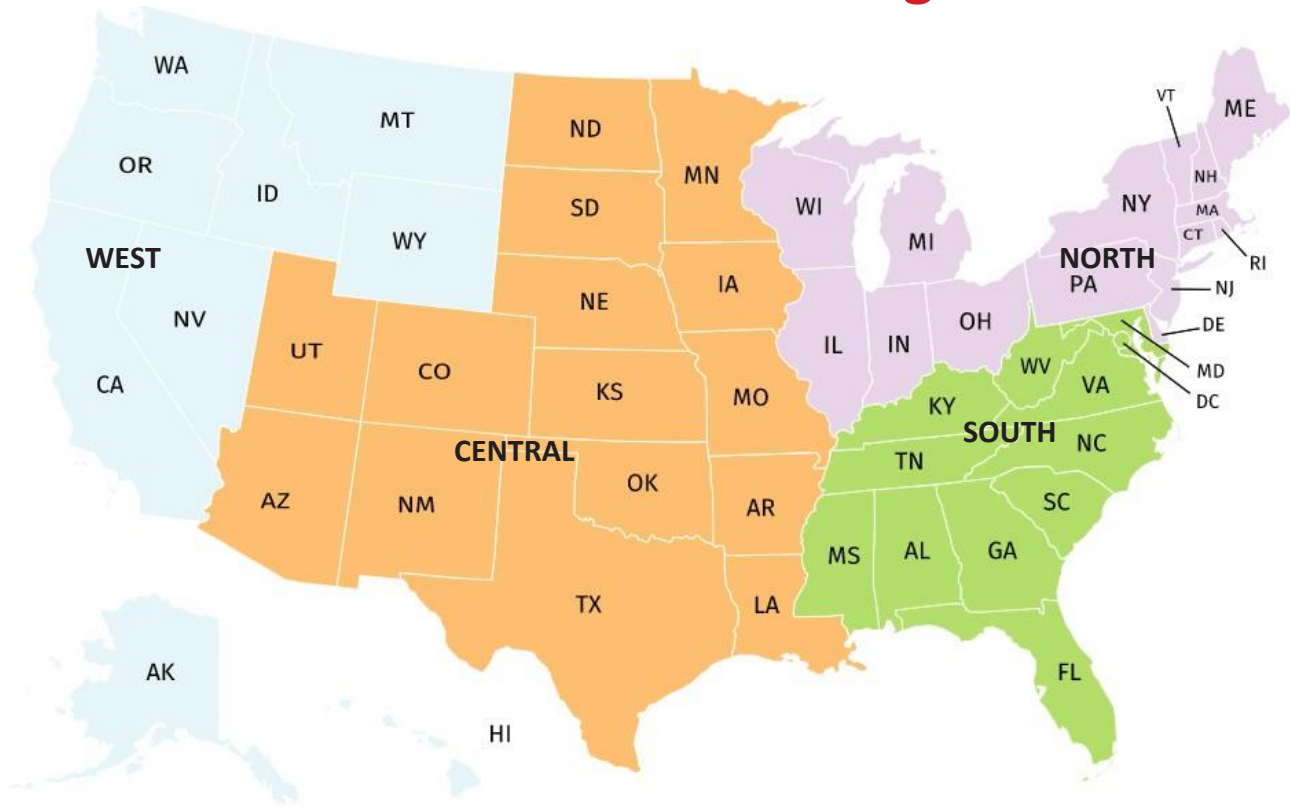




2023 Pollie Contest Regions



To enter the Regional Division, choose the appropriate category for your piece, and select the region in which the campaign was waged (see below for regional breakdowns). Regional categories may have up to one winner per region, per category.

North

Maine
Vermont
New Hampshire
Rhode Island
Connecticut
New York
New Jersey
Delaware
Massachusetts
Pennsylvania
Ohio
Michigan
Indiana
Illinois
Wisconsin

South

Virginia
Maryland
West Virginia
Kentucky
Washington DC
North Carolina
South Carolina
Tennessee
Mississippi
Alabama
Georgia
Florida

Central

North Dakota
South Dakota
Minnesota
Iowa
Nebraska
Kansas
Missouri
Oklahoma
Arkansas
Louisiana
Texas
New Mexico
Colorado
Utah
Arizona

West

Montana
Wyoming
Idaho
Nevada
California
Oregon
Washington
Alaska
Hawaii

2023 REGIONAL CATEGORIES

OVERALL 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 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 State Legislature - Democrat**
Direct mail piece made for any Democratic state legislature Candidate Campaign (including Special Elections).
- N10 Direct Mail - For State Legislature - Republican**
Direct mail piece made for any Republican state legislature Candidate Campaign (including Special Elections).
- N11 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 Million) - Democrat**
Direct mail piece made for any Democratic local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N12 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 Million) - Republican**
Direct mail piece made for any Republican local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

less than \$1 million (including Special Elections).

N13 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).

N14 Direct Mail - GOTV (Non-Federal)

Direct mail piece made for any non-Federal GOTV Candidate Campaign.

N15 Direct Mail - Independent Expenditure Campaign - For State Legislature - Democrat

Direct mail piece made for an independent expenditure campaign for any Democratic state legislature Candidate Campaign.

N16 Direct Mail - Independent Expenditure Campaign - For State Legislature - Republican

Direct mail piece made for an independent expenditure campaign for any Republican state legislature Candidate Campaign.

N17 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million) - Democrat

Direct mail piece made for an independent expenditure campaign for any Democratic local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

N18 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million) - Republican

Direct mail piece made for an independent expenditure campaign for any Republican local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

N19 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)

N20 Television - For State Legislature - Democrat

Television advertisement made for any Democratic state legislature Candidate Campaign (including Special Elections).

N21 Television - For State Legislature - Republican

Television advertisement made for any Republican state legislature Candidate Campaign (including Special Elections).

N22 Television - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million) - Democrat

Television advertisement made for any Democratic local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

N23 Television - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million) - Republican

Television advertisement made for any Republican local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).

N24 Television - Local/Municipal/Mayoral

Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget

more than \$1 million (including Special Elections).

N25 Television - Independent Expenditure Campaign - For State Legislature

Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.

N26 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral -Small Budget Campaign (<\$1 Million)

Television advertisements made for an independent expenditure campaign for any local/municipal/May- oral Candidate Campaign with a budget less than \$1 million (including Special Elections).

N27 Television - Independent Expenditure Campaign - Local/Municipal/Mayoral

Television advertisement made for an independent expenditure campaign for any local/municipal/May- oral Candidate Campaign with a budget greater than \$1 million (including Special Elections).

N28 Digital Advertising - For State Legislature - Democrat

Online, social, or mobile advertisement made for any Democratic state legislature Candidate Campaign.

N29 Digital Advertising - For State Legislature - Republican

Online, social, or mobile advertisement made for any Republican state legislature Candidate Campaign.

N30 Digital Advertising - For Local/Municipal/Mayoral - Small Budget Campaign (\$1 Million) - Democrat

Online, social, or mobile advertisement made for any Democratic local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.

N31 Digital Advertising - For Local/Municipal/Mayoral - Small Budget Campaign (\$1 Million) - Republican

Online, social, or mobile advertisement made for any Republican local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.

N32 Digital Advertising - Local/Municipal/Regional

Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.

N33 Website - For State Legislature

Website made for any state legislature Candidate Campaign (including Special Elections).

N34 Website - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)

Website made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.

N35 Website - For Local/Municipal/Mayoral

Website made for any state local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.

N36 Digital Independent Expenditure Campaign - For State Legislature

Digital piece for an independent expenditure campaign made for any state legislature Candidate Campaign (including Special Elections).

N37 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.

N38 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.

N39 Radio Advertisement - Non-Federal

Radio advertisement made for any non-Federal, down ballot Candidate Campaign.

N40 Field Program - Non-Federal

Field program for any non-Federal, down ballot Candidate Campaign.

N41 Field - GOTV - Non-Federal

GOTV for any non-Federal, down ballot Candidate Campaign.