2025 ANNUAL POLLIE CONTEST CATEGORIES

2025 OVERALL CATEGORIES

CANDIDATE DIVISION

A01 Direct Mail Campaign (Democrat)

Series (more than one) of direct mail pieces made for any Candidate Campaign. (Democrat)

A02 Direct Mail Campaign (Republican)

Series (more than one) of direct mail pieces made for any Candidate Campaign. (Republican)

A03 Television Campaign (Democrat)

Series (more than one) of television spots made for any Candidate Campaign. (Democrat)

A04 Television Campaign (Republican)

Series (more than one) of television spots made for any Candidate Campaign. (Republican)

A05 Digital Campaign (Democrat)

Series (more than one) of digital or internet pieces made for any Candidate Campaign. (Democrat)

A06 Digital Campaign (Republican)

Series (more than one) of digital or internet pieces made for any Candidate Campaign. (Republican)

A07 Best Use of Opposition Research (Democrat)

Series (more than one) of opposition research (any medium) made for any Candidate Campaign. (Democrat)

A08 Best Use of Opposition Research (Republican)

Series (more than one) of opposition research (any medium) made for any Candidate Campaign. (Republican)

A09 Best in Show (Democrat)

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Candidate Campaign. (Democrat)

A10 Best in Show (Republican)

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Candidate Campaign. (Republican)

A11 Best Field Campaign (Democrat)

Series (more than one) of field pieces (any medium) made for any Candidate Campaign. (Democrat)

A12 Best Field Campaign (Republican)

Series (more than one) of field pieces (any medium) made for any Candidate Campaign. (Republican)

A13 Best Fundraising Campaign (Democrat)

Series (more than one) of fundraising pieces (any medium) made for any Candidate Campaign. (Democrat)

A14 Best Fundraising Campaign (Republican)

Series (more than one) of fundraising pieces (any medium) made for any Candidate Campaign. (Republican)

A15 Best Phone Campaign (Democrat)

Series (more than one) of phone calls made for any Candidate Campaign. (Democrat)

A16 Best Phone Campaign (Republican)

Series (more than one) of phone calls made for any Candidate Campaign. (Republican)

A17 Best Radio Campaign (Democrat)

Series (more than one) of radio spots made for any Candidate Campaign. (Democrat)

A18 Best Radio Campaign (Republican)

Series (more than one) of radio spots made for any Candidate Campaign. (Republican)

BALLOT INITIATIVE DIVISION

A19 Direct Mail Campaign

Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.

A20 Television Campaign

Series (more than one) of television spots made for any Ballot Initiative Campaign.

A21 Digital Campaign

Series (more than one) of digital or internet pieces made for any Ballot Initiative Campaign.

A22 Best in Show

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

A23 Best Phone Campaign

Series (more than one) of phone calls made for any Ballot Initiative Campaign.

A24 Best Radio Campaign

Series (more than one) of radio spots made for any Ballot Initiative Campaign.

A25 Best Fundraising Campaign

Series (more than one) of fundraising pieces made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

A26 Direct Mail Campaign

Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

A27 Digital Campaign

Series (more than one) of digital or internet pieces made for any Public Affairs/Issue Advocacy Campaign.

A28 Best PAC Campaign

Series (more than one) examples of a PAC campaign for any medium produced on behalf of any Public Affairs/Issue Advocacy Campaign.

A29 Best in Show

Series (more than one) of unique and exceptionally effective pieces (any medium) made

for any Public Affairs/Issue Advocacy Campaign.

A30 Best Newspaper Campaign

Series (more than one) of Newspaper spots made for any Public Affairs/Issue Advocacy Campaign.

A31 Best Phone Campaign

Series (more than one) of phone calls made for any Public Affairs/Issue Advocacy Campaign.

A32 Best Radio Campaign

Series (more than one) of radio spots made for any Public Affairs/Issue Advocacy Campaign.

A33 Best Television Campaign

Series (more than one) of television spots made for any Public Affairs/Issue Advocacy Campaign.

A34 Best Fundraising Campaign

Series (more than one) of fundraising pieces made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION

A35 Radio Campaign

Series (more than one) of radio advertisements produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A36 Fundraising Campaign

Series (more than one) of emails, texts, or phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A37 Field Campaign

Series (more than one) of emails, texts, or phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A38 Phone Campaign

Series (more than one) of phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A39 Best New and Unusual Tactic

Series (more than one) examples of a new or unusual tactic for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A40 Best Data Analytics Solution

Series (more than one) examples of a data analytics solution for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A41 Best Use of Data Analytics/Machine Learning

Series (more than one) examples of a data analytics or machine learning for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A42 Best Media Buying Plan that Moved the Needle

A media buying plan produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

2025 DIRECT MAIL CATEGORIES
CANDIDATE DIVISION

B01 For President

Direct mail piece made for any Presidential General Election Candidate Campaign.

B02 For Presidential Primary

Direct mail piece made for any Presidential Primary Candidate Campaign.

B03 For U.S. Senate

Direct mail piece made for any U.S. Senatorial Candidate Campaign including Special Elections.

B04 For U.S. House of Representatives

Direct mail piece made for any U.S. House of Representatives Candidate Campaign including Special Elections.

B05 For Governor

Direct mail piece made for any Gubernatorial Candidate Campaign including Special Elections.

B06 For State Legislature

Direct mail piece made for any State Legislature Candidate Campaign.

B07 For Down-Ballot Statewide

Direct mail piece made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local) including Special Elections.

B08 For Mayor

Direct mail piece made for any Mayoral Candidate Campaign including Special Elections.

B09 For Local/Municipal/Regional

Direct mail piece made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

B10 For PAC/Super PAC

Direct mail piece made for a PAC/Super PAC on behalf of any Candidate Campaign including Special Elections.

B11 For Organization

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

B12 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for any Candidate Campaign.

B13 Early Voting/Absentee Ballot/Vote-by-Mail

Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.

B14 Best Use of Humor

Effective use of humor in a direct mail piece made for any Candidate Campaign.

B15 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.

B16 Best Use of Illustration or Photography

Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.

B17 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for any Candidate Campaign.

B18 Best Use of Targeting

Effective use of targeting in a direct mail piece made for any Candidate Campaign.

B19 Best Use of Slate Mail

Effective use of slate in a direct mail piece produced for any Candidate Campaign.

B20 GOTV

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

B21 Independent Expenditure Campaign - President

Direct mail piece made for an independent expenditure campaign for any Presidential General Election Candidate Campaign

B22 Independent Expenditure Campaign - Presidential Primary

Direct mail piece made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.

B23 Independent Expenditure Campaign - U.S. Senate

Direct mail piece made for an independent expenditure campaign for any federal special election Campaign.

B24 Independent Expenditure Campaign - U.S. House of Representatives

Direct mail piece made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign Including Special Elections.

B25 Independent Expenditure Campaign - For Governor

Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.

B26 Independent Expenditure Campaign - State Legislature

Direct mail piece made for an independent expenditure campaign for any State Legislature Candidate Campaign.

B27 Independent Expenditure Campaign - For Down-Ballot Statewide

Direct mail piece made for an independent expenditure campaign for any Statewide Candidate Campaign (nonfederal/non-gubernatorial).

B28 Independent Expenditure Campaign - Mayor

Direct mail piece made for an independent expenditure campaign for any Mayoral Candidate Campaign.

B29 Independent Expenditure Campaign - Local/Municipal/Regional

Direct mail piece made for an independent expenditure campaign for any Local/Municipal/ Regional Candidate Campaign - excluding Mayoral, including Special Elections.

BALLOT INITIATIVE DIVISION

B30 GOTV

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

B31 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

B32 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

B33 For Statewide

Direct mail piece made for any Statewide Ballot Initiative Campaign.

B34 For Local

Direct mail piece made for any Local Ballot Initiative Campaign.

B35 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

B36 For National

Direct mail piece made for any National Public Affairs/Issue Advocacy Campaign.

B37 For Statewide

Direct mail piece made for any Statewide Public Affairs/Issue Advocacy Campaign.

B38 For PAC/Trade Association

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

B39 For Local

Direct mail piece made for any local Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

B40 Best Use of Opposition Research

Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

B41 Best Use of Generative AI

Direct mail piece created using Generative AI for any Public Affairs/Issue Advocacy or Candidate Campaign.

2025 TELEVISION CATEGORIES
CANDIDATE DIVISION

C01 For President

Television advertisement made for any Presidential General Election Candidate Campaign.

C02 For Presidential Primary

Television advertisement made for any Presidential Primary Candidate Campaign.

C03 For U.S. Senate

Television advertisement made for any U.S. Senate Candidate Campaign including Special Elections.

C04 For U.S. House of Representatives

Television advertisement made for any U.S. House of Representatives Candidate Campaign including Special Elections.

C05 For Governor

Television advertisement made for any Gubernatorial Candidate Campaign including Special Elections.

C06 For State Legislature

Television advertisement made for any State Legislature Candidate Campaign including Special Elections.

C07 For Down-Ballot Statewide

Television advertisement made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local) including Special Elections.

C08 For Mayor

Television advertisement made for any Mayoral Candidate Campaign including Special Elections.

C09 For Local/Municipal/Regional

Television advertisement made for any Local, Municipal, or Rregional Candidate Campaign - excluding Mayoral, including Special Elections.

C10 For PAC/Super PAC

Television advertisement made for a PAC/Super PAC on behalf of any Candidate Campaign including Special Elections.

C11 Bilingual/Multilingual/Foreign Language

Television advertisement made in a language other than English for any Candidate Campaign.

C12 Best Use of Humor

Effective use of humor in a television advertisement made for any Candidate Campaign.

C13 Best Use of Negative or Contrast

Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.

C14 Best Use of Personality or Celebrity

Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.

C15 [New] Best Use of Testimonial

Effective use of testimonial(s) in a television advertisement made for any Candidate Campaign.

C16 Independent Expenditure Campaign - President

Television advertisement made for an independent expenditure campaign for any Presidential General Election Candidate Campaign.

C17 Independent Expenditure Campaign - Presidential Primary

Television advertisement made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.

C18 Independent Expenditure Campaign - U.S. Senate

Television advertisement made for an independent expenditure campaign for any U.S. Senatorial Candidate Campaign.

C19 Independent Expenditure Campaign - U.S. House of Representatives

Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign including Special Elections.

C20 Independent Expenditure Campaign - For Governor

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

C21 Independent Expenditure Campaign - State Legislature

Television advertisement made for an independent expenditure campaign for any State Legislature Candidate Campaign.

C22 Independent Expenditure Campaign - For Down-Ballot Statewide

Television advertisement made for an independent expenditure campaign for any Statewide Candidate Campaign (nonfederal/non-gubernatorial/non-local)

C23 Independent Expenditure Campaign - Mayor

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

C24 Independent Expenditure Campaign - Local/Municipal/Regional

Television advertisement made for an independent expenditure campaign for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

C25 Best Use of Targeting

Effective use of targeting in a television advertisement piece made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

C26 For Statewide

Television advertisement made for any statewide Ballot Initiative Campaign.

C27 For Local

Television advertisement made for any local Ballot Initiative Campaign.

C28 Bilingual/Multilingual/Foreign Language

Television advertisement made in a language other than English for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

C29 For National

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

C30 For Statewide

Television advertisement made for any statewide Public Affairs/Issue Advocacy Campaign.

C31 For Local

Television advertisement made for any local Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

C32 [New] Best use of CTV targeting

Effective use of CTV targeting for an advertisement made for any Public

Affairs/Issue Advocacy or Candidate Campaign.

C33 Best Use of Generative AI

Television advertisement created using Generative AI for any Public Affairs/Issue Advocacy or Candidate Campaign.

2025 DIGITAL CATEGORIES
CANDIDATE DIVISION

D01 Digital Adverstising - President

Online, social, or mobile advertisement made for any Presidential General Election Candidate Campaign.

D02 Digital Advertising - Presidential Primary

Online, social, or mobile advertisement made for any Presidential Primary Candidate Campaign.

D03 Digital Advertising - U.S. Senate

Online, social, or mobile advertisement made for any U.S. Senate Candidate Campaign, including Special Elections.

D04 Digital Advertising - U.S. House of Representatives

Online, social, or mobile advertisement made for any U.S. House of Representatives Candidate Campaign, including Special Elections.

D05 Digital Advertising - For Governor

Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign including Special Elections.

D06 Digital Advertising - State Legislature

Online, social, or mobile advertisement made for any State Legislature Candidate Campaign including Special Elections.

D07 Digital Advertising - For Down-Ballot Statewide

Online, social, or mobile advertisement made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local), including Special Elections.

D08 Digital Advertising - Mayor

Online, social, or mobile advertisement made for any Mayoral Candidate Campaign including Special Elections.

D09 Digital Advertising - Local/Municipal/Regional

Online, social, or mobile advertisement made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

D10 Digital Advertising - Best Use of Search Engine Marketing

Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign including Special Elections.

D11 Digital Advertising - Best Use of Targeting

Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign including Special Elections.

D12 Digital Advertising - Best Use of Digital Advertising for Acquisition

Effective use of email, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign including Special Elections.

D13 Website - President

Website made for any Presidential General Election Candidate Campaign

D14 Website - Presidential Primary

Website made for any Presidential Primary Candidate Campaign.

D15 Website - U.S. Senate

Website made for any U.S. Senatorial Candidate Campaign including Special Elections.

D16 Website - U.S. House of Representatives

Website made for any U.S. House of Representatives Candidate Campaign including Special Elections.

D17 Website - For Governor

Website made for any Gubernatorial Candidate Campaign including Special Elections.

D18 Website - State Legislature

Website made for any State Legislature Candidate Campaign including Special Elections.

D19 Website - For Down-Ballot Statewide

Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local), including Special Elections.

D20 Website - Mayor

Website made for any Mayoral Candidate Campaign including Special Elections.

D21 Website - Local/Municipal/Regional

Website made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

D22 Bilingual/Multilingual/Foreign Language

Digital or internet piece in a language other than English made for any Candidate Campaign.

D23 Best Use of Social Media

Effective use of social media in any Candidate Campaign.

D24 Best Use of Video

Effective use of video in any Candidate Campaign.

D25 Best Use of a Meme

Effective use of a meme in any Candidate Campaign.

D26 Best Viral Campaign

Effective use of a viral video (spread organically) in any Federal Candidate Campaign.

D27 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any Candidate Campaign.

D28 Best Use of Humor

Effective use of humor in a digital or internet piece made any Candidate Campaign.

D29 Best Use of Negative or Contrast

Effective use of negative or contrast in a digital or internet piece made for any Candidate Campaign.

D30 Best Use of Digital Audio

Effective use of internet radio, i.e. Pandora, for any Federal Candidate Campaign.

D31 Best Use of Social Media - Digital Acquisition Campaign

Effective use of social media to acquire digital assets for any Candidate Campaign.

D32 Web Video

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

D33 Digital Creative - Stand Alone

Effective use of a stand alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.

D34 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.

D35 Independent Expenditure Campaign - Presidential

Digital piece for an independent expenditure campaign made for any Presidential General Election Candidate Campaign.

D36 Independent Expenditure Campaign - Presidential Primary

Digital or internet piece for an independent expenditure campaign made for any Presidential Primary Candidate Campaign.

D37 Independent Expenditure Campaign - U.S. Senate

Digital piece for an independent expenditure campaign made for any U.S. Senatorial Candidate Campaign including Special Elections.

D38 Independent Expenditure Campaign - U.S. House of Representatives

Digital or internet piece for an independent expenditure campaign made for any U.S. House of Representatives Candidate Campaign including Special Elections.

D39 Independent Expenditure Campaign - For Governor

Digital or internet piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign including Special Elections.

D40 Independent Expenditure Campaign - State Legislature

Digital or internet piece for an independent expenditure campaign made for State Legislature Candidate Campaign including Special Elections.

D41 Independent Expenditure - For Down-Ballot Statewide

Digital or internet piece for an independent expenditure campaign made for any Statewide Candidate Campaign (nonfederal/non-gubernatorial) including Special Elections.

D42 Independent Expenditure Campaign - Mayor

Digital or internet piece for an independent expenditure campaign made for Mayoral Candidate Campaign including Special Elections.

D43 Independent Expenditure Campaign - Local/Municipal/Regional

Digital or internet piece for an independent expenditure campaign made for Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

BALLOT INITIATIVE DIVISION

D44 Digital Advertising

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

D45 Website

Website made for any Ballot Initiative Campaign.

D46 Best Use of Social Media

Effective use of social media in any Ballot Initiative Campaign.

D47 Web Video

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

D48 Digital Creative - Stand Alone

Effective use of a stand alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D49 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

D50 Digital Advertising

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

D51 Website

Website made for any Public Affairs/Issue Advocacy Campaign.

D52 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

D53 Best Use of Social Media

Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

D54 Web Video

Web video made for any Public Affairs/Issue Advocacy Campaign.

D55 Digital Creative - Stand Alone

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

D56 Digital Creative - Full Set

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

MISCELLANEOUS

D57 [New] Best Use of Social Media Influencer

Effective use of a personality or Influencer made for any Public Affairs/Issue Advocacy or Candidate Campaign.

D58 Best Use of Generative AI

Digital advertisement created using Generative AI for any Public Affairs/Issue Advocacy or Candidate Campaign.

2025 PHONES CATEGORIES

CANDIDATE DIVISION

E01 Automated Call

Automated call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

E02 Live Call

Live call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

E03 Telephone Town Hall Call/Forum Call

Telephone town hall/forum call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

BALLOT INITIATIVE DIVISION

E04 Live Call

Live call made for any Ballot Initiative Campaign.

E05 Telephone Town Hall Call/Forum Call

Telephone town hall/forum call made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

E06 Patch-Through Program Autodial/Live

Autodial or live patch-through program made for any Public Affairs/Issue Advocacy Campaign.

E07 Telephone Town Hall Call/Forum Calls

Telephone town hall/forum call made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION

E08 Best Mobile Application/Technology

Effective use of a mobile app or technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E09 Best Use of SMS

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

E10 Best Use of Peer to Peer Texting

Effective use of peer to peer texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2025 RADIO AND DIGITAL AUDIO CATEGORIES
CANDIDATE DIVISION

F01 For President

Radio advertisement made for any Presidential General Election Candidate Campaign.

F02 For Presidential Primary

Radio advertisement made for any Presidential Primary Candidate Campaign.

F03 For U.S. Senate

Radio advertisement made for any U.S. Senatorial Candidate Campaign.

F04 For U.S. House of Representatives

Radio advertisement made for any U.S. House of Representatives Candidate Campaign including Special Elections.

F05 For Governor

Radio advertisement made for any Gubernatorial Candidate Campaign including Special Elections.

F06 For State Legislature

Radio advertisement made for any State Legislature Candidate Campaign including Special Elections.

F07 For Mayor

Radio advertisement made for any Mayoral Candidate Campaign including Special Elections.

F08 For Local/Municipal/Regional

Radio advertisement made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

F09 For PAC/Super PAC

Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.

F10 Bilingual/Multilingual/Foreign Language

Radio advertisement made in a language other than English for any Candidate Campaign.

F11 Best Use of Humor

Effective use of humor in a radio advertisement made for any Candidate Campaign.

F12 Best Use of Negative or Contrast

Effective use of negative or contrast in a radio advertisement made for any Federal Candidate Campaign.

F13 Independent Expenditure Campaign

Radio advertisement for an Independent Expenditure Campaign made for any Candidate Campaign.

MISCELLANEOUS DIVISION

F14 Best Use of Radio

Effective use of a radio advertisement or appearance made for any Ballot Initiative Campaign, Public Affairs/Issue Advocacy or Candidate Campaign.

F15 [NEW]Best Use of Podcast (Audio or Video)

Effective use of a podcast(Audio or Video format) advertisement or appearance made for any Ballot Initiative Campaign, Public Affairs/Issue Advocacy or Candidate Campaign.

2025 FUNDRAISING CATEGORIES

G01 Best Use of Direct Mail

Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, or Public Affairs/Issue Advocacy Campaign.

G02 Best Use of Email

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

G03 Best Use of Social Media

Effective use of social media to solicit donations for any Candidate Campaign, or Public Affairs/Issue Advocacy Campaign.

G04 Best Use of Website/Landing Page

Effective use of a website/landing page to solicit donations for any Candidate Campaign, or Public Affairs/Issue Advocacy Campaign.

G05 Best Use of a Mobile App for Digital Fundraising

Effective use of a mobile app to solicit donations for any Candidate Campaign, or Public Affairs/Issue Advocacy Campaign.

G06 Best Use of Phones/SMS

Effective use of a phone call or SMS to solicit donations for any Candidate Campaign, or Public Affairs/Issue Advocacy Campaign (including telephone town hall/forum calls).

G07 For Independent Committees, PACs or Super PACs

Fundraising piece for a house list or prospect list of contributors to solicit donations for any Independent Committee, PAC or Super PAC on behalf of any Ballot Initiative Campaign or Public Affairs/Issue Advocacy Campaign

G08 For Non-Profit Organization/Trade Association

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

G09 Fundraising Event

Fundraising event (including virtual events), for any Federal Candidate Campaign, or Public Affairs/Issue Advocacy Campaign.

2025 NEWSPAPER CATEGORIES

H01 Full Page
Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H02 Less Than Full Page
Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H03 Insert
Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy

Campaign.

2025 COLLATERAL CATEGORIES

I01 Billboard

Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I02 Door Hanger

Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I03 Logo & Branding

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

I04 Most Original/Innovative Collateral Material - Democrat

Creative or innovative collateral material (any medium) made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I05 Most Original/Innovative Collateral Material - Republican

Creative or innovative collateral material (any medium) made for any Republican Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I06 Non-Mail Brochure

Handout brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I07 Yard/Outdoor Sign

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

I08 [New] Best Merchandise

Creative or innovative merchandise made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2025 FIELD CATEGORIES

J01 Field Program - Statewide

Field program for any Statewide Candidate Campaign including Special Elections.

J02 Paid Field Program

Paid field program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign including Special Elections.

J03 Field Program - Local

Field program for any Local Candidate Campaign including Special Elections.

J04 Field Program - Ballot Initiative

Field program for any Ballot Initiative Campaign.

J05 GOTV - Statewide

GOTV for any Statewide Candidate Campaign including Special Elections.

J06 GOTV - Local

GOTV for any Local Candidate Campaign including Special Elections.

J07 GOTV - Ballot Initiative

GOTV for any Ballot Initiative Campaign.

J08 Ballot Access - Petition Collection

Petition collection for ballot access for any Ballot Initiative Campaign.

J09 Grassroots Program - Public Affairs/Issue Advocacy

Grassroots program for any Public Affairs/Issue Advocacy Campaign.

J10 Absentee/Early Voting Program

Absentee/Early Voting program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J11 Voter Registration Program

Voter registration program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J12 Voter ID Program

Voter ID program for any Candidate Campaign, Ballot Initiative Campaign, or Public

Affairs/Issue Advocacy Campaign.

J13 Walk/Handout Piece

Walk/Handout piece for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J14 Best Use of Analytics

Best use of analytics for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2025 STUDENT CATEGORIES

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

2025 SHOULDA, WOULDA, COULDA CATEGORIES

L01 Best Use of Direct Mail
Classics in Political Advertising. Any Direct Mail piece from any year, provided it has not previously won a Pollie, or never made it to air.

L02 Best Use of Television
Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie, or never made it to air.

L03 Best Use of Digital
Classics in Political Advertising. Any Digital piece from any year, provided it has not previously won a Pollie, or never made it to air.

L04 Best Use of Phones
Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie, or never made it to air.

L05 Best Fundraising Effort
Classics in Political Advertising. Any Fundraising piece from any year, provided it has not previously won a Pollie, or never made it to air.

L06 Best Use of Radio
Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie, or never made it to air.

L07 Best Use of Newspaper
Classics in Political Advertising. Any Newspaper piece from any year, provided it has not previously won a Pollie, or never made it to air.

L08 Best Use of Collateral

Classics in Political Advertising. Any Collateral piece from any year, provided it has not previously won a Pollie, or never made it to air.

2025 TECHNOLOGY, DATA AND ANALYTICS

M01 Best Ad Technology Innovation

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

M02 Best Innovation for Voter Targeting

Effective use of an innovation for voter targeting in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M03 Best Fundraising Technology

Effective use of a fundraising technology to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M04 Best Use of Mobile Technology

Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

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

Effective use of data analytics/machine learning in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M06 Best Use of Data Analytics/Machine Learning (Online Fundraising)

Effective use of data analytics/machine learning to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M07 Best Use of New Digital Technology

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

M08 Best Use of Polling Research - Federal

Effective use of polling research to inform campaign messaging and strategy for any Federal Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M09 Best Use of Polling Research - State

Effective use of polling research to inform campaign messaging and strategy for any State Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M10 Best Use of Polling Research - Local

Effective use of polling research to inform campaign messaging and strategy for any

Local Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M11 Best Use of Polling Research - Ballot Initiative

Effective use of polling research to inform campaign messaging and strategy for any Ballot Initiative Campaign.