

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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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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# 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**  
Mark Poloncarz for County  
Executive - Plunge TV Ad  
SKDK

**Bronze**  
Makhija beats the Machine  
Technicolor Political

### C08 For Mayor

**Gold**  
Brandon Johnson for Chicago  
Technicolor Political

**Silver**  
"Snow Plow" Kelly Brough for Mayor  
Putnam Partners

**Bronze**  
"EJ" Joe Hogsett for Mayor  
Putnam Partners

### C09 For PAC/Super PAC

**Gold**  
Pudding Fingers  
Go BIG Media + Electoral  
Communications Group

**Silver**  
Waffleman  
CN4 Partners



**Bronze**  
Mega Donor  
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**  
"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

**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

**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

**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

**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

**Bronze**  
Next Generation of Leadership - Paul Young for Mayor  
VoteShift

**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)

**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

# Congratulations to All of Our 2024 Winners!



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



**40 UNDER FORTY**

**10<sup>th</sup> ANNIVERSARY**



The AAPC is dedicated to fostering the next generation of political professionals and is proud to recognize leaders and innovators in the political business community (including media, advertising, polling and public affairs) who are making a mark in their organizations and their professions and whose conduct has been consistent with the Professional Code of Ethics of the AAPC.

**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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AXIS RESEARCH, INC  
40 Under 40 Co-Chair, AAPC



**ZANDRIA HAINES**  
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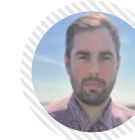
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CAMPAIGN SOLUTIONS, PUSH DIGITAL GROUP



**COOPER REVES**  
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**REBECCA SCHIEBER BROWN**  
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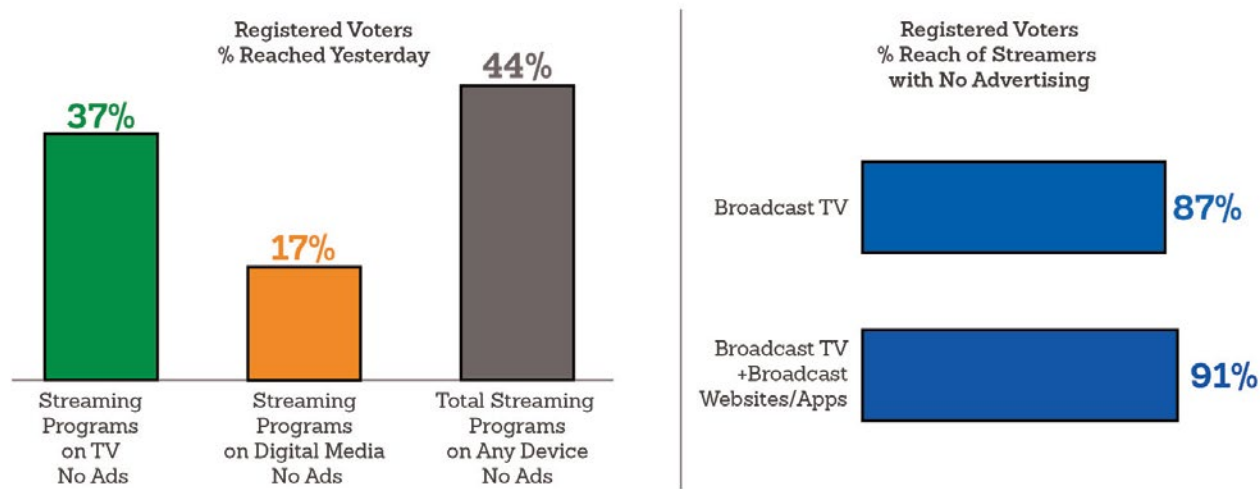


**MICAH YOUSEFI**  
NATIONAL REPUBLICAN CONGRESSIONAL INSTITUTE

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

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**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

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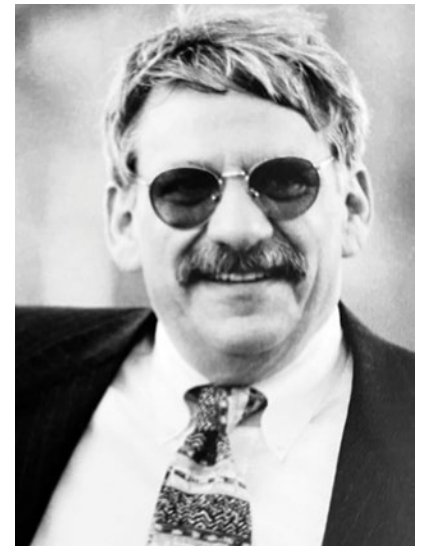
**Mr. Sandler was born in Brooklyn, N.Y., raised in Bangor, Pa. and graduated with a BS in Psychology from the Pennsylvania State University.**

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](https://theaapc.org) for more information!**

## Thank you to our Foundation After Party Host Committee

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