

19th Annual Pollie Awards & Conference

RECOGNIZING THE STARS IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



POLLIE AWARDS™

2010 Pollie Awards Winners Book

March 25, 26 and 27, 2010
Sheraton Wild Horse Pass
Resort & Spa
Phoenix, Arizona



19th Annual Pollie Awards & Conference

RECOGNIZING THE STARS IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS

EVENING PROGRAM

- 7:30 PM Welcome Remarks**
Whit Ayres
- 7:40 PM Acknowledgement of Pollie
Conference Committee Members,
Staff and Special Friends**
Angela McMillen
- 7:45 PM Dinner**
- 8:00 PM Winners Reel**
Bud Jackson and Jim Innocenzi
- 8:30 PM Presentation of Special Awards**
- 9:00 PM Return to the Sheraton Wild Horse
Pass Resort via Motor Coach**

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The Judges

For the last 19 years, the AAPC has hosted the Pollies – the world’s longest-running awards competition solely for political and public affairs consultants. This could not be done without the time, talent and contributions of the many individuals and organizations listed below!

Eric Adelstein, Adelstein-Liston	Bryan Choate, DMedia, Inc.	Jamie Emmons, Emmons & Company	Rachel Gorlin, Tipping Point Strategies
J.D. Angle, AMM Political Strategies, LLC	Scott Cimmarusti, Curtis Scott Advertising, Inc.	Will Emmons, Emmons & Company	Chad Gosselink, Zata 3 Consulting
Mark Armour, Armour Media, Inc.	James Clark, American Bankers Association	Edward Espinoza, Richardson for President	Heidi Grace-Euliss, Kennedy Communications, LLC
Jerome Armstrong, WebStrong Group	Michael Clarke, AMM Political	Nick Everhart, The Strategy Group for Media	Bob Grossfeld, The Media Guys, Inc.
Bruce Barcelo, Barcelo & Company	Anna Cockrell, Zata 3 Consulting	Patricia Ewing, eye2eye Communications	Josh Grossfeld, Mammen Group, Inc.
Michael Bassik, Global Strategy Group	Meghan Cox, Lincoln Strategy Group	Gayle Falkenthal, Falcon Valley Group	Michael Grossman, Fifty Plus One
Eric Beard	Christopher Crotty, Crotty Consulting, Inc.	Chris Faulkner, Faulkner Strategies	Heidi Guerra, Innovative Advertising
Anthony Bellotti, Campaign Solutions/Connell Donatelli, Inc.	Bill Crouse, Bill Crouse Communications	Jessica Fawson, Guidant Strategies	Jeff Gumbinner, Gumbinner & Davies Communications
Terry Benham, Impact Management Group	Kevin Curry, Lyon Films LLC	Anthony Fazio, Winning Directions	John Guyette, NY State Senate
Paul Bentz, HighGround, Inc.	Carol Dahmen, Comcast Spotlight	Hal Fischer, Mount Vernon Printing – A Consolidated Graphics Company	Arthur Hackney, Hackney & Hackney
Achim Bergmann, The Baughman Company	Jim Dandeneau, NYS Senate	Stephen Fong	Martin Hamburger, Hamburger Company
Aaron Beytin, The Beytin Agency	Michelle Davidson, Valley Insight Group, LLC	George Fontas, New Gotham Strategies	Baha Hariri
Jennifer Beytin, The New Media Firm	Fred Davis, Strategic Perception, Inc.	Max Fose, Integrated Web Strategy	Chris Hayler, Stones' Phones
Shannon Bilger, PA Democratic Party	James Delorey, Global Strategy Group	Brian Franklin, Impact Politics	Deborah Haynes, National Media Group
David Bishop, Americana Media Consulting	Jake Dilemani, The Parkside Group	Joe Fuld, The Campaign Workshop	Eugene Hedlund, DMedia, Inc.
Gary Bivings, The Bivings Group	Mike Disharoon, Blackrock Associates	Jacques Gaillot, Gms Consulting	Craig Hickox, Life Clean Technologies
Robert Blaemire, Catalyst	Angela Douglas	Chris Gallaway, FieldWorks	Misha Houser, Political Consultant
Nancy Bocskor, The Nancy Bocskor Company	Katie Drake, Global Strategy Group	Gail Garbrandt, University of Akron – Bliss Institute	Michael Hudome, MH Media, LLC
James Bowers, Berman and Company	Myles Duffy, Gumbinner & Davies Communications	Kevin Geary, 50 State Strategies	John S. Hurt, Hurt Strategic
Jeff Browne, CapAd Communications	Liz Dunne, MSHC Partners, Inc.	Harry Giannoulis, The Parkside Group	Lawrence Huynh, Trilogy Interactive
Susan Burnside, Burnside & Associates	Thomas Edmonds, Edmonds Associates, Inc.	Kelly Gibson, Hamburger Company	Joe Iesue
Michael Burton, Ohio University	Thomas Ellington, Wesleyan College	Buddy Gill, Texas Credit Union League	Kay Israel, Rhode Island College
Elizabeth Chadderdon, The Chadderdon Group	Dale Emmons, Emmons & Company		Bud Jackson, Jackson Group Media
Kathy Chan			

Karen Jagoda,
E-Voter Institute

Dan Judy, Ayres, McHenry &
Associates, Inc.

Tugba Kalafatoglu, Tugba
Kalafatoglu & Associates

Jessica Keegan, Edmonds
Associates, Inc.

Christopher Klose, Laguens
Kully Klose Partners

David Kralik,
Engage, LLC

Andrea Landis, Kaufman
Campaign Consultants

Heather Lauer,
Villageous LLC

Greg Lebel, The George
Washington University

Natalie LeBlanc,
MSHC Partners

Dotty LeMieux,
GreenDog Campaigns

Christopher Leo, NYS
Correctional Officers & PBA

Katie Lewallen,
Zata|3 Consulting

Krista Lewie-Cepero

Jordan Lieberman,
Politics Magazine

Jef Loeb,
Brainchild Creative

Carey Lundin,
Viva Lundin Productions

Lisa MacLean,
Moxie Media

Jennifer Mathews,
AMM Political Strategies

Lewis Mazanti, University
of Oklahoma Political
Communication Center

Jon McHenry, Ayres,
McHenry & Associates, Inc.

Bill McIntyre, Edelman-
Grassroots Enterprise

Bryon McKim,
McKim Strategies

Jamie McKown,
College of the Atlantic

Kristin McLaren, Buisson
Creative Strategies

Matthew McMillan,
BuzzMaker LLC

Howell Medley,
Bynum Thompson

Chadwick Melder,
CAMCO Consulting

David Mermin,
Lake Research

Michael Meyers, Michael
D. Meyers Company

Jason Miller,
MSHC Partners

Will Miller,
Ohio University

Vinny Minchillo,
Scott Howell & Co.

Chad Minnick,
Minnick & Minnick

Patrick Moir,
Moir & Associates

Michael Mule,
UPT Strategies

Millard Mule, UPT Strategies

Michael Muller,
NJ DACC

Julian Mulvey,
Devine Mulvey

Andrew Myers,
Myers Research | Strategic
Services

Nathan Nayman

Julia Norton, Squier Knapp
Dunn Communications

Mike O'Connor, Bose Public
Affairs Group

Kevin O'Neill, Edelman-
Grassroots Enterprise

Kyle Osterhout, Media
Strategies & Research, Inc.

Alan Packman

Scott Perreault,
ScottPolitical.com

Jefrey Pollock,
Global Strategy Group

Alan Potasnik, The Point
Betsie InterNetwork

Brandon Powers, Powers
Communications, Inc.

Joe Qualls,
The Parkside Group

Marko Rakar,
MRAK Services

Rich Robinson, Robinson
Communications

Rick Robinson,
Author

Will Robinson,
The New Media Firm

Barry Rubin,
infoUSA

Bill Russell,
MSHC Partners, Inc.

Marcy Rye, WireMedia
Communications Inc.

Brandon Scholz,
The Capitol Group,
LLC/Wisconsin Grocers
Association, Inc.

Paul Seale,
Alien Media Inc.

Thomas Shepard,
Tom Shepard & Associates

Jennifer Smith,
Mad Dog Mail

Michael Smith,
ConnectCallUSA.com

Ronald Smith, Smith
Communications, LLC

Mark SooHoo,
Campaign Solutions

James Spencer,
The Campaign Network

Kevin Spidel,
Patriot Strategies

Evan Stavisky,
The Parkside Group

Jared Stimson,
Faulkner Strategies

Raymond Strother,
Strother Consultants

Linda Takayama

Taylor Terry

Waldo Tibbetts,
Vote iQ

J. Toscano,
GMMB

Sarah Trees,
Integrated Web Strategy

Scott Truesdale, Creative
Strategies

Stanley Tsao,
The Connections Group

Ben Tulchin,
Tulchin Research

Jonathan Varner, Jonathan
Varner & Associates

Wendy Villa,
Mario E Diaz & Associates

Mark Watts,
Abacus Associates

Mark Weaver,
Communications Counsel,
Inc.

Hugh Weber,
Deep Bench

Elizabeth Welsh, Executive
Communications, Inc.

Melissa Williams,
MSHC Partners

Suzanne Zurn,
Xenophon Strategies

Disclaimer:

Scoring is based on a 100-point system, with 100 being the top value. For all categories, there will be a maximum of four awards (assuming no ties): gold, silver, bronze and honorable mention. Entries must meet the minimum score criteria to earn each level of award. Gold will be awarded to the highest average scorer, silver for the second highest and so on. If the scoring for a category is low and no entry scores high enough to be eligible for a gold, then there will be no gold awarded. The same goes if no entry scores high enough to be eligible for silver or bronze. Overall, we strive to ensure that the Pollie Awards maintain a standard of excellence.



The Winners

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

Overall Campaigns

Candidate Campaigns

A01 Direct Mail Campaign

Silver
Murphy
Mission Control Inc.

Bronze
Mayor Plusquellic
Recall
Jonathan Varner & Associates

Honorable Mention
Marsden for VA State Senate
Gumbinner & Davies
Communications

A02 Internet Campaign

Bronze
Annise Parker for Mayor of Houston Web Campaign
Rindy Miller Media

Honorable Mention
Mike Bloomberg for Mayor NYC 2009 Online Advertising
Connections Media, LLC

A03 Phone/Field Campaign

Bronze
Stacy Parks Miller for DA
CPEC LLC

A04 TV/Radio Campaign

Silver
How Kasim Reed Soared From 9% in 3 Months to Become Atlanta's Mayor
The Campaign Group

Bronze
Annise Parker for Mayor of Houston 2009
Rindy Miller Media

Honorable Mention
McKenna for Illinois Strategic Perception Inc.

A05 Best Use of Humor

Silver
You Betcha
Mission Control Inc.

Bronze
Ramras
Hackney & Hackney

Honorable Mention
McKenna for Illinois - Hair Today 60
Strategic Perception Inc.

A06 Best in Show

Gold
2021
The Advance Group

Silver
Absolute Incompetence
Freeman Public Affairs

Bronze
You Betcha
Mission Control Inc.

Honorable Mention
New York Minute
Squier Knapp Dunn Communications

Ballot/Initiative Campaigns

A07 Direct Mail Campaign

Gold
Issue 3 Direct Mail
Strategic Public Partners Group, 50 State Strategies & Majority Strategies

Gold
Residential Resale Inspection Program
San Francisco Association of Realtors

Silver
Residential Resale Inspection Program
San Francisco Association of Realtors

Bronze
Renters Economic Relief Package
San Francisco Association of Realtors

Honorable Mention
New Jersey Public Question 1 Campaign
The Chadderdon Group

A08 Internet Campaign

Gold
Issue 3 Internet Campaign
Strategic Public Partners Group

Silver
Not So Sure
Lukas Media

A09 Phone/Field Campaign

Silver
Issue 3 Phone & Field
Strategic Public Partners Group

Bronze
Motivating Union Members to Vote Yes on Issue 3
Winning Connections

A10 TV/Radio Campaign

Gold
Protecting Safe, Local Food for All Ohioans
Melamed Communications, Inc. & Glazen Creative

Silver
Ohio Jobs and -Growth Committee - Yes on Issue 3
The Strategy Group for Media

Bronze
Maine No on 4 (Anti-TABOR Initiative)
Squier Knapp Dunn Communications

Honorable Mention
NO on Spokane Proposition 4 Cable Ads
Minnick & Minnick, Wahl Strategies & Impact VA

A11 Best in Show

Silver
Stand for Marriage
Maine/Yes on Prop.1
Campaign Solutions/Connell Donatelli, Inc.

Bronze
Impending Nightmare
San Francisco Association of Realtors

Honorable Mention
New Neighbors
San Francisco Association of Realtors

Public Affairs Campaigns

A12 Direct Mail Campaign

Silver
Energize WV Mail Campaign
Rainmaker

Bronze
Residential Resale Inspection Program
San Francisco Association of Realtors

Honorable Mention
SBBG - Vital Mission Plan
DAVIES

A13 Internet Campaign

Gold
Fix Housing First
Fleishman-Hillard

Silver
DHL Ruined Lives
Jonathan Varner & Associates

Bronze
Too Dirty for College
GMMB

Honorable Mention
America's Voice
TEAM

A14 Phone/Field Campaign

Silver
Clean Energy and Security for America
Winning Connections

A15 TV/Radio Campaign

Gold
Pebble Promises
Hackney & Hackney

Silver
John Corbett Radio Campaign
Rainmaker

Bronze
AT&T 2009 Campaign
Joe Slade White and Company

Honorable Mention
60 Plus Association - Health Care Campaign
McCarthy Marcus Hennings, Ltd.

A16 Best in Show

Silver
No Such Thing as a Little Bit Pregnant
Hackney & Hackney

Bronze
A Big Role
Rainmaker

Honorable Mention
Eye-to-Eye
Hackney & Hackney

Collateral

Candidate Campaigns

B01 Doorhanger

Silver
Palin Doorhanger -
Marsden for VA State
Senate
Gumbinner & Davies
Communications

B02 Logo

Silver
A Voice for Illinois
Karen Craven & Guppy
Graphic Design

Bronze
Ritter Refreshed
BuzzMaker, LLC &
Blackrock Associates

Honorable Mention
Bejarano Logo -
Steel & Gold
The San Diego Group &
Cooper Media Group

B03 Most Original/ Innovative Collateral Material

Bronze
Talking Card - Jim Reed
for Congress
mailPOW

B04 Non-Mail Brochure

Gold
Nine Reasons
thetrazgroup

Silver
Courage
Buisson Creative
Strategies

Bronze
Zach Wamp Brochure
Series
The Stoneridge Group

Honorable Mention
Murphy
Mission Control Inc.

B05 Yard/Outdoor Sign

Silver
The Bright Knight
Poster Series
North Woods
Advertising

Bronze
Ramras
Hackney & Hackney

Honorable Mention
Marc Levine Yard Sign
Indie Politics

Ballot/Initiative Campaigns

B06 Doorhanger

Silver
Neighbor to Labor
50 State Strategies

B07 Logo

Gold
Putnam School Bond
Logo Family
Rainmaker

Silver
Real Budget Reform
Logo
Stearns Consulting LLC

Bronze
Yes on 300 - Mesa
Gaylord
HighGround, Inc.

B09 Yard/Outdoor Sign

Honorable Mention
Yes on Measure C for
Safe Modern Mill Valley
Schools
Whitehurst/Mosher
Campaign Strategy and
Media

Public Affairs Campaigns

B10 Logo

Gold
VOTE Women in Politics
Tugba Kalafatoglu and
Associates

Silver
Alaska Wild Salmon
Protection
Hackney & Hackney

Bronze
H2All Logo
The Election Group &
RADAR Agency

Honorable Mention
Y4
County of San
Bernardino Economic
Development Agency &
Winter Advertising
Agency

B11 Non-Mail Brochure

Gold
El Santo
The New Media Firm

Silver
U.S. Chamber
Workforce Freedom
Airlift Fly-In Brochure
Adfero Group

Bronze
From the Beginning
Compass Media Group

Honorable Mention
Save Sunset Beach
Kennedy
Communications

Overall Campaigns

B12 Billboard

Silver
Uncle Sam Times
Square
Berman and Company

Bronze
Roy Blunt Billboard
The New Media Firm

Honorable Mention
Pilates
Robbett Advocacy
Media

B13 Most Original/ Innovative Collateral Material

Gold
Grease Monster
Doorhanger
The Election Group &
RADAR Agency

Silver
Fisheries Reserve
Illustrated Map
Hackney & Hackney

Bronze
LIUNA Building Wrap
The New Media Firm

Honorable Mention
Ambulance Tour
Magnets
MSHC Partners, Inc.

Direct Mail

Candidate Campaigns

C01 For Governor

Silver
The Problem/The
Solution
Jamestown Associates

C02 For Statewide

Gold
Scott Lee Cohen for
Lieutenant Governor of
Illinois Job Fairs and
Rod Must Resign Mailer
Grainger Terry, Inc.

Silver
Pray
Mammen Group

Bronze
The Letter
Revolvis

C03 For Mayor

Gold
Absolute Incompetence
Freeman Public Affairs

Silver
Sidney
Mission Control Inc.

Bronze
Train
Moxie Media

Honorable Mention
Good. Better.
Sage Systems, LLC

C04 For State Legislature - Democrat

Gold
Pink Slip - Abbott for
VA Delegate
Gumbinner & Davies
Communications

Silver
Government Waste Die-
Cut - Abbott for VA
Delegate
Gumbinner & Davies
Communications

Bronze
Fairfax Express -
Marsden for VA State
Senate
Gumbinner & Davies
Communications

Honorable Mention
Sand
Kennedy
Communications

C05 For State Legislature - Republican

Bronze
FOR SALE
thetrazgroup

Honorable Mention
He Lied - NJ LD8 State
Assembly
Chris Russell Consulting
LLC

C06 For Local/ Municipal/Regional Candidate (non- mayoral)

Silver
Living Proof
Mission Control Inc.

Bronze
Greenhaven (Steve
Fiore-Rosenfeld for
Town Council)
Gumbinner & Davies
Communications

Honorable Mention
Stove
Kennedy
Communications

C07 For School Board

Bronze
Write-In Perkins
Jonathan Varner &
Associates

C08 For National Organization

Bronze
Masks - Wake Up Wal-
Mart
Gumbinner & Davies
Communications



Honorable Mention
McDonnell Economics
MSHC Partners, Inc.

C09 For State Organization

Silver
Christie's Plan
MSHC Partners, Inc.

Bronze
Chalkboard (VA House - Virginia Education Association IE)
Gumbinner & Davies Communications

Honorable Mention
Rewind
BerlinRosen Public Affairs

C11 GOTV - Local

Gold
Vote
Moxie Media

Silver
Rush Job
Mission Control Inc.

Bronze
Hanging By a Thread - Marsden for VA State Senate
Gumbinner & Davies Communications

Honorable Mention
Has to listen - Abbott for VA Delegate
Gumbinner & Davies Communications

C13 Slate - Local

Silver
Waitress
Kennedy Communications

Bronze
Richardson Coalition
Murphy Turner Associates

Honorable Mention
The Money We Could Be Saving...
Kennedy Communications

C14 Vote-By-Mail Ballot Request

Silver
Thanksgiving VBM - Marquardt for IA House
Gumbinner & Davies Communications

Bronze
Hourglass VBM w/ Social Pressure - Hanson for IA House
Gumbinner & Davies Communications

Honorable Mention
Plusquellic Vote-by-Mail
Jonathan Varner & Associates

C16 Independent Expenditure Campaign - State Legislature

Silver
She Planted the Seeds (KY State Sen Ind)
Gumbinner & Davies Communications

Bronze
Sunburn (IE for TN Dem Party)
Gumbinner & Davies Communications

Honorable Mention
Chalkboard (VA House - Virginia Education Association IE)
Gumbinner & Davies Communications

C17 Independent Expenditure Campaign - Local/Municipal/Regional

Silver
Houston Turnout Project GOTV
The Campaign Workshop

Bronze
Godzilla
Dynamic Strategies

Honorable Mention
Vampire
Dynamic Strategies

C18 Membership Political Mail

Silver
Skeleton
Mammen Group

Bronze
Rewind
BerlinRosen Public Affairs

Honorable Mention
Checkup
BerlinRosen Public Affairs

C19 For Coordinated Campaign

Silver
Greed Farm
Kennedy Communications

Bronze
Blueprint
Kennedy Communications

Honorable Mention
Reform
Kennedy Communications

C21 Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional

Gold
Living Proof
Mission Control Inc.

Silver
Sonia and Margaret
The Parkside Group

Bronze
Our Children
Mission Control Inc.

Honorable Mention
Libbin Promises (Spanish)
50 Blue LLC

C22 Best Use of Humor

Silver
Noise - Medford Twp (NJ) Council
Chris Russell Consulting LLC

Silver
Skeleton
Mammen Group

Bronze
What is a Doerflinger?
AH Strategies

Honorable Mention
You Betcha
Mission Control Inc.

C23 Best Use of Illustration

Silver
Sad Tree
The Chadderdon Group

Bronze
Ramras
Hackney & Hackney

Honorable Mention
Godzilla
Dynamic Strategies

C24 Best Use of Negative/Contrast - Statewide

Silver
Skeleton
Mammen Group

Bronze
Pray
Mammen Group

Honorable Mention
Broken Door
MSHC Partners, Inc.

C25 Best Use of Negative/Contrast - Local/Municipal/Regional

Gold
Pattern of Behavior
Meridian Pacific, Inc.

Silver
Sunburn (IE for TN Dem Party)
Gumbinner & Davies Communications

Bronze
Beware of McBride
Starboard Communications

Honorable Mention
I Know What You Did Last Session - Abbott for VA Delegate
Gumbinner & Davies Communications

Ballot/Initiative Campaigns

C26 For Statewide

Silver
Fact
50 State Strategies with Strategic Public Partners Group

Bronze
Ballot
50 State Strategies with Strategic Public Partners Group, Public Opinion Strategies and Tony Fabrizio

Honorable Mention
No on 1033 - Snake Oil
Northwest Passage Consulting

C27 For County Campaigns

Gold
Inspection Police
San Francisco Association of Realtors

Silver
Reasons Not to Stay Home
San Francisco Association of Realtors

Bronze
Gone Too Far
San Francisco Association of Realtors

Honorable Mention
Impending Nightmare
San Francisco Association of Realtors

C28 For City Campaigns

Gold
Inspection Police
San Francisco Association of Realtors

Silver
Housing Levy
Neighbors
Northwest Passage Consulting

Bronze
Protect Our Rec
Centers
Stearns Consulting LLC

Honorable Mention
Mistake
The Wayne Johnson
Agency

**C29 For National/State
Organization**

Bronze
Stand With Maine
MSHC Partners, Inc.”

Honorable Mention
EMILY’s List August ’09
Renewal & Appeal
Nexus Direct

**C30 For Local/
Municipal/Regional
Organization**

Gold
Inspection Police
San Francisco
Association of Realtors

Silver
Clowns
Axiom Strategies

Bronze
Four Doors
Kennedy
Communications

Honorable Mention
Reasons Not to Stay
Home
San Francisco
Association of Realtors

**C31 For Membership
Organization**

Gold
A Message From the
AFL-CIO
50 State Strategies

Silver
Inspection Police
San Francisco
Association of Realtors

Silver
Train Wreck
San Francisco
Association of Realtors

Bronze
Gone Too Far
San Francisco
Association of Realtors

Honorable Mention
New Neighbors
San Francisco
Association of Realtors

**C32 GOTV -
Statewide/Local**

2010 Silver
New Ohio
50 State Strategies
working with Strategic
Public Partners Group

**C33 Vote-by-Mail
Ballot Request**

Gold
Unemployment
50 State Strategies with
Strategic Public
Partners Group

Silver
Ohio Labor Agrees
50 State Strategies with
Strategic Public
Partners Group

Bronze
Poster
50 State Strategies with
Strategic Public
Partners Group

Honorable Mention
One California for All
VBM Application
Stearns Consulting LLC

**C34 Bilingual/
Multilingual/Foreign
Language**

Silver
Yes on 1 and 2 Saddle
Mt. Spanish Mailer
HighGround, Inc.

Bronze
Gone Too Far
San Francisco
Association of Realtors

**C35 Best Use of
Humor**

Gold
Issue 3 Stinks
Jonathan Varner &
Associates

Silver
Mistake
The Wayne Johnson
Agency

Bronze
Inspection Police
San Francisco
Association of Realtors

Honorable Mention
New Neighbors
San Francisco
Association of Realtors

**C36 Best Use of
Illustration**

Silver
Fight Blight
Left Coast
Communications

Silver
Inspection Police
San Francisco
Association of Realtors

Bronze
Train Wreck
San Francisco
Association of Realtors

Honorable Mention
Gone Too Far
San Francisco
Association of Realtors

**C37 Best Use of
Negative/Contrast**

Silver
Shell Game
San Francisco
Association of Realtors

Bronze
Money to Burn
Jonathan Varner &
Associates

Honorable Mention
New Neighbors
San Francisco
Association of Realtors

**Public Affairs
Campaigns**

**C39 U.S. House -
Franked Mail**

Gold
Boren Accomplishments
2009
720 Strategies

Silver
Teague Health Care
Gold Communications

Bronze
Weatherization
Gold Communications

Honorable Mention
Back on Track
Gold Communications

**C43 National Public
Affairs**

Bronze
Line
Mission Control Inc.

**C44 State/Local Public
Affairs**

Silver
Preserving Nature
Rainmaker

Silver
Creating a Buzz
Rainmaker

Silver
Breath of Fresh Air
Rainmaker

Bronze
Inspection Police
San Francisco
Association of Realtors

Honorable Mention
SEIU - Newsom Legacy
Whitehurst/Mosher
Campaign Strategy and
Media

C45 For Organization

Gold
90% Thank You
Stearns Consulting LLC

Silver
New Jersey Public
Question 1
The Chadderdon Group

Bronze
Masks - Wake Up Wal-
Mart
Gumbinner & Davies
Communications

Honorable Mention
Need a Cop
50 Blue LLC

**C46 Membership
Communications**

Silver
Failing Them
Gold Communications

Bronze
Critical Condition
Compass Media Group

C47 For Public Agency

Gold
Grease Monster Direct
Mail
The Election Group &
RADAR Agency

**C48 Best Use of
Negative/Contrast**

Silver
New Neighbors
San Francisco
Association of Realtors

Bronze
Inspection Police
San Francisco
Association of Realtors

Honorable Mention
“No” Isn’t Enough
MSHC Partners

**C49 Best Use of
Humor**

Silver
Inspection Police
San Francisco
Association of Realtors

Bronze
New Neighbors
San Francisco
Association of Realtors

Honorable Mention
Impending Nightmare
San Francisco
Association of Realtors

Overall Campaigns

**C50 Best Use of
Variable Data Printing**

Silver
Pink Slip
Mission Control Inc.

Bronze
Prescription for Change
MSHC Partners, Inc.”



Honorable Mention
Birthday Card to Voters
voterhistory.com

C51 For Special Election

Silver
You Betcha
Mission Control Inc.

Bronze
Party Animal
Continental Colorcraft

Honorable Mention
Murphy - Table
Mission Control Inc.

Field

Candidate Campaigns

D02 Best GOTV Program

Silver
Kasim Reed Everywhere
WebStrong Group

D03 Best Use of New Technology

Silver
Bartlett Utilizes Six
Forms of Technology to
Capture Victory
AH Strategies

Bronze
TargetPoint's
SmartTarget: Date
Daggett, but Marry
Christie
TargetPoint Consulting

Honorable Mention
Republican Party of
Virginia: Victory VOIP
The Prosper Group

D05 Best Walk Piece

Gold
Trilingual Walk Piece
The Parkside Group

Bronze
Ravenstahl Walk
Gold Communications

Ballot/Initiative Campaigns

D06 Best Absentee Program

Silver
Issue 3 Absentee
Program
Strategic Public
Partners Group

D07 Best GOTV Program

Silver
Issue 3 GOTV Program
Strategic Public
Partners Group

Bronze
North Saint Paul
Referendum
Grassroots Solutions

Fundraising

Candidate Campaigns

E01 House Mailer

Silver
'Off to the Races'
Kennedy
Communications

Bronze
Using Envelopes to
Ramp Up Results
HSP Direct LLC

Honorable Mention
Photo Enclosed: Please
Do Not Bend!
HSP Direct LLC

E02 Prospect Mailer

Gold
Talking Card - Jim Reed
for Congress
mailPOW

Bronze
You had me at Hello
HSP Direct LLC

Honorable Mention
Sherrod Brown: Sept
Acquisition & Appeal
Nexus Direct

E03 Best Use of Online Fundraising

Bronze
Scott Brown Email
Appeals
Campaign Solutions/
Connell Donatelli, Inc.

Ballot/Initiative Campaigns

E05 Prospect Mailer

Silver
DGA July Acquisition &
Appeal - Carville
Nexus Direct

Bronze
EMILY's List April
Renewal
Nexus Direct

Honorable Mention
EMILY's List September
'09 Renewal & Appeal
Nexus Direct

Public Affairs Campaigns

E07 House Mailer - Grassroots/Issue Advocacy/Public Affairs

Gold
Presidential Partners
Invitation Appeal
Adams Hussey and
Associates

Silver
2010 State Parks
Calendar Mailing
Adams Hussey and
Associates

Bronze
Healthcare Emergency
Campaign
Adams Hussey and
Associates

Honorable Mention
California Park Closing
Urgent Mailing
Adams Hussey and
Associates

E08 PAC/Trade Association Program

Silver
GA Serves America -
Fundraising
Washington Media
Group

Bronze
Photo Enclosed: Please
Do Not Bend!
HSP Direct LLC

E09 Best Use of Online Fundraising

Gold
Three Square's Fight
Holiday Hunger
Campaign
R&R Partners

Bronze
Share Our Strength
Blue State Digital

Honorable Mention
Abortion Mega-Marts
Campaign Solutions/
Connell Donatelli, Inc.

Internet

Candidate Campaigns

F01 Online Advertising - Statewide

Bronze
Think Independent
Webvideo
North Woods
Advertising

F02 Online Advertising - Local/Municipal/Regional

Silver
Bad Deal
Moxie Media

Bronze
Lujan Listens
BuzzMaker, LLC

Honorable Mention
GOPAC 2009 Targeting
Campaign Solutions/
Connell Donatelli, Inc.

F03 Online Advertising - Independent Expenditure, Campaign

Silver
America's Voice
Blue State Digital

Bronze
Sierra Club: Keep the
Change Alive VA
MSHC Partners

F04 Website - U.S. Senate

Gold
Calling Chris Dodd
Campaign Solutions/
Connell Donatelli, Inc.

Silver
Portman for Senate
OH - 2010
iGather New Media,
LLC

Bronze
John McCain 2010
Red Yawp with OVO,
Forty and Sorenson
Media

Honorable Mention
ZachWamp.com
Campaign Solutions/
Connell Donatelli, Inc.

F05 Website - U.S. House

Bronze
Jim Ward for U.S.
Congress
Integrated Web Strategy

Honorable Mention
John Garamendi for
Congress
NGP Software

F06 Website - Statewide

Bronze
Deal for Governor
The Stoneridge Group

Honorable Mention
Kamala Harris for CA
Attorney General
Website
Stearns Consulting LLC

F07 Website - Local

Silver
Antonio for LA
Trilogy Interactive

Bronze
Stop Raising My Taxes
Kennedy
Communications

Honorable Mention
GailSchwartz.org
Albatross Digital



F08 Website - National Organization

Bronze
Democratic Governors Association
Trilogy Interactive

Honorable Mention
Robert F. Kennedy Memorial Center
NGP Software

F09 Website - State/Local Organization

Bronze
TexasGOP.org
ElectionMall Technologies, Inc.

F10 Website - Landing Page

Bronze
Carlyfornia Dreamin' Landing Page
Strategic Perception Inc.

Honorable Mention
Ritter's Welcome
BuzzMaker, LLC & Blackrock Associates

F11 Web Animation/ Web Video

Gold
The Bright Knight Webtoon
North Woods Advertising

Silver
Artur Davis - Now
Chao Message and Media & Jackson Group Media

Bronze
Lonegan
Jamestown Associates

Honorable Mention
The Tiaht Story
The Victory Group

F12 Best Use of Negative/Contrast

Silver
McKenna for Illinois - Hair Today
Strategic Perception Inc.

Bronze
Joe the Heckler
MSHC Partners

Honorable Mention
Stronger Than an Ox
Strategic Perception Inc.

F13 Best Use of New Technology

Silver
Alan Khazei's Use of NGP's Personal Fundraising Pages (PFPs)
NGP Software

Bronze
Meister YouTube Series
Karen Craven with Debra Juarez and Carmen Gonzalez of DECA Productions, Inc.

Honorable Mention
TweetForChuck.com
RaiseDigital

Ballot/Initiative Campaigns**F14 Online Advertising**

Bronze
Spooner
Mission Control Inc.

Honorable Mention
NO on California Proposition 1A
Bully Pulpit Interactive

F15 Website - Statewide

Gold
No on 2
Mission Control Inc.

Silver
Stand for Marriage Maine/Yes on Prop. 1
Campaign Solutions/Connell Donatelli, Inc.

Bronze
Ohio Jobs & Growth Committee - Yes on Issue 3
New Media Communications

F16 Website - Local

Bronze
Yes on 300 - Jobs and Revenue for Mesa
Integrated Web Strategy

Public Affairs Campaigns**F19 Online Advertising - National**

Silver
Fleet
Mercury

Bronze
Service Nation
Blue State Digital

Honorable Mention
Patients First - a Project of Americans for Prosperity
Campaign Solutions/Connell Donatelli, Inc.

F20 Online Advertising - State/Local

Silver
Consumer Healthcare Products Association
California Campaign
MSHC Partners

Bronze
Defeating SB 899
Campaign Solutions/Connell Donatelli, Inc.

F21 Website - National

Gold
U.S. Chamber Small Business Nation
Integrated Web Strategy

Silver
Club for Growth Website
Project BIG fish

Bronze
VegasMeansBusiness.com
R&R Partners

Honorable Mention
Raising Malawi
Blue State Digital

F22 Website - State/Local

Gold
The Rights Five
Peak Creative Media

Bronze
U Solve the Budget Arizona
Integrated Web Strategy

Honorable Mention
Great Public Schools for Maine
RMS, LLC

F23 Web Animation/ Web Video

Silver
Hope Not Hate - Not in My Name
Blue State Digital

Bronze
Paradise in Peril 2
Hackney & Hackney

Honorable Mention
American Red Cross
Facebook Fundraising Video
Blue State Digital

F24 Best Use of Negative/Contrast

Bronze
Communications
Workers of America
Labor Dispute Ads
MSHC Partners

Honorable Mention
Sheriff Joe Must Go
Blue State Digital

F25 Best Use of New Technology

Silver
act.ivi.st
David All Group

Bronze
Virtual March for Life - a Project of Americans United for Life
Campaign Solutions/Connell Donatelli, Inc.

Honorable Mention
Save Our State Parks - Fighting Urgent California Budget Cuts
Adams Hussey & Associates

Overall Campaigns**F27 Online Advertising - Best Use of Negative/Contrast**

Silver
The Man From Broke
The New Media Firm

F28 Website - Best Use of Humor

Bronze
Health Care Hoops
Political Media, Inc.

F29 Web Video - Best Use of Humor

Bronze
The Cycle
Devine Mulvey

Honorable Mention
McKenna for Illinois - Hair Today
Strategic Perception Inc.

F30 Best Facebook Application

Silver
act.ivi.st
David All Group

Bronze
NGP's Contribution Web Package (CWP)/ Facebook Application
NGP Software

Honorable Mention
Actions for Facebook
Grassroots Enterprise

F31 Best Facebook Page

Silver
Heritage Foundation Fan Page
David All Group

Bronze
Pickens Plan Facebook Fan Page
Pickens Plan



Honorable Mention
Go USA Bid
Blue State Digital

Honorable Mention
California State Parks
Foundation (calparks) -
Fighting Urgent
California Budget Cuts
Adams Hussey &
Associates

F33 Best Use of Facebook Advertising

Bronze
IAVA New GI Bill
Calculator Facebook
Ads
MSHC Partners

F34 Best Use of E-mail

Silver
House Climate Bill Faith
E-mail Campaign
The Eleison Group, LLC

Bronze
Keep the Promise
Arizona - No
Neighborhood Casinos
Integrated Web Strategy

Honorable Mention
Go USA Bid
Blue State Digital

F35 Best Use of Mobile Technology

Gold
Chuck DeVore for
California iPhone
Application
Purple Forge &
RaiseDigital

Silver
The Howard Dean
iPhone App
WebStrong Group

Bronze
Bob McDonnell for
Governor (VA)
Tusk Mobile

Honorable Mention
Reform Immigration for
America: Using Mobile
to Accelerate Your
Organizing, Advocacy
and List Building
Mobile Commons

F36 Best Use of an Online Game

Silver
PanCAN Know It. Fight
It. End It. Memory
Game
MSHC Partners

Bronze
U Solve the Budget
Arizona
Integrated Web Strategy

F37 Best Use of Twitter

Silver
Tweet Out the Vote -
Mike Bloomberg NYC
2009
Connections Media,
LLC

Bronze
Twitter @PickensPlan
Pickens Plan

Honorable Mention
Target Citizen's Forum
720 Strategies

F38 Best Use of Search Engine Marketing

Silver
Mike Bloomberg for
Mayor NYC 2009
Search Engine
Marketing
Connections Media,
LLC

Bronze
Patients First - a Project
of Americans for
Prosperity
Campaign Solutions/
Connell Donatelli, Inc.

Honorable Mention
Joe the Heckler Search
Campaign
MSHC Partners

F39 Best Use of Social Media

Gold
Mike Bloomberg for
Mayor NYC 2009 Social
Networking
Connections Media,
LLC

Bronze
act.ivi.st
David All Group

Honorable Mention
Let's Go Oakland -
Keep the A's
Trilogy Interactive

Newspaper

Candidate Campaigns

G01 Full Page

Silver
Cabrera Your Money
50 Blue LLC

Bronze
Good Man/Great Man
Hackney & Hackney

Honorable Mention
Libbin Promises
50 Blue LLC

G02 Less Than Full Page

Silver
Good Man/Great Man
Hackney & Hackney

Bronze
I Want to Be President
Redondo & Asociados
Public Affairs Firm

G03 Insert

Silver
The Mayor I Hope to Be
Mercury

Bronze
George Schloegel
Newspaper Insert
The Prime Time
Agency/The Guice
Agency

Honorable Mention
Judy Belk Newspaper
Insert
The Prime Time Agency

Ballot/Initiative Campaigns

G04 Full Page

Silver
Bus
50 State Strategies with
Strategic Public
Partners Group

Bronze
Snapshots
Mission Control Inc.

Honorable Mention
Focus on the Truth
Rainmaker

G06 Insert

Bronze
Lubbock County Wins -
Voter News
Texas Petition
Strategies with
Southwest Group

Honorable Mention
Yes on 300 - Mesa
Gaylord Insert
HighGround, Inc.

Public Affairs Campaigns

G07 Full Page

Gold
Change We Can Believe
In
Next Generation of
Talent

Silver
Bon Appetit
Hackney & Hackney

Bronze
Fatty Bulb
The Public Response
Group, Inc.

Honorable Mention
GA Serves America
Washington Media
Group

G08 Less Than Full Page

Silver
Anesthesiologists
The Public Response
Group, Inc.

Bronze
Where's the Money Ad
Series
North Woods
Advertising

Honorable Mention
Pebble Promise
Hackney & Hackney

G09 Insert

Bronze
Fisheries Reserve
Illustrated Map
Hackney & Hackney

Phones

Candidate Campaigns

H01 Automated Calls - Statewide

Silver
Deeds Northern Virginia
Primary Calls
Winning Connections

Bronze
Judge John Younge
CPEC LLC

H02 Automated Calls - Local

Gold
Never Too Young to
Volunteer
AMM Political
Strategies

Silver
Bad Deal
Moxie Media & Stones'
Phones

Bronze
Stacy Parks Miller for
DA
CPEC LLC

Honorable Mention
Ravenstahl
Accomplishments
CPEC LLC

H04 Automated Calls - Independent Expenditure Campaign

Gold
Frightening
Novak Media, Inc.

Bronze
If You Have Information on Pedro Espada's Shenanigans...
GOTV

H05 Automated Calls - Organization

Silver
North Program
CPEC LLC

Bronze
Montgomery County Judges
CPEC LLC

Honorable Mention
Sierra Club Virginia Turnout
Winning Connections

H07 Live Calls - Local

Silver
Turning out the Vote for Mike Bloomberg
Winning Connections

H08 Live Calls - Independent Expenditure Campaign

Silver
Center for Community Change IE for Scott Murphy in NY 20
Winning Connections

Bronze
DCCC in Support of Bill Owens for Congress
Winning Connections

H09 Live Calls - Organization

Bronze
Planned Parenthood in Support of Scott Murphy
Winning Connections

H10 Best Use of Telephone Town Hall/ Forum Call

Silver
Hola, les Habla Congressita Loretta Sanchez
Stones' Phones

Bronze
Blanche Lincoln Healthcare TeleForum
Winning Connections

Honorable Mention
Mayor Jennings Telephone Town Hall
Winning Connections

Ballot/Initiative Campaigns

H11 Automated Calls - State/Local

Gold
Gov. Strickland & Sen. Voinovich-Coming Together for Safe Local Ohio Food
Melamed Communications, LLC

Silver
Nixon Against Casino Gambling
GOTV

Bronze
Pike Library
CPEC LLC

H13 Live Calls - State/Local

Silver
Short and Sweet!
Executive Communications, Inc.

Bronze
Issue 3 Live Calls
Strategic Public Partners Group

Honorable Mention
Clean Air Kansas Paid Phones Program
Grassroots Solutions, Stones' Phones & the Sunflower Foundation

H14 Live Calls - GOTV

Silver
Issue 3 Live Calls - GOTV
Strategic Public Partners Group

Bronze
Mobilizing Union Members to Vote Yes on Issue 3
Winning Connections

Public Affairs Campaigns

H15 Automated Calls - National

Silver
Energy Reinforcements
Winning Connections

Bronze
A Powerful Noise
Stones' Phones

H16 Automated Calls - State/Local

Bronze
Chicago Soil Protection
Winning Connections

H17 Live Calls - National

Silver
Fantastic! Thank You for Asking!
Executive Communications, Inc.

Bronze
You Got 15 or 20 minutes? This Is Complicated!
Executive Communications, Inc.

Honorable Mention
American Cancer Society CAN - Healthcare Reform
Winning Connections

H18 Live Calls - State/Local

Silver
Short and Sweet!
Executive Communications, Inc.

Bronze
This Is William Shatner Calling
Stones' Phones

Honorable Mention
I'm Not Buying!
Executive Communications, Inc.

H19 Best Use of Telephone Town Hall Call/Forum Call

Silver
Sierra Club TeleForum
Winning Connections

H20 Patch-Through Program for Public Affairs

Silver
Thank You, Mary Bono Mack
Winning Connections

Bronze
Short and Sweet!
Executive Communications, Inc.

Honorable Mention
Clean Energy Patch - Through Campaign
Winning Connections

Overall Campaigns

H21 Most Innovative Use of Automated Technology

Silver
Powerful New Automated Polling Technology Helps Even the Smallest Campaigns Win
Precision Polling

Bronze
Republican Party of VA: Automated Volunteer ID During Obama Speech
The Prosper Group

Honorable Mention
Stacy Parks Miller for DA
CPEC LLC

H22 Best Use of New Technology

Silver
License to Dial
Winning Connections

Bronze
Win by Cell Facilitates Support and Engages Activists for Ensuring Liberty Corporation (ELCORP)
Win by Cell

Honorable Mention
Republican Party of Virginia: Victory VOIP
The Prosper Group

H23 Best Use of Telephone Town Hall Call/Forum Call

Silver
Sierra Club TeleForum
Winning Connections

Silver
Capuano for Senate Town Halls
Voter Activation Network

Bronze
Yes on Issue 3 Telephone Town Hall
Winning Connections

H24 For Special Election

Bronze
Lukach for State Senate
CPEC LLC

Honorable Mention
Smith for Council
CPEC LLC

Radio

Candidate Campaigns

I03 Local/Municipal/Regional

Gold
Shake Things Up
EpandMedia

Silver
Friends of Dewey Bartlett - Shameful Record
The Strategy Group for Media

Silver
The 11th Hour
Novak Media, Inc.

Bronze
Vekich Radio Spot
Northwest Passage Consulting

Honorable Mention
Dagnet
Bethel Nathan Communications

I04 Bilingual/Multilingual/Foreign Language

Silver
Manolo Reyes 30Sec. Radio GOTV Gracias
PR Concepts & Digital Wave Sounds

Bronze
Manolo Reyes Jingle
PR Concepts & Digital Wave Sounds



Ballot/Initiative Campaigns

I07 GOTV

Silver
Where Is the Initiative?
No on I-1033 Gets Out
the Vote
Stones' Phones

Public Affairs Campaigns

I08 National Public Affairs

Gold
Nebraska Small
Business
The New Media Firm

Silver
House Climate Bill
Christian Radio
Campaign
The Eleison Group, LLC

Bronze
Gameshow
Berman and Company

Honorable Mention
American Future Fund -
Plank
McCarthy Marcus
Hennings, Ltd.

I09 State/Local Public Affairs

Gold
Trojan Horse
Hackney & Hackney

Gold
White Flag
MH Media

Silver
Pop Quiz
Rainmaker

Bronze
Ommmm
North Woods
Advertising

Honorable Mention
Days
Compass Media Group

I10 For Organization

Gold
Tin Can
GMMB

Silver
Kennedy
The New Media Firm

Bronze
Not Too Distant Future
North Woods
Advertising

Honorable Mention
Goodman
The New Media Firm

Overall Campaigns

I11 Best Use of Humor

Gold
Fluffy
The Public Response
Group, Inc.

Silver
Gameshow
Berman and Company

Bronze
Rep. Robert Around
Berman and Company

I12 Best Use of Negative/Contrast

Silver
Trojan Horse
Hackney & Hackney

Bronze
Truth To Power
The Eleison Group, LLC

I13 For Special Election

Silver
Same Little Town
Novak Media, Inc.

Television

Candidate Campaigns

J01 Statewide Constitutional - Democrat

Silver
We Are Ready
Karen Craven with
Debra Juarez and
Carmen Gonzalez of
DECA Productions, Inc.

Bronze
Rise
GMMB

J02 Statewide Constitutional - Republican

Silver
Voices
The Stevens & Schriefer
Group

Bronze
Corruption
The Stevens & Schriefer
Group

J03 State Legislature - Democrat

Bronze
All of Us
Devine Mulvey

J05 Local/Municipal/Regional

Gold
One Room Office
Squier Knapp Dunn
Communications

Silver
Truck
Lincoln Strategy Group

Bronze
Together
AKPD Message and
Media LLC

Honorable Mention
Book
Laguens Kully Klose
Partners

J06 Independent/Third Party

Silver
Independence.
Strength. Leadership.
Devine Mulvey

Bronze
Think Independent
North Woods
Advertising

Honorable Mention
Faces
Adelstein|Liston

J07 Best Use of Humor

Silver
McKenna for Illinois -
Hair Today 60
Strategic Perception
Inc.

Bronze
Truck
Lincoln Strategy Group

Honorable Mention
A.J. - Silver Tongue
Devil
The Prime Time
Agency/The Guice
Agency

J08 Best Use of Negative/Contrast - Statewide

Gold
Flip Flop
OnMessage Inc.

Bronze
McKenna for Illinois -
Hair Today 60
Strategic Perception
Inc.

Honorable Mention
McKenna for Illinois -
Happier?
Strategic Perception
Inc.

J09 Best Use of Negative/Contrast - State Legislature/Local/Municipal/Regional

Gold
How Kasim Reed
Elevated Himself While
Lowering the Front-
Runner in a Multi-
Candidate Field
The Campaign Group

Silver
Friends of Dewey
Bartlett - Criminal
The Strategy Group for
Media

Bronze
2021
The Advance Group

Honorable Mention
Pretty Slick
Novak Media, Inc.

J11 Best Cable-Only Broadcast

Silver
Termina
Squier Knapp Dunn
Communications

J12 Bilingual/Multilingual/Foreign Language

Gold
Grande Como Tejas
Devine Mulvey

Silver
Mandarin GOTV
Squier Knapp Dunn
Communications

J13 Non-Broadcast Video

Gold
Mike Pence Committee -
Step Into the Ring
The Strategy Group for
Media

Gold
Kasich for Ohio - A New
Way. A New Day.
The Strategy Group for
Media

Silver
Crisis
Adelstein|Liston

Bronze
Artur Davis - Now
Chao Message and
Media & The Jackson
Group

Honorable Mention
Taxi
Squier Knapp Dunn
Communications

J14 Television Ad - More Than 60 Seconds

Silver
American Dream
Devine Mulvey

Ballot/Initiative Campaigns

J15 For Statewide

Gold
One Iowa - Place
Joe Slade White and
Company



Silver
Maine No on 2 (Excise
Tax Initiative)
Squier Knapp Dunn
Communications

Bronze
Ohio Jobs and Growth
Committee - Bus
Women
The Strategy Group for
Media

Honorable Mention
Family Values
DMedia Corporation

J16 For Local

Silver
No New Billboards
Left Coast
Communications

Bronze
Mud
Scott Howell &
Company

Honorable Mention
Yes on 300 - Mayor
Smith
HighGround, Inc.

J18 Best Use of Humor

Silver
Maine No on 4 -
Teacher ad
Squier Knapp Dunn
Communications

J20 Bilingual/ Multilingual/Foreign Language

Silver
One California for All
Chinese TV Ad
Stearns Consulting LLC

Public Affairs Campaigns

J22 National Public Affairs

Gold
House
GMMB

Silver
AT&T Lead GEN
Joe Slade White and
Company

Silver
Pickens Plan -
Dependent
Joe Slade White and
Company

Bronze
AT&T Connect GEN
Joe Slade White and
Company

Honorable Mention
Small Business
The New Media Firm

J23 State/Local Public Affairs

Gold
Budget Bully
Wilson-Grand
Communications

Silver
Next
Devine Mulvey

Bronze
World Without Nurses
North Woods
Advertising

Honorable Mention
SBBG - Vital Mission
Plan
DAVIES & Verite Studios

J24 For National Organization

Gold
Percussion
R&R Partners

Silver
NRTP - Stop 60
Strategic Perception
Inc.

Bronze
Stain
GMMB

Honorable Mention
They're Baaack
The Jackson Group

J25 For State/Local Organization

Gold
Mary Kate
Armour Media, Inc.

Silver
Stand for California: 60
Strategic Perception
Inc.

Bronze
Mrs. Lawrance
The New Media Firm

Honorable Mention
Invest
The New Media Firm

J26 Best Use of Humor

Gold
They're Baaack
The Jackson Group

Silver
Sweetner Lineup
Berman and Company

Bronze
Family Research
Council - Get to Work
The Strategy Group for
Media

Honorable Mention
Congratulations
Congress
Berman and Company

J27 Best Use of Negative/Contrast

Gold
NRTP - Stop 60
Strategic Perception
Inc.

Silver
Pebble Process
Hackney & Hackney

Bronze
Pebble Promise
Hackney & Hackney

J28 Best Use of Personality/Celebrity

Bronze
Obama TV
R&R Partners

Honorable Mention
June O'Neill
Berman and Company

J29 Bilingual/ Multilingual/Foreign Language

Silver
Bus Stop - Spanish
Chambers Lopez &
Gaitan LLC

Bronze
Vernon - Still in Vernon
Behr Communications

J30 Non-Broadcast Video

Gold
The Girl Fund
Laguens Kully Klose
Partners

Silver
They Wait
The Eleison Group, LLC

Bronze
Paradise in Peril 2
Hackney & Hackney

Honorable Mention
More Bull
Laguens Kully Klose
Partners

Overall Campaigns

J31 For Special Election

Gold
Underwater
North Woods
Advertising

Silver
Hard Work
GMMB

Bronze
Nevada Jobs
GMMB

Honorable Mention
Three Leaders
The Victory Group

International

Candidate Campaigns

K01 Direct Mail

Silver
Genuine
NOW Communications

Bronze
APC or Do Not Disturb
ST! POLITICS
(SegarraTeres Group)

K02 Internet Campaign

Silver
APC Online Campaign
ST! POLITICS
(SegarraTeres Group)

Bronze
UPP Wins Again
BuzzMaker & Voter
Activation Network

Honorable Mention
GoTV
Newlink Political/
Newlink Group

K04 Television Ad

Gold
I Want to Be President
Redondo & Asociados
Public Affairs Firm

Silver
Green Values
QGMP - Quintella Gerez
Political Marketing

Bronze
Rodrigo Boxing
Newlink Political/Filmik
Group

Honorable Mention
Wallet
NOW Communications

Ballot/Initiative Campaigns

K06 Internet Campaign

Silver
Caceres 2016
MAS Consulting
Espana - Cosa de Risa



K08 Television Ad

Silver
Tengo Miedo
Newlink Political/Filmik
Group

**Public Affairs
Campaigns****K10 Internet
Campaign**

Silver
www.dieDemokratiebot-
schafter.de,
Demokratiebotschafter/
Ambassadors of
Democracy
MAP - Die
Kampagnenagentur

Bronze
Caceres 2016
MAS Consulting
España - Cosa de Risa

Honorable Mention
Hope Not Hate
Blue State Digital

K11 Radio Ad

Gold
Every Call
NOW Communications

K12 Television Ad

Gold
Health Care (Thailand's
Invest for Strength
Campaign)
Far East DDB Public
Company Limited

Silver
A Whole Lot More
NOW Communications

Bronze
Transportation
(Thailand's Invest for
Strength Campaign)
Far East DDB Public
Company Limited

Honorable Mention
Irrigation (Thailand's
Invest for Strength
Campaign)
Far East DDB Public
Company Limited

**Shoulda, Woulda,
Coulda****L01 Direct Mail**

Gold
Talking Card - Gavin
Newsom for Governor
mailPOW

Silver
Bad, Bad, Bad, Bad
Memories of Joe Freitas
Stearns Consulting LLC

Bronze
Our Dad
Curtis Scott Advertising
Inc.

Bronze
Sleeping on the Beach
Dynamic Strategies

Honorable Mention
Bushenstein
Dynamic Strategies

L02 Internet

Gold
Ron Paul 2008
Terra Eclipse

Silver
Obama Tax Cut
Calculator
Bully Pulpit Interactive

Bronze
Global Warming This!
RapidResponse Media,
Inc.

Honorable Mention
Gangster Politicians
Political Media, Inc.

L05 Television

Silver
Spinning
Squier Knapp Dunn
Communications

Bronze
Hope Students TV30
Minnick & Minnick and
ImpactVA

Honorable Mention
Honest Ed
Totten Communications,
Inc.

Student**M01 Best Campaign
Plan**

Gold
Hypothetical Sink-Bush
Senate Race
Jennifer Burner -
Fordham University

**M03 Best Use of
Direct Mail**

Gold
Alex Sink Direct Mail
Jennifer Burner -
Fordham University

**M07 Best Use of
Television Ad**

Gold
What Has John Corzine
Done for You?
Chris Brooks, Will
Johnson, Nicolas
Shayko - The George
Washington University

Gold
Democrats,
Republicans, and
Lobbyists. Oh My!
Joseph Ferris - Election
and Campaign
Management Program
at Fordham University

**M08 Best Use of
Social Networking**

Gold
Painting Richmond Red
Danielle Gaquin,
Michael Stubel, Natalie
Foglia, Jonathan
Hultine - American
University

Teddies**N01 Direct Mail**

Bronze
Brown Tuesday
Faulkner Strategies

Honorable Mention
Scott Brown & Bush
MSHC Partners, Inc.

N02 Internet

Silver
Scott Brown Voter
Bomb (thevoterbomb.
com)
The Prosper Group

Bronze
Scott Brown
Moneybomb (Red
Invades Blue)
The Prosper Group

N03 Phones

Silver
You Can Call Me Pags
Stones' Phones

Bronze
Brown for U.S. Senate:
Volunteer ID and GOTV
Program
The Prosper Group

N04 Radio

Bronze
Kennedy
The New Media Firm

N05 Television

Silver
Never Give Up
Devine Mulvey

Bronze
Change Baby
Armour Media, Inc.

Honorable Mention
Small Enough
Devine Mulvey

19th Annual Pollie Awards & Conference

RECOGNIZING THE STARS IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



POLLIE AWARDS™

Printing – Vince Monaco, The Monaco Group

Design – Peter J. Moran, Winning Directions

Gila Monster Image – Provided by Strategic Perception

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