

THE 2024 POLLIE AWARDS

WINNERS BOOK



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#2024POLLIES



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THE 2024 POLLIE AWARDS

WINNERS BOOK

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Judges

AAPC gratefully acknowledges the 167 judges who participated in the 2024 Pollie Awards. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts. To all of our judges, thank you! Without you, the Pollie Awards would not be possible.

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43 ALUMNI FOR AMERICA

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Pollie Contest Winners



The 2023 election cycle challenged political advertisers with a landscape shaped by COVID-19's aftermath, digital and social media's evolution, societal polarization, concerns over election processes, economic instability, generative AI's role in political communications, and shifting voter demographics.

Campaigns had to blend traditional and new tactics to rapidly respond to misinformation and craft nuanced messaging to address a diverse electorate's evolving priorities. The Pollie Awards spotlight those who excelled in this environment, recognizing contributions that not only showcased creative acumen but also effectively tackled campaign challenges, underscoring the critical role of political effectiveness in our assessment criteria.

The American Association of Political Consultants (AAPC) upholds high standards for these honors, celebrating the winners' exceptional innovation and skill in a year marked by unique electoral challenges.

We extend our heartfelt congratulations to the winners of this year's Pollie Awards!

Overall - Candidate Division

A01 Direct Mail Campaign

Gold
Scott Wehrli for Mayor
Storytellers Mail

Silver
The Energetic Leadership to Protect MontCo's Future
Edge Hill Strategies, LLC

Bronze
The Amazing Imelda
Green Alley Strategies

A02 Television Campaign

Gold
Tim Sheehy for Montana Series
FP1 Strategies

Silver
NJ LD16 2023 Campaign
The Adwell Group

Bronze
Janet Protasiewicz for Wisconsin Supreme Court
Strother Nuckels Strategies

A03 Digital Campaign

Gold
Janet Protasiewicz for Wisconsin Supreme Court
Strother Nuckels Strategies

Silver
Tim Sheehy for Montana Series
FP1 Strategies

Bronze
Matt Dolan for U.S. Senate - Border Security Series
FP1 Strategies

A04 Best Use of Opposition Research

Gold
Parisa Dehghani-Tafti for Commonwealth's Attorney - Elephants in the Room
BerlinRosen

Silver
Leader Vs. Opportunist
Fulcrum Intel

Bronze
"Proud" Joe Hogsett for Mayor
Putnam Partners, LLC

A05 Best in Show

Gold
Suzette Valladares for Senate 2024
Elizabeth Hanretty Graphic Design

Silver
Janet Protasiewicz for Wisconsin Supreme Court
Strother Nuckels Strategies

Bronze
The Amazing Imelda
Green Alley Strategies

Ballot Initiative Division

A06 Direct Mail Campaign

Bronze
MSLD Tax Increase
TLC Political

A07 Television Campaign

Silver
Ohioans United for Reproductive Rights - TV Campaign
GMMB

A08 Digital Campaign

Gold
Getting Independence on the Ballot in Texas
CiviClick

Silver
No on 24
TLC Political

Bronze
Mobilizing Ohioans to Vote Yes on Issue 1
Causal IQ

A09 Best in Show

Gold
Getting Independence on the Ballot in Texas
CiviClick

Silver
No on Issue 1, One Person One Vote
The Fairness Project

Bronze
One Person One Vote Mail
Mission Control

Public Affairs/Issue Advocacy Division

A10 Direct Mail Campaign

Gold
Arizona 1 Dangers
Sisneros Strategies

Silver
Accountability for Arizona 6
Sisneros Strategies

Bronze
Stop Expanded Gambling - North Carolina
Direct Edge Campaigns

A11 Digital Campaign

Gold
Fair Wages for Healthcare Workers
J&Z Strategies

Silver
No Dice
Public Affairs Partners, CampaignHQ, Direct Edge

Bronze
Empower Nevadans
Forward Solution Strategy Group

A12 Best PAC Campaign

Gold
Audience of One
The Lincoln Project

Silver
Invest in Education Coalition's Education Freedom Series
FP1 Strategies

Bronze
Invest in Education Coalition's Education Freedom Series
FP1 Strategies

A13 Best in Show

Gold
Revolutionizing Constituent Engagement for the Democratic Caucus in the US House of Representatives
The AEJ Group

Silver
Achieving the Boldest Climate Action in Michigan History
Michigan League of Conservation Voters

Bronze
Homeless Hotels
Berman and Company

Miscellaneous Division

A14 Phone Campaign

Bronze
Mobilizing Families for the VA Legislative Election
Winning Connections

A15 Radio Campaign

Bronze
Janet Protasiewicz for Wisconsin Supreme Court
Strother Nuckels Strategies

A16 Fundraising Campaign

Silver
Raising \$1.1m for the Biggest Race of 2023 - Digital Fundraising with Janet Protasiewicz
Goodman Campaigns

Bronze
Ohio Physicians for Reproductive Rights - Historic
Catalyst Campaigns & Impact Politics

A17 Field Campaign

Silver
STOP HB1623 in Washington State
Red Dog Strategies, Inc.

A18 Best New and Unusual Tactic

Gold
KY CAVE
Political Explorer

Silver
Weather Can't Stop Youngkin and Lovejoy
co/efficient

Bronze
Thinking "Inside" the Box: Michigan PDAB Video Snail Mail
Change Media Group

A19 Best Data Analytics Solution

Gold
Rockland Department of Health Immunization Campaign - Targeting
The Parkside Group

Silver
Mission Log: Automated Fundraising Data Drives Excellent Performance in 2023
Mothership Strategies

Bronze
Project Charlotte: The Adaptive, All-Encompassing, Data-Driven Campaign Suite
WPA Intelligence

A20 Best Use of Data Analytics/ Machine Learning

Gold
Tate Reeves Beats Record Spending & Flips Highly-Educated Suburbs
Grassroots Targeting

Silver
A.I. Powered Digital Campaign for Janet Protasiewicz for Supreme Court
Strother Nuckels Strategies with Powers Interactive and Cressey Strategies

Bronze
Modeling Support For Skill Games With Machine Learning
co/efficient

A21 Best Media Buying Plan that Moved the Needle

Gold
"Gloves Are Off"
UFCW Local 555

Bronze
One Person One Vote Ohio - Vote No on Issue 1
Sage Media Planning & Placement



Mail - Candidate Division

B3 For State Legislature

Gold
Stand Up for Parents
Red Maverick Media

Silver
Scratch to Win For Your Future
New Way Strategies

Bronze
Had Enough of Biden-Healey-Zlotnick
Tuesday Associates

B5 For Governor

Bronze
Follow the Money
Caliber Contact

B6 For Mayor

Gold
Lily Wu: Wichita's story of
Freedom + Hard Work
Game Changer Strategies

Silver
Keep Dunn Moving Forward
Capen Consulting, LLC

Bronze
Scott Wehrli for Mayor
Storytellers Mail

B7 For Local/Municipal/Regional

Gold
Defund was a mistake
CN4 Partners

Silver
Window
CN4 Partners

Bronze
Safety
Superior Blue

B8 For PAC/Super PAC

Gold
Like Weed?
CN4 Partners

Silver
Lockdowns
Ascent Strategic Inc

Bronze
Democrats Serve RI, Heart
Bergmann Zwerdling Direct

B9 For Organization

Gold
Vote for Pro-Public Education Candidates
CN4 Partners

Silver
Every Generation
CN4 Partners

Bronze
Clemente Bridge
Superior Blue and Int'l Assn. of Ironworkers

B10 Bilingual/Multilingual/ Foreign Language

Gold
Scratch to Win For Your Future
New Way Strategies

Silver
Making History
The Dover Group

Bronze
Con Mucho Orgullo
Sisneros Strategies

B11 Early Voting/Absentee Ballot/Vote-by-Mail

Gold
Scott Wehrli for Mayor
Storytellers Mail

Silver
In Your Hands
Napolitano Consulting

Bronze
Virginia VBM Application Package
Blue Wall Mail

B12 Best Use of Humor

Gold
Mr. Tax - Don't Come Back
ClearEdge Consulting

Silver
Erika Booth for State Representative
Special Elections
SimWins

Bronze
The Grill Master
Checkmate Strategies

B13 Best Use of Negative or Contrast

Gold
Scott Wehrli for Mayor
Storytellers Mail

Silver
Amy Reichert for Supervisor
Storytellers Mail

Bronze
A Scary Mask
Red Maverick Media

B14 Best Use of Illustration or Photography

Gold
Same Coin
Napolitano Consulting

Silver
Clemente Bridge
Superior Blue and Int'l Assn. of Ironworkers

Bronze
Erika Booth for State Representative
Special Elections
SimWins

B15 Best Use of Social Pressure

Silver
"I Voted Monica" Joyful Mailer
Evinco Strategies

Bronze
Nadarius Clark, Neighbors
Bergmann Zwerdling Direct

B16 Best Use of Targeting

Gold
Like Weed?
CN4 Partners

Silver
Had enough of Biden-Healey-Zlotnick
Tuesday Associates

Bronze
Crime Prevention in Kansas City
TJP Strategies

B17 Best Use of Slate Mail

Silver
Working Hard for Montgomery Kids
CN4 Partners

Bronze
Saratoga Democrats Are Not Up To The Task
TLC Political

B19 Independent Expenditure Campaign - Presidential Primary

Gold
This is Our 1776 Moment
Ascent Strategic Inc

B20 Independent Expenditure Campaign - U.S. House of Representatives

Silver
Democrats Serve RI, Heart
Bergmann Zwerdling Direct

B23 Independent Expenditure Campaign - State Legislature

Silver
LAWBREAKER
Direct Edge Campaigns

Bronze
Garofalo Marriage
Ourso Beychok

B24 Independent Expenditure Campaign - Mayor

Silver
"Game Plan"
Resonance Campaigns

B25 Independent Expenditure Campaign - Local/Municipal/Regional

Gold
Like Weed?
CN4 Partners

Silver
Any Questions
CN4 Partners

Bronze
The Amazing Imelda Volume 4
Green Alley Strategies

Ballot Initiative Division

B26 GOTV

Silver
Wylie ISD Bond Referendum - GOTV mail
Mayes Media Group

Bronze
Forney ISD Bond Referendum - Go Vote!
Mayes Media Group

B27 Best Use of Social Pressure

Silver
Your Road
First Tuesday Strategies

B28 Best Use of Negative or Contrast

Gold
No On Issue 24
Blue Wall Mail

B30 For Local

Gold
Transportation Tax Passes Thanks
to Educational Mail Campaign
Calvert Street Group

Silver
Remodeling Over Reading
TLC Political

Bronze
Brown Bear
Superior Blue

Public Affairs/Issue Advocacy Division

B31 For National

Bronze
National September 11 Memorial and
Museum - October House Mailer
The Parkside Group

B32 For Statewide

Gold
Friday Night Lights
CN4 Partners

Silver
Getting out of town
Navigate Campaign

Bronze
Michigan Democrats Pass Historic
Gun Violence Legislation
Change Media Group

B33 For PAC/Trade Association

Gold
Stop the Cut - AAOS PAC Postcard
Sagac Public Affairs

Silver
Innovation Agenda
Narrative Strategies

Bronze
Beware of the Wolf in Sheep's Clothing
TLC Political

Miscellaneous Division

B34 Best Use of Opposition Research

Gold
John T. Williams - Research File
BullsEye Public Affairs, LLC

Silver
Just another RINO
Caliber Contact

Bronze
LA Committee for a Conservative
Majority Shame on Hugh Mailer
Innovative Politics

Television - Candidate Division

C01 For Presidential Primary

Silver
Commander in Chief' - Tim Scott for America
FP1 Strategies

C02 For U.S. Senate

Gold
Lose Cruz "Cancun"
The Adwell Group

Silver
Proven
Pathfinder Strategic LLC

Bronze
Sheriffs' - Matt Dolan for U.S. Senate
FP1 Strategies

C04 For State Legislature

Gold
Game Night
A|L Media

Silver
Buford' - Karen Greenhalgh for Delegate
FP1 Strategies

Bronze
Schuyler VanValkenburg for
State Senate - "Drill"
Sena Kozar Strategies

C05 For Down-Ballot Statewide

Gold
Supreme Win in PA
Technicolor Political

Silver
Nungesser - Just Getting
Started Television Spot
Buisson Creative

Bronze
Janet for Justice, "Say What?!"
Strother Nuckels Strategies

C06 For Governor

Gold
Jeff Landry for Governor - Cortez Testimonial
Innovative Politics

Silver
Jeff Landry for Governor - Michele Testimonial
Innovative Politics

Bronze
Andy Beshear for Governor - Four Years
Village Square

C07 For Local/Municipal/Regional

Gold
Bohannon - Playground Television Spot
Buisson Creative

Silver
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Executive - Plunge TV Ad
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Bronze
Makhija beats the Machine
Technicolor Political

C08 For Mayor

Gold
Brandon Johnson for Chicago
Technicolor Political

Silver
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Putnam Partners

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C09 For PAC/Super PAC

Gold
Pudding Fingers
Go BIG Media + Electoral
Communications Group

Silver
Waffleman
CN4 Partners



Bronze
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Onmessage Inc.

C10 Bilingual/Multilingual/ Foreign Language

Bronze
Nuestro Sueños
Conexión

C11 Best Use of Humor

Gold
"Say What?!"
Strother Nuckels Strategies

Silver
Segura - Game Over
POOLHOUSE

Bronze
Pudding Fingers
Go BIG Media + Electoral
Communications Group

C12 Best Use of Negative or Contrast

Gold
Andy Beshear for Governor - Hadley
Village Square

Silver
Schuyler VanValkenburg for
State Senate – "One Book"
Sena Kozar Strategies

Bronze
Janet for Justice, "Cash"
Strother Nuckels Strategies

C13 Best Use of Personality or Celebrity

Gold
Lose Cruz "Cancun"
The Adwell Group

Silver
Liljeberg - The Liljeberg Bunch Television spot
Buisson Creative

C14 Independent Expenditure Campaign - Presidential Primary

Gold
Pudding Fingers
Go BIG Media + Electoral
Communications Group

C15 Independent Expenditure Campaign - U.S. House of Representatives

Gold
"Left Behind"
MZL Media LLC

C16 Independent Expenditure Campaign - For Governor

Silver
Mega Donor
OnMessage Inc.

C17 Independent Expenditure Campaign - For Down-Ballot Statewide

Gold
Set 'Em Free Stefanski
Integrated Media Campaigns

C20 Independent Expenditure Campaign - Local/Municipal/Regional

Gold
Waffleman
CN4 Partners

Bronze
Our Voice, Preston Castille for BESE
Berni Consulting

C21 Best Use of Targeting

Silver
Harvesting Votes in the Garden State
SABIO Holdings

Bronze
Kim Taylor for Virginia - "The Truth"
Content Creative Media / Medium
Buying / Deep Root Analytics

Ballot Initiative Division

C22 For Statewide

Gold
One Person One Vote – "Scissors"
Sena Kozar Strategies

Silver
Ohioans United for Reproductive
Rights - "Raised"
GMMB

Bronze
"Hurt" - Created Equal and RTLGC
TSGco

C23 For Local

Silver
Keep the Penny
First Tuesday Strategies with Outlaw Media

Bronze
SPS "Peace Of Mind" TV
Victory Enterprises, INC.

Public Affairs/Issue Advocacy Division

C24 For National

Gold
"Tight Lips"
Backstory Strategies

Silver
Hera' - Invest in Education Coalition
FP1 Strategies

Bronze
Boom to Bust
Ascent Media

C25 For Statewide

Gold
"Hurt" - Created Equal
TSGco

Silver
Environmental Defense Fund:
"It's What We Want"
True Blue Strategies

Bronze
Laws Off Our Claws
Winning Republican Strategies (WRS)

C26 For Local

Gold
Homeless Hotels
Berman and Company

Silver
The Standoff
Silversmith Strategies

Bronze
Stand Against Su
Berman and Company

Digital - Candidate Division

D02 Digital Advertising - U.S. Senate

Gold
Battle-Tested' - Tim Sheehy for Montana
FP1 Strategies

Silver
Montana Values' - Tim Sheehy for Montana
FP1 Strategies

Bronze
WMD' - Matt Dolan for U.S. Senate
FP1 Strategies

D03 Digital Advertising - U.S. House of Representatives

Gold
This Land
The Balduzzi Group

Silver
Protect & Serve
TAG Strategies

Bronze
Joe Vogel "These Years"
The Adwell Group

D04 Digital Advertising - For Governor

Gold
Andy Beshear for Governor
People First

Silver
It's about people
J&Z Strategies

Silver
Jeff Landry for Governor Website
Innovative Politics

Bronze
Michael Morgan "Hard Steps"
The Adwell Group

D05 Digital Advertising - State Legislature

Gold
Knodl for State Senate
Campaign Insights

Silver
Bowties
SWAY

Bronze
Bridges
POOLHOUSE

D06 Digital Advertising - For Down-Ballot Statewide

Gold
"Pro-Tuh-Say-Witz!"
Strother Nuckels Strategies

Silver
One for All Committee: Follow the Rules
The New Media Firm

Bronze
When a race for Agriculture
Commissioner goes off the rails...
New Blue Interactive

D07 Digital Advertising - Mayor

Gold
Breaking Through in a 17-Candidate Field
Ascend Digital Strategies

Silver
Ken McClure for Mayor
Campaign Insights

Bronze
No one left behind
J&Z Strategies

D08 Digital Advertising - Local/ Municipal/Regional

Gold
"Accessible"
40 North Advocacy LLC

Silver
"Firsthand"
40 North Advocacy

Bronze
Chapman Bio
POOLHOUSE

D09 Digital Advertising - Best Use of Search Engine Marketing

Bronze
Congresswoman Lauren Underwood
Authentic

D10 Digital Advertising - Best Use of Targeting

Gold
A Day to Win it All
RepublicanAds.com

Silver
SEIU VA- Flip the Virginia General Assembly
Blue GOTV Digital Advertising Program
Omara Strategy Group

Bronze
Precision in Persuasion: AI-Enhanced
Targeting for Impactful Campaigns
Peerly Inc.

D11 Digital Advertising - Best Use of Digital Advertising for Acquisition

Silver
SOS America Website
Harris Media

D16 Website - State Legislature

Silver
Website: Bill Essayli for Assembly
Winning Tuesday

D18 Website - Local/Municipal/Regional

Silver
Re-elect Ron Schmidt
Neel & Partners

Bronze
Marie Shimada Website
CN4 Partners

D19 Bilingual/Multilingual/ Foreign Language

Bronze
Website - Cooper - AZ CD04
TSGco

D20 Best Use of Social Media

Gold
CEO: Gali Moodie
Momentous Media Group

Silver
Standing with President Trump
TLC Political

Bronze
First Ever NextDoor Political Ad Tests
Waters for Community Groups
Zoldak Victory

D21 Best Use of Video

Gold
Lauren Boebert is full of \$#!
Blue Nation Strategies

Silver
This Land
The Balduzzi Group

Bronze
Patriot' - Jim Justice for U.S. Senate
FP1 Strategies

D22 Best Use of a Meme

Silver
Biden Out of Office
Ascent Strategic Inc

Bronze
Grandma Meme
ColdSpark

D23 Best Viral Campaign

Gold
Joe Vogel "These Years"
The Adwell Group

Silver
Lauren Boebert is full of \$#!
Blue Nation Strategies

Bronze
This Land
The Balduzzi Group

D25 Best Use of Humor

Gold
Lauren Boebert is full of \$#!
Blue Nation Strategies

Silver
"Pro-Tuh-Say-Witz!"
Strother Nuckels Strategies

Bronze
Virginia Equals Florida
Gotham Studios

D26 Best Use of Negative or Contrast

Gold
Prince George Resident Running
for Springfield Supervisor
Red Maverick Media

Silver
Janet for Justice, "Protecting Pederasts"
Strother Nuckels Strategies

Bronze
In His Own Words
A|L Media

D27 Best Use of Digital Audio

Gold
Connie Boesen for Des Moines
Mayor, "Mayor"
Strother Nuckels Strategies



Silver
Kari Lake for Us
TAG Strategies

Bronze
Running it up using digital audio: How Michael Adams led both tickets in Kentucky
Chris Mottola Consulting, Inc.

D29 Web Video

Gold
Gonzalez one of us
CN4 Partners

Silver
"How do you say that?"
Strother Nuckels Strategies

Bronze
It's about people
J&Z Strategies

D30 Digital Creative - Stand Alone

Gold
Louise Hines Meyers Criminal Judge
Fletcher Consultants, LLC

Silver
Biden Border Game
Harris Media

Bronze
Michael Morgan "Hard Steps"
The Adwell Group

D31 Digital Creative - Full Set

Gold
Louise Hines Meyers Criminal Judge-Diesel
Fletcher Consultants, LLC

Bronze
Full set - Cooper - AZ CD04
TSGco

D32 Independent Expenditure Campaign - Presidential Primary

Silver
Pudding Fingers
Go BIG Media + Electoral Communications Group

D35 Independent Expenditure Campaign - Statewide

Bronze
My Vote Will Protect Democracy
Causal IQ

D36 Independent Expenditure Campaign - State Legislature

Gold
Generations
SWAY

Silver
Everytown for Gun Safety - Leading Cause
GMMB

Bronze
Roe Your Vote VA: Look What You Made Us Do
MZL Media LLC

D39 Independent Expenditure Campaign - Local/Municipal/Regional

Gold
Frustrated Low Propensity Voter
Fontas Advisors

Silver
Philly: Get in the Game
Fontas Advisors

Bronze
For Us By Us
Fontas Advisors

Ballot Initiative Division

D41 Website

Gold
ProtectChoiceOhio.com
Catalyst Campaigns

Silver
Dallas Stars/Town of Northlake referendum election website
Mayes Media Group

Bronze
Forney ISD VATRE referendum website
Mayes Media Group

D42 Best Use of Social Media

Silver
Have Lunch with Me & Vote
Yes on Ohio Issue 1
Vocal Media

D43 Web Video

Gold
Transportation Tax Passes Thanks to Effective Web Video
Calvert Street Group

D44 Digital Creative - Stand Alone

Gold
Ohio Physicians for Reproductive Rights - We Want You!
Catalyst Campaigns

Silver
"Hurt" - Created Equal
TSGco

Bronze
Get Me Down From Here!
Left Hook Digital

D45 Digital Creative - Full Set

Gold
Transportation Tax Increase Wins with Successful Education Campaign
Calvert Street Group

Silver
Forney ISD VATRE referendum digital ad campaign
Mayes Media Group

Bronze
No on Question 3
Left Hook Digital

Public Affairs/Issue Advocacy Division

D46 Digital Advertising

Gold
SEIU Fast Food
BMWL

Silver
Patient Care Crisis
J&Z Strategies

Bronze
Breaths
J&Z Strategies

D47 Website

Gold
How The War on Sex Work Is Stripping Your Privacy Rights
Andre Charles Consulting

Silver
Whistleblower Aid
Catalyst Campaigns

Bronze
www.ufcw555.org
UFCW Local 555

D48 Best Use of Email Marketing (Non-Fundraising)

Silver
Ohio Physicians for Reproductive Rights - Stand With Dr Bernard
Catalyst Campaigns & Impact Politics

Bronze
BNSF Railway: Email Program
True Blue Strategies

D49 Best Use of Social Media

Gold
Inseparable Microinfluencer Campaign
People first

Silver
Workplace Explained
Berman and Company

Bronze
...Yep, Go Vote (a "That's So Raven" Parody)
Brandon Guichard Digital Group

D50 Web Video

Gold
MKE 2024 Host Committee - Milwaukee's Story
Platform Communications

Bronze
Breaths
J&Z Strategies

D51 Digital Creative - Stand Alone

Gold
Beth's IUD: Shattering Stigma and Spreading the Truth About Contraception
Trilogy Interactive

Silver
Silent but Deadly: The Horrors of Methane Gas
Gas Leaks Project

Bronze
Breaths
J&Z Strategies

D52 Digital Creative - Full Set

Gold
Fair Wages for Healthcare Workers
J&Z Strategies

Silver
FTC PAC, Social Media Campaign 2023
Evinco Strategies

Bronze
Empower Nevadans
Forward Solution Strategy Group

Miscellaneous Division

D53 Best Use of Generative AI

Gold
Boesen for Mayor Digital Audio
Strother Nuckels Strategies

Silver
Rand Paul for Senate: AI-Augmented Merch Campaign
IMGE

Bronze
Al Francis Suarez
Harris Media

Phones - Candidate Division

E01 Automated Calls

Gold
"Reputation for Excellence" - Libby Wallick Olentangy School Board
TSGco

Silver
Spousal Spark
CampaignHQ

Bronze
Sky-High Success
CampaignHQ

E02 Live Calls

Gold
Precision Politics: Winning with Targeted Messaging
CampaignHQ, Winning Republican Strategies

Silver
Nebraska Mayor Setting the Record Straight on Taxes
Winning Connections

Bronze
Villegas for Chicago Bilingual Live Call
Brushfire Strategies LLC

Public Affairs/Issue Advocacy Division

E06 Patch-Through Program Autodial/Live

Gold
Texas First Coalition Patch-Through Calls Opposing Vouchers
InFocus Campaigns

Silver
Passing Gun Reform in Michigan
Winning Connections

Bronze
Passing the Illinois Assault Weapons Ban
Winning Connections

E07 Telephone Town Hall Call/Forum Calls

Silver
We Care for Kids Telephone Town Hall
Stones' Phones

Bronze
Finding The Pulse of Success
CampaignHQ

Miscellaneous

E08 Best Use of Mobile Application/Technology

Gold
Faith Over Fake Fortune
CampaignHQ, Republican Ads

Silver
Reply-to-Donate Texting Rescues Campaigns from the Donor Engagement Crisis
Switchboard Labs LLC, Politico

Bronze
Prompt.io Smart Texting Suite
Prompt.io

E09 Best Use of SMS

Gold
Turning an SMS List into a Fundraising Powerhouse
TAG Strategies

Silver
Cinematic Video Texting (1920x1080p) - Immersive Video over SMS
Peerly Inc.

Bronze
Your Mail Ballot Request Has Expired. Renew Today!
Cornerstone Solutions

E10 Best Use of Peer to Peer Texting

Gold
314 Reasons Our Text Tipped the Scales
CampaignHQ

Silver
Spooky Record Szn
CampaignHQ

Bronze
Dollars vs Sense Winning vs a Million Dollar War Chest
CampaignHQ, Winning Republican Strategies (WRS)

Radio - Candidate Division

F01 For Presidential Primary

Bronze
Our Values' - Tim Scott for America
FP1 Strategies

F03 For Governor

Gold
Angela
OnMessage Inc.

F04 For State Legislature

Gold
Schuyler VanValkenburg for State Senate - "Hey Siri"
Sena Kozar Strategies

Silver
Fight for Us' - Emily Brewer for State Senate
FP1 Strategies

Bronze
Kim Taylor for Virginia - "Conservative Kim" (Radio ad)
Content Creative Media

F05 For Statewide

Gold
Michael Adam's Big Win Using Resonance Theory Audio
CMCI

Silver
Janet for Justice, "Woah Cowboy!"
Strother Nuckels Strategies

F06 For Mayor

Bronze
Next Generation of Leadership - Paul Young for Mayor
VoteShift



F07 For Local/Municipal/Regional

Silver
Impastato - Catching Criminals
Buisson Creative

Bronze
Protecting Americans Project Action Fund - "Works for Him" (Radio ad)
Content Creative Media

F08 For PAC/Super PAC

Silver
Liz Murrill - Louisiana's Fighter
BullsEye Public Affairs, LLC

F09 Bilingual/Multilingual/ Foreign Language

Silver
Janet for Justice, "Corte Suprema"
Strother Nuckels Strategies

F10 Best Use of Humor

Gold
Janet for Justice, "Dirty Dan's Rotten Ride"
Strother Nuckels Strategies

F11 Best Use of Negative or Contrast

Gold
Bohannon - Hit The Road Jack
Buisson Creative

Silver
Janet for Justice, "Dirty Dan"
Strother Nuckels Strategies

Bronze
Strong Leader' - Emily Brewer for State Senate
FP1 Strategies

Ballot Initiative Division

F13 Best Use of Radio

Gold
One Person One Vote – "Our Vote"
Sena Kozar Strategies

Silver
Keep Kids First - "Nothing Matters More"
Content Creative Media

Public Affairs/Issue Advocacy Division

F14 Best Use of Radio

Gold
Why is it so cold...
TLC Political

Silver
Keep Kids First - "Nothing Matters More"
Content Creative Media

Miscellaneous

F15 Best Use of Digital Audio

Silver
No on Question 3
Left Hook Digital

Bronze
Answering the Call: Winning 100%
Clean Energy in Michigan
Trilogy Interactive

Fundraising (Division N/A)

G01 Best Use of Direct Mail

Gold
National September 11 Memorial and
Museum - October House Mailer
The Parkside Group

Silver
Brandon Presley Re Introduction
Fundraising Letter
Mission Control

Bronze
Stop the Cut - AAOS PAC Postcard
Sagac Public Affairs

G02 Best Use of Email

Gold
Parents, Not Politics
TLC Political

Silver
Ohio Physicians for Reproductive
Rights - Under Threat Again
Catalyst Campaigns & Impact Politics

Bronze
Ohio Physicians for Reproductive
Rights - Time to Act
Catalyst Campaigns & Impact Politics

G07 Best Use of Phones/SMS

Silver
Prospecting Immigration Texts
TLC Political

Bronze
Texting our way to \$1.1m for the biggest
race of 2023 - Janet Protasiewicz
Goodman Campaigns

G08 For Independent Committees, PACs or Super PACs

Gold
FTC PAC Prospectus
Evinco Strategies

Silver
Tango Makes Three
Pantograph Labs

Bronze
Election Reform Raises \$6 million in Arizona
HighGround, Inc.

G09 For Non-Profit Organization/ Trade Association

Gold
AmeriChem PAC "PACTivate Your
Advocacy Board Email
Sagac Public Affairs

Silver
AmeriChem PAC "Did You Know"
Email from Halloween Series
Sagac Public Affairs

Bronze
AmeriChem PAC "Carve Out Time
for Advocacy this Fall" Email
Sagac Public Affairs

G10 Fundraising Event

Gold
Conley - Roast and Potatoes
Buisson Creative

Bronze
APCIA PAC Spring Auction Event
Sagac Public Affairs

Newspaper (Division N/A)

H01 Full Page

Gold
Utah J*zz
Elevate Strategies

Silver
"Rebuttals"
UFCW Local 555

Bronze
Stop Pebble Mine: "Quyana EPA"
True Blue Strategies + Arc Initiatives

H02 Less Than Full Page

Gold
Nungesser - By The Numbers
Buisson Creative

Silver
Forney ISD VATRE Referendum -
newspaper ad for senior voters
Mayes Media Group

Bronze
Vote Sue Finkam
Ascent Strategic Inc

H03 Insert

Gold
Sue Finkam for Mayor
Ascent Strategic Inc

Collateral (Division N/A)

I01 Billboard

Gold
Big Brother BofA
Integrated Media Campaigns

Silver
"Gloves Off"
UFCW Local 555

Bronze
Friday Night Lights
Mothers Against Greg Abbott

I02 Door Hanger

Silver
Councilman Justin Brannan Re-
Election Palm Card - Reviews Are In
Helium Creative Services &
Power Play Strategies

Bronze
Rotten to the Core
Napolitano Consulting

I03 Logo & Branding

Gold
Craig Guy Logo
Helium Creative Services

Silver
Monica De La Cruz
POOLHOUSE

Bronze
Dallas Stars/Northlake Vote Yes Logo
Mayes Media Group

I05 Most Original/Innovative Collateral Material - Democrat

Silver
Planned Parenthood Arizona Scarf
The Colibri Collective

Bronze
Brannan "Early Voting Tour"
Canvass Team Sweatshirt
The Hamilton Campaign Network

I07 Non-Mail Brochure

Gold
"2023 Legislative Priorities"
UFCW Local 555

Silver
Ohio Physicians for Reproductive
Rights - We Want You!
Catalyst Campaigns

Bronze
Nungesser - By the Numbers
Buisson Creative

I08 Yard/Outdoor Sign

Gold
Say No To Vouchers
Mothers Against Greg Abbott

Silver
Voters Want a Safer Surprise
HighGround Inc.

Bronze
This Road
First Tuesday Strategies

Field (Division N/A)

J02 Paid Field Program

Gold
Cogswell for Mayor of Charleston, SC
In Field Strategies

Bronze
Eugene Residents for Energy Choice
Trailblazing Canvassers

J03 Field Program - Special Election

Silver
Eugene Special Election - Energy Choice
Trailblazing Canvassers

J04 Field Program - Local

Gold
Nashville Metro Council Field
Program- Jacob Kupin
Triumph Strategies

Silver
Cogswell for Charleston, SC Mayor
In Field Strategies

Bronze
Eugene Residents for Energy Choice
Trailblazing Canvassers

J07 GOTV - Statewide

Bronze
Off the Bench
POOLHOUSE

J08 GOTV - Local

Gold
Cogswell for Mayor of Charleston, SC
In Field Strategies Inc.

Silver
Rapid-Deployment School
Board GOTV Analytics
WPA Intelligence

Bronze
Revolutionizing Local Government-to-
Constituent Communication With P2P Texting
RumbleUp

J11 Grassroots Program - Public Affairs/Issue Advocacy

Gold
Phoenix Law Enforcement
Association (PLEA) Advocacy
Public Square Public Affairs

Silver
Eugene for Energy Choice Special Election
Trailblazing Canvassers

Bronze
Belev Echad
ColdSpark

J12 Absentee/Early Voting Program

Silver
Friends of Pat Herryty
Camelback Strategy Group

J13 Voter Registration Program

Silver
KY CAVE
Political Explorer

J14 Voter ID Program

Gold
A Dynasty Defeated in Brooklyn
North Shore Strategies

J15 Walk/Handout Piece

Bronze
2023 Michigan Democratic Party Walk
Piece: Keeping a Regressive Rep in Check
Change Media Group

J16 Best Use of Analytics

Gold
Political Support Modeling For
Skill Game Legislation
co/efficient

Silver
Project Charlotte: The Adaptive, All-
Encompassing, Data-Driven Campaign Suite
WPA Intelligence

Bronze
Tate Reeves Beats Record Spending
& Flips Highly-Educated Suburbs
Grassroots Targeting

Shoulda, Woulda, Coulda (Division N/A)

L01 Best Use of Direct Mail

Silver
Reproductive Rights
The Dover Group

Bronze
Biden Border Crisis
Ascent Strategic Inc

L02 Best Use of Television

Gold
Coffee Shop
Goddard Claussen and RBI
Strategies and Research

Silver
"Saddle Up" - Noem - SD GOV
TSGco

Silver
One Tough Grandma
Victory Enterprises, INC.

Bronze
Save Our Constitution - "Libs Own Jay"
Content Creative Media



THE 2024 POLLIE AWARDS

L03 Best Use of Digital

Silver
New Jersey Wind Works
MV Digital Group, MAD Global Strategy Group

Bronze
Fair Wages for Fast Food Workers
BMW

L08 Best Use of Collateral

Silver
MMS Logo - a design with a unique challenge
Evinco Strategies

Bronze
Stop the Chill
TLC Political

Technology, Data, Analytics (Division N/A)

M01 Best Ad Technology Innovation

Gold
Maximizing Cross-Channel Reach for Political Campaigns
Old Town Media & MiQ & NBI

Silver
Scan Digital Competitive
Uplift Campaigns

Bronze
Peter Dixon "Spark"
The Adwell Group

M02 Best Innovation for Voter Targeting

Gold
Project Charlotte: The Adaptive, All-Encompassing, Data-Driven Campaign Suite
WPA Intelligence

Silver
Reshaping Campaign Targeting with the Power of 1,000 Volunteers in One Powerful Tool!
Peerly Inc.

Bronze
Harvesting Votes in the Garden State
SABIO Holdings

M03 Best Fundraising Technology

Gold
Quiller.ai
Authentic

Bronze
Reply-to-Donate Texting Rescues Campaigns from the Donor Engagement Crisis
Switchboard Labs LLC, Politicoin

M04 Best Use of Mobile Technology

Gold
PLUS Communications - Capital Access Alliance 1-800 Calls
PLUS Communications

Silver
Pioneering Mobile Technology for the Biggest Race of 2023
Goodman Campaigns

Bronze
Reply-to-Donate Texting Rescues Campaigns from the Donor Engagement Crisis
Switchboard Labs LLC, Politicoin

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

Gold
Campaign Dashboard
Victory Insights

Silver
Winning The Win: Tracking awareness and opinions of the new Michigan Democratic trifecta's legislative priorities and achievements
Change Media Group

Bronze
Magnify AI; Winning in Boise, ID
Change Research

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

Silver
Mission Log: Dynamic and Automated Fundraising Insights
Mothership Strategies

M07 Best Use of New Digital Technology

Gold
One Pill Kills: Fentanyl Awareness
Causal IQ

Silver
Hierophant Language Model Suite
WPA Intelligence

Bronze
A New Audience Optimization Tool to Grow Media Impact
INTRVL

M09 Best Use of Polling Research - State

Silver
Vin Gopal For State Senate, Margie Donlon And Luanne Peterpaul For State Assembly
MV Digital Group, Media Fortitude Partners

Bronze
Ballot Order Effect
Cynnal Polling & Analytics

M10 Best Use of Polling Research - Local

Silver
Quantum Victory: Cracking the Code for Voter ID
CampaignHQ

Bronze
Brandon Johnson for Mayor of Chicago
Lake Research Partners

M11 Best Use of Polling Research - Ballot Initiative

Silver
OH One Person One Vote Polling
Breakthrough Campaigns/BSG

Silver
Ohio Issue 1: Codifying Abortion Rights into the State Constitution with Ohioans United for Reproductive Rights
Global Strategy Group

International (Division N/A)

O01 Digital / Social Media Campaign

Gold
About Life
Canadian Cancer Society, The NOW Group

O02 Campaign Video (TV Spot or Web Video)

Gold
Our mission
Policomm

O03 Best Outdoor Advertising Campaign

Gold
World Teachers' Day
Elementary Teachers' Federation of Ontario, The NOW Group

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Sources: 2023 Local Newspaper Study, 2022 Iowa Market Study, Coda Ventures



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ACKNOWLEDGMENTS

AAPC thanks the 40 Under 40 Committee and our judges for volunteering their time to help make the 40 Under 40 Awards possible!



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STEVEN MCALPINE
INTRVL



VICTORIA MCGROARY
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ERICA MONTEITH
GMMB



TIA NEARMYER
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HARRISON NEELY
GOLDFINCH PARTNERS



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AXADVOCACY



MAGGIE PAULIN
CAMPAIGN SOLUTIONS, PUSH DIGITAL GROUP



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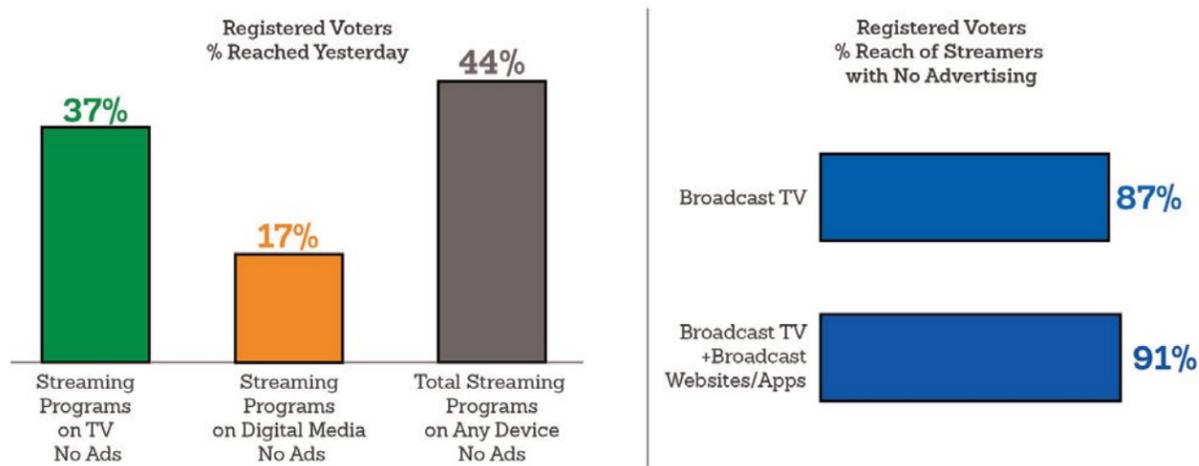


MICAH YOUSEFI
NATIONAL REPUBLICAN CONGRESSIONAL INSTITUTE

REPUBLICANS

MEDIA'S IMPACT ON VOTERS

44% stream with **NO** advertising. Advertisers **cannot** reach these viewers – but **broadcast assets CAN reach 91%** of them.



Source: GfK TVB Media Comparisons Study 2024. Persons 18+ Registered Voters

Advertisers who buy Broadcast TV can reach 87% of voters who watch streaming video where no ads are served. Advertisers who add broadcast TV websites/apps to their broadcast linear buy increase reach to 91%.

LOCAL BROADCAST TV
WE GET VOTERS 

We Get Voters is a campaign created by the Television Bureau of Advertising (TVB) to promote local broadcast TV's voter influence and political impact.



TVB is the not-for-profit trade association representing America's local broadcast TV industry.



Campaign Excellence AWARDS 2024

HONORING EXCELLENCE IN CAMPAIGN STRATEGY AND MANAGEMENT

The Campaign Excellence Awards are a longstanding tradition of the AAPC and recognize those individuals who have significantly contributed to the success of a candidate or public affairs campaign and whose conduct has been consistent with the Professional Code of Ethics of the AAPC.

Public Affairs Campaign of the Year: Empower Nevadans Now

This campaign successfully spearheaded the Nevada Justice Association's efforts to pass legislation increasing medical malpractice caps in Nevada, overcoming significant opposition from various industries and interest groups, ultimately achieving victory in a 20-year legislative struggle.

Ballot Measure Campaign of the Year: Ohio Issue 1: Codifying Abortion Rights into the State Constitution with Ohioans United for Reproductive Rights

Ohioans United for Reproductive Rights prevailed in the 2023 Ohio Issue 1 ballot initiative by conducting extensive qualitative and quantitative research to inform a strategic campaign, leading to a resounding victory with nearly 57% of voters supporting the pro-abortion rights amendment, despite the state's conservative leanings.

Digital Campaign of the Year:
Francis Suarez for President

The campaign introduced an innovative interactive digital platform featuring an AI-driven avatar of Mayor Francis Suarez, allowing voters to engage directly on key issues and generating substantial media attention, making it the focal point of discussions for over a week.

Independent Expenditure Campaign of the Year:
Pennsylvania Supreme Court IE

Pennsylvanians for Judicial Fairness orchestrated a collaborative campaign strategy with progressive organizations to elect Dan McCaffery to the Pennsylvania Supreme Court, achieving record-breaking fundraising, defining the opposition, increasing vote-by-mail adoption, and securing McCaffery's victory by a 7-point margin, the largest in over two decades.

Democratic Fundraiser of the Year:
Lara Henderson and Misha Barnes, Ohioans United for Reproductive Freedom

Lara and Misha orchestrated a groundbreaking fundraising campaign, Ohioans United for Reproductive Rights, raising over \$48 million to support the enshrinement of abortion rights into Ohio's state constitution, overcoming significant challenges and outspending opposition efforts to secure victory in the November 2023 election.

Republican Fundraiser of the Year:
Mary Kate Johnson and John Hall, Nikki Haley for President / SFA Fund Inc

Mary Kate and John raised historic amounts of money, totaling over \$80 million, for Nikki Haley, who started out in the background of polls but emerged as the primary challenger to Donald Trump, ultimately positioning her as a formidable opponent in the political arena.

Campaign Manager of the Year, Non-Statewide:
Iris Delgado, NJ Democratic Assembly Campaign Committee

Iris led 9 out of New Jersey's 40 legislative campaigns to elect and re-elect Democrats to the NJ State Senate and NJ General Assembly. She developed a statewide messaging strategy and successfully raised over \$8 million to safeguard the Assembly majority and reclaim two Assembly seats.

Democratic Campaign Manager of the Year, Statewide:
Eric Hyers, Beshear for Governor

Eric navigated a challenging environment in a state Trump won by over 25 points, overcoming obstacles such as a polarized electorate and a well-funded opposition, ultimately guiding Beshear to re-election with a 5-point margin of victory.

Republican Campaign Manager of the Year, Statewide:
Elliott Husbands, Tate Reeves for Governor

Despite substantial Democratic investment in the opponent, Elliott and his team effectively countered the challenge through a multifaceted campaign strategy that highlighted Reeves' notable advancements and accomplishments achieved during his first term in office to resonate with voters and secure continued support.

Pollster of the Year:
Brian Stryker, Janet Protasiewicz for Wisconsin Supreme Court

Brian conducted extensive polling and focus groups to develop and refine the campaign's messaging strategy and communication targeting. He used these insights to tailor the campaign's approach to different regions of Wisconsin and ultimately leveraged this research to secure victory by limiting losses in challenging areas and capitalizing on advantages elsewhere.

Nonpartisan Campaign of the Year:
Janet Protasiewicz for Wisconsin Supreme Court

In the most expensive judicial campaign in history, Milwaukee County Circuit Court Judge Janet Protasiewicz secured a significant 11-point victory over former Wisconsin Supreme Court Justice Daniel Kelly. This pivotal race for the state's highest court had profound national implications due to its potential to shift the court's ideological balance and was conducted against the backdrop of heightened tensions surrounding Wisconsin's long standing abortion ban and recent national developments.

Republican Campaign of the Year:
Jeff Landry for Governor

Jeff Landry secured a historic victory as Louisiana's 57th Governor, overcoming a crowded field of significant candidates and strategic challenges, by running a methodical campaign focused on expanding his base and securing a historic primary election win.

Every year the AAPC selects individuals whose careers and activities can serve as inspirations to us all, especially students and young professionals looking for examples of leadership, longevity and accomplishment. Induction into the AAPC Hall of Fame is the highest honor that working members of the profession can bestow upon a colleague.

Whit Ayres

Whit Ayres is a leading Washington, D.C. political consultant with 40 years of experience in polling and survey research for high profile political campaigns, associations, and nonprofit organizations.

As Founder and President of North Star Opinion Research, a national public opinion and public affairs research firm located in Arlington, Virginia, Whit has provided strategic insights and messaging advice to numerous political clients at all levels of government.



Presidential clients have been Lamar Alexander in 1996 and Marco Rubio in 2016. U.S. Senate clients have included Lamar Alexander, Bob Corker, Paul Coverdell, Bill Frist, Lindsey Graham, Jim Inhofe, John Kennedy, Mack Mattingly, Marco Rubio, Jeff Sessions, and Strom Thurmond. His gubernatorial clients have included David Beasley, Carroll Campbell, Ron DeSantis, Bill Haslam, Bill Lee, and Bob Riley. His more than 80 association and nonprofit clients have included The American Medical Association, The Bipartisan Policy Center, The Boy Scouts of America, The Environmental Defense Fund, The Federalist Society, the Nature Conservancy, the Peter G. Peterson Foundation, and the U.S. Chamber of Commerce.

Whit has been active in the American Association of Political Consultants for over 30 years, serving as its Treasurer, President, and Chairman. In 2012 Whit was honored as the Republican Pollster of the Year by the organization.

Whit is the author of *2016 and Beyond: How Republicans Can Elect a President in the New America*. The book argues that the GOP must adapt to the changing demographics of America to be politically successful in the future.

Whit's comments and analysis appear on NPR and in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *USA Today*, and numerous regional newspapers.

Whit is active with numerous Presbyterian Church, educational, and volunteer organizations. He currently serves on the Board of the News Literacy Project.

Whit founded his company after a career as a tenured professor at the University of South Carolina, and Budget and Policy Director for former South Carolina Governor Carroll Campbell. Whit is a graduate of Davidson College and holds a Ph.D. in political science from the University of North Carolina at Chapel Hill.

Bill Knapp

Bill Knapp, a veteran political strategist and ad maker, has served as the senior media strategist for six U.S. presidential campaigns and several dozen congressional, gubernatorial, and mayoral races. He's also been a strategist and communications consultant for Fortune 100 companies and major national nonprofit organizations.



In 1996, Bill led the creative teams for both the Clinton-Gore campaign and the DNC. He was part of the media team for President Barack Obama's 2008 campaign, producing numerous state-specific and national ads. Bill was the lead strategist and ad maker for all three of Mike Bloomberg's successful New York City mayoral campaigns, his 2020 presidential run, his nonprofit Everytown for Gun Safety, and most recently, Independence USA Super PAC, which produced hundreds of commercials across 30 congressional races in both the 2018 midterms and 2020 presidential election. He has worked for a variety of foundations and advocacy groups, including recent work for Tobacco Free Kids and a series of pro-vaccine PSA ads for the Ad Council.

With over 35 years in the industry, Bill has extensive experience developing strategy and nationwide ads for major corporations, as well as market research and stakeholder strategic development. He has led efforts for Microsoft, Procter & Gamble, American Express, Motorola, AT&T, and The Business Roundtable, among others.

Raised in New York City, Bill was initially a researcher/producer at NBC in New York and a producer at Independent Network News in Washington, D.C. He later teamed up with legendary political consultant and documentary filmmaker, Bob Squier. Bill currently lives in Washington, D.C., with his wife, three kids and dog, Woodley.

Celinda Lake

Celinda Lake is one of the Democratic Party's leading political strategists.

In 2020, she was one of two lead pollsters for the Biden campaign. She led the focus groups for Clinton and Gore and is the only Democratic pollster to play key roles in defeating two Republicans.

Lake's polling and strategic advice has helped candidates such as Representative Alexandria Ocasio-Cortez, Senator Jon Tester, Senator Debbie Stabenow, and former Governor Bob Wise to groundbreaking wins, and her expertise helped guide former Senator Mark Begich to victory, making him the first Senate candidate in Alaska to oust an incumbent in 50 years.

Celinda has focused especially on women's concerns and women candidates, including Speaker Pelosi, former Senator Carol Moseley Braun, former A.G. Patricia Madrid, former Governor Janet Napolitano, Senator Debbie Stabenow, former Senator Barbara Mikulski, Mayor Carolyn Goodman, former Mayor Annise Parker, Representative Mary Peltola, and over a dozen women in the House and Senate.

Celinda worked on behalf of the largest independent expenditure to take back the House in 2006 and has been a key player in campaigns launched by progressive groups such as the AFL-CIO, SEIU, NRDC, ecoAmerica, Planned Parenthood, Vote Vets, HRC, and EMILY's List.

Lake co-authored the book *What Women Really Want* with Republican pollster Kellyanne Conway, which examines the way women are changing the political landscape in America. She also coauthored the book *A Question of Respect* with Republican pollster Ed Goetas.

Celinda works with innovative messaging projects that help redefine language on abortion, economy, inequality, big money in politics, climate change, public schools, teachers, criminal justice reform, and race & class.



(1941-2006)

Stephen R. Sandler

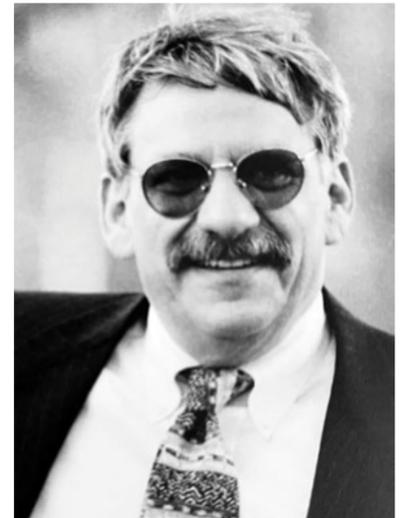
Mr. Sandler was born in Brooklyn, N.Y., raised in Bangor, Pa. and graduated with a BS in Psychology from the Pennsylvania State University.

After a short career with the Easton, PA, Express, the local newspaper and as an Associated Press stringer, he entered Johns Hopkins University where he received a MA from the Writing Seminars in 1971.

In the mid-70's, Mr. Sandler became interested in the writing of political radio and television spots, which became his vocation until his death.

After working for AAPC Hall of Famer Doug Bailey and John Deardorff as well as Roger Ailes, Steve became Communications Director of the National Republican Congressional Committee and Director of the Republican Marketing Group. Steve led the national advertising program that was credited in part with the victory of President Ronald Reagan and the GOP capture of the US Senate.

Two years later, he formed Sandler-Innocenzi, Inc., with Jim Innocenzi, a company that became a major political force. Sandler-Innocenzi's clients have included Kirk Fordice, first Republican governor of Mississippi since 1872, Kay Orr of Nebraska, first female Republican governor, and the upset win of Nebraska Gov. Dave Heineman, in addition to the hundreds of other victories over the years. Mr. Sandler also served on the adjunct graduate faculty at Johns Hopkins University.



AAPC Foundation

The AAPC Foundation’s mission is rooted in the belief that a robust political consulting community is essential for the health and vibrancy of our democracy. We aim to work closely with association members and stakeholders to advocate for the protection of free speech and to participate in public policy outcomes that have far-reaching implications.

By championing the expansion and protection of political speech and the political process, the AAPC Foundation will play a vital role in ensuring the preservation of a dynamic democratic process for the future.

Through our internship programs, mentorship initiatives, and educational endeavors, we want to promote a culture of continuous growth in the political consulting community by supporting the next generation of political consultants.



Scan here to learn more about the AAPC Foundation:



UPCOMING EVENTS

2024 California Regional Conference

June 25th | San Jose, CA

RNC Convention Luncheon

July 17th | Milwaukee, WI

DNC Convention Luncheon

August 21st | Chicago, IL

2025 Pollie Awards & Conference

May 19th-21st | Colorado Springs, CO

2026 Pollie Awards & Conference

March 24th-26th | Amelia Island, FL

Visit theaapc.org for more information!

Thank you to our Foundation After Party Host Committee

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