

## 2022 ANNUAL POLLIE CONTEST CATEGORIES

Please Note: Categories for Mayoral, Local, State Legislative and down ballot statewide may be found in the REGIONAL Division.

### 2022 OVERALL CATEGORIES

#### CANDIDATE DIVISION

**A01 Direct Mail Campaign - Democrat**

Series (more than one) of direct mail pieces made for any Democratic Candidate Campaign.

**A02 Direct Mail Campaign - Republican**

Series (more than one) of direct mail pieces made for any Republican Candidate Campaign.

**A03 Television Campaign - Democrat**

Series (more than one) of television spots made for any Democratic Candidate Campaign.

**A04 Television Campaign - Republican**

Series (more than one) of television spots made for any Republican Candidate Campaign.

**A05 Digital or Internet Campaign - Democrat**

Series (more than one) of digital pieces made for any Democratic Candidate Campaign.

**A06 Digital or Internet Campaign - Republican**

Series (more than one) of digital pieces made for any Republican Candidate Campaign.

**A07 Phone Campaign - Democrat**

Series (more than one) of phone calls made for any Democratic Candidate Campaign.

**A08 Phone Campaign - Republican**

Series (more than one) of phone calls made for any Republican Candidate Campaign.

**A09 Radio Campaign - Democrat**

Series (more than one) of radio spots made for any Democratic Candidate Campaign.

**A10 Radio Campaign - Republican**

Series (more than one) of radio spots made for any Republican Candidate Campaign.

**A11 Fundraising Campaign - Democrat**

Series (more than one) of fundraising pieces (any medium) made for any Democratic Candidate Campaign.

**A12 Fundraising Campaign - Republican**

Series (more than one) of fundraising pieces (any medium) made for any Republican Candidate Campaign.

**A13 Field Campaign - Democrat**

Series (more than one) of field pieces (any medium) made for any Democratic Candidate Campaign.

**A14 Field Campaign - Republican**

Series (more than one) of field pieces (any medium) made for any Republican Candidate Campaign.

**A15 Best Use of Opposition Research - Democrat**

Series (more than one) of opposition research (any medium) made for any Democratic Candidate Campaign.

**A16 Best Use of Opposition Research - Republican**

Series (more than one) of opposition research (any medium) made for any Republican Candidate Campaign.

**A17 Best in Show - Democrat**

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Democratic Candidate Campaign.

**A18 Best in Show - Republican**

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Republican Candidate Campaign.

**BALLOT INITIATIVE DIVISION**

**A19 Direct Mail Campaign**

Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.

**A20 Television Campaign**

Series (more than one) of television spots made for any Ballot Initiative Campaign.

**A21 Digital or Internet Campaign**

Series (more than one) of digital pieces made for any Ballot Initiative Campaign.

**A22 Phone Campaign**

Series (more than one) of phone calls made for any Ballot Initiative Campaign.

**A23 Radio Campaign**

Series (more than one) of radio spots made for any Ballot Initiative Campaign.

**A24 Fundraising Campaign**

Series (more than one) of fundraising pieces made for any Ballot Initiative Campaign.

**A25 Best in Show**

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**A26 Direct Mail Campaign**

Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

**A27 Television Campaign**

Series (more than one) of television spots made for any Public Affairs/Issue Advocacy Campaign.

**A28 Digital or Internet Campaign**

Series (more than one) of digital pieces made for any Public Affairs/Issue Advocacy Campaign.

**A29 Phone Campaign**

Series (more than one) of phone calls made for any Public Affairs/Issue Advocacy Campaign.

**A30 Radio Campaign**

Series (more than one) of radio spots made for any Public Affairs/Issue Advocacy Campaign.

**A31 Fundraising Campaign**

Series (more than one) of fundraising pieces made for any Public Affairs/Issue Advocacy Campaign.

**A32 Newspaper Campaign**

Series (more than one) of Newspaper spots made for any Public Affairs/Issue Advocacy Campaign.

**A33 Best PAC Campaign**

Series (more than one) of examples of a PAC campaign for any medium produced on behalf of any Public Affairs/Issue Advocacy Campaign.

**A34 Best in Show**

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs/Issue Advocacy Campaign.

## **MISCELLANEOUS DIVISION**

**A35 Best New and Unusual Tactic**

Series (more than one) of examples of a new or unusual tactic for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

**A36 Best Data Analytics Solution**

Series (more than one) of examples of a data analytics solution for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

**A37 Best Use of Data Analytics/Machine Learning**

Series (more than one) of examples of data analytics or machine learning for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

## **2022 DIRECT MAIL CATEGORIES**

### **CANDIDATE DIVISION**

**B01 For U.S. Senate**

Direct mail piece made for any U.S. Senatorial Candidate Campaign.

**B02 For Special Election - U.S. House of Representatives**

Direct mail piece made for any U.S. House of Representatives Candidate Campaign.

**B03 For Governor**

Direct mail piece made for any federal special election Candidate Campaign.

**B04 For PAC/Super PAC**

Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.

**B05 For Organization**

Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).

**B06 Bilingual/Multilingual/Foreign Language**

Direct mail piece made in a language other than English for any Candidate Campaign.

**B07 Early Voting/Absentee Ballot/Vote-by-Mail**

Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.

**B08 Best Use of Humor - Democrat**

Effective use of humor in a direct mail piece made for any Democratic Candidate Campaign.

**B09 Best Use of Humor - Republican**

Effective use of humor in a direct mail piece made for any Republican Candidate Campaign.

- B10 Best Use of Negative or Contrast – Democrat**  
Effective use of negative or contrast in a direct mail piece made for any Democratic Candidate Campaign.
- B11 Best Use of Negative or Contrast – Republican**  
Effective use of negative or contrast in a direct mail piece made for any Republican Candidate Campaign.
- B12 Best Use of Illustration or Photography - Democrat**  
Effective use of illustration or photography in a direct mail piece made for any Democratic Candidate Campaign.
- B13 Best Use of Illustration or Photography - Republican**  
Effective use of illustration or photography in a direct mail piece made for any Republican Candidate Campaign.
- B14 Best Use of Social Pressure**  
Effective use of social pressure in a direct mail piece made for any Candidate Campaign.
- B15 Best Use of Targeting**  
Effective use of targeting in a direct mail piece made for any Candidate Campaign.
- B16 Best Use of Slate Mail**  
Effective use of slate in a direct mail piece produced for any Candidate Campaign.
- B17 GOTV**  
Direct mail piece made for any statewide/local GOTV Candidate Campaign.
- B18 Independent Expenditure Campaign - U.S. Senate**  
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.
- B19 Independent Expenditure Campaign – Special Election - U.S. House of Representatives**  
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.
- B20 Independent Expenditure Campaign – For Governor**  
Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.

## **BALLOT INITIATIVE DIVISION**

- B21 GOTV**  
Direct mail piece made for any GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).

**B22 Bilingual/Multilingual/Foreign Language**

Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

**B23 Best Use of Negative or Contrast**

Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

**B24 Best Use of Social Pressure**

Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**B25 For National**

Direct mail piece made for any national Public Affairs/Issue Advocacy Campaign.

**B26 For PAC/Trade Association**

Direct mail piece made for a PAC/Trade Association for any Public Affairs/Issue Advocacy Campaign.

## **MISCELLANEOUS**

**B27 Best Use of Opposition Research**

Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 TELEVISION CATEGORIES**

### **CANDIDATE DIVISION**

**C01 For Special Election - U.S. Senate**

Television advertisement made for any U.S. Senatorial Candidate Campaign.

**C02 For Special Election - U.S. House of Representatives**

Television advertisement made for any U.S. House of Representatives Candidate Campaign.

**C03 For Governor**

Television advertisement made for any federal special election Candidate Campaign.

**C04 For PAC/Super PAC**

Television advertisement made for a PAC/Super PAC for any Candidate Campaign.

**C05 Bilingual/Multilingual/Foreign Language**

Television advertisement made in a language other than English for any Candidate Campaign.

- C06 Best Use of Humor - Democrat**  
Effective use of humor in a television advertisement made for any Democratic Candidate Campaign.
- C07 Best Use of Humor - Republican**  
Effective use of humor in a television advertisement made for any Republican Candidate Campaign.
- C08 Best Use of Negative or Contrast - Democrat**  
Effective use of negative or contrast in a television advertisement made for any Democratic Candidate Campaign.
- C09 Best Use of Negative or Contrast - Republican**  
Effective use of negative or contrast in a television advertisement made for any Republican Candidate Campaign.
- C10 Best Use of Personality or Celebrity**  
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.
- C11 Independent Expenditure Campaign – U.S. Senate**  
Television advertisement made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.
- C12 Independent Expenditure Campaign – Special Election - U.S. House of Representatives**  
Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.
- C13 Independent Expenditure Campaign – For Governor**  
Television advertisement made for an independent expenditure campaign for any federal special election Candidate Campaign.
- C14 Best Use of Targeting**  
Effective use of targeting in a direct mail piece made for any Candidate Campaign.

## **BALLOT INITIATIVE DIVISION**

- C15 Bilingual/Multilingual/Foreign Language**  
Television advertisement made in a language other than English for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

- C16 For National**  
Television advertisement made for any national Public Affairs/Issue Advocacy Campaign.

## **2022 DIGITAL CATEGORIES**

### **CANDIDATE DIVISION**

- D01 Internet Advertising - U.S. Senate**  
Online, social, or mobile advertisement made for any U.S. Senatorial Candidate Campaign.
- D02 Internet Advertising – Special Election - U.S. House of Representatives**  
Online, social, or mobile advertisement made for any U.S. House of Representatives Candidate Campaign.
- D03 Internet Advertising – For Governor**  
Online, social, or mobile advertisement made for any federal special election Candidate Campaign.
- D04 Internet Advertising - Best Use of Search Engine Marketing**  
Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign.
- D05 Internet Advertising - Best Use of Targeting**  
Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.
- D06 Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign**  
Effective use of email marketing in an online, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign.
- D07 Website - U.S. Senate**  
Website made for any U.S. Senatorial Candidate Campaign.
- D08 Website – Special Election - U.S. House of Representatives**  
Website made for any U.S. House of Representatives Candidate Campaign.
- D09 Website – For Governor**  
Website made for any federal special election Candidate Campaign.
- D10 Bilingual/Multilingual/Foreign Language**  
Digital piece in a language other than English made for any Candidate Campaign.
- D11 Best Use of Social Media**  
Effective use of social media advertising in any digital piece made for any Candidate Campaign.
- D12 Best Use of Video - Democrat**  
Effective use of video in any Democratic Candidate Campaign.



- D13 Best Use of Video - Republican**  
Effective use of video in any Republican Candidate Campaign.
- D14 Best Use of a Meme**  
Effective use of a meme in any Candidate Campaign.
- D15 Best Viral Campaign**  
Effective use of a viral video (spread organically) in any Candidate Campaign.
- D16 Best Use of Email Marketing (Non-Fundraising)**  
Effective use of email marketing (non-fundraising) in any Candidate Campaign.
- D17 Best Use of Humor**  
Effective use of humor in a digital piece made for any Candidate Campaign.
- D18 Best Use of Negative or Contrast - Democrat**  
Effective use of negative or contrast in a digital piece made for any Democratic Candidate Campaign.
- D19 Best Use of Negative or Contrast - Republican**  
Effective use of negative or contrast in a digital piece made for any Republican Candidate Campaign.
- D20 Best Use of Internet Radio**  
Effective use of internet radio, i.e. Pandora, for any Candidate Campaign.
- D21 Best Use of Social Media - Digital Acquisition Campaign**  
Effective use of social media to acquire digital assets for any Candidate Campaign.
- D22 Web Video - Democrat**  
Web video made solely for the internet for any Democratic Candidate Campaign.
- D23 Web Video - Republican**  
Web video made solely for the internet for any Republican Candidate Campaign.
- D24 Digital Creative - Stand Alone**  
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.
- D25 Digital Creative - Full Set**  
Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.
- D26 Independent Expenditure Campaign – U.S. Senate**  
Digital piece for an independent expenditure campaign made for any U.S. Senatorial Candidate Campaign.

**D27 Independent Expenditure Campaign - Special Election – U.S. House of Representatives**  
Digital piece for an independent expenditure campaign made for any U.S. House of Representatives Candidate Campaign.

**D28 Independent Expenditure Campaign – For Governor**  
Digital piece for an independent expenditure campaign made for any Federal Candidate Campaign.

## **BALLOT INITIATIVE DIVISION**

**D29 Internet Advertising**  
Online, social, or mobile advertisement made for any Ballot Initiative Campaign.

**D30 Website**  
Website made for any Ballot Initiative Campaign.

**D31 Best Use of Email Marketing (Non-Fundraising)**  
Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.

**D32 Best Use of Internet Radio**  
Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.

**D33 Best Use of Social Media**  
Effective use of social media in any Ballot Initiative Campaign.

**D34 Web Video**  
Web video made solely for the internet for any Ballot Initiative Campaign.

**D35 Digital Creative - Stand Alone**  
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

**D36 Digital Creative - Full Set**  
Effective use of a full set piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**D37 Internet Advertising**  
Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

**D38 Website**  
Website made for any Public Affairs/Issue Advocacy Campaign.

**D39 Best Use of Email Marketing (Non-Fundraising)**  
Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

**D40 Best Use of Internet Radio**

Effective use of internet radio, i.e. Pandora, in any Public Affairs/Issue Advocacy Campaign.

**D41 Best Use of Social Media**

Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

**D42 Web Video**

Web video made solely for the internet for any Public Affairs/Issue Advocacy Campaign.

## **2022 PHONES CATEGORIES**

### **CANDIDATE DIVISION**

**E01 Automated Call**

Automated call made for any federal, state or local independent expenditure campaign or Candidate Campaign.

**E02 Live Call**

Live call made for any federal, state or local independent expenditure campaign or Candidate Campaign.

**E03 Telephone Town Hall Call/Forum Call**

Telephone town hall/forum call made for any federal, state or local independent expenditure campaign or Candidate Campaign.

### **BALLOT INITIATIVE DIVISION**

**E04 Live Call**

Live call made for any Ballot Initiative Campaign.

**E05 Telephone Town Hall Call/Forum Call**

Telephone town hall/forum call made for any Ballot Initiative Campaign.

### **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**E06 Patch-Through Program Autodial/Live**

Autodial or live patch-through program made for any Public Affairs/Issue Advocacy Campaign.

**E07 Telephone Town Hall Call/Forum Calls**

Telephone town hall/forum call made for any Public Affairs/Issue Advocacy Campaign.

### **MISCELLANEOUS DIVISION**

- E08 Best Mobile Application**  
Effective use of a mobile app in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E09 Best Use of Mobile Technology**  
Effective use of mobile technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E10 Best Use of Social Science Research**  
Effective use of social science research in a phone call/mobile app made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E11 Innovative Use of Automated SMS Technology**  
Innovative use of automated SMS technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E12 Best Use of Peer to Peer Texting**  
Effective use of peer to peer texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E13 Best Use of Automated SMS Fundraising**  
Effective use of SMS fundraising in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- E14 Best Use of Peer to Peer Fundraising**  
Effective use of peer to peer fundraising in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 RADIO CATEGORIES**

### **CANDIDATE DIVISION**

- F01 For U.S. Senate**  
Radio advertisement made for any U.S. Senatorial Candidate Campaign.
- F02 For Special Election - U.S. House of Representatives**  
Radio advertisement made for any U.S. House of Representatives Candidate Campaign.
- F03 For Governor**  
Radio advertisement made for any federal special election Candidate Campaign.
- F04 For PAC/Super PAC**  
Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.
- F05 Bilingual/Multilingual/Foreign Language**  
Radio advertisement made in a language other than English for any Candidate Campaign.

**F06 Best Use of Humor**

Effective use of humor in a radio advertisement made for any Candidate Campaign.

**F07 Best Use of Negative or Contrast**

Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.

**F08 Independent Expenditure Campaign**

Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.

## **BALLOT INITIATIVE DIVISION**

**F09 Best Use of Radio**

Effective use of a radio advertisement made for any Ballot Initiative Campaign.

## **PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**F10 Best Use of Radio**

Effective use of a radio advertisement made for any Public Affairs/Issue Advocacy Campaign.

## **MISCELLANEOUS DIVISION**

**F11 Best Use of Internet Radio**

Effective use of an internet radio advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 FUNDRAISING CATEGORIES**

**G01 Best Use of Direct Mail**

Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G02 Best Use of Email - Democrat**

Effective use of an email to solicit donations for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G03 Best Use of Email - Republican**

Effective use of an email to solicit donations for any Republican Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G04 Best Use of Social Media**

Effective use of social media to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

- G05 Best Use of Website/Donation Page**  
Effective use of a website/donation page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- G06 Best Use of a Landing Page for Digital Fundraising**  
Effective use of a landing page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- G07 Best Use of a Mobile App for Digital Fundraising**  
Effective use of a mobile app to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- G08 Best Use of Phones**  
Effective use of a phone call to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign (including telephone town hall/forum calls).
- G09 For PAC**  
Fundraising piece for a house list or prospect list of contributors to solicit donations for a PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G10 For Super PAC**  
Fundraising piece for a house list or prospect list of contributors to solicit donations for a Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G11 For Independent Committee and Super PACS**  
Fundraising piece for a house list or prospect list of contributors to solicit donations for an independent committee or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G12 For 501(c)(4)**  
Fundraising piece for a house list or prospect list of contributors to solicit donations for a 501(c)(4) independent committee or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G13 For Use of Trade Association Fundraising**  
Fundraising piece for a house list or prospect list of contributors to solicit donations made for any Trade Association Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.
- G14 Fundraising Gift with Donation**  
Fundraising gift(s) to solicit or recognize donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G15 Fundraising Event**

Fundraising event for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G16 Virtual Fundraising Event**

Fundraising event conducted virtually for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 NEWSPAPER CATEGORIES**

**H01 Full Page**

Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**H02 Less Than Full Page**

Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**H03 Insert**

Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 COLLATERAL CATEGORIES**

**I01 Billboard**

Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I02 Door Hanger**

Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I03 Logo - Democrat**

Logo made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I04 Logo - Republican**

Logo made for any Republican Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**I05 Mass Transit/Bus Sign**

Mass transit or bus sign made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign

- I06 Most Original/Innovative Collateral Material - Democrat**  
Creative or innovative collateral material (any medium) made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- I07 Most Original/Innovative Collateral Material - Republican**  
Creative or innovative collateral material (any medium) made for any Republican Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- I08 Non-Mail Brochure**  
Handout brochure made for any Republican Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- I09 Yard/Outdoor Sign**  
Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 FIELD CATEGORIES**

- J01 Paid Field Program**  
Paid field program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
- J02 Field Program – Special Election**  
Field program for any special election Candidate Campaign.
- J03 Field Program - Ballot Initiative**  
Field program for any Ballot Initiative Campaign.
- J04 GOTV – Special Election**  
GOTV for any special election Candidate Campaign.
- J05 GOTV - Ballot Initiative**  
GOTV for any Ballot Initiative Campaign.
- J06 Ballot Access - Petition Collection**  
Petition collection for ballot access for any Ballot Initiative Campaign.
- J07 Grassroots Program - Public Affairs/Issue Advocacy**  
Grassroots program for any Public Affairs/Issue Advocacy Campaign.
- J08 Absentee/Early Voting Program**  
Absentee/Early Voting program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.



**J09 Voter Registration Program**

Voter registration program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J10 Voter ID Program**

Voter ID program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J11 Walk/Handout Piece**

Walk/Handout piece for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J12 Best Use of Analytics**

Best use of analytics for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 STUDENT CATEGORIES**

**K01 Best Campaign Plan**

Campaign plan made by a student in a degree program.

## **2022 SHOULDA, WOULD, COULDA CATEGORIES**

**L01 Best Use of Direct Mail**

Classics in Political Advertising. Any Direct Mail piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L02 Best Use of Television**

Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L03 Best Use of Digital/Internet**

Classics in Political Advertising. Any Digital piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L04 Best Use of Phones**

Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L05 Best Fundraising Effort**

Classics in Political Advertising. Any Fundraising piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L06 Best Use of Radio**

Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L07 Best Use of Newspaper**

Classics in Political Advertising. Any Newspaper piece from any year, provided it has not previously won a Pollie, or never made it to air.

**L08 Best Use of Collateral**

Classics in Political Advertising. Any Collateral piece from any year, provided it has not previously won a Pollie, or never made it to air.

## **2022 TECHNOLOGY**

**M01 Best Ad Technology Innovation**

Effective use of ad technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M02 Best Innovation for Voter Targeting**

Effective use of an innovation for voter targeting in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M03 Best Fundraising Technology**

Effective use of a fundraising technology to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M04 Best Use of Mobile Technology**

Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M05 Best Use of Data Analytics/Machine Learning (Non-Fundraising)**

Effective use of data analytics/machine learning in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M06 Best Use of Data Analytics/Machine Learning in Online Fundraising**

Effective use of data analytics/machine learning to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**M07 Best Use of New Field Technology**

Effective use of new technology for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

## **2022 REGIONAL CATEGORIES**

### **MISCELLANEOUS DIVISION**

**N01 Best Use of Direct Mail - Small Budget Campaign (<\$1 Million)**

Effective use of direct mail for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

- N02 Best Use of Television - Small Budget Campaign (<\$1 Million)**  
Effective use of television for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N03 Best Best Use of Digital/Internet - Small Budget Campaign (<\$1 Million)**  
Effective use of digital for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N04 Best Use of Phones/Text - Small Budget Campaign (<\$1 Million)**  
Effective use of phones or texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N05 Best Fundraising Effort - Small Budget Campaign (<\$1 Million)**  
Effective fundraising effort for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N06 Best Use of Radio - Small Budget Campaign (<\$1 Million)**  
Effective use of direct radio for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N07 Best Use of Newspaper - Small Budget Campaign (<\$1 Million)**  
Effective use of newspaper made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N08 Best Use of Collateral - Small Budget Campaign (<\$1 Million)**  
Effective use of collateral for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

## **CANDIDATE DIVISION**

- N09 Direct Mail - For Statewide (Non-Federal/Non-Gubernatorial)**  
Direct mail piece made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N10 Direct Mail - For State Legislature**  
Direct mail piece made for any state legislature Candidate Campaign.
- N11 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 Million)**  
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N12 Direct Mail - Local/Municipal/Mayoral**  
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N13 Direct Mail - GOTV (Non-Federal)**  
Direct mail piece made for any non-Federal GOTV Candidate Campaign.

- N14 Direct Mail - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- N15 Direct Mail - Independent Expenditure Campaign - For State Legislature**  
Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.
- N16 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral Small Budget Campaign (<\$1 Million)**  
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N17 Direct Mail - Independent Expenditure Campaign - Local/Municipal/Regional**  
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N18 Television - For Statewide (Non-Federal/Non-Gubernatorial)**  
Television advertisement made for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N19 Television - For State Legislature**  
Television advertisement made for any state legislature Candidate Campaign.
- N20 Television - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**  
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N21 Television - Local/Municipal/Mayoral**  
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget more than \$1 million (including Special Elections).
- N22 Television - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Television advertisement made for an independent expenditure campaign for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N23 Television - Independent Expenditure Campaign - For State Legislature**  
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.
- N24 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral -Small Budget Campaign (<\$1 Million)**  
Television advertisement made for an independent expenditure campaign for any

local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

- N25 Television - Independent Expenditure Campaign - Local/Municipal/Mayoral**  
Television advertisement made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N26 Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)**  
Online, social, or mobile advertisement made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N27 Internet Advertising - For State Legislature**  
Online, social, or mobile advertisement made for any state legislature Candidate Campaign.
- N28 Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign (\$1 Million)**  
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N29 Internet Advertising - Local/Municipal/Regional**  
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N30 Website - For Statewide (Non-Federal/Non-Gubernatorial)**  
Website made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N31 Website - State Legislature**  
Website made for any state legislature Candidate Campaign.
- N32 Website - Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**  
Website made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N33 Website - Local/Municipal/Mayoral**  
Website made for any state local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N34 Digital Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Digital piece for an independent expenditure campaign made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.

- N35 Digital Independent Expenditure Campaign - For State Legislature**  
Digital piece for an independent expenditure campaign made for any state legislature Candidate Campaign.
- N36 Digital Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**  
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N37 Digital Independent Expenditure Campaign - Local/Municipal/Mayoral**  
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N38 Radio Advertisement - Non-Federal**  
Radio advertisement made for any non-Federal, downballot Candidate Campaign.
- N39 Field Program - Non-Federal**  
Field program for any non-Federal, downballot Candidate Campaign.
- N40 Field - GOTV - Non-Federal**  
GOTV for any non-Federal, downballot Candidate Campaign.