2023 ANNUAL POLLIE CONTEST CATEGORIES

Please Note: Categories for Mayoral, Local and State Legislature may be found in the REGIONAL Division.

2023 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.

**A38 Best Media Buying Plan that Moved the Needle**
A media buying plan produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

**2023 DIRECT MAIL CATEGORIES**

**CANDIDATE DIVISION**

**B01 For U.S. Senate - Democrat**
Direct mail piece made for any Democratic U.S. Senatorial Candidate Campaign.

**B02 For U.S. Senate - Republican**
Direct mail piece made for any Republican U.S. Senatorial Candidate Campaign.

**B03 For U.S. House of Representatives - Democrat**
Direct mail piece made for any Democratic U.S. House of Representatives Candidate Campaign.

**B04 For U.S. House of Representatives - Republican**
Direct mail piece made for any Republican U.S. House of Representatives Candidate Campaign.

**B05 For Governor - Democrat**
Direct mail piece made for any Democratic Gubernatorial Candidate Campaign.

**B06 For Governor - Republican**
Direct mail piece made for any Republican Gubernatorial Candidate Campaign.

**B07 For Down-ballot Statewide**
Direct mail piece made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

**B08 For PAC/Super PAC**
Direct mail piece made for a PAC/Super PAC on behalf of any Candidate Campaign.

**B09 For Organization**
Direct mail piece made for an organization on behalf of any Candidate Campaign (including membership organizations).

B10 Bilingual/Multilingual/Foreign Language
Direct mail piece made in a language other than English for any Candidate Campaign.

B11 Early Voting/Absentee Ballot/Vote-by-Mail
Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.

B12 Best Use of Humor
Effective use of humor in a direct mail piece made for any Candidate Campaign.

B13 Best Use of Negative or Contrast
Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.

B14 Best Use of Illustration or Photography
Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.

B15 Best Use of Social Pressure
Effective use of social pressure in a direct mail piece made for any Candidate Campaign.

B16 Best Use of Targeting
Effective use of targeting in a direct mail piece made for any Candidate Campaign.

B17 Best Use of Slate Mail
Effective use of slate in a direct mail piece produced for any Candidate Campaign.

B18 GOTV
Direct mail piece made for any statewide/local GOTV Candidate Campaign.

B19 Independent Expenditure Campaign - U.S. Senate
Direct mail piece made for an independent expenditure campaign for any U.S. Senate Candidate Campaign.

B20 Independent Expenditure Campaign - U.S. House of Representatives
Direct mail piece made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.

B21 Independent Expenditure Campaign - Governor
Direct mail piece made for an independent expenditure campaign for any U.S. Governor Candidate Campaign.

B22 Independent Expenditure Campaign - Down-ballot Statewide
Direct mail piece made for an independent expenditure campaign for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

**BALLOT INITIATIVE DIVISION**

**B23 GOTV**
Direct mail piece made for any GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).

**B24 Bilingual/Multilingual/Foreign Language**
Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

**B25 Best Use of Negative or Contrast**
Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

**PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**B26 For National**
Direct mail piece made for any national Public Affairs/Issue Advocacy Campaign.

**B27 For PAC/Trade Association**
Direct mail piece made for a PAC/Trade Association for any Public Affairs/Issue Advocacy Campaign.

**MISCELLANEOUS**

**B28 Best Use of Opposition Research**
Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2023 TELEVISION CATEGORIES**

**CANDIDATE DIVISION**

**C01 For U.S. Senate - Democrat**
Television advertisement made for any Democratic U.S. Senatorial Candidate Campaign.

**C02 For U.S. Senate - Republican**
Television advertisement made for any Republican U.S. Senatorial Candidate Campaign.

**C03 For U.S. House of Representatives - Democrat**
Television advertisement made for any Democratic U.S. House of Representatives Candidate Campaign.

**C04 For U.S. House of Representatives - Republican**
Television advertisement made for any Republican U.S. House of Representatives Candidate Campaign.
Candidate Campaign.

**C05 For Special Election - U.S. Senate**
Television advertisement made for any Special Election U.S. Senate Candidate Campaign.

**C06 For Special Election - U.S. House of Representatives**
Television advertisement made for any Special Election U.S. House of Representatives Candidate Campaign.

**C07 For Governor - Democrat**
Television advertisement made for any Democratic Gubernatorial Candidate Campaign.

**C08 For Governor - Republican**
Television advertisement made for any Republican Gubernatorial Candidate Campaign.

**C09 For Down-ballot Statewide**
Television advertisement made for any Statewide Candidate Campaign (Non-federal/non-gubernatorial/non-local).

**C10 For PAC/Super PAC**
Television advertisement made for a PAC/Super PAC for any Candidate Campaign.

**C11 Bilingual/Multilingual/Foreign Language**
Television advertisement made in a language other than English for any Candidate Campaign.

**C12 Best Use of Humor**
Effective use of humor in a television advertisement made for any Candidate Campaign.

**C13 Best Use of Negative or Contrast**
Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.

**C14 Best Use of Personality or Celebrity**
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.

**C15 Independent Expenditure Campaign – U.S. Senate**
Television advertisement made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.

**C16 Independent Expenditure Campaign - U.S. House of Representatives**
Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.
C17 Independent Expenditure Campaign – For Governor
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.

C18 Independent Expenditure Campaign – For Down-ballot Statewide
Television advertisement made for an independent expenditure campaign for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

C19 Best Use of Targeting
Effective use of targeting in a direct mail piece made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

C20 Bilingual/Multilingual/Foreign Language
Television advertisement made in a language other than English for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

C21 For National
Television advertisement made for any national Public Affairs/Issue Advocacy Campaign.

2023 DIGITAL CATEGORIES

CANDIDATE DIVISION

D01 Digital Advertising - U.S. Senate - Democrat
Online, social, or mobile advertisement made for any Democratic U.S. Senatorial Candidate Campaign.

D02 Digital Advertising - U.S. Senate - Republican
Online, social, or mobile advertisement made for any Republican U.S. Senatorial Candidate Campaign.

D03 Digital Advertising - U.S. House of Representatives - Democrat
Online, social, or mobile advertisement made for any Democratic U.S. House of Representatives Candidate Campaign.

D04 Digital Advertising - U.S. House of Representatives - Republican
Online, social, or mobile advertisement made for any Republican U.S. House of Representatives Candidate Campaign.

D05 Digital Advertising - Special Election - U.S. Senate
Online, social, or mobile advertisement made for any Special Election U.S. Senate Candidate Campaign.
D06 Digital Advertising - Special Election - U.S. Senate
Online, social, or mobile advertisement made for any Special Election U.S. House of Representatives Candidate Campaign.

D07 Digital Advertising – For Governor - Democrat
Online, social, or mobile advertisement made for any Democratic Gubernatorial Candidate Campaign.

D08 Digital Advertising – For Governor - Republican
Online, social, or mobile advertisement made for any Republican Gubernatorial Candidate Campaign.

D09 Digital Advertising – For Down-ballot Statewide
Online, social, or mobile advertisement made for any Republican Gubernatorial Candidate Campaign.

D10 Digital 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.

D11 Digital Advertising - Best Use of Targeting
Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.

D12 Digital Advertising - Best Use of Digital Advertising for Acquisition
Effective use of email, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign.

D13 Website - U.S. Senate - Democrat
Website made for any Democratic U.S. Senatorial Candidate Campaign.

D14 Website - U.S. Senate - Republican
Website made for any Republican U.S. Senatorial Candidate Campaign.

D15 Website - U.S. House of Representatives - Democrat
Website made for any Democratic U.S. House of Representatives Candidate Campaign.

D16 Website - U.S. House of Representatives - Republican
Website made for any Republican U.S. House of Representatives Candidate Campaign.

D17 Website – For Governor - Democrat
Website made for any Democratic Gubernatorial Candidate Campaign.

D18 Website – For Governor - Republican
Website made for any Republican Gubernatorial Candidate Campaign.
D19 Website – For Down-ballot Statewide
Website made for any Statewide Candidate Campaign
(Non-federal/non-gubernatorial/non-local).

D20 Bilingual/Multilingual/Foreign Language
Digital piece in a language other than English made for any Candidate Campaign.

D21 Best Use of Social Media
Effective use of social media advertising in any digital piece made for any Candidate Campaign.

D22 Best Use of Video
Effective use of video in any Candidate Campaign.

D23 Best Use of a Meme
Effective use of a meme in any Candidate Campaign.

D24 Best Viral Campaign
Effective use of a viral video (spread organically) in any Candidate Campaign.

D25 Best Use of Email Marketing (Non-Fundraising)
Effective use of email marketing (non-fundraising) in any Candidate Campaign.

D26 Best Use of Humor
Effective use of humor in a digital piece made for any Candidate Campaign.

D27 Best Use of Negative or Contrast
Effective use of negative or contrast in a digital piece made for any Candidate Campaign.

D28 Best Use of Internet Radio
Effective use of internet radio, i.e. Pandora, for any Candidate Campaign.

D29 Best Use of Social Media - Digital Acquisition Campaign
Effective use of social media to acquire digital assets for any Candidate Campaign.

D30 Web Video
Web video made solely for the internet for any Candidate Campaign.

D31 Digital Creative - Stand Alone
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.

D32 Digital Creative - Full Set
Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.
D33 Independent Expenditure Campaign – U.S. Senate
Digital piece for an independent expenditure campaign made for any U.S. Senatorial Candidate Campaign.

D34 Independent Expenditure Campaign - U.S. House of Representatives
Digital piece for an independent expenditure campaign made for any U.S. House of Representatives Candidate Campaign.

D35 Independent Expenditure Campaign – For Governor
Digital piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.

D36 Independent Expenditure Campaign – Down-ballot Statewide
Digital piece for an independent expenditure campaign made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

BALLOT INITIATIVE DIVISION

D37 Digital Advertising
Online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D38 Website
Website made for any Ballot Initiative Campaign.

D39 Best Use of Social Media
Effective use of social media in any Ballot Initiative Campaign.

D40 Web Video
Web video made solely for the internet for any Ballot Initiative Campaign.

D41 Digital Creative - Stand Alone
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D42 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

D43 Digital Advertising
Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

D44 Website
Website made for any Public Affairs/Issue Advocacy Campaign.
D45 Best Use of Email Marketing (Non-Fundraising)
Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

D46 Best Use of Social Media
Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

D47 Web Video
Web video made solely for the internet for any Public Affairs/Issue Advocacy Campaign.

D48 Digital Creative - Stand Alone
Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

D49 Digital Creative - Full Set
Effective use of a full set piece in an online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

2023 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
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 SMS
Effective use of SMS in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E10 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.

2023 RADIO AND DIGITAL AUDIO CATEGORIES

CANDIDATE DIVISION

F01 For U.S. Senate
Radio advertisement made for any U.S. Senatorial Candidate Campaign.

F02 For 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 Digital Audio**
Effective use of a digital radio or audio advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2023 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**
Effective use of an email to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**G03 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.

**G04 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.

**G05 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.

**G06 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.

**G07 Best Use of Phones/SMS**
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).

**G08 For Independent Committee, PAC, or Super PAC**
Fundraising piece for a house list or prospect list of contributors to solicit donations for an Independent Committee, PAC, or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

**G09 For Non-profit Organization**
Fundraising piece for a house list or prospect list of contributors to solicit donations for a Non-profit Organization or Trade Association, Including (C3s, C4s, and C6s) on behalf of any Candidate Campaign, Ballot Initiative Campaign, or Public Affair Campaign.

**G10 Fundraising Event**
Fundraising event (including virtual events) for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### 2023 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.

### 2023 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
Logo made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I04 Mass Transit/Bus Sign
Mass transit or bus sign made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I05 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.

I06 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.

I07 Non-Mail Brochure
Handout brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I08 Yard/Outdoor Sign
Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2023 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.

2023 STUDENT CATEGORIES

K01 Best Campaign Plan
Campaign plan made by a student in a degree program.

2023 SHOULDIA, WOULDIA, 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.

2023 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 Digital Technology
Effective use of new digital technology for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.