

# THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE

RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



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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 Deutchman, 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 Crouse, Bill Crouse 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 | Kari Chisholm, Mandate Media   | James Dandeneau, New York State Senate                                | Scott Dworkin, Bulldog Finance Group                   |
| Tony Bawidamann, MWW Group  | David Browne, David Browne & Associates   | Scott Cimmarusti, Curtis Scott Advertising Inc.                                    | Maurice Daniel, eye2eye Communications                                | Frank Eaton, The Bully Documentary Co.                 |
| Margie Becker, MBA Communications   | Jeff Browne, CapAd Communications   | Molly Clancy, Politics Magazine  | Michelle Davidson, The Media Guys                                     | Ekaterina Egorova, Niccolo M Group                     |
| Roy Behr, Behr Communications   | Julie Buckner, Laurel Canyon Media Group, Inc.  | Tim Clark, JohnsonClark Associates   | Fred N. Davis III, Strategic Perception Inc.                          | Thomas C. Ellington, Wesleyan College                  |
| Anthony Bellotti, CD Online Ads   | Mark Bunge, Hart Research Associates  | Michael Clarke, Internet Association Corporation Chief Political Consultant        | John Del Cecato, AKPD Message and Media                               | Dale Emmons, Emmons & Company, Inc.                    |
| Terry Benham, Impact Management Group   | Jennifer Burton, Envision Communications  | David Cohen, Ray C. Bliss Institute of Applied Politics at The University of Akron | Marcus Dell'Artino, FirstStrategic, Communications and Public Affairs | Jamie Emmons, Emmons & Company, Inc.                   |
| Krista Benner   | Michael John Burton, Ohio University  | David Cohen, Ray C. Bliss Institute of Applied Politics at The University of Akron | James Delorey, Global Strategy Group                                  | Matthew Erickson, Laguens Kully Klose Partners         |
| Paul W. Bentz, HighGround, Inc.   | Edward Cafiero, The Clinton Group   | Travis Considine, Campaign Solutions   |   | Edward Espinoza, America Votes                         |
| Achim Bergmann, SC Strategies, LLC  |   | Katie Cook, Direct Line Politics   |   | Kelly Evans, Kelly Evans Consulting                    |
| Michael Beychok, Ourso Beychok Johnson, Inc.                                  |   | Todd Cook, Main Street Strategies  |   |  |
| 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	Chad Morgan, Visteva	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.	Chris Mottola, Chris Mottola Consulting, Inc.	Maya Russell, NOW Communications	Jared Stimson, Faulkner Strategies	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	Michael Mulé, UPT Strategies	Marcy Rye, WireMedia Communications, Inc.	Marty Stone, Stones' Phones	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	Millard Mulé, UPT Strategies	Michael Sais, New York State Assembly	Roger Stone, Advocacy, Inc.	Ruth Watry, Northern Michigan University
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	Michael Muller, Democratic Assembly Campaign Committee	Barb Sallee, Meridian Chiles	Angela Struebing, The Lukens Company	Mark Watts, Abacus Associates
Donald Ferguson	Michael Grossman, Fifty Plus One	Kay Israel, Rhode Island College	Mitchell Lester, Lester Connect	Gibson McKay, Veridus	Julian Mulvey, Devine Mulvey	Julian Mulvey, Devine Mulvey	Jacob Saperstein, Ground Floor Public Affairs	Sean Sullivan, HSC, Inc.	Amy Weiss, Point Blank Public Affairs, LLC
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	Andrew Myers, Myers Research   Strategic Services	Scott Schmidt, RSC Partners, Inc.	Jim Sype	Steve Welchert, Welchert & Britz, Inc.
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	Luis Navarro	Matt Schneider, Field Strategies	Jim Tabilio, Winning Directions	Liz Welsh, Executive Communications, Inc.
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	Nathan Nayman, Visa	Eric Schnurer, Public Works, LLC	José Manuel Talero García, more2say GmbH	John Whitehurst, Whitehurst/Mosher Campaign Strategy and Media
Hal Fischer, Mount Vernon Printing	Jeff Gumbinner, 360jmg	Michael Johns	Alice Lincoln, Plus Three	Francine McMahan, The Hill	Samuel Nitz, Petel & Co.	Samuel Nitz, Petel & Co.	Paul Seale, Alien Media, Inc.	Rick Thomas, Quinn Thomas Public Affairs, LLC	Juli-anne Whitney, Groundswell Communications
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	Julia Norton, Squier Knapp Dunn Communications	Jaimey Sexton, Telephone Strategies Group	Jeremy Thompson, Reelpolitik Campaign Media	Jay Williams, The Stoneridge Group
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	Timothy Nurnberger, Campaign Solutions	Colleen Shogan, Congressional Research Service (CRS)	Waldo Tibbetts, Politico	Lynne Williams
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	Michael O'Connor, Bose Public Affairs Group	Amy Simon, Goodwin Simon Victoria Research	Sean Tipton, American Society for Reproductive Medicine	Chris Wilson, Wilson Research Strategies
Ondine Fortune, Fortune Media, Inc.	Deborah Harkins, McGlinchey Stafford PLLC	Aram Kailian, Leo A Daly	Marina Luderer, Winning Directions	Jon Melzer	Marc O'Hara, Precision Politics - Hired Gun Media	Marc O'Hara, Precision Politics - Hired Gun Media	Scott Simpson, Hamilton Campaigns	Brad Todd, OnMessage, Inc.	Ken Winneg, Annenberg Public Policy Center
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	Kevin O'Neill, Grassroots Enterprise	Kevin O'Neill, Grassroots Enterprise	Sean Sinclair, Sinclair Strategies	J. Toscano, GMMB	Mircalla Wozniak
Joe Fuld, MSHC Partners	Mitchel Herian, University of Nebraska	Larry Kamer, Kamer Consulting Group	Kevin Mack, Mack Crouse Group	Erin Micheletti, Kennedy Communications	Joseph Oddo, Write Consult, LLC	Joseph Oddo, Write Consult, LLC	Brett Smiley, Campaign Finance Officers, LLC	Ed Traz, thetrazgroup	Chris Wright, Committee on Jobs
Chris Gallaway, FieldWorks, LLC	Craig Hickox, KTVU-TV	Carter Kidd, Campaign Solutions	Lisa MacLean, Moxie Media	Jason C. Miller, MSHC Partners	Margie Omero, Momentum Analysis	Margie Omero, Momentum Analysis	Michael Smith, ConnectCallUSA.com/MDSA Strategic Communications	Stanley Tsao, The Connections Group	Amos Young Jr., California Democratic Party
Sean Gamble, Special Projects Nevada	Bill Hillsman, North Woods Advertising	Adam Kirsch, Marion County Democratic Party	Lance Mangum, Capital One	Rohn Jay Miller, IconNicholson	Stuart Osnow, Prime New York	Stuart Osnow, Prime New York	Michael Smith, ConnectCallUSA.com/MDSA Strategic Communications	Gail C. Tuzzolo, GTA, Inc.	Amy Young, Progressive Solutions Group
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	Kyle Osterhout, Media Strategies and Research	Kyle Osterhout, Media Strategies and Research	Ronald Smith, Smith Communications, LLC	Eugene Uehling, Gannett Company, Inc.	Matthew Zablud, Adfero Group
Harry E. Giannoulis, The Parkside Group	Jason Holly, Leviathan Strategy	Cesar Martinez, MAS Consulting Group	Read Scott Martin, WIT Strategy	Erik Milman, Milman Research and Consulting	John Owens-Rearm, Design Different Consulting	John Owens-Rearm, Design Different Consulting	Rick Robinson, Author	Drew Veeneman, The University of Akron	Rachel Zenner, Safeway, Inc.
John Giesser, Spoken Hub, LLC	Bradley Honan, Penn, Schoen and Berland Associates	Yvette Martinez, PSP	Cesar Martinez, MAS Consulting Group	Vinny Minchillo, Scott Howell & Company	Alan Packman, LSG Strategies	Alan Packman, LSG Strategies	Will Robinson, New Media Firm	Dan Vermillion, MT Democrats	Suzanne Zurn, 720 Strategies
Buddy Gill, Texas Credit Union League	Trish Hoppey, MSHC Partners	Michael Matthews, LSG Strategies	Yvette Martinez, PSP	Patrick Moir, Moir & Associates	Van Parish, The Parish Group	Van Parish, The Parish Group	Chuck Rocha, United Steelworkers Union	Bill Wachob, The Campaign Group	
Christy Gleason, Camden County Democratic Committee	Misha Houser, Superior Campaigns	Lewis Mazanti, The University of Oklahoma	Michael Matthews, LSG Strategies	Brad Mont, Media Ad Ventures, Inc.	Chris Paulitz, Senator George V. Voinovich, Ohio	Chris Paulitz, Senator George V. Voinovich, Ohio	Lindsay Roitman	Ryan Waite, CD Online Ads	
							Paul Rosenberg		
							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|Crouse 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|Crouse 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|Crouse 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

Measure FF Bookmark  
BergDavis Public Affairs  
Bronze

**Non-Mail Brochure**

Yes on SAFE Walk Card  
RBI Strategies &  
Research  
Silver

Vote Yes Brochure  
Wampold Strategies  
Bronze

*Public Affairs*

**Billboard**

Water Water  
Everywhere  
The Eppstein Group,  
Inc.  
Silver

Don't Target Colorado  
RBI Strategies &  
Research  
Bronze

Worst Unionized  
Teacher Contest  
Berman and Company  
Honorable Mention

**Mass Transit/Bus  
Sign**

10 Ways to Be a Great  
Dad  
Department of Social  
Services  
Silver

Sneakers  
Robbett Advocacy  
Media  
Bronze

Cease the Grease – Bus  
The Eppstein Group,  
Inc.  
Honorable Mention

**Direct Mail**

*Candidate*

**For President:  
Democrat**

Pay Equity  
The Strategy Group  
Gold

Obama for America  
Rally Sign Campaign  
A.B. Data, Ltd.  
Silver

They Agree  
Mack|Crouse Group  
Bronze

Obama Iowa Senior 2  
The Strategy Group  
Honorable Mention

**For President:  
Republican**

Obama Gun Contrast  
The Stoneridge Group  
Silver

McCain Iwo Jima  
Response America  
Bronze

**For President: Other**

Bring Ohio Back Direct  
Mail Campaign  
Winning Directions  
Bronze

**For U.S. Senate:  
Democrat**

Hope  
Mack|Crouse Group  
Bronze

Doing What's Right  
Mack|Crouse Group  
Honorable Mention

**For U.S. Senate:  
Republican**

Energy Independence  
Meridian Central Public  
Affairs  
Silver

Senator Lindsey  
Graham – Line in the  
Sand  
First Tuesday Strategies  
Bronze

**For U.S. House:  
Democrat**

Haunted House  
Checkmate Consulting  
Gold

Hands  
Mission Control  
Gold

Concrete Evidence of  
Pay-to-Play  
The Strategy Group  
Silver

Dahlkemper for  
Congress – Time  
Terris, Barnes & Walters  
Bronze

Barrow for Congress –  
Bull  
Terris, Barnes & Walters  
Honorable Mention

**For U.S. House:  
Republican**

Here's the Truth  
Jamestown Associates  
Silver

Make a Difference  
Curtis Scott  
Advertising, Inc.  
Bronze

Tooth Fairy  
JC-Evans, Inc.  
Honorable Mention

**For Governor:  
Democrat**

Small Town  
Mission Control  
Silver

Blueprint  
Kennedy  
Communications  
Bronze

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

Fishy  
Kennedy  
Communications  
Honorable Mention

**For State Legislature:  
Republican**

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**

Windows  
Moxie Media  
Gold  
War Hero?  
MSHC Partners  
Silver

The American Dream  
Message Audience &  
Presentation, Inc.  
Bronze

Flag  
Mission Control  
Bronze

John McCain's Phone  
Mission Control  
Honorable Mention

**For State  
Organization**

Barry's Treasure  
Lisella Public Affairs,  
LLC  
Silver

NO!  
Kennedy  
Communications  
Bronze

Old Enough  
Mack|Crouse Group  
Honorable Mention

**For Local/Municipal/  
Regional Candidate**

Assault Rifle  
Kennedy  
Communications  
Gold

You're Fired  
thetrazgroup  
Silver

Greer Redecorates  
50 Blue, LLC  
Bronze

Pittsburgh Story  
Gold Communications  
Honorable Mention

Lack of "Gumption"  
Rainmaker Media Group  
Honorable Mention

**Slate: Local**

Hooters  
Lisella Public Affairs,  
LLC  
Silver

Clear  
Compass Media Group  
Bronze

A Better World Is  
Possible  
Winning Directions  
Honorable Mention

**Slate: Statewide**

AFRW Shoe Slate  
Faulkner Strategies  
Bronze

Gay Marriage  
Slate Card  
Stearns Consulting,  
LLC  
Honorable Mention

**GOTV: Statewide**

Vote for Change  
VOTE EARLY  
eye2eye  
Communications  
Silver

Change Is Just a Vote  
Away (Obama/Nixon)  
Mack|Crouse Group  
Bronze

Obama Texas GOTV 3  
The Strategy Group  
Honorable Mention

**GOTV: Local**

Soldier  
Mack|Crouse Group  
Silver

Chris Murphy "Buttons"  
360jmg  
Bronze

Why Daddy Was  
a Democrat  
The Chadderdon Group  
Honorable Mention

**Vote-by-Mail Ballot  
Request**

Meet Your New  
Voting Booth  
360jmg  
Silver

More of the Same  
Mack|Crouse Group  
Bronze

Do You Commute?  
Mack|Crouse Group  
Honorable Mention

Vote-by-Mail Chase  
One Little Stamp  
JPM&M, Inc.  
Silver

Dog  
Mack|Crouse Group  
Bronze

**Independent  
Expenditure  
Campaign: U.S.  
Senate: Democrat**

Vote Against  
Elizabeth Dole  
Mack|Crouse Group  
Silver

Blanket  
Mission Control  
Bronze

Clear Choice (Shaheen)  
Mack|Crouse Group  
Honorable Mention

Independent  
Expenditure Campaign:  
U.S. Senate: Republican

Shaheen: Record Book  
Persuasion  
Partners, Inc.  
Bronze

Shaheen Pinocchio  
Faulkner Strategies  
Honorable Mention

**Independent  
Expenditure  
Campaign: U.S.  
House: Democrat**

Musgrave/Bush  
MSHC Partners  
Silver

Sweetheart  
Mission Control  
Bronze

Realtors PAC – Doors  
Terris, Barnes & Walters  
Honorable Mention

**Independent  
Expenditure  
Campaign: U.S.  
House: Republican**

A Record of Working for  
West Virginia Families  
Cornerstone Solutions  
Silver

Convict  
Innovative Advertising  
Bronze

Many Faces  
Innovative Advertising  
Honorable Mention

**Independent  
Expenditure  
Campaign: State  
Legislature:  
Democrat**

Not a Hero  
Mack|Crouse Group  
Silver

Train  
Polka Consulting  
Bronze

Sacrifice  
MSHC Partners  
Honorable Mention

**Independent  
Expenditure  
Campaign: State  
Legislature:  
Republican**

Bubbles  
Bieber Communications  
Silver

Jackson Response  
JohnsonClark  
Associates  
Bronze

Training Wheels  
Bieber Communications  
Honorable Mention

**Independent  
Expenditure  
Campaign: Governor:  
Democrat**

Big Perks  
Thomas Mills  
Communications, Inc.  
Silver

Fabric  
Thomas Mills  
Communications, Inc.  
Bronze

Trains  
Thomas Mills  
Communications, Inc.  
Honorable Mention

**Independent  
Expenditure  
Campaign: Statewide  
Constitutional Office**

Fair and Balanced  
MSHC Partners  
Silver

**Membership  
Political Mail**

Meltdown  
Mack|Crouse Group  
Gold

Rumors  
Mack|Crouse Group  
Silver

Big Oil  
Mack|Crouse Group  
Bronze

Penguins...  
Mission Control  
Honorable Mention  
An American Story  
MSHC Partners  
Honorable Mention

**For Coordinated Campaign: Democrat**

Nowhere Kennedy Communications Silver

Whopper Kennedy Communications Bronze

America's Veterans Petel & Co. Honorable Mention

National Grassroots: Bilingual/Multilingual/Foreign Language

Outsource. Downsize. Shutdown. Mack|Crouse Group Silver

Obama Story Mack|Crouse Group Bronze

**State/Local Grassroots: Bilingual/Multilingual/Foreign Language**

The Great Outdoors MSHC Partners Silver

Greetings From Carson Crotty Consulting, Inc. Bronze

Who Can You Trust? Gold Communications Honorable Mention

**Bilingual/Multilingual/Foreign Language: For President**

Who's He Listening To? (California Primary) 360jmg Silver

**Bilingual/Multilingual/Foreign Language: U.S. House**

Bilingual Health Care Gold Communications Bronze

Guilty Checkmate Consulting Honorable Mention

**Bilingual/Multilingual/Foreign Language: Local/Municipal/Regional**

Greer Redecorates (Spanish) 50 Blue, LLC Silver

Principal for Change (Spanish) 50 Blue, LLC Bronze

Immigrant's Journey Stearns Consulting, LLC Honorable Mention

**Best Use of Humor**

Milk a Cow 360jmg Silver

High-Five Petel & Co. Bronze

Bush's Biggest Fan MSHC Partners Honorable Mention

Merry Christmas to Me! thetrazgroup Honorable Mention

**Best Use of Illustration**

"King of Big Oil" Rhyiming Cartoon 360jmg Silver

Crushed Moxie Media Bronze

What's With Mike Erickson? Winning Mark Honorable Mention

**Best Use of Negative/Contrast: President**

McCain & Palin: Out of Touch Mack|Crouse Group Silver

Target Mission Control Bronze

Killing the Middle Class Mack|Crouse Group Honorable Mention

**Best Use of Negative/Contrast: U.S. Senate**

Sununu Economy Mack|Crouse Group Silver

Bush-Cheney-Smith Mack|Crouse Group Bronze

Wrong Is Wrong Mack|Crouse Group Honorable Mention

**Best Use of Negative/Contrast: U.S. House**

Sweetheart Mission Control Gold

Stivers "Million Dollars" King Strategic Communications, Inc. Silver

Two of a Kind MSHC Partners Bronze

Abandoned Mack|Crouse Group Honorable Mention

**Best Use of Negative/Contrast: Statewide**

End of the Line The Strategy Group Silver

**Best Use of Negative/Contrast: Local/Municipal/Regional**

Barry's Treasure Lisella Public Affairs, LLC Gold

Fishy Kennedy Communications Silver

Lack of "Gumption" Rainmaker Media Group Bronze

The Sileo Family Smith Communications, LLC Honorable Mention

*Ballot*

**For Statewide Campaign**

Beach Closed Wampold Strategies Silver

Defend Oregon - Tricked Terris, Barnes & Walters Bronze

No on 101 Veridus Bronze

Outdoor Memories Wampold Strategies Honorable Mention

**For County Campaign**

Bake Sale 50 Blue, LLC Gold

Promises 50 Blue, LLC Gold  
Yes on B - Puzzle Terris, Barnes & Walters Silver

Yes on B, San Francisco - Lifesaver Whitehurst/Mosher Campaign Strategy and Media Silver

The Secret Is Out Cornerstone Solutions Bronze

Issue Overload (Proposition F) San Francisco Association of Realtors Honorable Mention

**For City Campaign**

Beware Imprinta Communications Group, Inc. Gold

Yes on D, San Francisco - Sitting by the Dock of the Bay

Whitehurst/Mosher Campaign Strategy and Media Silver

Help This Piggie Support Our Market Northwest Passage Consulting Bronze

Welcome to Charter Public Schools Mack|Crouse Group Honorable Mention

**For National Organization**

You Are Their Only Voice Winning Mark Gold

**For State Organization**

TRUST Welchert & Britz, Inc. Silver

**For Local/Municipal Organization**

Trap 50 Blue, LLC Gold

Yes on D - Stepping Terris, Barnes & Walters Silver

Sprinklers Welchert & Britz, Inc. Bronze

Huntington's Natural Beauty The Chadderdon Group Honorable Mention

**For Membership Organization**

You Are Their Only Voice Winning Mark Gold

Trap 50 Blue, LLC Silver

Emergency Gatefold Stearns Consulting, LLC Bronze

No on 10 Mack|Crouse Group Honorable Mention

**For Public Agency**

Yes on A - Imagine Terris, Barnes & Walters Silver

Localized Districts: LAUSD - Measure Q The Lew Edwards Group Bronze

Seconds Count: Cathedral City Sponsored Mailer The Lew Edwards Group Honorable Mention

**Vote-by-Mail Ballot Request**

Texas Two Stamp Message Audience & Presentation, Inc. Gold

**Vote-by-Mail Chase**

San Marcos No on O Absentee Chase Tom Shepard & Associates, Inc. Silver

**GOTV: Statewide**

No on 101 Veridus Bronze

**Bilingual/Multilingual/Foreign Language**

Beware Imprinta Communications Group, Inc. Gold

Future Imprinta Communications Group, Inc. Silver

Measure V Trabajos Perdidos Bieber Communication/Schubert Flint Public Affairs Bronze

Yes on O "Bilingual" - Westminster School District The Lew Edwards Group Bronze

Filipino Veterans Fight for Democracy Imprinta Communications Group, Inc. Honorable Mention

Yes on A, San Francisco - Our Community's Healthcare Hub Whitehurst/Mosher Campaign Strategy and Media Honorable Mention

**Best Use of Humor**

Issue Overload (Proposition F) San Francisco Association of Realtors Bronze

Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention

**Best Use of Negative/Contrast**

Thumbs Up, Thumbs Down Guys The Eppstein Group, Inc. Silver

Issue Overload (Proposition F) San Francisco Association of Realtors Bronze

Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention

**Best Use of Illustration**

A Better World Is Possible Winning Directions Silver

Issue Overload (Proposition F) San Francisco Association of Realtors Bronze

Misplaced Priorities (Proposition B) San Francisco Association of Realtors Honorable Mention

Fort Worth Bond Proposition One The Eppstein Group, Inc. Honorable Mention  
*Public Affairs*

**For Federal Government Persuasion**

Wind Mercury Silver  
John McCain Didn't Care Enough eye2eye Communications Bronze

**For State Government Persuasion**

Sumner Resorts Harrah's Kansas DAVIES Silver

**For County Government Persuasion**

Smoke-Free Northern Kentucky Competing Rights The Strategy Group Bronze

Promises (Variable Data) 50 Blue, LLC Honorable Mention

**For City Government Persuasion**

Quarry Falls - San Diego DAVIES Silver

Sick Day Kennedy Communications Bronze

**For National Organization**

Disappearing Baby The Lukens Company Gold

Families Moxie Media Silver

AAPC Call for Entries Winning Directions Bronze

Represent Me Mack|Crouse Group Honorable Mention

**For State Organization**

Diapers Mission Control Silver

EC/Prevention First Mack|Crouse Group Bronze

We Believe in Planned Parenthood Mack|Crouse Group Honorable Mention

**For Local/Municipal Organization**

Smoke-Free Dallas Allyn & Company Silver

Call for Change Kennedy Communications Bronze

Promises (Variable Data) 50 Blue, LLC Honorable Mention

**For Public Agency**

Overwhelming Response Bieber Communications Silver

Go Home Bieber Communications Bronze

Your Ideas: School District Public Affairs Mail The Lew Edwards Group Honorable Mention





VOTE411 Kennedy Communications Honorable Mention	What Would Todd Do? Kennedy Communications Bronze	Friends of Gordon Smith – GordonSmith.com Campaign Solutions Honorable Mention	CTP Gas Banner Ads MSHC Partners Bronze	Save San Francisco General Hospital Spot-on.com Bronze	Clean Up the Shipyards Website Stearns Consulting, LLC Honorable Mention	<b>Persuasion Online Advertising: Best Use of Negative/Contrast</b>	<b>Best Blog</b>	Yes on Proposition 8 Search Marketing Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze	<b>Website: State/ National Campaign</b>
<b>Website: State Organization</b>	Tony the Phony Compass Media Group Honorable Mention	<b>Website: Candidate: U.S. House: Democrat</b>	<b>Best Use of Web Animation/Web Video</b>	The Wedding Registry: No on 8 Blackrock Associates Honorable Mention	<b>Website: City Ballot</b>	Palin Video Ad MSHC Partners Gold	Wal-Mart Watch Blue State Digital Bronze McCainBlogette.com (Public Affairs) Iguana, Inc. Honorable Mention	<b>Best Use of Game Technology</b>	NJREBEL.com Winning Strategies Silver
JayNixon.com: Engaging the Grassroots Blackrock Associates Bronze	<b>Website: Best Use of Negative/Contrast</b>	Mazie Hirono for Congress NGP Software Bronze	Republicans Against 8 – Join Us/ Defend Freedom RSC Partners, Inc. Silver	<b>Best Use of Search Engine Marketing</b>	Seattle Parks for All Website Mercury Silver	Headlines BrabenderCox Bronze Fan Mail BrabenderCox Honorable Mention	<b>Best Use of E-mail/ Viral Marketing</b>	<b>Best Use of Mobile Technology</b>	National Republican Senatorial Committee – NRSC.org Campaign Solutions Bronze
Republican Party of Pennsylvania – PAGOP.org Campaign Solutions Honorable Mention	America's Worst Governor Proof Interactive Silver	MarkSchauer.com BuzzMaker, LLC Honorable Mention	Stop Lawsuit Abuse in Arizona – No on 201 Video Integrated Web Strategy Bronze	Yes on Proposition 8 Search Marketing Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Silver	<i>Public Affairs</i>	Stand Tall for America: Morning in America GMMB Gold	Debbie Shank Has Paid Enough Blue State Digital Gold	<b>Best Use of Humor</b>	Video Game Voters Network Grassroots Enterprise Honorable Mention
<b>Website: Local Organization</b>	Message Audience & Presentation, Inc. Bronze	<b>Website: Candidate: U.S. House: Republican</b>	<b>Best Blog Ad</b>	<b>Best Use of Facebook</b>	Negotiations BrabenderCox Silver	The Bush-McCain Challenge (Planned Parenthood) Laguens Kully Klose Partners Silver	Human Rights Campaign Mobile Campaign MSHC Partners Bronze	<b>Website: Best Use of Humor</b>	The Great Schlep Liberty Concepts, Inc. Gold
Fiona Ma for California State Assembly Blackrock Associates Silver	290 Votes Compass Media Group Honorable Mention	Steveforum.com The Stoneridge Group Bronze	Yes on Proposition 8 Online Advertising Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Silver	Save JROTC Facebook Doorhanger JKW Political Consulting Bronze	Build America The New Media Firm Bronze	The InsurAnimals North Woods Advertising Silver	Yes on Proposition 8 E- mail Marketing Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze	Cherry Tree Mobile & Rock the Vote GOTV Text Cherry Tree Mobile Media Honorable Mention	Bush Moving Day MSHC Partners Silver
Latino Inaugural Gala 2009 Plus Three Bronze	<b>Website: Candidate: President</b>	<i>Ballot</i>	<b>Best Blog</b>	<b>Website: Best Use of Negative/Contrast</b>	Coin Connell Donatelli, Inc. Honorable Mention	Partnership to Fight Chronic Disease Web Video 720 Strategies Honorable Mention	<b>Best Use of Facebook</b>	Lou Dobbs for Governor Blue State Digital Bronze	Americans for Higher Taxes BrabenderCox Honorable Mention
<b>Website: Landing Page</b>	BarackObama.com Blue State Digital Gold McCain for President New Media Communications Bronze	Laura Web Joe Slade White & Company Gold	Stop Slots Daily BuzzMaker, LLC Bronze	Read the Fine Print Blue State Digital Bronze	<b>Persuasion Online Advertising for County Campaigns</b>	Save San Francisco General Hospital Spot-on.com Silver	<b>Best Use of New Technology</b>	Pledge to End Breast Cancer Grassroots Enterprise Silver	<b>Website: Best Use of Negative/Contrast</b>
Sanchez Flash Website Left Coast Communications Silver	<b>Website: Candidate: U.S. Senate: Democrat</b>	Yeson1and2.com HighGround, Inc. Silver	Yes on 411 The Ritz Carlton, Paradise Valley Integrated Web Strategy Silver	<b>Website: State Ballot</b>	Save San Francisco General Hospital Spot-on.com Silver	<b>Best Blog Ad</b>	ACCCE Power House Virilion Gold	<b>Best Use of a Viral Video</b>	<b>Website: Best Use of Negative/Contrast</b>
Mary Landrieu for Senate Splash Page Blackrock Associates Bronze	Mary Landrieu for Senate Blackrock Associates Bronze	Yes on Proposition 8 Online Advertising Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Bronze	Stop Lawsuit Abuse in Arizona – No on 201 Integrated Web Strategy Bronze	No on Proposition 8 Campaign Blackrock Associates Silver	Do It in the Booth Zoon Politikon Gold	IAVA Soldier Blog Ads MSHC Partners Silver	VOTE411 Kennedy Communications Silver	The Great Schlep Liberty Concepts, Inc. Gold	www.leadershipforameri casfuture.com McNally Temple Associates, Inc. Bronze
No Good Nick Kennedy Communications Honorable Mention	TimJohnson.com Blackrock Associates Honorable Mention	Missouri Renewables Video Banner Ad MSHC Partners Honorable Mention	Yes on Proposition 8 E- mail Marketing Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Honorable Mention	South Dakota Healthy Families: No on Measure 11 Blue State Digital Bronze	True Grit Zoon Politikon Silver	PanCAN Blog Ads MSHC Partners Bronze	Brennan Center Student Voting Guide Blue State Digital Bronze	Maybe It's Your Civic Duty Not to Vote Bus Federation Silver	New Hampshire Town BrabenderCox Honorable Mention
McCain Health Care Tax Calculator MSHC Partners Honorable Mention	<b>Website: Candidate: U.S. Senate: Republican</b>	<b>Persuasion Online Advertising for County Campaigns</b>	<b>Best Use of New Technology</b>	Yes on Proposition 8: Protect Marriage Website Schubert Flint Public Affairs Honorable Mention	The InsurAnimals: Episode 1 North Woods Advertising Bronze	Yes on Proposition 8 Online Advertising Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Honorable Mention	2008 Republican Convention – GOPConvention 2008.com Campaign Solutions Honorable Mention	Fork You Innovative Advertising Bronze	<b>Website: Bilingual/ Multilingual/Foreign Language</b>
<b>Website: Best Use of Humor</b>	JohnCornyn.com Upstream Communications Silver	Save San Francisco General Hospital Spot-on.com Silver	Yes on Proposition 8 Online Marketing Campaign Schubert Flint Public Affairs and Connell Donatelli, Inc. Silver	<b>Website: County Ballot</b>	CTP Proposition M Website MSHC Partners Bronze	<b>Best Use of Search Engine Marketing</b>	RNC Search Marketing Campaign Connell Donatelli, Inc. Silver	Partnership to Fight Chronic Disease Viral Video 720 Strategies Honorable Mention	Microsoft: Voices for Innovation Adfero Group Silver
Dress Like Palin MSHC Partners Silver	Jim DeMint for U.S. Senate, www.jimdemint.com Under the Power Lines Bronze								



## Newspaper

### Candidate

#### 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

### Ballot

#### 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

### Public Affairs

#### 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

### Candidate

#### 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

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: Governor

Markell for Governor  
Winning  
Connections, Inc.  
Bronze

<b>Live Calls: Statewide Constitutional Office</b>	<b>Most Innovative Use of Automated Technology</b>	All This Without a Tax Hike? Zata 3 Consulting Bronze	<b>Live Calls: Membership Organization</b>	Carrots for CAFE Winning Connections, Inc. Bronze	Letter to the Editor Executive Communications, Inc. Honorable Mention	<b>Best Use of 800 Technology</b>	<b>State Legislature</b>	<b>Best Use of Negative/Contrast</b>	<b>Bilingual/Multilingual/Foreign Language</b>
Only a Heartbeat Away Stones' Phones Bronze	Neighborhood Voices Spoken Hub Gold		Montana Planned Parenthood – Decline to Sign! Winning Connections, Inc. Silver			Stop the Cuts! Stones' Phones Gold	Always There Compass Media Group Bronze	Gone, Gone The Jackson Group Gold	Yes on Proposition 8 – “It’s Already Happened” Schubert Flint Public Affairs Silver
Bullock for Attorney General Winning Connections, Inc. Honorable Mention	Building Franken’s Army Stones' Phones Silver	You Call That Hunting? Zata 3 Consulting Bronze	Your Union Says No to Proposition 8 Winning Connections, Inc. Bronze	Warning! Detour Ahead ConnectCallUSA.com Bronze	Looking a Quarterhorse in the Mouth Zata 3 Consulting Silver		Plane Scout Communications Honorable Mention	Jim Slattery for U.S. Senate – “Merci, Pat Roberts” North Woods Advertising Silver	Massachusetts Families The New Media Firm Bronze
<b>Live Calls: State Government</b>	Press 1 for Text, Press 2 for E-mail Zata 3 Consulting Bronze	<b>Automated Calls: State Organization</b>	<b>Live Calls: Bilingual/Multilingual/Foreign Language</b>	<b>Automated Calls: Bilingual/Multilingual/Foreign Language</b>	<b>Live Calls: National Organization</b>	Held at Gunpoint Zata 3 Consulting Silver	<b>Local/Municipal/Regional</b>	“You’re Out” – Pryor for State House Fletcher Rowley Riddle, Inc. Bronze	<b>Best Use of Humor</b>
Last Minute Turnout Winning Connections, Inc. Bronze	Wait, Wait Do Tell Me (Who You’re Supporting) Stones' Phones Honorable Mention	Clean Water Rendell CPEC, LLC Silver	Mi Familia Vota – No on 200! Winning Connections, Inc. Silver	No Loss in Translation Stones' Phones Bronze	Thank You, Freshman Winning Connections, Inc. Silver	Iowa’s Katrina Zata 3 Consulting Bronze	Big Rock JohnsonClark Associates Silver	Doublespeak Hackney & Hackney Honorable Mention	Invasion of the Two-Faced Lawyers Hackney & Hackney Silver
<b>Live Calls: Local Government</b>	<b>Best Use of Telephone Town Hall Call/Forum Call</b>	Protect South Dakota Families Winning Connections, Inc. Silver	<b>Live Calls: Bilingual/Multilingual/Foreign Language</b>	<b>Live Calls: Federal Government Persuasion</b>	Let’s Get ‘Em Talking! Executive Communications, Inc. Bronze	Freshman Telephone Town Hall Zata 3 Consulting Honorable Mention	Cathi Compton for Judge Paschall Strategic Communications Bronze		<b>Public Affairs</b>
When a Win Isn’t a Win Stones' Phones Bronze	Accountability Update Stones' Phones Bronze	Fed Up With Taxes Maine The Clinton Group Bronze	<b>Public Affairs</b>	Bridge Loan for the Auto Industry Executive Communications, Inc. Silver			Circus at City Hall 1st Strike Creative Honorable Mention	<b>Ballot</b>	<b>For Federal Government Persuasion</b>
<b>Live Calls: Contrast/Negative</b>	Luv Ya But I Gotta Run... Zata 3 Consulting Honorable Mention	<b>Live Calls: Statewide Campaign</b>	<b>Automated Calls: Federal Government Persuasion</b>	You Gotta Fight! For Your Right! To Unionize! Stones' Phones Bronze	<b>Live Calls: State Organization</b>	<b>Radio</b>		<b>For Statewide Campaign</b>	Democracy for America – “\$30 Bill” North Woods Advertising Silver
Georgia Families Are Suffering Winning Connections, Inc. Bronze	<b>Ballot</b>	San Mateo Zata 3 Consulting Bronze	Regulate, Don’t Rider Hate Stones' Phones Bronze	Thank You, Freshman Winning Connections, Inc. Honorable Mention	We Are America Alliance Recruitment GOTV Winning Connections, Inc. Bronze	<b>Candidate</b>		Invasion of the Two-Faced Lawyers Hackney & Hackney Gold	“Call” – Democratic Congressional Campaign Committee Allan B. Crow & Associates Bronze
Lummis’ Behavior as Unethical as Cubin’s Winning Connections, Inc. Honorable Mention	<b>Automated Calls: Statewide Campaign</b>	<b>Live Calls: National Organization</b>	Carrots for CAFE Winning Connections, Inc. Honorable Mention	Thank You, Freshman Winning Connections, Inc. Honorable Mention	<b>Live Calls: Local/Municipal Organization</b>	<b>President</b>	Sueño Americano Message Audience & Presentation, Inc. Silver	“Doctor Daughter” – Washington’s Yes on I-100 Fletcher Rowley Riddle, Inc. Silver	“Call” – Democratic Congressional Campaign Committee Allan B. Crow & Associates Bronze
<b>Live Calls: Independent Expenditure Campaign: Federal: Democrat</b>	Martin Sheen JohnsonClark Associates Gold	Like Fish in a Barrel Zata 3 Consulting Bronze	<b>Automated Calls: County Government Persuasion</b>	<b>Live Calls: State Government Persuasion</b>	Wal-Mart NIMBY Executive Communications, Inc. Bronze	Obama for America: Buttercow Lady Obama Media Team Bronze	Que Sueñen en Grande Message Audience & Presentation, Inc. Bronze	Nancy’s Explanation Fletcher Rowley Riddle, Inc. Silver	Rip Van Winkle RBI Strategies & Research Honorable Mention
Turning North Carolina Red to Blue With a Little Green Winning Connections, Inc. Silver	Look a TAD Lower Down the Ballot Zata 3 Consulting Silver	<b>Live Calls: State Organization</b>	No County for Old Men Zata 3 Consulting Bronze	Looking a Quarterhorse in the Mouth Zata 3 Consulting Silver	<b>Live Calls: Membership Organization</b>	Obama for America: “Because” Obama Media Team Honorable Mention	<b>U.S. Senate</b>	Blessed Edmonds Associates Bronze	<b>For State Government Persuasion</b>
Give the Middle Class a Break Winning Connections, Inc. Bronze	Yes on Proposition 8: The Obama Call Schubert Flint Public Affairs Bronze	Stopping Amendment 46 Winning Connections, Inc. Silver	<b>Automated Calls: State Government Persuasion</b>	Thanks, Gov! Executive Communications, Inc. Bronze	<b>Most Innovative Use of Automated Technology</b>	Obama for America: “Because” Obama Media Team Honorable Mention	Blessed Edmonds Associates Bronze	Voices – Crime Victims’ Bill of Rights Act Randle Communications Bronze	A Road Is a Road Prairie Fire Communications Silver
	<b>Automated Calls: County Campaign</b>	<b>Live Calls: Local/Municipal Organization</b>	Can You Hear Me Now? Zata 3 Consulting Silver	<b>Live Calls: County Government Persuasion</b>	Communicating Down Under Stones' Phones Silver	“Brickhouse” – Driehaus for Congress Fletcher Rowley Riddle, Inc. Bronze	<b>U.S. House</b>	Ballot Box Berman and Company Silver	<b>For National Organization</b>
	Don’t Stop at the Top Stones' Phones Silver	Standing Up to the Coal Company Winning Connections, Inc. Silver	<b>Automated Calls: National Organization</b>	The Early Vote Gets the Win Stones' Phones Silver		“No Place” – Washington’s Yes on I-100 Fletcher Rowley Riddle, Inc. Honorable Mention	Going for Gold Rabin Strasberg Media Gold	Jim Slattery for U.S. Senate – “Debate Duck” North Woods Advertising Bronze	How to Go Duck Hunting Without Ducks – A Guide RBI Strategies & Research Silver
						Max Baucus for Senate: Burger Bonanza GMMB Honorable Mention	Ballot Box Berman and Company Silver	Voices – Crime Victims’ Bill of Rights Act Randle Communications Bronze	<b>For City Campaign</b>
						Jim McIntire for State Treasurer Northwest Passage Consulting Bronze	Ballot Box Berman and Company Silver	Voices – Crime Victims’ Bill of Rights Act Randle Communications Bronze	



<b>For State Organization</b>	Obama for America: "Mother" Obama Media Team Honorable Mention	<b>U.S. Senate: Democrat</b>	Front Door Murphy Putnam Media Honorable Mention	Jeff Cloud – Family The Strategy Group for Media Honorable Mention	Cruelty Wild Bunch Consulting Honorable Mention	Lincoln Diaz-Balart "Police" The Victory Group Bronze	Republican National Committee – John McCain Bio Strategic Perception, Inc. Bronze	Sueño Americano Message Audience & Presentation, Inc. Silver	<b>For County Campaign</b>
Universal Health Care Foundation of Connecticut – "New Day" North Woods Advertising Silver	<b>Presidential Primary: Republican</b>	Humbled Murphy Putnam Media Gold	<b>U.S. House: Republican</b>	<b>State Legislature: Democrat</b>	<b>Best Use of Humor</b>	Seat Adelstein   Liston Honorable Mention	John McCain for President "Tiny 60" Strategic Perception, Inc. Honorable Mention	Las Americas Message Audience & Presentation, Inc. Bronze	Measure A TV Campaign Brainchild Creative Gold
Voter Fraud – Ohio Republican Party Communications Counsel, Inc. Bronze <b>For Public Agency</b>	My Christmas Story MH Media Gold	Kitchen Joe Slade White and Company Silver	Father BrabenderCox Silver	Hole Scout Communications Silver	DSCC-IE Minnesota: "Running Man" GMMB Gold	<b>Best Use of Negative/Contrast: State Legislature/Local/Municipal/Regional</b>	Signs The Parkside Group Silver	"Dos Gotas" – Taddeo for Congress Fletcher Rowley Riddle, Inc. Honorable Mention	Eisenhower SeeChange Media Silver
Save Water. Nothing Can Replace It – 60 Second The Eppstein Group, Inc. Silver	Romney for President – "Searched" McCarthy Marcus Hennings, Ltd. Silver	Rocking Chairs Squier Knapp Dunn Communications Bronze	Greg Walden Right Here Right Now The Victory Group Bronze	Brighter Future David Browne & Associates Bronze	Children David Browne & Associates Silver	Wife Beater The Jackson Group Gold	<b>Best Cable-Only Broadcast</b>	Obama for America: "Fundamentals" Obama Media Team Bronze	Oregon Zoo Measure "Crucial," "Healthy," "Experts" Gard Communications Bronze
<b>Best Use of Humor</b>	"TESTED": 60 Chris Mottola Consulting, Inc. Honorable Mention	Mark Warner for Senate: Budget Mess GMMB Honorable Mention	Volcano BrabenderCox Honorable Mention	All Three SeeChange Media Honorable Mention	Mumbo Jumbo David Browne & Associates Bronze	Bush Guy The Jackson Group Silver	Obama for America: "Fundamentals" Obama Media Team Bronze	<b>Best Use of Personality/Celebrity</b>	Road Safety SeeChange Media Honorable Mention
"Call" – Democratic Congressional Campaign Committee Allan B. Crow & Associates Silver	Chuck Norris Approved – Primary Dresner, Wickers & Associates, LLC Bronze	<b>U.S. Senate: Republican</b>	Ose for Congress "Mapquest" TV McNally Temple Associates, Inc. Honorable Mention	State Legislature: Republican	Hey Elk Scott Howell & Company Honorable Mention	Prey, South Carolina Senate Democrats Allan B. Crow & Associates Silver	Obama for America: "Embrace" Obama Media Team Bronze	Barney Obama Media Team Silver	<b>For City Campaign</b>
<b>Best Use of Negative/Contrast</b>	Country I Love Obama Media Team Silver	Lamar Alexander for Senate Campaign Strategic Perception, Inc. Silver	<b>Statewide Constitutional Office: Democrat</b>	Childish Mudslinger Samuel M. Goldstein Productions, Inc. Bronze	<b>Best Use of Negative/Contrast: President</b>	"Diane's Story" – Schneider for State House Fletcher Rowley Riddle, Inc. Bronze	Obama for America: "No Maverick" Obama Media Team Honorable Mention	Quico Canseco – Ranger The Strategy Group for Media Silver	Density Mercury Silver
UHCF – "Governor's Office" North Woods Advertising Bronze	Buster Obama Media Team Bronze	Lamar Alexander for Senate "Good 60" Strategic Perception, Inc. Bronze	Blessed David Browne & Associates Gold	Tough Mountain The Eppstein Group, Inc. Honorable Mention	Judgment TruthandHope.org PAC Gold	"My Cancer Swalm" – Accountability Colorado Fletcher Rowley Riddle, Inc. Bronze	Obama for America: "Defining Moment" Obama Media Team Silver	Obama for America: "Embrace" Obama Media Team Bronze	Strong Schools MacWilliams Kirchner Sanders & Partners Bronze
<b>Television</b>	<b>Presidential Primary: Democrat</b>	McConnell Senate Committee '08 – "Cares" McCarthy Marcus Hennings, Ltd. Honorable Mention	Motivation Murphy Putnam Media Silver	Blair Jennings Rachel Sottile Ad First Tuesday Strategies Bronze	Obama for America: "90 Percent" Obama Media Team Silver	No Experience The Jackson Group Honorable Mention	Obama for America: "Defining Moment" Obama Media Team Silver	Barack Obama – American Stories, American Solutions Obama Media Team Gold	Yes on A, San Francisco – When Seconds Count Whitehurst/Mosher Campaign Strategy and Media Honorable Mention
<i>Candidate</i>	Never Find Out – Puzzle Lukas Media Silver	<b>U.S. House: Democrat</b>	How Michael Nutter Surged From 5th to 1st The Campaign Group Honorable Mention	How Jay Nixon Won a Red State in a Blowout The Campaign Group Honorable Mention	Pause Laguens Kully Klose Partners Honorable Mention	<b>Non-Broadcast Video</b>	<b>Ballot</b>	Obama for America: "Defining Moment" Obama Media Team Silver	<b>For State Organization</b>
<b>Presidential Primary: Democrat</b>	"LOVE": 60 Chris Mottola Consulting, Inc. Bronze	Alan Grayson for Congress – "Case Closed" North Woods Advertising Gold	<b>Statewide Constitutional Office: Republican</b>	Kick A #1 Alfano Communications Silver	Thank John McCain TruthandHope.org PAC Bronze	South Side Girl Murphy Putnam Media Gold	<b>For Statewide Campaign</b>	Obama for America: "Defining Moment" Obama Media Team Silver	Rich Joe Slade White and Company Silver
The 3 a.m. Ad Penn, Schoen & Berland Silver	John McCain for President "Celeb" TV Strategic Perception, Inc. Honorable Mention	Not Easy Murphy Putnam Media Silver	Jindal for Governor "You Can't Stop Corruption" OnMessage, Inc. Bronze	How Michael Nutter Surged From 5th to 1st The Campaign Group Honorable Mention	Expect Wild Bunch Consulting Gold	Republican National Committee – Sarah Palin Bio Strategic Perception, Inc. Silver	Roof Murphy Putnam Media Gold	Obama for America: "Defining Moment" Obama Media Team Silver	<b>For Local/Municipal Organization</b>
Job Interview Murphy Putnam Media Bronze	John McCain for President "Celeb" TV Strategic Perception, Inc. Honorable Mention	Running Murphy Putnam Media Bronze	Trickle Adelstein   Liston Silver	Cliff Adelstein   Liston Bronze	Donna Edwards for Congress: Stakeout GMMB Silver	Minute – IN Obama Media Team Honorable Mention	Californians for Humane Farms The Humane Society of the United States Silver	Obama for America: "Defining Moment" Obama Media Team Silver	Density Mercury Silver
					DSCC-IE Minnesota: "Running Man" GMMB Bronze	Proposition 2 The Humane Society of the United States Bronze	Am I Missing Something Marmillion + Gray Bronze		NoRTID Warming Mercury Honorable Mention







600 Pennsylvania Avenue, SE • Suite 330 • Washington, DC 20003

Phone: 202-544-9815 • Fax: 202-544-9816 • [www.theaapc.org](http://www.theaapc.org)

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