Mail Campaign

Vote Yes Minnesota: Targeting Women and Sportsmen
Wampold Strategies
Silver

Napa Pipe – “Get Out the Vote”
DAVIES
Bronze

California Proposition 8
Bieber Communication/
Schubert Flint Public Affairs
Honorable Mention

TV/Radio Campaign

Yes on Proposition 8: Television Campaign
Schubert Flint Public Affairs
Gold

2GOES2FAR TV Campaign
Hanon McKendry
Silver

Approve 67
Murphy Putnam Media
Bronze

Support Rail Transit
McNeil Wilson Communications
Honorable Mention

Best Fundraising

Yes on Proposition 8 Online Marketing Campaign
Schubert Flint Public Affairs and Connell Donatelli, Inc.
Silver

Best Use of Humor

Invasion of the Two-Faced Lawyers
Hackney & Hackney
Silver

“Professor” TV
Hanon McKendry
Bronze

Godzilla
The Strategy Group
Honorable Mention

Internet/New Technology Campaign

Microtargeted Television Buying – Defend Oregon
Changing Targets Media, MSHC Partners and The New Media Firm
Silver

Yes on Proposition 8 Online Marketing Campaign
Schubert Flint Public Affairs and Connell Donatelli, Inc.
Bronze

For Maryland for Our Future
Blue State Digital
Honorable Mention

Public Affairs

Direct Mail Campaign

AAPC 2008 Hall of Fame Booklet
Winning Directions
Bronze

AAPC 2008 Winners Booklet
Winning Directions
Honorable Mention

TV/Radio Campaign

Pickens Plan Media Campaign
Network Relations
Gold

Access to Care Campaign
American Cancer Society
Silver

EFAC Radio Ads
Berman and Company
Bronze

Real Abortion Solutions
The Eleison Group, LLC
Honorable Mention

Field/Phone Campaign

Pickens Plan Field Campaign
Network Relations
Gold

Best Fundraising

RNC Online Advertising
Connell Donatelli, Inc.
Bronze

Best Use of Humor

Class Elections
Berman and Company
Gold

Union Boss Game
Berman and Company
Silver

Dollhouse
Berman and Company
Bronze

RNC Online Advertising
Connell Donatelli, Inc.
Honorable Mention

Internet/New Technology Campaign

Pickens Plan Web Campaign
Network Relations
Gold

WCV – Dino Rossi’s Record on the Environment: 32%
The Connections Group
Silver

The Cures Chronicles
Laguens Kully Klose Partners
Bronze

2008 Republican Convention – GOPConvention 2008.com
Campaign Solutions
Honorable Mention

Collateral

Candidate

Billboard

You Don’t Know Jack
Buisson Creative Strategies
Bronze

Yard/Outdoor Sign

Sanchez Activist Banner
Left Coast Communications
Silver

Gus Douglass for Agriculture
Rainmaker Media Group
Bronze

Leno for State Senate – Best Choice for Change Sign
Whitehurst/Mosher Campaign Strategy and Media
Honorable Mention

Doorhanger

Main Street and Mill Street
Mad Dog Mail
Silver

Change
Compass Media Group
Bronze

McMahon Doorhanger
The Parkside Group
Honorable Mention

Logo

Gus Douglass for Agriculture
Rainmaker Media Group
Silver

Business Man “Man of Faith” Logo
John Manlove Marketing & Communications
Bronze

Family Court Judge Logo
Buisson Creative Strategies
Honorable Mention

Most Original/ Innovative Collateral Material

Obama Poster “CHANGE”
Continental Colorcraft
Gold

Mobile Device Tags
Petel & Co.
Silver

IAFF Toolkit
Mack|Crounse Group
Bronze

Dean Barkley for U.S. Senate – Independence Party Tattoos
North Woods Advertising
Honorable Mention

Non-Mail Brochure

Obama Announcement
The Strategy Group
Silver

Sanchez Community Tabloid
Left Coast Communications
Bronze

Iowa Barn Door
The Strategy Group
Bronze

IAFF Q&A Booklet
Mack|Crounse Group
Honorable Mention

Ballot

Billboard

Yes on A, San Francisco – Children Deserve Great Teachers
Whitehurst/Mosher Campaign Strategy and Media
Silver

Yes on A, San Francisco – San Francisco’s Heart
Whitehurst/Mosher Campaign Strategy and Media
Bronze

Yard/Outdoor Sign

“Yes on J” Window Sign
Stearns Consulting, LLC
Silver

Yes on A, San Francisco – The Heart of the City Sign
Whitehurst/Mosher Campaign Strategy and Media
Bronze

Yes on SAFE
RBI Strategies & Research
Honorable Mention

Doorhanger

Yes on A, San Francisco – Children Deserve Great Teachers
Whitehurst/Mosher Campaign Strategy and Media
Silver

“Earth” Doorhanger
Stearns Consulting, LLC
Bronze

Yes on A, San Francisco – Save SF General
Whitehurst/Mosher Campaign Strategy and Media
Honorable Mention

Logo

Yes on A, San Francisco – Every Child Deserves a Great Teacher
Whitehurst/Mosher Campaign Strategy and Media
Silver

Kids Logo: Yes on Measure OO City of Oakland
The Lew Edwards Group
Bronze

Yes on G/No on F
Terris, Barnes & Walters
Honorable Mention

Most Original/ Innovative Collateral Material	Doorhanger Environmental Vote Update – Gillibrand Gold Communications Bronze
Salt Shaker Stearns Consulting, LLC Silver	Logo
Measure FF Bookmark BergDavis Public Affairs Bronze	Biofuel for Thought The Eppstein Group, Inc. Silver
Non-Mail Brochure	Arts+Labs Mercury Bronze
Yes on SAFE Walk Card RBI Strategies & Research Silver	CEEL Logo Berman and Company Honorable Mention
Vote Yes Brochure Wampold Strategies Bronze	Most Original/ Innovative Collateral Material
<i>Public Affairs</i>	San Manuel, A New Beginning JohnsonClark Associates Bronze
Billboard	Ask the Experts Winning Directions Honorable Mention
Water Water Everywhere The Eppstein Group, Inc. Silver	Non-Mail Brochure
Don't Target Colorado RBI Strategies & Research Bronze	WCV Legislative Scorecard for 2007-2008 The Connections Group Gold
Worst Unionized Teacher Contest Berman and Company Honorable Mention	Save Water Brochure The Eppstein Group, Inc. Silver
Mass Transit/Bus Sign	For U.S. Senate: Democrat
10 Ways to Be a Great Dad Department of Social Services Silver	Hope Mack Crounse Group Bronze
Sneakers Robbett Advocacy Media Bronze	Doing What's Right Mack Crounse Group Honorable Mention
Cease the Grease – Bus The Eppstein Group, Inc. Honorable Mention	For U.S. Senate: Republican
	Energy Independence Meridian Central Public Affairs Silver

Direct Mail	Senator Lindsey Graham – Line in the Sand First Tuesday Strategies Bronze
<i>Candidate</i>	For U.S. House: Democrat
For President: Democrat	Haunted House Checkmate Consulting Gold
Pay Equity The Strategy Group Gold	Hands Mission Control Gold
Obama for America Rally Sign Campaign A.B. Data, Ltd. Silver	Concrete Evidence of Pay-to-Play The Strategy Group Silver
For President: Republican	Dahlkemper for Congress – Time Terris, Barnes & Walters Bronze
Obama Gun Contrast The Stoneridge Group Silver	Barrow for Congress – Bull Terris, Barnes & Walters Honorable Mention
McCain Iwo Jima Response America Bronze	For U.S. House: Republican
For President: Other	Here's the Truth Jamestown Associates Silver
Bring Ohio Back Direct Mail Campaign Winning Directions Bronze	Make a Difference Curtis Scott Advertising, Inc. Bronze
For U.S. Senate: Democrat	For Governor: Democrat
Small Town Mission Control Silver	Blueprint Kennedy Communications Bronze
For U.S. Senate: Republican	

Grandma Mollie Kennedy Communications Honorable Mention	For Statewide Constitutional Office
Allen Alley for Treasurer Bio Brochure Quinn Thomas Public Affairs, LLC Bronze	
Peter Goldmark Harassment Northwest Passage Consulting Honorable Mention	For State Legislature: Democrat
Leno for State Senate – Right Here Right Now Whitehurst/Mosher Campaign Strategy and Media Silver	
Belt's Bail Bonds Mammen Group, Inc. Bronze	For State Legislature: Republican
Fishy Kennedy Communications Honorable Mention	
Odd Man Out The Stoneridge Group Silver	
Scott Bruun for State Representative – Important Issues Quinn Thomas Public Affairs, LLC Bronze	
John Carona – Hard Work Allyn & Company Honorable Mention	
Jenkins Stunt Double The Stoneridge Group Honorable Mention	

For National Organization	Lack of “Gumption” Rainmaker Media Group Honorable Mention
Windows Moxie Media Gold War Hero? MSHC Partners Silver	Slate: Local
The American Dream Message Audience & Presentation, Inc. Bronze	Hooters Lisella Public Affairs, LLC Silver
Flag Mission Control Bronze	Clear Compass Media Group Bronze
John McCain's Phone Mission Control Honorable Mention	A Better World Is Possible Winning Directions Honorable Mention
For State Organization	Slate: Statewide
Barry's Treasure Lisella Public Affairs, LLC Silver	AFRW Shoe Slate Faulkner Strategies Bronze
NO! Kennedy Communications Bronze	Gay Marriage Slate Card Stearns Consulting, LLC Honorable Mention
Old Enough Mack Crounse Group Honorable Mention	GOTV: Statewide
For Local/Municipal/ Regional Candidate	Vote for Change VOTE EARLY eye2eye Communications Silver
Assault Rifle Kennedy Communications Gold	Change Is Just a Vote Away (Obama/Nixon) Mack Crounse Group Bronze
You're Fired thetrazgroup Silver	Obama Texas GOTV 3 The Strategy Group Honorable Mention
Greer Redecorates 50 Blue, LLC Bronze	GOTV: Local
Pittsburgh Story Gold Communications Honorable Mention	Soldier Mack Crounse Group Silver
	Chris Murphy “Buttons” 360jmg Bronze

Why Daddy Was a Democrat The Chadderdon Group Honorable Mention	Independent Expenditure Campaign: U.S. House: Democrat	Jackson Response JohnsonClark Associates Bronze
Meet Your New Voting Booth 360jmg Silver	Musgrave/Bush MSHC Partners Silver	Training Wheels Bieber Communications Honorable Mention
More of the Same Mack Crounse Group Bronze	Sweetheart Mission Control Bronze	Independent Expenditure Campaign: Governor: Democrat
Do You Commute? Mack Crounse Group Honorable Mention	Realtors PAC – Doors Terris, Barnes & Walters Honorable Mention	Big Perks Thomas Mills Communications, Inc. Silver
Vote-by-Mail Chase One Little Stamp JPM&M, Inc. Silver	Independent Expenditure Campaign: U.S. House: Republican	Fabric Thomas Mills Communications, Inc. Bronze
Dog Mack Crounse Group Bronze	A Record of Working for West Virginia Families Cornerstone Solutions Silver	Trains Thomas Mills Communications, Inc. Honorable Mention
Independent Expenditure Campaign: U.S. Senate: Democrat	Convict Innovative Advertising Bronze	Independent Expenditure Campaign: Statewide Constitutional Office
Vote Against Elizabeth Dole Mack Crounse Group Silver	Many Faces Innovative Advertising Honorable Mention	Fair and Balanced MSHC Partners Silver
Blanket Mission Control Bronze	Independent Expenditure Campaign: State Legislature: Democrat	Membership Political Mail
Clear Choice (Shaheen) Mack Crounse Group Honorable Mention	Not a Hero Mack Crounse Group Silver	Meltdown Mack Crounse Group Gold
Independent Expenditure Campaign: U.S. Senate: Republican	Train Polka Consulting Bronze	Rumors Mack Crounse Group Silver
Shaheen: Record Book Persuasion Partners, Inc. Bronze	Sacrifice MSHC Partners Honorable Mention	Big Oil Mack Crounse Group Bronze
Shaheen Pinocchio Faulkner Strategies Honorable Mention	Independent Expenditure Campaign: State Legislature: Republican	Penguins... Mission Control Honorable Mention An American Story MSHC Partners Honorable Mention
	Bubbles Bieber Communications Silver	

For Coordinated Campaign: Democrat	Bilingual/Multilingual/Foreign Language: U.S. House	What's With Mike Erickson? Winning Mark Honorable Mention	Best Use of Negative/Contrast: Statewide	Promises 50 Blue, LLC Gold Yes on B – Puzzle Terris, Barnes & Walters Silver	For State Organization	Seconds Count: Cathedral City Sponsored Mailer The Lew Edwards Group Honorable Mention	Yes on A, San Francisco – Our Community's Healthcare Hub Whitehurst/Mosher Campaign Strategy and Media Honorable Mention	Fort Worth Bond Proposition One The Eppstein Group, Inc. Honorable Mention	Families Moxie Media Silver
Nowhere Kennedy Communications Silver	Bilingual Health Care Gold Communications Bronze	Best Use of Negative/Contrast: President	End of the Line The Strategy Group Silver					<i>Public Affairs</i>	AAPC Call for Entries Winning Directions Bronze
Whopper Kennedy Communications Bronze	Guilty Checkmate Consulting Honorable Mention	McCain & Palin: Out of Touch Mack Crounse Group Silver	Best Use of Negative/Contrast: Local/Municipal/Regional	Yes on B, San Francisco – Lifesaver Whitehurst/Mosher Campaign Strategy and Media Silver	For Local/Municipal Organization	Vote-by-Mail Ballot Request	Best Use of Humor	For Federal Government Persuasion	Represent Me Mack Crounse Group Honorable Mention
America's Veterans Petel & Co. Honorable Mention	Bilingual/Multilingual/Foreign Language: Local/Municipal/Regional	Target Mission Control Bronze	Barry's Treasure Lisella Public Affairs, LLC Gold		Trap 50 Blue, LLC Gold	Texas Two Stamp Message Audience & Presentation, Inc. Gold		Wind Mercury Silver John McCain Didn't Care Enough eye2eye Communications Bronze	For State Organization
National Grassroots: Bilingual/Multilingual/ Foreign Language	Greer Redecorates (Spanish) 50 Blue, LLC Silver	Killing the Middle Class Mack Crounse Group Honorable Mention	Fishy Kennedy Communications Silver		Yes on D – Stepping Terris, Barnes & Walters Silver	San Marcos No on O Absentee Chase Tom Shepard & Associates, Inc. Silver	Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention		Diapers Mission Control Silver
Outsource. Downsize. Shutdown. Mack Crounse Group Silver	Principal for Change (Spanish) 50 Blue, LLC Bronze	Best Use of Negative/Contrast: U.S. Senate	Lack of “Gumption” Rainmaker Media Group Bronze	Issue Overload (Proposition F) San Francisco Association of Realtors Honorable Mention				For State Government Persuasion	EC/Prevention First Mack Crounse Group Bronze
Obama Story Mack Crounse Group Bronze	Immigrant's Journey Stearns Consulting, LLC Honorable Mention	Sununu Economy Mack Crounse Group Silver	The Sileo Family Smith Communications, LLC Honorable Mention	For City Campaign	Huntington's Natural Beauty The Chadderdon Group Honorable Mention	GOTV: Statewide	Best Use of Negative/Contrast	Sumner Resorts Harrah's Kansas DAVIES Silver	We Believe in Planned Parenthood Mack Crounse Group Honorable Mention
State/Local Grassroots: Bilingual/Multilingual/Foreign Language	Best Use of Humor	Bush-Cheney-Smith Mack Crounse Group Bronze	<i>Ballot</i>		For Membership Organization	No on 101 Veridus Bronze	Thumbs Up, Thumbs Down Guys The Eppstein Group, Inc. Silver	For County Government Persuasion	For Local/Municipal Organization
The Great Outdoors MSHC Partners Silver	Milk a Cow 360jmg Silver	Wrong Is Wrong Mack Crounse Group Honorable Mention	For Statewide Campaign	Yes on D, San Francisco – Sitting by the Dock of the Bay	You Are Their Only Voice Winning Mark Gold		Issue Overload (Proposition F) San Francisco Association of Realtors Bronze	Smoke-Free Northern Kentucky Competing Rights The Strategy Group Bronze	Smoke-Free Dallas Allyn & Company Silver
Greetings From Carson Crotty Consulting, Inc. Bronze	High-Five Petel & Co. Bronze	Best Use of Negative/Contrast: U.S. House	Beach Closed Wampold Strategies Silver		Trap 50 Blue, LLC Silver	Beware Imprenta Communications Group, Inc. Gold	Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention	Promises (Variable Data) 50 Blue, LLC Honorable Mention	Call for Change Kennedy Communications Bronze
Who Can You Trust? Gold Communications Honorable Mention	Bush's Biggest Fan MSHC Partners Honorable Mention	Sweetheart Mission Control Gold	Defend Oregon – Tricked Terris, Barnes & Walters Bronze	Help This Piggie Support Our Market Northwest Passage Consulting Bronze	Emergency Gatefold Stearns Consulting, LLC Bronze	Future Imprenta Communications Group, Inc. Silver			Promises (Variable Data) 50 Blue, LLC Honorable Mention
Bilingual/Multilingual/Foreign Language: For President	Merry Christmas to Me! thetrazgroup Honorable Mention	Stivers “Million Dollars” King Strategic Communications, Inc. Silver	No on 101 Veridus Bronze	Welcome to Charter Public Schools Mack Crounse Group Honorable Mention	No on 10 Mack Crounse Group Honorable Mention	Measure V Trabajos Perdidos Bieber Communication/ Schubert Flint Public Affairs Bronze	Best Use of Illustration	For City Government Persuasion	For Public Agency
Who's He Listening To? (California Primary) 360jmg Silver	Best Use of Illustration	Two of a Kind MSHC Partners Bronze	Outdoor Memories Wampold Strategies Honorable Mention	For National Organization	For Public Agency		A Better World Is Possible Winning Directions Silver	Quarry Falls – San Diego DAVIES Silver	Overwhelming Response Bieber Communications Silver
	“King of Big Oil” Rhyming Cartoon 360jmg Silver	Abandoned Mack Crounse Group Honorable Mention		For County Campaign	Yes on A – Imagine Terris, Barnes & Walters Silver	Yes on O “Bilingual” – Westminster School District The Lew Edwards Group Bronze	Issue Overload (Proposition F) San Francisco Association of Realtors Bronze	Sick Day Kennedy Communications Bronze	Go Home Bieber Communications Bronze
	Crushed Moxie Media Bronze		Bake Sale 50 Blue, LLC Gold	You Are Their Only Voice Winning Mark Gold	Localized Districts: LAUSD – Measure Q The Lew Edwards Group Bronze	Filipino Veterans Fight for Democracy Imprenta Communications Group, Inc. Honorable Mention	Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention	Disappearing Baby The Lukens Company Gold	Your Ideas: School District Public Affairs Mail The Lew Edwards Group Honorable Mention

For Membership Organization	Field
Wake Up Wal-Mart: Evangelical Candlelight Vigil 360jmg Silver	<i>Candidate</i>
Wake Up Wal-Mart: Civil Rights 360jmg Bronze	Best Volunteer Recruitment Program
Change Is in the Air eye2eye Communications Bronze	Human Rights Campaign's Camp Equality '08 Campaign Camps Grassroots Solutions Silver
Promises (Variable Data) 50 Blue, LLC Honorable Mention	Best Use of New Technology
Best Use of Bilingual/Multilingual/Foreign Language	Barack Obama Neighbor-to-Neighbor Blue State Digital Gold
Best Use of Negative/Contrast	GPS Tracking of Canvassers FieldWorks Silver
Cease the Grease Mailer The Eppstein Group, Inc. Silver	VolP Surveying AGI SMARTech Bronze
A Trabajar! Mack Crounse Group Bronze	Obama for America Microtargeting Strategic Telemetry Honorable Mention
Best Use of Negative/Contrast	Best Doorhanger: Republican
Who Really Supports Veterans? eye2eye Communications Silver	Beck Doorhanger thetrazgroup Bronze
Macias – Furniture Murphy Turner and Associates Bronze	McCain/Palin Doorhanger The Stoneridge Group Honorable Mention
	Best Walk Piece: Democrat
	Energy Walkcard Mack Crounse Group Bronze
	Stephanie Herseth Sandlin Walkpiece Petel & Co. Honorable Mention
	Best Walk Piece: Republican
	Meet Chris thetrazgroup Silver

Allen Alley for Treasurer Walk Piece Quinn Thomas Public Affairs, LLC Bronze	Fundraising
Affordability Agenda thetrazgroup Honorable Mention	<i>Candidate</i>
<i>Ballot</i>	Prospect Mailer: Political Party
Best Volunteer Recruitment Program	Majority Builders The Stoneridge Group Bronze
Organizational Development for a Decline to Sign Campaign Grassroots Solutions Bronze	Jindal Gala – Fleur di Lis Innovative Advertising Honorable Mention
Minneapolis Strong Schools Strong City Referendum Grassroots Solutions Honorable Mention	House Mailer: U.S. Senate
Best GOTV Program	Bob Schaffer Emergency Media Appeal The Lukens Company Bronze
Vote Yes Minnesota: Campus Get-Out-the-Vote Program Grassroots Solutions Bronze	House Mailer: Governor
Best Use of New Technology	Steak Invite Faulkner Strategies Gold
Text Message to Find Your Polling Place Mobile Commons Gold	Best Use of Breakthrough Internet Fundraising Technique
Best Doorhanger	Barack Obama Grassroots Match Blue State Digital Gold
Beware Imprenta Communications Group, Inc. Bronze	ElephantTrakker eNilsson International, LLC Silver
<i>Public Affairs</i>	WelcomeBackTim.com: Coordinated Raising With Video Blackrock Associates Bronze
Best Volunteer Recruitment Program	McCain-Palin 2008 Search Marketing Campaign Connell Donatelli, Inc. Honorable Mention
Pickens Plan Field Campaign Network Relations Silver	Best Use of E-mail to Raise Money
Trick or Vote Bus Federation Bronze	smartcommunicator E-mail Module AGI SMARTech Bronze

Fill Rick's Boots Blackrock Associates Honorable Mention	Fundraising
	<i>Candidate</i>
	Best Use of User-Generated Content to Raise Funds (YouTube)
	The Darcy Burner Online Town Hall on Iraq Laguens Kully Klose Partners Bronze
	<i>Ballot</i>
	Best Use of Breakthrough Internet Fundraising Technique
	The Wedding Registry: No on 8 Blackrock Associates Silver
	<i>Public Affairs</i>
	House Mailer: State Grassroots/ Issue Advocacy/ Public Affairs
	CSPF Save Our State Parks Campaign Adams Hussey & Associates Silver
	CSPF Save Our State Parks Map Mailing Adams Hussey & Associates Bronze
	Put Prevention First Mack Crounse Group Honorable Mention
	PAC/Trade Association Program
	FIREPAC Brochure Mack Crounse Group Silver
	Internet: Fundraising Program
	RNC Online Advertising Connell Donatelli, Inc. Silver

RNC Search Marketing Campaign Connell Donatelli, Inc. Bronze	Persuasion Online Advertising: Independent Expenditure Campaign
Internet	Coin Connell Donatelli, Inc. Silver
<i>Candidate</i>	Truth Fights Back Blue State Digital Bronze
Persuasion Online Advertising: President	Bush-McCain Quiz MSHC Partners Honorable Mention
Faux Video Fundraising Ads MSHC Partners Bronze	Persuasion Online Advertising: Best Use of Humor
Hippie Hillary Connell Donatelli, Inc. Honorable Mention	Aliens Connell Donatelli, Inc. Silver
Persuasion Online Advertising: U.S. Senate	Pork Survey Connell Donatelli, Inc. Bronze
McConnell Countdown MSHC Partners Bronze	Hippie Hillary Connell Donatelli, Inc. Honorable Mention
Sununu on the Issues Connell Donatelli, Inc. Honorable Mention	Persuasion Online Advertising: Best Use of Negative/Contrast
He Can't Hide Connell Donatelli, Inc. Bronze	Rudy Giuliani: Urban Legend International Association of Fire Fighters Silver
Robotic Bush/Myers MSHC Partners Honorable Mention	McConnell Countdown MSHC Partners Bronze
Persuasion Online Advertising: State Legislature	Worst Ever? Maybe Not. MSHC Partners Honorable Mention
Fried Chicken MSHC Partners Bronze	Web Animation/Web Video: President
290 Votes Compass Media Group Honorable Mention	Seal MH Media Silver

Busfull MacWilliams Kirchner Sanders & Partners Bronze	Best Blog Ad
Obamatch Quiz New Media Communications Honorable Mention	Toilet Paper Connell Donatelli, Inc. Silver
Web Animation/Web Video: U.S. Senate	Pork Survey Connell Donatelli, Inc. Bronze
True to Maine Devine Mulvey Bronze	Neiman-Marxist MSHC Partners Honorable Mention
McConnell Senate Committee '08 – Schumer McCarthy Marcus Hennings, Ltd. Honorable Mention	Best Blog
Web Animation/Web Video: U.S. House	McCainBlogette.com (Candidate) Iguana, Inc. Bronze
Bobblehead Devine Mulvey Gold	Best Use of E-Mail/ Viral Marketing
Letters From Travis BrabenderCox Bronze	Spending Hole Meridian Pacific, Inc. Bronze
Reichert on the Issues Connell Donatelli, Inc. Honorable Mention	Best Use of New Technology
Web Animation/Web Video: Statewide	Barack Obama Neighbor-to-Neighbor Blue State Digital Gold
Running Rich – Crites for Attorney General Communications Counsel, Inc. Bronze	Interactive Mapping Widgets: Senator Tim Johnson Blackrock Associates Silver
Aliens Connell Donatelli, Inc. Honorable Mention	ElephantScheduler eNilsson International, LLC Bronze
Web Animation/Web Video: Local	2008 Republican Convention – GOPConvention 2008.com Campaign Solutions Honorable Mention
Sanchez Flash Animation Left Coast Communications Silver	Best Use of Search Engine Marketing
	McCain-Palin 2008 Search Marketing Campaign Connell Donatelli, Inc. Silver

RNC Search Marketing Campaign Connell Donatelli, Inc. Bronze	Best Use of Game Technology
Optimizing Google Adwords: Dick Durbin Blackrock Associates Honorable Mention	Blunt Document Destroyer: Taking Down Governor Blunt Blackrock Associates Gold
	Dress Like Palin MSHC Partners Silver
	Pork Invaders Connell Donatelli, Inc. Bronze
	Best Use of Mobile Technology
	Obama Mobile Distributive Networks Gold
	Best Use of Facebook
	Barack Obama Facebook Connect Blue State Digital Silver
	Best Use of a Viral Video
	Donna Edwards for Congress: Trick or Treat GMMB Bronze
	Website: National Organization
	2008 Republican Convention – GOPConvention 2008.com Campaign Solutions Silver
	Democrats.org Blue State Digital Bronze

VOTE411 Kennedy Communications Honorable Mention	What Would Todd Do? Kennedy Communications Bronze
Website: State Organization	Tony the Phony Compass Media Group Honorable Mention
JayNixon.com: Engaging the Grassroots Blackrock Associates Bronze	Website: Best Use of Negative/Contrast
Republican Party of Pennsylvania – PAGOP.org Campaign Solutions Honorable Mention	America’s Worst Governor Proof Interactive Silver
Website: Local Organization	What DeLay Taught McCaul Message Audience & Presentation, Inc. Bronze
Fiona Ma for California State Assembly Blackrock Associates Silver	290 Votes Compass Media Group Honorable Mention
Latino Inaugural Gala 2009 Plus Three Bronze	Website: Candidate: President
Website: Landing Page	BarackObama.com Blue State Digital Gold
Sanchez Flash Website Left Coast Communications Silver	McCain for President New Media Communications Bronze
Mary Landrieu for Senate Splash Page Blackrock Associates Bronze	Website: Candidate: U.S. Senate: Democrat
No Good Nick Kennedy Communications Honorable Mention	Mary Landrieu for Senate Blackrock Associates Bronze
McCain Health Care Tax Calculator MSHC Partners Honorable Mention	TimJohnson.com Blackrock Associates Honorable Mention
Website: Best Use of Humor	Website: Candidate: U.S. Senate: Republican
Dress Like Palin MSHC Partners Silver	JohnCornyn.com Upstream Communications Silver
	Jim DeMint for U.S. Senate, www.jimdemint.com Under the Power Lines Bronze

Friends of Gordon Smith – GordonSmith.com Campaign Solutions Honorable Mention	Website: Candidate: U.S. House: Democrat
Mazie Hirono for Congress NGP Software Bronze	MarkSchauer.com BuzzMaker, LLC Honorable Mention
Website: Candidate: U.S. House: Republican	Steveforus.com The Stoneridge Group Bronze
<i>Ballot</i>	
Persuasion Online Advertising for State Campaigns	Laura Web Joe Slade White & Company Gold
Yes on Proposition 8 Online Advertising Campaign	Yeson1and2.com HighGround, Inc. Silver
Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze	Yes on Proposition 8 Online Advertising Campaign
Missouri Renewables Video Banner Ad MSHC Partners Honorable Mention	Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze
Persuasion Online Advertising for County Campaigns	
Save San Francisco General Hospital Spot-on.com Silver	

CTP Gas Banner Ads MSHC Partners Bronze	Best Use of Web Animation/Web Video
Republicans Against 8 – Join Us!/ Defend Freedom RSC Partners, Inc. Silver	Stop Lawsuit Abuse in Arizona – No on 201 Video Integrated Web Strategy Bronze
Best Blog Ad	Yes on Proposition 8 Online Advertising Campaign
Yes on Proposition 8 Online Advertising Campaign	Schubert Flint Public Affairs and Connell Donatelli, Inc. Silver
Best Blog	Stop Slots Daily BuzzMaker, LLC Bronze
Best Use of E-Mail/ Viral Marketing	
Yes on 411 The Ritz Carlton, Paradise Valley Integrated Web Strategy Silver	Stop Lawsuit Abuse in Arizona – No on 201 Integrated Web Strategy Bronze
Yes on Proposition 8 E- mail Marketing Campaign	Yes on Proposition 8 Online Marketing Campaign
Best Use of New Technology	CTP Proposition M Website MSHC Partners Bronze

Save San Francisco General Hospital Spot-on.com Bronze	The Wedding Registry: No on 8 Blackrock Associates Honorable Mention
Best Use of Search Engine Marketing	
Yes on Proposition 8 Search Marketing Campaign	Schubert Flint Public Affairs and Connell Donatelli, Inc. Silver
Best Use of Facebook	Save JROTC Facebook Doorhanger JKW Political Consulting Bronze
Website: Best Use of Negative/Contrast	Read the Fine Print Blue State Digital Bronze
Website: State Ballot	No on Proposition 8 Campaign Blackrock Associates Silver
South Dakota Healthy Families: No on Measure 11 Blue State Digital Bronze	
Yes on Proposition 8: Protect Marriage Website Schubert Flint Public Affairs Honorable Mention	
Website: County Ballot	CTP Proposition M Website MSHC Partners Bronze

Clean Up the Shipyard Website Stearns Consulting, LLC Honorable Mention	Website: City Ballot
Seattle Parks for All Website Mercury Silver	
<i>Public Affairs</i>	
Persuasion Online Advertising for State/ National Campaign	
Negotiations BrabenderCox Silver	
Build America The New Media Firm Bronze	
Coin Connell Donatelli, Inc. Honorable Mention	
Persuasion Online Advertising for County Campaigns	
Save San Francisco General Hospital Spot-on.com Silver	
Persuasion Online Advertising: Best Use of Humor	
Do It in the Booth Zoon Politikon Gold	
True Grit Zoon Politikon Silver	
The InsurAnimals: Episode 1 North Woods Advertising Bronze	

Persuasion Online Advertising: Best Use of Negative/Contrast	Palin Video Ad MSHC Partners Gold
	Headlines BrabenderCox Bronze
	Fan Mail BrabenderCox Honorable Mention
Best Use of Web Animation/Web Video	Stand Tall for America: Morning in America GMMB Gold
	The InsurAnimals North Woods Advertising Silver
	FTTH Exaflood Mercury Bronze
Best Blog Ad	Partnership to Fight Chronic Disease Web Video 720 Strategies Honorable Mention
IAVA Soldier Blog Ads MSHC Partners Silver	
PanCAN Blog Ads MSHC Partners Bronze	
Yes on Proposition 8 Online Advertising Campaign	
Schubert Flint Public Affairs and Connell Donatelli, Inc. Honorable Mention	
Best Use of Search Engine Marketing	
RNC Search Marketing Campaign Connell Donatelli, Inc. Silver	

Best Blog	Wal-Mart Watch Blue State Digital Bronze
	McCainBlogette.com (Public Affairs) Iguana, Inc. Honorable Mention
Best Use of Game Technology	Bush Moving Day MSHC Partners Gold
Best Use of Mobile Technology	Human Rights Campaign Mobile Campaign MSHC Partners Bronze
	Cherry Tree Mobile & Rock the Vote GOTV Text Cherry Tree Mobile Media Honorable Mention
Best Use of Facebook	Pledge to End Breast Cancer Grassroots Enterprise Silver
Best Use of a Viral Video	The Great Schlep Liberty Concepts, Inc. Gold
	Maybe It's Your Civic Duty Not to Vote Bus Federation Silver
	Fork You Innovative Advertising Bronze
	Partnership to Fight Chronic Disease Viral Video 720 Strategies Honorable Mention

Yes on Proposition 8 Search Marketing Campaign	Website: State/ National Campaign
Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze	NJREBEL.com Winning Strategies Silver
Best Use of Game Technology	National Republican Senatorial Committee – NRSC.org Campaign Solutions Bronze
Best Use of E-mail/ Viral Marketing	Video Game Voters Network Grassroots Enterprise Honorable Mention
	Website: Best Use of Humor
	The Great Schlep Liberty Concepts, Inc. Gold
	Bush Moving Day MSHC Partners Silver
	Lou Dobbs for Governor Blue State Digital Bronze
Best Use of New Technology	Americans for Higher Taxes BrabenderCox Honorable Mention
Website: Best Use of Negative/Contrast	www.leadershipforameri casfuture.com McNally Temple Associates, Inc. Bronze
	New Hampshire Town BrabenderCox Honorable Mention
Website: Bilingual/ Multilingual/Foreign Language	Microsoft: Voices for Innovation Adfero Group Silver

Newspaper
<i>Candidate</i>
Full Page: State
Identity Theft Guidant Strategies Silver
Between the Lines Hackney & Hackney Bronze
Full Page: Local
No Deal for Wall Street Rainmaker Media Group Silver
Roadmap BrabenderCox Bronze
A Better Life Novak Media, Inc. Honorable Mention
Full Page: Organization
Virgil Goode Job Loss 360jmg Silver
Worker Intimidation Ad Berman and Company Bronze
Less Than Full Page: State
No Deal for Wall Street Rainmaker Media Group Silver
Too Much? Hackney & Hackney Bronze
Thanks, Capt. Ted! Hackney & Hackney Honorable Mention
Less Than Full Page: Local
Lambert for Judge The Casale Group Silver

Less Than Full Page: Organization
Goode Soldier 360jmg Silver
Best Use of Negative/ Contrast
Virgil Goode Job Loss 360jmg Silver
<i>Ballot</i>
For Statewide Campaign
Spadea The Strategy Group Bronze
Risky Welchert & Britz, Inc. Honorable Mention
For County Campaign
Compete Welchert & Britz, Inc. Silver
For City Campaign
Seattle Needs Good Parks Mercury Silver
1990 (copy) Welchert & Britz, Inc. Bronze
Yes on 411 – Paradise Valley HighGround, Inc. Honorable Mention
For State Organization
Switzer Hackney & Hackney Bronze
Best Use of Negative/ Contrast
TRUST Welchert & Britz, Inc. Bronze

Bilingual/Multilingual/ Foreign Language
Bills Imprenta Communications Group, Inc. Bronze
Beware Imprenta Communications Group, Inc. Honorable Mention
<i>Public Affairs</i>
For Federal Government Persuasion
Handshake Jonathan Varner & Associates Gold
Pickens Plan Print Mercury Silver
CN's Acquisition of the EJ&E Railway Burson-Marsteller Bronze
Shopping Bag Mercury Honorable Mention
For State Government Persuasion
Out There BrabenderCox Silver
AT&T Engage Mercury Silver
AT&T Latimer Mercury Bronze
AT&T Whatever Mercury Honorable Mention
For County Government Persuasion
Skate Board (English) 50 Blue, LLC Silver

Gas (English) 50 Blue, LLC Bronze
Closed for Business (English) 50 Blue, LLC Honorable Mention
For National Organization
Worst Unionized Teacher Contest Rotten Apple Ad Berman and Company Silver
Concerned About Barack Obama? You Should Be. Jamestown Associates Bronze
Teachers Union Bullies Berman and Company Honorable Mention
For State Organization
Steelers BrabenderCox Silver
Drawing a Bead... Hackney & Hackney Bronze
Best Use of Bilingual/ Multilingual/Foreign Language
Rain Lady (Spanish) 50 Blue, LLC Silver
Shell Game (Kreyol) 50 Blue, LLC Bronze
Shell Game (Spanish) 50 Blue, LLC Honorable Mention
Phones
<i>Candidate</i>
Automated Calls: National Grassroots
Elizabeth Edwards: No to McCain Health Care Plan Stones' Phones Bronze

Automated Calls: State/Local Grassroots
Leach Williams/Rendell CPEC, LLC Silver
Fighting Back Winning Connections, Inc. Bronze
He Ran a Smear Campaign Against Us! Executive Communications, Inc. Honorable Mention
Automated Calls: Bilingual/ Multilingual/Foreign Language
Florida Campaign for Change – Miami Volunteer Recruitment Winning Connections, Inc. Silver
Mi Amigo, Señor Obama Zata 3 Consulting Bronze
Courting Filipino Voters Zata 3 Consulting Honorable Mention
Automated Calls: National Organization
Mrs. VEEP Can Teach Zata 3 Consulting Bronze
Automated Calls: State Organization
Henry Jones Is One of Us Zata 3 Consulting Bronze
Automated Calls: Local Organization
Protect Your Second Amendment Rights The Casale Group Bronze

Automated Calls: President
Mama Obama Zata 3 Consulting Silver
Press 1 for Text, Press 2 for E-mail Zata 3 Consulting Bronze
Largest U.S. Campaign Crowd Ever Winning Connections, Inc. Honorable Mention
Automated Calls: U.S. House
Mimi Called Him Darlin' Zata 3 Consulting Gold
Seniors Unite! ConnectCallUSA.com Silver
DC Doesn't Like Me ConnectCallUSA.com Bronze
Last Minute Testimonial for a Blue Dog Zata 3 Consulting Honorable Mention
Automated Calls: Governor
She Didn't Use the "T" Word Zata 3 Consulting Silver
To Serve and Rebut Zata 3 Consulting Bronze
Pure Nirvana Down Ballot Zata 3 Consulting Honorable Mention
Automated Calls: Statewide Constitutional Office
Philly Down Ballot CPEC, LLC Silver

Showdown in the Show-Me State Zata 3 Consulting Bronze
Automated Calls: Best Use of Humor
Trick or Vote Event Notification Call PoliticalRobocalls.com Gold
Mississippi John Zata 3 Consulting Silver
Automated Calls: Local Government
Don't Support This One – He Doesn't Support Us! Executive Communications, Inc. Silver
It's Not His Choice Zata 3 Consulting Bronze
You're Never Too Cool for School! Stones' Phones Honorable Mention
Automated Calls: Contrast/Negative
Mimi Called Him Darlin' Zata 3 Consulting Silver
Huffman Hit F/M CPEC, LLC Bronze
Hell Hath No Fury Like a Republican Scorned Zata 3 Consulting Honorable Mention
Automated Calls: Independent Expenditure Campaign: Federal: Democrat
Ozinga and Blagojevich Sittin' in a Tree Stones' Phones Silver

Automated Calls: Independent Expenditure Campaign: State: Democrat
Remember When... CPEC, LLC Silver
Live Calls: State/ Local Grassroots
Dump Denham Zata 3 Consulting Bronze
Live Calls: Bilingual/ Multilingual/Foreign Language
Florida Hispanic Early Vote for the Campaign for Change Winning Connections, Inc. Silver
Obama Bilingual '08 in Nevada and Ohio Zata 3 Consulting Bronze
Cuban Accent Spanish Zata 3 Consulting Honorable Mention
Live Calls: National Organization
Turning North Carolina Red to Blue With a Little Green Winning Connections, Inc. Silver
Give the Middle Class a Break Winning Connections, Inc. Bronze
Live Calls: State Organization
But Will They See the Ads? Stones' Phones Silver
Live Calls: Governor
Markell for Governor Winning Connections, Inc. Bronze

GOTV Call for Evergreen Progress Winning Connections, Inc. Bronze
Buckeye Teachers Zata 3 Consulting Honorable Mention
Live Calls: President
The Ultimate One-Stop Shop Stones' Phones Silver
Election Day Troubleshooting in Nevada and Ohio Zata 3 Consulting Bronze
Live Calls: U.S. Senate
Franken for Senate Winning Connections, Inc. Bronze
Begich Down the Stretch Zata 3 Consulting Honorable Mention
Live Calls: U.S. House
Free Home Delivery Zata 3 Consulting Silver
Skelly for Congress Winning Connections, Inc. Bronze
Bill Foster Triumphs in Former Republican Stronghold The Clinton Group Honorable Mention

Live Calls: Statewide Constitutional Office

Only a Heartbeat Away
Stones’ Phones
Bronze

Bullock for Attorney General
Winning
Connections, Inc.
Honorable Mention

Live Calls: State Government

Last Minute Turnout
Winning
Connections, Inc.
Bronze

Live Calls: Local Government

When a Win Isn’t a Win
Stones’ Phones
Bronze

Live Calls: Contrast/Negative

Georgia Families Are Suffering
Winning
Connections, Inc.
Bronze

Lummis’ Behavior as Unethical as Cubin’s
Winning
Connections, Inc.
Honorable Mention

Live Calls: Independent Expenditure Campaign: Federal: Democrat

Turning North Carolina Red to Blue
With a Little Green
Winning
Connections, Inc.
Silver

Give the Middle Class a Break
Winning
Connections, Inc.
Bronze

Most Innovative Use of Automated Technology

Neighborhood Voices
Spoken Hub
Gold

Building Franken’s Army
Stones’ Phones
Silver

Press 1 for Text, Press 2 for E-mail
Zata|3 Consulting
Bronze

Wait, Wait Do Tell Me (Who You’re Supporting)
Stones’ Phones
Honorable Mention

Best Use of Telephone Town Hall Call/Forum Call

Accountability Update
Stones’ Phones
Bronze

Luv Ya But I Gotta Run...
Zata|3 Consulting
Honorable Mention

Ballot

Automated Calls: Statewide Campaign

Martin Sheen JohnsonClark Associates
Gold

Look a TAD Lower Down the Ballot
Zata|3 Consulting
Silver

Yes on Proposition 8: The Obama Call
Schubert Flint Public Affairs
Bronze

Automated Calls: County Campaign

Don’t Stop at the Top
Stones’ Phones
Silver

All This Without a Tax Hike?
Zata|3 Consulting
Bronze

Automated Calls: National Organization

You Call That Hunting?
Zata|3 Consulting
Bronze

Automated Calls: State Organization

Clean Water Rendell CPEC, LLC
Silver

Live Calls: Statewide Campaign

Protect South Dakota Families
Winning
Connections, Inc.
Silver

Fed Up With Taxes Maine
The Clinton Group
Bronze

Live Calls: County Campaign

San Mateo
Zata|3 Consulting
Bronze

Live Calls: National Organization

Like Fish in a Barrel
Zata|3 Consulting
Bronze

Live Calls: State Organization

Stopping Amendment 46
Winning
Connections, Inc.
Silver

Live Calls: Local/ Municipal Organization

Standing Up to the Coal Company
Winning
Connections, Inc.
Silver

Live Calls: Membership Organization

Montana Planned Parenthood – Decline to Sign!
Winning
Connections, Inc.
Silver

Your Union Says No to Proposition 8
Winning
Connections, Inc.
Bronze

Live Calls: Bilingual/ Multilingual/Foreign Language

Mi Familia Vota – No on 200!
Winning
Connections, Inc.
Silver

Public Affairs

Automated Calls: Federal Government Persuasion

Regulate, Don’t Rider Hate
Stones’ Phones
Bronze

Carrots for CAFE
Winning
Connections, Inc.
Honorable Mention

Automated Calls: County Government Persuasion

No County for Old Men
Zata|3 Consulting
Bronze

Automated Calls: State Government Persuasion

Can You Hear Me Now?
Zata|3 Consulting
Silver

Automated Calls: National Organization

The Early Vote Gets the Win
Stones’ Phones
Silver

Carrots for CAFE
Winning
Connections, Inc.
Bronze

Automated Calls: Local/Municipal Organization

Warning! Detour Ahead
ConnectCallUSA.com
Bronze

Automated Calls: Bilingual/ Multilingual/Foreign Language

No Loss in Translation
Stones’ Phones
Bronze

Live Calls: Federal Government Persuasion

Bridge Loan for the Auto Industry
Executive
Communications, Inc.
Silver

You Gotta Fight! For Your Right! To Unionize!
Stones’ Phones
Bronze

Thank You, Freshman
Winning
Connections, Inc.
Honorable Mention

Live Calls: State Government Persuasion

Looking a Quarterhorse in the Mouth
Zata|3 Consulting
Silver

Thanks, Gov!
Executive
Communications, Inc.
Bronze

Live Calls: County Government Persuasion

Browbeating in Broward
Zata|3 Consulting
Bronze

Letter to the Editor
Executive
Communications, Inc.
Honorable Mention

Live Calls: City Government Persuasion

Looking a Quarterhorse in the Mouth
Zata|3 Consulting
Silver

Live Calls: National Organization

Thank You, Freshman
Winning
Connections, Inc.
Silver

Let’s Get ’Em Talking!
Executive
Communications, Inc.
Bronze

Live Calls: State Organization

We Are America Alliance Recruitment
GOTV
Winning
Connections, Inc.
Bronze

Live Calls: Local/ Municipal Organization

Wal-Mart NIMBY
Executive
Communications, Inc.
Bronze

Live Calls: Membership Organization

Thanks Barack!
Executive
Communications, Inc.
Bronze

Most Innovative Use of Automated Technology

Communicating Down Under
Stones’ Phones
Silver

Best Use of 800 Technology

Stop the Cuts!
Stones’ Phones
Gold

Best Use of Telephone Town Hall Call/Forum Call

Held at Gunpoint
Zata|3 Consulting
Silver

Iowa’s Katrina
Zata|3 Consulting
Bronze

Freshman Telephone Town Hall
Zata|3 Consulting
Honorable Mention

Radio

Candidate

President

Obama for America: Buttercow Lady
Obama Media Team
Bronze

Obama for America: “Because”
Obama Media Team
Honorable Mention

U.S. Senate

Blessed Edmonds Associates
Bronze

U.S. House

“Brickhouse” – Driehaus for Congress
Fletcher Rowley Riddle, Inc.
Bronze

Statewide Constitutional Office

Jim McIntire for State Treasurer
Northwest Passage Consulting
Bronze

State Legislature

Always There
Compass Media Group
Bronze

Plane
Scout Communications
Honorable Mention

Local/Municipal/ Regional

Big Rock JohnsonClark Associates
Silver

Cathi Compton for Judge
Paschall Strategic Communications
Bronze

Circus at City Hall
1st Strike Creative
Honorable Mention

Bilingual/ Multilingual/Foreign Language

Sueño Americano
Message Audience & Presentation, Inc.
Silver

Que Sueñen en Grande
Message Audience & Presentation, Inc.
Bronze

Best Use of Humor

Going for Gold
Rabin Strasberg Media
Gold

Ballot Box
Berman and Company
Silver

Jim Slattery for U.S. Senate – “Debate Duck”
North Woods Advertising
Bronze

Max Baucus for Senate: Burger Bonanza
GMMB
Honorable Mention

Best Use of Negative/Contrast

Gone, Gone
The Jackson Group
Gold

Jim Slattery for U.S. Senate – “Merci, Pat Roberts”
North Woods Advertising
Silver

“You’re Out” – Pryor for State House
Fletcher Rowley Riddle, Inc.
Bronze

Doublespeak
Hackney & Hackney
Honorable Mention

Ballot

For Statewide Campaign

Invasion of the Two-Faced Lawyers
Hackney & Hackney
Gold

“Doctor Daughter” – Washington’s Yes on I-100
Fletcher Rowley Riddle, Inc.
Silver

Nancy’s Explanation
Fletcher Rowley Riddle, Inc.
Silver

Voices – Crime Victims’ Bill of Rights Act
Randle Communications
Bronze

“No Place” – Washington’s Yes on I-100
Fletcher Rowley Riddle, Inc.
Honorable Mention

For City Campaign

Sommersworth
The New Media Firm
Bronze

Bilingual/ Multilingual/Foreign Language

Yes on Proposition 8 – “It’s Already Happened”
Schubert Flint Public Affairs
Silver

Massachusetts Families
The New Media Firm
Bronze

Best Use of Humor

Invasion of the Two-Faced Lawyers
Hackney & Hackney
Silver

Public Affairs

For Federal Government Persuasion

Democracy for America – “\$30 Bill”
North Woods Advertising
Silver

“Call” – Democratic Congressional Campaign Committee
Allan B. Crow & Associates
Bronze

Rip Van Winkle
RBI Strategies & Research
Honorable Mention

For State Government Persuasion

A Road Is a Road
Prairie Fire Communications
Silver

For National Organization

How to Go Duck Hunting Without Ducks – A Guide
RBI Strategies & Research
Silver

For State Organization	Obama for America: “Mother” Obama Media Team Honorable Mention
Universal Health Care Foundation of Connecticut – “New Day” North Woods Advertising Silver	Presidential Primary: Republican
Voter Fraud – Ohio Republican Party Communications Counsel, Inc. Bronze For Public Agency	My Christmas Story MH Media Gold
Save Water. Nothing Can Replace It – 60 Second The Eppstein Group, Inc. Silver	Romney for President – “Searched” McCarthy Marcus Hennings, Ltd. Silver
Best Use of Humor	Chuck Norris Approved – Primary Dresner, Wickers & Associates, LLC Bronze
“Call” – Democratic Congressional Campaign Committee Allan B. Crow & Associates Silver	“TESTED”: 60 Chris Mottola Consulting, Inc. Honorable Mention
Best Use of Negative/Contrast	Presidential General Election: Democrat
Lobbyist The New Media Firm Silver	Country I Love Obama Media Team Silver
Television	Buster Obama Media Team Bronze
<i>Candidate</i>	Obama for America: “I Believe” Obama Media Team Honorable Mention
Presidential Primary: Democrat	Presidential General Election: Republican
The 3 a.m. Ad Penn, Schoen & Berland Silver	Never Find Out – Puzzle Lukas Media Silver
Job Interview Murphy Putnam Media Bronze	“LOVE”: 60 Chris Mottola Consulting, Inc. Bronze
	John McCain for President “Celeb” TV Strategic Perception, Inc. Honorable Mention

U.S. Senate: Democrat	Humbled Murphy Putnam Media Gold
Kitchen Joe Slade White and Company Silver	Rocking Chairs Squier Knapp Dunn Communications Bronze
Mark Warner for Senate: Budget Mess GMMB Honorable Mention	U.S. Senate: Republican
Lamar Alexander for Senate Campaign Strategic Perception, Inc. Silver	Lamar Alexander for Senate “Good 60” Strategic Perception, Inc. Bronze
McConnell Senate Committee ’08 – “Cares” McCarthy Marcus Hennings, Ltd. Honorable Mention	U.S. House: Democrat
Alan Grayson for Congress – “Case Closed” North Woods Advertising Gold	Not Easy Murphy Putnam Media Silver
Running Murphy Putnam Media Bronze	

Front Door Murphy Putnam Media Honorable Mention	U.S. House: Republican
Father BrabenderCox Silver	Greg Walden Right Here Right Now The Victory Group Bronze
Volcano BrabenderCox Honorable Mention	Ose for Congress “Mapquest” TV McNally Temple Associates, Inc. Honorable Mention
Statewide Constitutional Office: Democrat	Blessed David Browne & Associates Gold
Motivation Murphy Putnam Media Silver	Backwards Murphy Putnam Media Bronze
How Jay Nixon Won a Red State in a Blowout The Campaign Group Honorable Mention	Statewide Constitutional Office: Republican
Kick A #1 Alfano Communications Silver	Jindal for Governor “You Can’t Stop Corruption” OnMessage, Inc. Bronze

Jeff Cloud – Family The Strategy Group for Media Honorable Mention	State Legislature: Democrat
Hole Scout Communications Silver	Brighter Future David Browne & Associates Bronze
All Three SeeChange Media Honorable Mention	State Legislature: Republican
Childish Mudslinger Samuel M. Goldstein Productions, Inc. Bronze	Tough Mountain The Eppstein Group, Inc. Honorable Mention
Local/Municipal/ Regional	Blair Jennings Rachel Sottile Ad First Tuesday Strategies Bronze
How Michael Nutter Surged From 5th to 1st The Campaign Group Honorable Mention	Independent/ Third Party
Expect Wild Bunch Consulting Gold	Trickle Adelstein Liston Silver
Cliff Adelstein Liston Bronze	

Cruelty Wild Bunch Consulting Honorable Mention	Best Use of Humor
DSCC-IE Minnesota: “Running Man” GMMB Gold	Children David Browne & Associates Silver
Mumbo Jumbo David Browne & Associates Bronze	Hey Elk Scott Howell & Company Honorable Mention
Best Use of Negative/Contrast: President	Judgment TruthandHope.org PAC Gold
Obama for America: “90 Percent” Obama Media Team Silver	Thank John McCain TruthandHope.org PAC Bronze
Pause Laguens Kully Klose Partners Honorable Mention	Best Use of Negative/Contrast: Senate/House/ Statewide
Donna Edwards for Congress: Stakeout GMMB Silver	DSCC-IE Minnesota: “Running Man” GMMB Bronze

Lincoln Diaz-Balart “Police” The Victory Group Bronze	Seat Adelstein Liston Honorable Mention
Best Use of Negative/Contrast: State Legislature/ Local/Municipal/ Regional	Wife Beater The Jackson Group Gold
Bush Guy The Jackson Group Silver	Prey, South Carolina Senate Democrats Allan B. Crow & Associates Silver
“Diane’s Story” – Schneider for State House Fletcher Rowley Riddle, Inc. Bronze	Obama for America: “No Maverick” Obama Media Team Honorable Mention
Barack Obama – American Stories, American Solutions Obama Media Team Gold	Obama for America: “Defining Moment” Obama Media Team Silver
No Experience The Jackson Group Honorable Mention	Non-Broadcast Video
South Side Girl Murphy Putnam Media Gold	Minute – IN Obama Media Team Honorable Mention
Republican National Committee – Sarah Palin Bio Strategic Perception, Inc. Silver	Dos Caras Message Audience & Presentation, Inc. Gold

Republican National Committee – John McCain Bio Strategic Perception, Inc. Bronze	John McCain for President “Tiny 60” Strategic Perception, Inc. Honorable Mention
Best Cable-Only Broadcast	Signs The Parkside Group Silver
Obama for America: “Fundamentals” Obama Media Team Bronze	Quico Canseco – Ranger The Strategy Group for Media Silver
Television Ad: More Than 60 Seconds	Obama for America: “Embrace” Obama Media Team Bronze
Barack Obama – American Stories, American Solutions Obama Media Team Gold	John McCain for President “Celeb” TV Strategic Perception, Inc. Honorable Mention
<i>Ballot</i>	For Statewide Campaign
Roof Murphy Putnam Media Gold	Californians for Humane Farms The Humane Society of the United States Silver
Proposition 2 The Humane Society of the United States Bronze	Tiffany Murphy Putnam Media Honorable Mention

Sueño Americano Message Audience & Presentation, Inc. Silver	Las Americas Message Audience & Presentation, Inc. Bronze
“Dos Gotas” – Taddeo for Congress Fletcher Rowley Riddle, Inc. Honorable Mention	Best Use of Personality/Celebrity
Barney Obama Media Team Silver	Density Mercury Silver
Strong Schools MacWilliams Kirchner Sanders & Partners Bronze	Yes on A, San Francisco – When Seconds Count Whitehurst/Mosher Campaign Strategy and Media Honorable Mention
For State Organization	Rich Joe Slade White and Company Silver
For Local/Municipal Organization	Density Mercury Silver
Am I Missing Something Marmillion + Gray Bronze	NoRTID Warming Mercury Honorable Mention

For County Campaign	Measure A TV Campaign Brainchild Creative Gold
Eisenhower SeeChange Media Silver	Oregon Zoo Measure “Crucial,” “Healthy,” “Experts” Gard Communications Bronze
Road Safety SeeChange Media Honorable Mention	For City Campaign
Density Mercury Silver	Strong Schools MacWilliams Kirchner Sanders & Partners Bronze
Yes on A, San Francisco – When Seconds Count Whitehurst/Mosher Campaign Strategy and Media Honorable Mention	For State Organization
Rich Joe Slade White and Company Silver	For Local/Municipal Organization
Density Mercury Silver	Am I Missing Something Marmillion + Gray Bronze
NoRTID Warming Mercury Honorable Mention	

For Membership Organization	Yes on Proposition 8 – “It’s Already Happened” Schubert Flint Public Affairs Bronze	Get Something Done Murphy Putnam Media Honorable Mention
Arizona Realtors – Pieces The Stevens & Schriefer Group Gold	Non-Broadcast Video	For State Government Persuasion
Rich Joe Slade White and Company Silver	Laura Web Joe Slade White and Company Gold	Hits Home Compass Media Group Silver
Best Use of Humor	Best Cable-Only Broadcast	Yacht Party Courage Campaign Bronze
Colorado SAFE “Mug” Squier Knapp Dunn Communications Silver	Future Shock – Measure A Brainchild Creative Silver	Turning Dino Rossi’s Message of Change Against Him The Campaign Grou Honorable Mention
Yes on Ohio Issue 6 – Thanks Ohio Version 2	Decide MacWilliams Kirchner Sanders & Partners Bronze	For National Organization
The Strategy Group for Media Bronze	Best Use of Personality/Celebrity	“How Much Time Should She Do?” TV A House On Fire Silver
“Professor” TV Hanon McKendry Honorable Mention	No on Proposition 8 Our Own Kaufman Campaign Consultants Silver	Alliance for Climate Protection The Glover Park Group Bronze
Best Use of Negative/Contrast		
“Bricklayer” TV Hanon McKendry Silver	Yes on Ohio Issue 6 – Wilmington The Strategy Group for Media Bronze	Boardroom Squier Knapp Dunn Communications Honorable Mention
No on Ohio Issue 5 – The Loan Shark The Strategy Group for Media Bronze	No on Proposition 8 History Kaufman Campaign Consultants Honorable Mention	For State Organization
No on Ohio Issue 5 – Big Brother The Strategy Group for Media Honorable Mention	<i>Public Affairs</i>	Universal Health Care Foundation of Connecticut – Police Tape North Woods Advertising Silver
Bilingual/Multilingual/Foreign Language	For Federal Government Persuasion	Persevered Galanty & Company, Inc. Bronze
No on Proposition 8 Our Own Kaufman Campaign Consultants Silver	Fatigues Armour Media, Inc. Silver	Manny The New Media Firm Honorable Mention
	Pickens Plan “Stranglehold” Network Relations Bronze	

For Local/Municipal Organization	Best Use of Negative/Contrast	International
Reset Impact Politics, LLC Bronze	Clown BrabenderCox Silver	<i>European</i>
Touchscreen Impact Politics, LLC Honorable Mention	Both Ways Barack RapidResponse Media, Inc. Bronze	Best Print/Graphics
For Public Agency	Gaffney/Obama/Biden RapidResponse Media, Inc. Honorable Mention	Progres Comunal. Andorran Elections Segarra-Teres International Silver
Flex Your Power “Talia” Brainchild Creative Silver	Best Use of Bilingual/Multilingual/Foreign Language	Best Television Ad
For Membership Organization	Gracias Jefes de las Uniones Berman and Company Silver	Action Rabin Strasberg Media Bronze
Renewable Fuels Association – “Right Here, Right Now” The Stevens & Schriefer Group Gold	Best Use of Personality/Celebrity	
National Association of Realtors – Capito The Stevens & Schriefer Group Silver	“Vote Prevention” PFCD 720 Strategies/a-political Gold	Best Website
Vets for Freedom – I Am the Surge The Stevens & Schriefer Group Bronze	McGovern Berman and Company Silver	Ken Livingstone for Mayor Blue State Digita Silver
Society for Human Resource Management The Glover Park Group Honorable Mention	Non-Broadcast Video	Best Use of Grassroots
Best Use of Humor	Godzilla The New Media Firm Bronze	Progres Comunal. Andorran Elections Segarra-Teres International Silver
Class Elections Berman and Company Silver	Cintas Video Berman and Company Honorable Mention	
Thanks Union Bosses, Continued Berman and Company Bronze	Best Cable-Only Broadcast	<i>Latin America</i>
Lemonade BrabenderCox Honorable Mention	Our Florida Promise Florida Speaks The Victory Group Silver	Best Radio Ad
	Partnership to Fight Chronic Disease Cable Ad 720 Strategies Bronze	Alvaro Colom for Guatemala: Cierre GMMB Silver

Let’s Go for the Yes Newlink Political Bronze	DSCC: Here, There, Everywhere FD Element Bronze	Best Fundraising Effort	Best Viral Campaign
Alvaro Colom for Guatemala: Destino GMMB Honorable Mention	Phones: Automated Calls	2010 Tim Ryan U.S. Senate Budget & Fundraising Plan Joshua Brickner – Ray C. Bliss Institute of Applied Politics Silver	Jon Michael Durkin for Senate Robert Niery – The University of Akron Silver
<i>Asia-Pacific</i>	Ravenstahl/O’Connor CPEC, LLC Bronze	Best Website	Best Use of YouTube
Best Fundraising	Radio	College Democrats of New York John Farrelly – Fordham University Gold	College Democrats of America: Super Delegates Tamia Booker – College Democrats of America Gold
Anwar Ibrahim ElectionMall Technologies, Inc. Bronze	The Gambler Rainmaker Media Group Silver		Best Use of Social Networking
Best Television Ad	I’m Don’s Puppet Rainmaker Media Group Bronze	Bill Stachowski’s Campaign Website John Farrelly – Fordham University Bronze	Study of Social Networking, 2008 Presidential Race Brad Tidwell – Tulane University Gold
Revive Rabin Strasberg Media Bronze	Buzz Sandy for Virginia Delegate – New York Spot SJA Strategies, Inc. Honorable Mention	Dorsey for City Court Judge Bryon McKim – McKim Strategies Honorable Mention	
Best Website	Television	Best Radio Ad	
AnwarIbrahim.com ElectionMall Technologies, Inc. Silver	Dramatization Adelstein Liston Silver	There’s a Problem in New Hampshire Jennifer Burner – Fordham University Bronze	Best Television Ad
Shoulda, Woulda, Coulda	Direct Mail		Send Mr. Smith Back to Washington Joseph Ferris – Election and Campaign Management Program at Fordham University Gold
America I See Mack Crounse Group Gold	Plant This Letter MSHC Partners Silver	“Evan” – Ron Klein for Congress Allan B. Crow & Associates Honorable Mention	Karma Chameleon Sarah Mullaly – The University of Akron Silver
Best Television Ad	Victory Taxes Murphy Turner and Associates Bronze	Student	
Alvaro Colom for Guatemala: Cierre GMMB Gold	Mugs Mad Dog Mail Honorable Mention	<i>Categories</i>	
Clown QGMP – Quintella Gerez Political Marketing Silver	Internet Communications/Advertising	Best Direct Mail	
	Best Actor Murphy Putnam Media Silver	More Powerful Than Chuck Norris Kathryn Clark – Savannah College of Art & Design	It’s Time Jennifer Burner – Fordham University Bronze
		Sam Rasoul for Congress Direct Mail Piece Carey Markoe – KMB Consulting Bronze	Main Street Hailey Wierzbicki – Fordham University Honorable Mention



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