

## 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.

**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

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 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 Affairs 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 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.

## **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.