

20th ANNUAL POLLIE AWARDS & CONFERENCE

RECOGNIZING THE STARS IN POLITICAL AND
PUBLIC AFFAIRS COMMUNICATIONS

MARCH 9-11, 2011
THE FAIRMONT HOTEL
WASHINGTON, DC

WINNERS BOOK



20th ANNUAL POLLIE AWARDS & CONFERENCE

RECOGNIZING THE STARS IN POLITICAL AND
PUBLIC AFFAIRS COMMUNICATIONS



EVENING PROGRAM

7:30 pm

WELCOME REMARKS

Whit Ayres, President of AAPC

7:35 pm

NATIONAL ANTHEM

Sung by Elizabeth Welsh, President of Executive Communications and AAPC Board Member

7:40 pm

ACKNOWLEDGEMENT OF POLLIE™ CONFERENCE COMMITTEE MEMBERS, STAFF AND SPECIAL FRIENDS

Angela McMillen, AAPC Executive Director

7:45 pm

DINNER

8:00 pm

INTRODUCTION OF WINNERS AND POLLIE WINNERS REEL

Produced by Jim Innocenzi of Sandler Innocenzi and AAPC Board Member

8:45 pm

PRESENTATION OF SPECIAL AWARDS

- 2011 Campaign Strategist of the Year
- 2011 Campaign Manager of the Year
- 2011 Pollster of the Year
- 2011 Fundraiser of the Year
- 2011 AAPC Distinguished Service to the Profession
- 2011 Public Affairs Campaign of the Year
- 2011 Local Campaign of the Year
- 2011 Local Campaign Manager of the Year
- 2011 Most Valuable Player of the Year–Democrat
- 2011 Most Valuable Player of the Year–Republican
- 2011 Rookie of the Year
- 2011 Distinguished Service to AAPC

9:15 pm

CLOSING REMARKS

AAPC Pollie™ Awards After-Party Featuring the Music of Al Williams & Friends

9:30 to 10:30 pm

WINNERS PORTRAITS TAKEN IN IMPERIAL I & II

Located in the Lower Level Lobby

MENU

FIRST COURSE

Celery Root and Tart Apple Tian
Candied Walnuts
Crisp Apple Chip
Courtyard Herb Oil

SECOND COURSE

Seared Beef Tenderloin
Golden Potato and Tomato Provencal
Warm Mushroom and Asparagus

DESSERT

Molten Chocolate Cake
Caramel Tuile

WINE

Francis Ford Coppola "Gold Label" Chardonnay
Estancia, Paso Robles Cabernet Sauvignon



WINNERS BOOK

Sponsored By:



THE AAPC THANKS THOSE WHO MADE THE 2011 POLLIE AWARDS & CONFERENCE A SUCCESS.

Pollie Contest Committee

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A special thanks to the following individuals and companies for their time and services:

Brad Chism
Zata|3 Consulting
Don Contardi
MVP Group
Frank Girolami
Influential Data
Cassandra Illidge
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Winning Directions
Tony Tornabane
Continental Colorcraft, Inc.
Liz Welsh
Executive Communications, Inc.

Special Thanks to

Bruce Wardle
Association Management Group, Inc.
and his wonderful staff

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AAPC STAFF

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FOR THE LAST 20 YEARS, THE AAPC HAS HOSTED THE POLLIES™

– the world’s longest-running awards competition solely for political and public affairs consultants. This could not be done without the time, talent and contributions of the many individuals and organizations listed below!

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– *Esquire Magazine*



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POLLIE AWARDS™



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OVERALL CAMPAIGNS - CANDIDATE

A01 - DIRECT MAIL CAMPAIGN

2011 Gold
Mission Control Inc.
Blumenthal for Senate

2011 Silver
Gumbinner & Davies
Communications
Max Tyler vs. Edgar
Johansson

2011 Bronze
Mission Control Inc.
Bishop for Congress
2011 Honorable Mention
Mission Control Inc.
Himes for Congress

2011 Honorable Mention
The Connections Group
Fill In the Oval and Write In
Lisa Murkowski

A02 - INTERNET CAMPAIGN

2011 Gold
Targeted Victory
Marco Rubio for U.S. Senate

2011 Silver
Campaign Solutions/
Connell Donatelli
Michele Bachmann Online
Campaign

2011 Bronze
Revolution Agency
Toomey for Senate
2011 Honorable Mention
The Prosper Group
Angle for Senate

A03 - PHONE/FIELD

2011 Gold
Winning Connections
Chafee for Governor -
Volunteer, Persuasion ID
and Plan-Making GOTV

2011 Silver
CPEC LLC
Representative Matt
Bradford

2011 Bronze
Winning Connections
LCV for Bennet - Persuasion
and GOTV Telephone Voter
Contact

2011 Honorable Mention
Winning Connections
Campaign for Community
Change - AZ GOTV

2011 Honorable Mention
Terra Strategies
Colorado United Paid
Canvas

A04 - TV/RADIO CAMPAIGN

2011 Gold
GMMB & Armour Media
Boxer for Senate

2011 Silver
Trippi & Associates
Jerry Brown for Governor

2011 Bronze
Bradley Reid + Associates
Lisa Murkowski for U.S.
Senate TV Campaign

2011 Bronze
Something Else Strategies
Marco Rubio for U.S. Senate

2011 Honorable Mention
AKPD Message and Media
Deval Patrick for Governor

2011 Honorable Mention
Murphy Putnam Media
Hickenlooper for Governor
TV Campaign

A05 - BEST USE OF HUMOR

2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
The Strategy Group for
Media
Spa

2011 Bronze
Rainmaker Inc.
Hootie Dropped the Ball

2011 Honorable Mention
The Election Group
www.
CorporateGraveRobbers.com

A06 - BEST IN SHOW

2011 Gold
GMMB & Armour Media
Not My Job

2011 Silver
Strategic Perception Inc.
Rick for Michigan "Nerd"
TV Campaign

2011 Bronze
Trippi & Associates
Echo - Brown for Governor
2010

2011 Honorable Mention
The Campaign Group
How Joe Sestak Surged
in Four Weeks From 20%
Down to an 8% Win Over
Arlen Specter, the President,
and the Entire Democratic
Establishment

2011 Honorable Mention
The Strategy Group for
Media
Get America Rolling Again!

OVERALL CAMPAIGNS - BALLOT/INITIATIVE

A07 - DIRECT MAIL CAMPAIGN

2011 Bronze
San Francisco Association
of Realtors
Proposition F Campaign

2011 Honorable Mention
GRS/Beaulieu and
Associates
Yes on Proposition G -
Chula Vista, CA PLA Ban

A08 - INTERNET CAMPAIGN

2011 Silver
Integrated Web Strategy
Yes on 100 - Arizona

2011 Bronze
Campaign Solutions/
Connell Donatelli
No on Prop. 19 Online
Campaign

2011 Honorable Mention
CampaignGrid
Yes on Prop. A - San Diego
County Charter

A09 - PHONE/FIELD

2011 Bronze
Stones' Phones, Inc.
Defeat the EggMendment -
No on 62

A10 - TV/RADIO CAMPAIGN

2011 Silver
Chris Mottola Consulting,
Inc.
Warning Label

2011 Bronze
R&R Partners
CMT TV Campaign

2011 Honorable Mention
Vote Yes for Oregon -
Measures 66 & 67
Envision Communications /
The New Media Firm

A11 - BEST USE OF HUMOR

2011 Silver
San Francisco Association
of Realtors
Unneeded Benefits -
Proposition F

A12 - BEST IN SHOW

2011 Silver
San Francisco Association
of Realtors
Audio Slate Card - Chinese



2011 Bronze

San Francisco Association of Realtors
Audio Slate Card – Spanish

2011 Honorable Mention

San Francisco Association of Realtors
Like a Million - Proposition F

OVERALL CAMPAIGNS - PUBLIC AFFAIRS

A13 - DIRECT MAIL CAMPAIGN

2011 Silver

Whitehurst/Mosher Campaign Strategy and Media

Richmond Casino – No on U

2011 Bronze

San Francisco Association of Realtors
Proposition F Campaign

A14 - INTERNET CAMPAIGN

2011 Silver

Campaign Solutions/Connell Donatelli
Taxpayers Against Earmarks Online Campaign

2011 Bronze

RapidResponse Media, Inc.
Wrecking Ball – Reid, Pelosi & Grayson

A15 - PHONE/FIELD

2011 Silver

Stones' Phones, Inc.
All the Cool Kids Are Voting – Our Oregon

2011 Bronze

Adams Hussey & Associates
2010 Post Midterm Election Emergency Telemarketing

A16 - TV/RADIO CAMPAIGN

2011 Silver

The Herald Group
Tough Like Chuck

2011 Bronze

Hackney & Hackney
Pebble Mine

2011 Honorable Mention

Sanchis & Sanmartin
World Summit 2010

A17 - BEST USE OF HUMOR

2011 Gold

GMMB & Armour Media
Clean Up

2011 Silver

RapidResponse Media, Inc.
Wrecking Ball – Reid, Pelosi & Grayson

2011 Bronze

The Herald Group

Tough Like Chuck

2011 Honorable Mention

Adfero Group
Sam vs. Sam

A18 - BEST IN SHOW

2011 Gold

Hackney & Hackney
Dam Failure

2011 Silver

Blueprint Interactive
Double Up Food Bucks, a Project of the Fair Food Network

2011 Bronze

R&R Partners
Clean Coal Technology It Works Field Program

2011 Honorable Mention

Hackney & Hackney
Best Athletes

DIRECT MAIL - CANDIDATE

B01 - FOR U.S. SENATE - DEMOCRAT - GENERAL ELECTION

2011 Gold

AFSCME
O'Donnell Witch

2011 Silver

SKDKnickerbocker
CM1004

2011 Bronze

Kennedy Communications
Playbook

2011 Honorable Mention

TruBlu Politics
Mikulski Bagel

B02 - FOR U.S. SENATE - REPUBLICAN - GENERAL ELECTION

2011 Silver

Lisella Public Affairs, LLC
Bus

2011 Bronze

Persuasion Partners, Inc.
Airplane

2011 Honorable Mention

Axiom Strategies
Carnahan and Obama

B03 - FOR U.S. HOUSE - DEMOCRAT - GENERAL ELECTION

2011 Gold

Media Directions, Inc.
Bilbray After Dark

2011 Silver

Gold Communications
High Stakes

2011 Silver

Gold Communications
Novi

2011 Bronze

Kennedy Communications
Asleep

2011 Honorable Mention

Mammen Group
Snooping Politician

B04 - FOR U.S. HOUSE - REPUBLICAN - GENERAL ELECTION

2011 Silver

Axiom Strategies
Scent of Washington

2011 Bronze

Chris Russell Consulting LLC
She Owes

2011 Honorable Mention

King Strategic Communications, Inc.
Dead People Criminals

B06 - U.S. SENATE - DEMOCRAT - PRIMARY

2011 Silver

Kennedy Communications
Sestak Intro

2011 Bronze

Bates & Mills Consulting, Inc.
Open Letter

2011 Honorable Mention

Mission Control Inc.
Winston the Miniature Pony

2011 Honorable Mention

Bates & Mills Consulting, Inc.
Real Democrat

B07 - U.S. SENATE - REPUBLICAN - PRIMARY

2011 Gold

East Meridian Strategies, LLC
Infomercial

Disclaimer:

Scoring is based on a 100-point system, with 100 being the top value. For all categories, there will be a maximum of four awards (assuming no ties): gold, silver, bronze and honorable mention. Entries must meet the minimum score criteria to earn each level of award. Gold will be awarded to the highest average scorer, silver for the second highest and so on. If the scoring for a category is low and no entry scores high enough to be eligible for a gold, then there will be no gold awarded. The same goes if no entry scores high enough to be eligible for silver or bronze. Overall, we strive to ensure that the Pollie™ Awards maintain a standard of excellence.



2011 Silver
thetrazgroup
Nancy & Mike

2011 Bronze
The Singularis Group
Tiaht Todder

2011 Honorable Mention
The Singularis Group
Pay to Play

B08 - U.S. HOUSE - DEMOCRAT - PRIMARY

2011 Silver
Checkmate Consulting
Bank ATM

2011 Bronze
Mad Dog Mail
Huntin' and Campaignin' Truck

2011 Honorable Mention
Mission Control Inc.
Bulger

B09 - U.S. HOUSE - REPUBLICAN - PRIMARY

2011 Silver
Axiom Strategies
Truth About Trish

2011 Bronze
thetrazgroup
Nine Good Reasons

2011 Honorable Mention
Clark Davis Associates & JC-Evans, Inc.
Vidak More Water Now

B10 - FOR GOVERNOR - GENERAL ELECTION

2011 Silver
Mission Control Inc.
Emails We Can't Show...

2011 Bronze
The Chadderdon Group
Say No

2011 Honorable Mention
Mission Control Inc.
Everyone

B11 - FOR GOVERNOR - PRIMARY

2011 Silver
Axiom Strategies
We Deserve Better!

2011 Bronze
SKDKnickerbocker
Vision

2011 Honorable Mention
First Tuesday Strategies
Gresham Barrett Parachute

B12 - FOR STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Silver
Blue&Read
App

2011 Bronze
The Dover Group
Battles of Kansas

2011 Honorable Mention
The Dover Group
Greetings From Kansas

B13 - FOR MAYOR

2011 Silver
Checkmate Consulting
Hawaii

2011 Bronze
Kennedy Communications
DC's Own. DC's Best.

B14 - FOR STATE LEGISLATURE - DEMOCRAT - GENERAL ELECTION

2011 Gold
Jonathan Varner & Associates
Goldilocks

2011 Silver
The Beytin Agency
Veterans

2011 Bronze
Jonathan Varner & Associates
Chinese Takeout

2011 Honorable Mention
Mad Dog Mail
Golden Parachute

B15 - FOR STATE LEGISLATURE - REPUBLICAN - GENERAL ELECTION

2011 Silver
The Singularis Group
Walk the Walk

2011 Bronze
Public Strategy Associates
Brown Paper Bag/Trash Mailer

2011 Honorable Mention
Murphy Turner Associates
Little Girl

2011 Honorable Mention
King Strategic Communications, Inc.
Bad Fellas

B16 - FOR STATE LEGISLATURE - DEMOCRAT - PRIMARY

2011 Silver
The Beytin Agency
Teddy Bear

2011 Bronze
Rainmaker Inc.
Ban Barbie

2011 Honorable Mention
The Beytin Agency

Bea's Story

B17 - FOR STATE LEGISLATURE - REPUBLICAN - PRIMARY

2011 Silver
Majority Designs
A Heart for Service Trumps the Outsider

2011 Bronze
Meridian Pacific, Inc.
True Conservative

2011 Honorable Mention
Lisella Public Affairs, LLC
Benedict Arnold

B18 - FOR LOCAL/MUNICIPAL/REGIONAL CANDIDATE (NON-MAYORAL RACE)

2011 Gold
Whitehurst/Mosher Campaign Strategy and Media
Rabbitt Race

2011 Silver
Left Coast Communications
Our Economy

2011 Bronze
Northwest Passage Consulting
Next Stop

2011 Bronze
The Public Response Group, Inc.
Mr. Fix It - Patrick Maher Campaign

2011 Honorable Mention
Kennedy Communications
Service

B20 - FOR STATE ORGANIZATION

2011 Silver
Gumbinner & Davies Communications
Pink Slip

2011 Bronze
Olsen & Shuvalov
Rick Olive: Rejected Employment Application

2011 Honorable Mention
Persuasion Partners, Inc.
Rock Star

B21 - GOTV - STATEWIDE/LOCAL

2011 Silver
Allyn Media
John Carona - It's Time to Clean Up This Mess. Vote Republican.

2011 Bronze
Ourso Beychok
Early Bird

2011 Honorable Mention
Olsen & Shuvalov
Liberals Counting On You Staying Home





B22 - SLATE - STATEWIDE/LOCAL

2011 Silver
The Beytin Agency
Democratic Ballot

2011 Bronze
Blue&Read
Champions

2011 Honorable Mention
Kennedy Communications
Dice

B23 - VOTE-BY-MAIL BALLOT REQUEST

2011 Gold
Los Angeles County
Democratic Party
Los Angeles County
Democratic Party Permanent
Vote-By-Mail (PVBM)
Application Piece

2011 Silver
Gumbinner & Davies
Communications
Pink Slip

2011 Bronze
The Election Group
John Kuempel Mail Ballot
Request (County Specific)

2011 Honorable Mention
Checkmate Consulting
Scary Republicans

B24 - INDEPENDENT EXPENDITURE CAMPAIGN: U.S. SENATE

2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
The Lukens Company
Pills

2011 Bronze
Compass Media Group,
Inc.
Yucca Mountain

2011 Honorable Mention
Gumbinner & Davies
Communications
Pat on the Back

B25 - INDEPENDENT EXPENDITURE CAMPAIGN: U.S. HOUSE

2011 Silver
Gumbinner & Davies
Communications
Saloon Doors Die-Cut

2011 Bronze
Mission Control Inc.

Farmgirl

2011 Honorable Mention
Moxie Media
Giffords Our Side: Health

B26 - INDEPENDENT EXPENDITURE CAMPAIGN: GOVERNOR

2011 Gold
JPM&M Inc.
Dr. Christina Chavez

2011 Silver
JPM&M Inc.
Two-Faced Meg

2011 Bronze
Gold Communications
Don't Vote Gomez

2011 Honorable Mention
Mad Dog Mail
Deputies Against Deal

B27 - INDEPENDENT EXPENDITURE CAMPAIGN: STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Bronze
Red Horse Strategies, LLC
Champion

2011 Honorable Mention
Red Horse Strategies, LLC
Greed Is Good?

B28 - INDEPENDENT EXPENDITURE CAMPAIGN: STATE LEGISLATURE - DEMOCRAT

2011 Gold
BerlinRosen
Not Green

2011 Silver
Blue&Read
Save the Date!

2011 Silver
Gumbinner & Davies
Communications
I Hit Cops

2011 Silver
Gumbinner & Davies
Communications
Bungee Jumper

2011 Bronze
Compass Media Group,
Inc.
See

2011 Honorable Mention
Gumbinner & Davies
Communications
Pig in Folder

B29 - INDEPENDENT EXPENDITURE CAMPAIGN: STATE LEGISLATURE - REPUBLICAN

2011 Silver
The Singularis Group
18% Special

2011 Bronze
AH Strategies & Majority
Designs
The Lone Silver Bullet

2011 Honorable Mention
Bieber Communications
Early Retirement Package

B30 - INDEPENDENT EXPENDITURE CAMPAIGN: LOCAL/MUNICIPAL/REGIONAL

2011 Silver
The Beytin Agency
Apple Ballot

2011 Bronze
Whitehurst/Mosher
Campaign Strategy and
Media
Criminal Paradise

2011 Honorable Mention
San Francisco Association
of Realtors
Audio Slate Card - Chinese

B31 - MEMBERSHIP POLITICAL MAIL

2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
Jonathan Varner &
Associates
Worked Too Hard

2011 Bronze
Gumbinner & Davies
Communications
Colorado WINS - Pink Slip

2011 Honorable Mention
Mission Control Inc.
In Her Own Words...

B33 - BILINGUAL/MULTILINGUAL/FOREIGN LANGUAGE - GOVERNOR

2011 Bronze
JPM&M Inc.
Two-Faced Meg

2011 Silver
San Francisco Association
of Realtors
Audio Slate Card - Chinese



B36 - BILINGUAL/ MULTILINGUAL/ FOREIGN LANGUAGE - LOCAL/ MUNICIPAL/ REGIONAL

2011 Silver
San Francisco Association
of Realtors
Pork Tour

2011 Bronze
San Francisco Association
of Realtors
Audio Slate Card – Spanish

B37 - BEST USE OF HUMOR

2011 Silver
Rainmaker Inc.
Ban Barbie

2011 Bronze
Jonathan Varner &
Associates
Chinese Takeout

2011 Honorable Mention
Jonathan Varner &
Associates
Goldilocks

B38 - BEST USE OF ILLUSTRATION

2011 Silver
San Francisco Association
of Realtors
Audio Slate Card – Chinese

2011 Bronze
Axiom Strategies
Putty in Pelosi's Hands

2011 Bronze
Right Angle Consulting
Pork Tour

2011 Honorable Mention
San Francisco Association
of Realtors
Audio Slate Card – Spanish

B39 - BEST USE OF NEGATIVE/ CONTRAST: U.S. CONGRESS

2011 Gold
Axiom Strategies
Putty in Pelosi's Hands

2011 Silver
Kennedy Communications
Asleep

2011 Bronze
SKDKnickerbocker
SPA1012

2011 Honorable Mention
Axiom Strategies
Legalize It!

B40 - BEST USE OF NEGATIVE/ CONTRAST: STATEWIDE

2011 Gold
AFSCME
O'Donnell Witch

2011 Silver
The Dover Group
Where in the World?

2011 Bronze
JPM&M Inc.
Two-Faced Meg

2011 Honorable Mention
Gumbinner & Davies
Communications
Pat on the Back

B41 - BEST USE OF NEGATIVE/ CONTRAST - LOCAL/ MUNICIPAL/ REGIONAL

2011 Gold
The Parkside Group
Stitches

2011 Silver
The Public Response
Group, Inc.
Two Questions – Sam Page

2011 Bronze
Jonathan Varner &
Associates
Apples to Oranges

2011 Honorable Mention
Lisella Public Affairs, LLC
Benedict Arnold

DIRECT MAIL - BALLOT/ INITIATIVE

B42 - FOR STATEWIDE CAMPAIGNS

2011 Gold
thetrazgroup
Protecting MA Children

2011 Silver
Axiom Strategies
Double Dipper

2011 Bronze
Northwest Passage
Consulting
Who Is Really Behind
I-1082?

2011 Honorable Mention
Integrated Web Strategy
Yes on 100 – Arizona

B43 - FOR COUNTY CAMPAIGNS

2011 Silver
San Francisco Association
of Realtors
Sidewalks – Proposition L

2011 Bronze
San Francisco Association
of Realtors
Audio Slate Card – Chinese

2011 Honorable Mention
San Francisco Association
of Realtors
Audio Slate Card – Spanish

B44 - FOR CITY CAMPAIGNS

2011 Gold
Axiom Strategies
R-Rated

2011 Silver
San Francisco Association
of Realtors
Sidewalks – Proposition L

2011 Silver
Tom Shepard & Associates,
Inc.
All About the No

2011 Bronze
San Francisco Association
of Realtors
Same Old Story –
Proposition N

2011 Honorable Mention
San Francisco Association
of Realtors
Be Careful – Proposition F

B45 - FOR NATIONAL/STATE ORGANIZATION

2011 Silver
Nexus Direct
EMILY's List April Appeal

2011 Bronze
Nexus Direct
DSCC October Obama
Appeal

B46 - FOR LOCAL/ MUNICIPAL/ REGIONAL ORGANIZATION

2011 Silver
San Francisco Association
of Realtors
Sidewalks – Proposition L

2011 Bronze
San Francisco Association
of Realtors
Like a Million – Proposition F





2011 Honorable Mention
San Francisco Association of Realtors
Unneeded Benefits – Proposition F

B47 - FOR MEMBERSHIP ORGANIZATION

2011 Silver
San Francisco Association of Realtors
Sidewalks – Proposition L

2011 Bronze
San Francisco Association of Realtors
Be Careful – Proposition F

2011 Honorable Mention
San Francisco Association of Realtors
Like a Million – Proposition F

2011 Honorable Mention
San Francisco Association of Realtors
Same Old Story – Proposition N

B48 - GOTV - STATEWIDE/LOCAL

2011 Silver
AH Strategies & Majority Designs
Just One

B49 - VOTE-BY-MAIL BALLOT REQUEST

2011 Silver
Integrated Web Strategy
Yes on 100 – Arizona

B50 - BILINGUAL/MULTILINGUAL/ FOREIGN LANGUAGE

2011 Bronze
San Francisco Association of Realtors
Audio Slate Card – Chinese

2011 Honorable Mention
San Francisco Association of Realtors
Audio Slate Card - Spanish

B51 - BEST USE OF HUMOR

2011 Bronze
San Francisco Association of Realtors
Unneeded Benefits – Proposition F

B52 - BEST USE OF ILLUSTRATION

2011 Silver
San Francisco Association of Realtors
Unneeded Benefits – Proposition F

2011 Bronze
San Francisco Association of Realtors
Audio Slate Card – Chinese

2011 Honorable Mention
San Francisco Association of Realtors
Like a Million – Proposition F

B53 - BEST USE OF NEGATIVE/ CONTRAST

2011 Gold
Integrated Web Strategy
NO on 302 – Saving First Things First

2011 Silver
San Francisco Association of Realtors
Fairness – Proposition F

2011 Bronze
San Francisco Association of Realtors
Startups – Proposition N

2011 Honorable Mention
San Francisco Association of Realtors
Unneeded Benefits – Proposition F

DIRECT MAIL - PUBLIC AFFAIRS

B54 - FRANKED MAIL

2011 Silver
Gumbinner & Davies Communications
Buy American

2011 Bronze
Gold Communications
Wall Street

2011 Honorable Mention
Gumbinner & Davies Communications
Jobs of the Future

B57 - LOCAL GOVERNMENT

2011 Silver
Turpin McLaughlin Communications
The Little Secret

B58 - NATIONAL PUBLIC AFFAIRS

2011 Bronze
The Richard Norman Company
60 Plus Target Issues

B59 - STATE/LOCAL PUBLIC AFFAIRS

2011 Silver
San Francisco Association of Realtors
Audio Slate Card – Chinese

2011 Bronze
San Francisco Association of Realtors
Be Careful – Proposition F

2011 Honorable Mention
San Francisco Association of Realtors
Sidewalks – Proposition L

B60 - FOR ORGANIZATION

2011 Silver
Compass Media Group, Inc.
Vanishing Paradise

2011 Bronze
thetrazgroup
Protecting MA Children

2011 Honorable Mention
San Francisco Association of Realtors
Audio Slate Card – Chinese

B61 - MEMBERSHIP COMMUNICATIONS

2011 Silver
Moxie Media
You Care

2011 Bronze
The Parkside Group
Register to Vote

2011 Honorable Mention
Compass Media Group, Inc.
Tough

B64 - BEST USE OF NEGATIVE/ CONTRAST - LOCAL

2011 Silver
San Francisco Association of Realtors
Be Careful – Proposition F

2011 Bronze
San Francisco Association of Realtors
Sidewalks – Proposition L

2011 Honorable Mention
San Francisco Association of Realtors
Like a Million – Proposition F

B67 - BEST USE OF HUMOR - LOCAL

2011 Bronze
San Francisco Association of Realtors
Unneeded Benefits – Proposition F

2011 Honorable Mention
San Francisco Association of Realtors
Same Old Story – Proposition N

DIRECT MAIL - MISCELLANEOUS

B68 - BEST USE OF VARIABLE DATA PRINTING

2011 Gold
The Chadderdon Group
Nevada Digital Cards

2011 Silver
Gumbinner & Davies Communications
Sky Writing

2011 Bronze
JPM&M Inc.
CMA Health Care Survey Follow-up

2011 Honorable Mention
BerlinRosen
Toxic Waste

FUNDRAISING - CANDIDATE

C01 - HOUSE MAILER - NATIONAL

2011 Silver
The Beytin Agency
Day at the Races

2011 Bronze
Nexus Direct
Patrick Leahy – February Appeal

2011 Honorable Mention
Base Connect
Sharron Angle – Dollar Bill

C02 - HOUSE MAILER - LOCAL

2011 Bronze
Sagac Public Affairs
It's March Madness Invite

C03 - PROSPECT MAILER - NATIONAL

2011 Silver
Nexus Direct
Sherrod Brown – April Appeal



2011 Bronze

Response America
NRCC – Boehner for Speaker

2011 Honorable Mention

Base Connect
Sharron Angle – Half Million Dollar Net

C04 - PROSPECT MAILER - LOCAL

2011 Silver

Sagac Public Affairs
A Special Invitation – Jefferson

C06 - MOST CREATIVE FUNDRAISING EVENT

2011 Bronze

ElectionMall Technologies, Inc.
Adam Kinzinger – Money Bomb Widget

FUNDRAISING - BALLOT/INITIATIVE

C07 - HOUSE MAILER - NATIONAL

2011 Silver

Nexus Direct
EMILY's List – May Candidate Profile

2011 Bronze

Nexus Direct
DSCC – September Bernie Sanders Appeal

2011 Honorable Mention

Nexus Direct
DSCC – October Obama Appeal

FUNDRAISING - PUBLIC AFFAIRS

C13 - HOUSE MAILER - GRASSROOTS/ISSUE ADVOCACY/PUBLIC AFFAIRS

2011 Silver

Adams Hussey & Associates
DNC Vote 2010 Campaign Kit Appeal

2011 Bronze

Adams Hussey & Associates
DNC 2010 Vice President Biden Presidential Photo Appeal

C14 - PAC/TRADE ASSOCIATION PROGRAM

2011 Bronze

Sagac Public Affairs
Home Depot PAC: Powered by You – Peer-to-Peer PAC Campaign

2011 Honorable Mention

HSP Direct LLC
5 Stamps Above the Rest

INTERNET - CANDIDATE

D01 - ONLINE ADVERTISING - U.S.

SENATE

2011 Gold

Targeted Victory
Marco Rubio for U.S. Senate

2011 Bronze

Campaign Solutions / Connell Donatelli
Murkowski Write-In Online Ad Campaign

2011 Bronze

McNally Temple Associates, Inc.
Carly, the Myth

2011 Honorable Mention

Mixpo
Ron Johnson – WI U.S. Senate Race

2011 Honorable Mention

Campaign Solutions / Connell Donatelli
Mark Kirk for U.S. Senate Online Ad Campaign

D02 - ONLINE ADVERTISING - U.S. HOUSE

2011 Bronze

Campaign Solutions / Connell Donatelli
Michele Bachmann Online Campaign

2011 Honorable Mention

Spillane Political Design
Crapshoot

D03 - ONLINE ADVERTISING - GOVERNOR

2011 Silver

Smart Media Group
Comes With Strings Attached

2011 Bronze

Global Strategy Group
Dan Malloy for Governor (CT)

2011 Honorable Mention

Chong + Koster
Andrew Cuomo for Governor

D04 - ONLINE ADVERTISING - STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Silver

Global Strategy Group
Chris Kelly for Attorney General Campaign and Study

2011 Bronze

Albatross Digital LLC and RBI Strategies & Research
Bernie Buescher for Secretary of State Pandora Ads

2011 Honorable Mention

Global Strategy Group
George Jepsen for Attorney General

D05 - ONLINE ADVERTISING - STATE LEGISLATURE/LOCAL/MUNICIPAL/REGIONAL

2011 Bronze

San Francisco Democratic Party
San Francisco Democratic Party – Virtual Slate Card

2011 Honorable Mention

Impact Politics and Fortune Media
McGriff – Signs

D06 - ONLINE ADVERTISING - INDEPENDENT EXPENDITURE FOR CANDIDATE

2011 Silver

Bully Pulpit Interactive
DSCC Independent Expenditure – Colorado

2011 Bronze

Bully Pulpit Interactive
California Working Families

2011 Honorable Mention

Trilogy Interactive
Carly Fiorina: FIRED!

D07 - WEBSITE - U.S. SENATE

2011 Silver

Terra Eclipse
Mike Lee 2010

2011 Bronze

Revolution Agency
Toomey for Senate

2011 Honorable Mention

Mandate Media
Ron Wyden for U.S. Senate

D08 - WEBSITE - U.S. HOUSE

2011 Bronze

The Prosper Group
Michael Grimm for Congress

2011 Honorable Mention

NGP VAN, Inc.
Barney Frank for Congress

D09 - WEBSITE - GOVERNOR

2011 Silver

Enovai, Inc.
Dan Malloy for Governor

2011 Bronze

The Stoneridge Group
Deal for Governor

2011 Honorable Mention

Trilogy Interactive
Hickenlooper for Colorado

D10 - WEBSITE - STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Silver

CivicNext, Inc.
Luther Strange for Alabama Attorney General

2011 Bronze

Trilogy Interactive
Debra Bowen for Secretary of State

2011 Honorable Mention





BuzzMaker, LLC
TomTorlakson.com

D11 - WEBSITE - STATE LEGISLATURE

2011 Gold

Upstream Communications
Dee Margo for Texas State Representative (HD-78)

2011 Silver

Kennedy Communications
Vince Gray for Mayor

2011 Bronze

Quinn Thomas Public Affairs
Shawn Lindsay for State Representative

2011 Honorable Mention

The Dover Group
TogetherKC.com

D12 - WEBSITE - INDEPENDENT EXPENDITURE FOR CANDIDATE CAMPAIGN

2011 Silver

Struble Eichenbaum Communications and Bullseye Interactive Media
DemonSheepMovie.com

2011 Bronze

The Campaign Workshop
Wrong Angle News

2011 Honorable Mention

Impact Politics
Florida Angel of Death

D13 - WEBSITE - NATIONAL ORGANIZATION

2011 Gold

Campaign Solutions / Connell Donatelli
Online Tax Revolt - Virtual March

2011 Silver

Chong + Koster
The DSCC's New Website

2011 Bronze

Campaign Solutions / Connell Donatelli
Taxpayers Against Earmarks

2011 Honorable Mention

Terra Eclipse
Tim Pawlenty's Freedom First PAC

D14 - WEBSITE - STATE/LOCAL ORGANIZATION

2011 Silver

BuzzMaker, LLC

nmdemocrats.com

2011 Bronze

Mission Control Inc.
MOM: Mothers Opposing McMahon

2011 Honorable Mention

Trilogy Interactive
California Democratic Party

D16 - WEBSITE - BEST LANDING PAGE

2011 Gold

Struble Eichenbaum Communications and Bullseye Interactive Media
KeepUtahSafeFromNukes.com

2011 Gold

Struble Eichenbaum Communications and Bullseye Interactive Media
DemonSheepMovie.com

2011 Silver

BuzzMaker, LLC
CongressmanWithGuts.com

2011 Bronze

Targeted Victory
Marco Rubio for U.S. Senate

2011 Honorable Mention

The Prosper Group
\$1 Million to Save a Trillion

2011 Honorable Mention

Struble Eichenbaum Communications and Bullseye Interactive Media
Lasers

D17 - WEBSITE - BEST USE OF NEW TECHNOLOGY

2011 Gold

Campaign Solutions / Connell Donatelli
Michele Bachmann Mobile Surge

2011 Silver

Global Strategy Group
Dan Malloy for Governor (CT)

D18 - WEB VIDEO - U.S. SENATE

2011 Gold

GMMB & Armour Media
Demon Sheep: Mutton on the Lamb

2011 Silver

The Prosper Group
Welcome to Nevada, Mr. President

2011 Bronze

The Strategy Group for Media
One of Us

2011 Bronze

Laguens Kully Klose Partners
Halter 25-Hr. Tour, First 5 Hours

2011 Bronze

Struble Eichenbaum Communications and Bullseye Interactive Media
Darth Raese

2011 Honorable Mention

The Prosper Group
Chris Coons Is... The Taxman

D19 - WEB VIDEO - U.S. HOUSE

2011 Gold

BrabenderCox
Todd Young - Name

2011 Silver

BrabenderCox
Todd Young - Tell Him

2011 Bronze

First Tuesday Partners
Seals for Dold

2011 Bronze

The New Media Firm
Hamos for Congress - Heritage

2011 Honorable Mention

NextGen Persuasion, LLC
Robert Hurt: A Charmed Life

D20 - WEB VIDEO - GOVERNOR

2011 Gold

Quinn/Simon for Illinois Governor Glee

2011 Silver

Los Angeles County Democratic Party
Voting... It's Important

2011 Bronze

The Strategy Group for Media
Meet John

2011 Honorable Mention

Laguens Kully Klose Partners
Shumlin - Every Day

D21 - WEB VIDEO - STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Bronze





The Wayne Johnson Agency
Demon Sheep

D22 - WEB VIDEO - STATE LEGISLATURE

2011 Silver
Totten Communications, Inc.
Linda Greenstein for Senate – On Our Side

2011 Bronze
Fordham University
Padavan for Pedro

2011 Honorable Mention
Murphy Turner Associates
Cindy Burkett for State Representative – Involved

D23 - WEB VIDEO - BEST USE OF HUMOR

2011 Gold
Bittner&Lohr
Viagra for Sex Offenders

2011 Silver
GMMB & Armour Media
Demon Sheep: Mutton on the Lamb

2011 Bronze
HighGround Public Affairs
Governor Jan Brewer – Arizona Sing-A-Long

2011 Honorable Mention
Struble Eichenbaum Communications and Bullseye Interactive Media
Darth Raese

D24 - WEB VIDEO - BEST USE OF NEGATIVE/ CONTRAST

2011 Silver
Bully Pulpit Interactive
League of Conservation Voters

2011 Bronze
Whitehurst/Mosher Campaign Strategy and Media
Like a Business

2011 Honorable Mention
Visuality Media Productions
The Phantom of Illinois – Bill Brady Bad for Schools

D25 - BEST MOBILE APPLICATION

2011 Silver
Moonshadow Mobile
Ground Game

2011 Bronze
The Prosper Group
Sharron Angle Mobile Phone Application

2011 Honorable Mention
Purple Forge
Elect Sharron Angle

D26 - BEST USE OF SOCIAL MEDIA - U.S. CONGRESS

2011 Bronze
Purple Forge
Liz Carter for Georgia – Yank Hank – There Is an App for That!

D27 - BEST USE OF SOCIAL MEDIA - STATEWIDE

2011 Gold
Kennedy Communications
ChristinelsNotMe.com

2011 Silver
Trilogy Interactive
Friend Out The Vote

2011 Bronze
Blueprint Interactive
NO on Prop 23

2011 Honorable Mention
Trippi & Associates
Jerry Brown for Governor

D28 - BEST USE OF SOCIAL MEDIA - LOCAL

2011 Silver
Purple Forge
Josh McKoon – First Georgia State Senator to Use Mobile Apps in Election Bid

INTERNET - BALLOT/ INITIATIVE

D29 - ONLINE ADVERTISING

2011 Silver
Mixpo
Defeat 1098 Initiative

2011 Bronze
Chong + Koster
Vote No on 8 (FL) – Wins Statewide With Online Ads

2011 Honorable Mention
Northwest Passage Consulting
Too Risky

D30 - WEBSITE - STATE

2011 Bronze
Integrated Web Strategy
Yes on 100 (AZ)

2011 Honorable Mention
Integrated Web Strategy
NO on 302 – Saving First Things First

D31 - WEBSITE - LOCAL

2011 Bronze
Integrated Web Strategy
Keep the Cubs – Yes on 420, City of Mesa

D33 - WEB VIDEO

2011 Gold
Laguens Kully Klose Partners
No on 62 – Amanda

2011 Bronze
The New Media Firm
No on Question 3 – Firefighter

D34 - WEB VIDEO - BEST USE OF HUMOR

2011 Gold
Bittner&Lohr
I'm Government... When You're Not Watching

2011 Gold
Policy Development Group
Tusayan Report

2011 Bronze
Bittner&Lohr
YES on I-1082 Rap Video

D36 - BEST USE OF NEW TECHNOLOGY

2011 Gold
Chong + Koster
Vote No on 8 (FL) – Wins Statewide With Online Ads

D37 - BEST USE OF SOCIAL MEDIA - STATEWIDE

2011 Silver
Trilogy Interactive
Yes on Proposition 19 – Voter Registration

INTERNET - PUBLIC AFFAIRS

D39 - ONLINE ADVERTISING - NATIONAL

2011 Silver
Revolution Agency
U.S. Chamber of Commerce – Stop the CFPA Campaign

2011 Bronze
Global Strategy Group
40th Earth Day Anniversary Advertising Campaign

2011 Bronze
Fortune Media and Impact





Politics

Pew – Rainforest Drug Awareness, Cancer

2011 Honorable Mention

The Campaign Workshop

No So Bunny...

D40 - ONLINE ADVERTISING - STATE/LOCAL

2011 Gold

Mercury

CCPOA Prison Reform Campaign

2011 Gold

Hackney & Hackney

Dam Failure

2011 Silver

Global Strategy Group

Bring MMA to New York State

2011 Bronze

Morgan + Company

Let's Be Totally Clear Online Campaign

2011 Honorable Mention

Fortune Media and Impact Politics

Pew – Hidden Gems

D41 - WEBSITE - NATIONAL

2011 Gold

Berman and Company

HowMuchFish.com

2011 Silver

Upstream Communications

National Republican Senatorial Committee

2011 Bronze

R&R Partners

Western High Speed Rail Alliance (WHSRA)

2011 Honorable Mention

Blue State Digital

It Gets Better Project

D42 - WEBSITE - STATE/LOCAL

2011 Gold

Crotty Consulting Inc.

California Valley Solar Ranch

2011 Silver

R&R Partners

Arizona Judicial Branch

2011 Bronze

Blue State Digital

Let's Save Michigan Poster Contest

2011 Honorable Mention

RMS, LLC

NJ Kids and Families

D43 - WEB VIDEO - NATIONAL

2011 Gold

Republican Governors Association

The Final Act

2011 Silver

Richard Sales Media, LLC

Democrats' Rainbows and Unicorns

2011 Bronze

Republican Governors Association

Remember November – Global PSA – GOTV

2011 Honorable Mention

Projects by Chi/Donahoe + Cole/Duffey

The Roosevelt Institute – Think 2040

D44 - WEB VIDEO - STATE/LOCAL

2011 Gold

North Woods Advertising

Don't Take Away Our Medicine

2011 Bronze

MAS Consulting Group

HRT INTRO

D45 - WEB VIDEO - BEST USE OF HUMOR

2011 Gold

Bittner&Lohr

Mr. Say Anything to Get the Bill Passed

2011 Silver

Global Strategy Group

APSCU Presents: The Fighting Salmon

2011 Bronze

Berman and Company

Julia Child SpooF: What Would Julia Say About Sweeteners?

2011 Honorable Mention

RapidResponse Media and Let Freedom Ring

MasterLard

D46 - BEST USE OF NEGATIVE/ CONTRAST

2011 Gold

Republican Governors Association

Four Weeks

2011 Silver

Republican Governors Association

14 Weeks

D47 - BEST USE OF NEW TECHNOLOGY

2011 Gold

Mercury

CCPOA Prison Reform Campaign

2011 Silver

Terra Eclipse

FreedomWorks – Freedom Connect

2011 Bronze

Blue State Digital

It Gets Better Project

2011 Honorable Mention

R&R Partners

Field Program iPad Content

D48 - BEST USE OF SOCIAL MEDIA

2011 Gold

Global Strategy Group

My Education. My Job. My Choice. Facebook Campaign

2011 Silver

Blue State Digital

It Gets Better Project

2011 Bronze

DCI Group: Activision | Blizzard

Call of Duty Endowment – Memorial Day Campaign

2011 Honorable Mention

R&R Partners

CleanCoalTechnologyWorks.org Microsite

INTERNET - MISCELLANEOUS

D49 - ONLINE ADVERTISING - BEST USE OF HUMOR

2011 Silver

Impact Politics

Florida Angel of Death Humor Ads

2011 Bronze

Upstream Communications

Linda Harper Brown for Texas House (HD-105) – Liberal Loretta

2011 Honorable Mention

Strategic Productions, LLC

Sarah Doesn't Speak for Me

D50 - ONLINE ADVERTISING - BEST USE OF NEGATIVE/ CONTRAST

2011 Silver

Hackney & Hackney

Dam Failure

2011 Bronze

Trilogy Interactive

Carly Fiorina: FIRED!

2011 Honorable Mention

Chong + Koster

Women Against Nathan Deal

D51 - BEST FACEBOOK APPLICATION

2011 Gold

Trilogy Interactive

Friend Out The Vote

2011 Silver

Fundly, Inc.

Fundly Giver-to-Gatherer Social Fundraising App

2011 Bronze

BuzzMaker, LLC

DCCC Facebook App

D52 - BEST FACEBOOK PAGE

2011 Silver

Berman and Company

Defeat The Debt

2011 Bronze

Global Strategy Group

My Education. My Job. My Choice. Facebook Campaign

2011 Honorable Mention

Berman and Company

Teachers Union Exposed

D53 - BEST USE OF ONLINE ADVERTISING

2011 Silver

Global Strategy Group

40th Earth Day Anniversary Advertising Campaign

2011 Bronze

Global Strategy Group

Chris Kelly for Attorney General Campaign and



Study

2011 Bronze

Global Strategy Group

Dan Malloy for Governor (CT)

2011 Honorable Mention

Global Strategy Group

APSCU Online Advertising Campaign

D54 - BEST USE OF EMAIL

2011 Gold

Trilogy Interactive

Connect on Facebook

2011 Silver

Blue State Digital

NAACP – Scott Sisters

2011 Bronze

Campaign Solutions / Connell Donatelli

Michele Bachmann Email Campaign

2011 Honorable Mention

The Eleison Group, LLC

New START Emails

D55 - BEST USE OF MOBILE TECHNOLOGY

2011 Silver

Campaign Solutions / Connell Donatelli

Michele Bachmann Mobile Surge

2011 Bronze

Revolution Messaging

Harry Reid Mobile Program

2011 Honorable Mention

Revolution Messaging

Bennet for Colorado Mobile Program

D57 - BEST USE OF AN ONLINE GAME

2011 Gold

ElectionMall Technologies, Inc.

SantosPresidente.com

2011 Silver

The Prosper Group

Live Like Reid

2011 Bronze

The Prosper Group

Harry Reid Amnesty Game

D58 - BEST USE OF TWITTER

2011 Silver

R&R Partners

America's Power Team Twitter Outreach

Initiative – Clean Coal Technology. It Works.

Field Program

D59 - BEST USE OF SEARCH ENGINE MARKETING

2011 Gold

Campaign Solutions / Connell Donatelli

Murkowski Write-In Search Marketing Campaign

2011 Silver

Campaign Solutions / Connell Donatelli

Michele Bachmann Search Marketing Campaign

2011 Bronze

Impact Politics and Fortune Media

Anthony Hardy Williams Search Campaign

2011 Honorable Mention

Campaign Grid

Sharron Angle for Senate in Nevada

2011 Honorable Mention

Campaign Solutions / Connell Donatelli

Carly Fiorina Search Marketing Campaign

NEWSPAPER - CANDIDATE

E01 - FULL PAGE

2011 Silver

BrabenderCox

Todd Young – Collage

2011 Bronze

San Francisco Association of Realtors

Chinese Slate Card (Print Ad)

2011 Honorable Mention

Jamestown Associates

A Big Problem

E02 - LESS THAN FULL PAGE

2011 Gold

Redondo & Asociados Public Affairs Firm

Stand by Me

2011 Silver

Rainmaker Inc.

Shameful

2011 Bronze

Grainger Terry, Inc.

We Can't Wait Another 40 Years

NEWSPAPER - BALLOT/ INITIATIVE

E05 - FULL PAGE

2011 Silver

SCN Strategies

Beat Texas

2011 Bronze

North Woods Advertising

This Cop

2011 Honorable Mention

San Francisco Association of Realtors

Chinese Slate Card (Print Ad)

E07 - INSERT

2011 Silver

North Woods Advertising

This Cop

2011 Bronze

GRS / Beaulieu and Associates

Chicken Little – Yes on Prop G – Chula Vista, CA

PLA Ban

AFFAIRS

E08 - FULL PAGE

2011 Gold

Goddard Claussen Public Affairs

Independence

2011 Silver

The Campaign Workshop

Healthy Kids, Healthy School Meals

2011 Bronze

Berman and Company

Superman

2011 Honorable Mention

GMMB & Armour Media

Oilephant

E09 - LESS THAN FULL PAGE

2011 Gold

Adfero Group

Too Big to Fail

2011 Bronze

Global Strategy Group

My Education. My Job. My Choice.

2011 Bronze

The Eleison Group, LLC

Nevada Green

PHONES - CANDIDATE

F01 - AUTOMATED CALLS - STATE LEVEL

2011 Gold

FLS Connect

Corbett Addresses Criminal Stance Through

Voice Variable

2011 Silver

CPEC LLC

Conklin Lt. Governor

2011 Bronze

Zata|3 Consulting

You're Busted

2011 Honorable Mention

PoliticalRobocalls.com

Zach Galifianakis – The Annoyance Is Worth It

2011 Honorable Mention

Zata|3 Consulting

No Respect for Women

F02 - AUTOMATED CALLS - LOCAL LEVEL

2011 Gold

Premiere Political Communications, LLC

Rise Up DC and Vote

2011 Silver

CPEC LLC

Representative Matt Bradford

2011 Bronze

Front Porch Strategies

Sooner Magic!

2011 Bronze

Zata|3 Consulting

Left for Dead

2011 Honorable Mention

NEWSPAPER - PUBLIC





Stones' Phones, Inc.
Maryland State Education Assoc. – Senator Forehand Called Me by My First Name!

F03 - AUTOMATED CALLS - BILINGUAL/MULTILINGUAL/ FOREIGN LANGUAGE

2011 Gold
Littlefield Consulting
LePage a French Governor

2011 Silver
FLS Connect
Rubio Connects With Florida's Latino Population in GOTV Efforts

2011 Bronze
CPEC LLC
Leon Tejada

F04 - AUTOMATED CALLS - INDEPENDENT EXPENDITURE CAMPAIGN

2011 Bronze
Zata|3 Consulting
A Hail Mary About Mocking Christianity

2011 Honorable Mention
Zata|3 Consulting
Bombing Rand Paul

F05 - AUTOMATED CALLS - ORGANIZATION

2011 Silver
Winning Connections
"This Is Sarah Brady But I Won't Vote for Bill Brady"

2011 Bronze
Stones' Phones, Inc.
Planned Parenthood Action Fund – Sharon's Scary Stances

2011 Honorable Mention
CPEC LLC
HDCC – Moribito

F06 - LIVE CALLS - STATE LEVEL

2011 Bronze
Zata|3 Consulting
Gopher State GOTV

2011 Honorable Mention
Winning Connections
Mike Beebe for Governor – Early Vote GOTV

F07 - LIVE CALLS -

LOCAL LEVEL

2011 Silver
Winning Connections
Jim Cooper for Congress – Social-Pressure and Plan-Making

2011 Bronze
Winning Connections
Steve Choate – GOTV

2011 Bronze
Winning Connections
Re-Elect Alan Bates to the Oregon State Senate

2011 Bronze
Winning Connections
Ben Chandler – GOTV

F08 - LIVE CALLS - INDEPENDENT EXPENDITURE CAMPAIGN

2011 Silver
Winning Connections
Early Turnout for Titus

2011 Bronze
Winning Connections
LCV for Bennet for Senate – Persuasion ID and Plan-Making GOTV

2011 Honorable Mention
Zata|3 Consulting
Dialing in Four Victories in Colorado

F09 - LIVE CALLS - ORGANIZATION

2011 Silver
Zata|3 Consulting
Make a Plan to Vote

2011 Bronze
Stones' Phones, Inc.
McNerney for Congress – Conseguir el Voto

2011 Honorable Mention
Winning Connections
Environment America – GOTV Test Program

F10 - TELEPHONE TOWN HALL - U.S. CONGRESS

2011 Silver
Zata|3 Consulting
A Brave Man

2011 Bronze
Zata|3 Consulting
Cousin Bobby on the Phone

F11 - TELEPHONE TOWN HALL - STATEWIDE/LOCAL

2011 Gold
J2 Strategies
Ross Fischer for Board of Directors of Pedernales Electric Cooperative

2011 Silver
Stones' Phones, Inc.
Kitzhaber for Governor – The Kitz and Wyden Show

2011 Bronze
Front Porch Strategies
Talking "With" Voters Instead of Talking "To" Voters

F12 - BEST USE OF TELEPHONE TOWN HALL/FORUM CALL

2011 Gold
FLS Connect
Bachmann and Congressional Colleagues Talk With More Than Half a Million Supporters on One Call

2011 Bronze
J2 Strategies
Ross Fischer for Board of Directors of Pedernales Electric Cooperative

2011 Honorable Mention
InfluentialData
Ron Earle for Lt. Governor – Telephone Town Hall Campaign

F13 - AUTOMATED PUSH-BUTTON INTERACTIVE - STATEWIDE/LOCAL

2011 Silver
Zata|3 Consulting
No Respect for Women

2011 Bronze
Winning Connections
Ohio Democratic Party – Barack Obama Volunteer Patch-Through Calls

F14 - AUTOMATED PUSH-BUTTON INTERACTIVE - U.S. CONGRESS

2011 Gold
Zata|3 Consulting
Second Thoughts About Joe Miller



PHONES - BALLOT/ INITIATIVE

F15 - AUTOMATED CALLS - STATE/ LOCAL

2011 Silver
HighGround Public Affairs
Keep the Cubs – Ron Santo

2011 Bronze
Zata|3 Consulting
Triumph in the Neighborhood

F16 - AUTOMATED CALLS - GOTV

2011 Bronze
Zata|3 Consulting
Antiquated Blue Laws

F17 - LIVE CALLS - STATE/LOCAL

2011 Bronze
Stones' Phones, Inc.
South Bay AFL-CIO – A Few Bucks for Children's Health

F18 - LIVE CALLS - GOTV

2011 Silver
Zata|3 Consulting
Beating 5 Misleading Measures in CO

2011 Bronze
Winning Connections
Yes on 1098

F19 - AUTOMATED PUSH-BUTTON INTERACTIVE

2011 Silver
Zata|3 Consulting
Winning Round 2

F20 - TELEPHONE TOWN HALL - BALLOT MEASURE

2011 Silver
Stones' Phones, Inc.
Puff, Puff and Pass Yes on 19 to Regulate, Tax and Control Cannabis

PHONES - PUBLIC AFFAIRS

F21 - AUTOMATED CALLS - NATIONAL

2011 Bronze
Zata|3 Consulting
Justice for Hispanic Farmers

F22 - AUTOMATED CALLS - STATE/ LOCAL

2011 Bronze
Zata|3 Consulting
Stoking the Furnace Against Coal

2011 Honorable Mention
Zata|3 Consulting
Bilingual Push for International Baccalaureate Program

F23 - LIVE CALLS - NATIONAL

2011 Silver
Adams Hussey & Associates
2010 Post Midterm Election Emergency Telemarketing

2011 Bronze
Adams Hussey & Associates
2010 Midterm Election Telemarketing Reinstate

F25 - BEST USE OF TELEPHONE TOWN HALL CALL/FORUM CALL

2011 Bronze
Zata|3 Consulting
First Day on the Job

F26 - PATCH-THROUGH PROGRAM FOR PUBLIC AFFAIRS

2011 Silver
Stones' Phones, Inc.
You Are What You Eat: Fixing Food Safety

2011 Bronze
Executive Communications, Inc.
Build Taylorville!

2011 Honorable Mention
Zata|3 Consulting
Turning Oil Into Clean Water

F27 - TELEPHONE TOWN HALL - ADVOCACY

2011 Silver
Winning Connections
Working America Unemployed TeleForums

2011 Bronze
Zata|3 Consulting
Talking to Teachers

2011 Honorable Mention
Zata|3 Consulting
SEIU Immigration Forums

PHONES - MISCELLANEOUS

F28 - MOST INNOVATIVE USE OF AUTOMATED TECHNOLOGY

2011 Silver
Winning Connections
Lincoln Chafee for Governor – Predictive Dialer

F29 - BEST USE OF NEW TECHNOLOGY

2011 Gold
FLS Connect
Americans for Prosperity – Freedom Phone Initiative With Volunteer Connect

2011 Silver
Lake Research Partners
Measuring Sanity and Fear

RADIO - CANDIDATE

G01 - INDEPENDENT EXPENDITURE

2011 Gold
RapidResponse Media and Let Freedom Ring
Princess Lisa

2011 Silver
BerlinRosen
The Big Stachowski

2011 Bronze
Whitehurst/Mosher Campaign Strategy and Media
Fire Phil

2011 Honorable Mention
North Woods Advertising
Slasher/Michigan

G02 - FOR U.S. CONGRESS

2011 Silver
Stutzman Public Affairs
Lungren for Congress – Stop the Madness

2011 Bronze
Fletcher Rowley Riddle Inc.
Integrated Story

2011 Honorable Mention
Fletcher Rowley Riddle Inc.
National Day of Prayer

G04 - STATEWIDE (NON-GUBERNATORIAL RACE)

2011 Silver
GMMB & Armour Media
Overboard

2011 Bronze
GMMB & Armour Media
Wicked

2011 Bronze
GMMB & Armour Media
Which Republican

2011 Honorable Mention
Grainger Terry, Inc.
I'm Voting for Scott Lee Cohen

2011 Honorable Mention
GMMB & Armour Media
Summary

G05 - STATE LEGISLATURE

2011 Silver
Rainmaker Inc.
Hootie Dropped the Ball

2011 Bronze
The Wayne Johnson Agency
Bring It On

2011 Honorable Mention
EpandMedia
Circus Tent





RADIO - BALLOT/ INITIATIVE

G07 - FOR STATE/LOCAL

2011 Silver
Goddard Claussen Public Affairs
Countdown

2011 Bronze
Meridian Central Public Affairs
Community

2011 Honorable Mention
Goddard Claussen Public Affairs
Agree

G08 - FOR ORGANIZATION

2011 Silver
RBI Strategies & Research
Joe the Plumber - No on the Numbers

2011 Bronze
R&R Partners
CMT - Nurse Nancy

2011 Honorable Mention
R&R Partners
CMT - Bus 210

G09 - GOTV

2011 Silver
Chao Strategy Message & Media, Inc.
Rated R

RADIO - PUBLIC AFFAIRS

G10 - NATIONAL PUBLIC AFFAIRS

2011 Silver
Berman and Company
National Debt Halloween Costume

2011 Silver
Berman and Company
Sell the Farm Death Tax

2011 Bronze
Berman and Company
Elephant in Classroom

2011 Honorable Mention
The Eleison Group, LLC
Christian Coalition for Creation Care

G11 - STATE/LOCAL PUBLIC AFFAIRS

2011 Gold
Rainmaker Inc.
No Laughing Matter

2011 Silver
Hackney & Hackney
Asteroid

2011 Bronze
Robbett Advocacy Media
Your Contract

2011 Honorable Mention
Hackney & Hackney
Forever Jobs

G12 - FOR ORGANIZATION

2011 Silver
Ozean Consulting
Zombie Black Tie and Blue Jeans

2011 Bronze
Chris Mottola Consulting, Inc.
Lustgarten Foundation

2011 Honorable Mention
Stones' Phones, Inc.
Defenders of Wildlife - Real Voices Only, Actors
Need Not Apply

RADIO - MISCELLANEOUS

G13 - BILINGUAL/MULTILINGUAL/ FOREIGN LANGUAGE

2011 Bronze
Fletcher Rowley Riddle Inc.
Our Choice

2011 Honorable Mention
The Wayne Johnson Agency
Aceves

G14 - BEST USE OF HUMOR

2011 Silver
Hackney & Hackney
Dancing With the Stars

2011 Silver
The Public Response Group, Inc.
NECA IBEW - Tom Edison

2011 Bronze
Berman and Company
ObamaZone

2011 Honorable Mention
Hackney & Hackney
Jobs

G15 - BEST USE OF NEGATIVE/ CONTRAST

2011 Gold
GMMB & Armour Media
Overboard

2011 Silver
The Eleison Group, LLC
The Gospel and Glenn Beck

2011 Bronze
Franklin Communications, LLC
Deal Speaks

2011 Honorable Mention
Hackney & Hackney
Jobs

2011 Honorable Mention
The New Media Firm
AFFAF - Who's to Say?

TELEVISION - CANDIDATE

H01 - U.S. HOUSE - DEMOCRAT

2011 Gold
Chao Strategy Message & Media, Inc.
Toughest Fight

2011 Silver
Tipping Point Strategies
Dog

2011 Bronze
Murphy Putnam Media
Mark Critz for Congress - Voice

2011 Honorable Mention
MAX Films
Cut Off

H02 - U.S. HOUSE - REPUBLICAN

2011 Gold
The Strategy Group for Media
Get America Rolling Again!

2011 Silver
The Strategy Group for Media
Axe

2011 Bronze
DMM Media
Kids

2011 Honorable Mention
OnMessage Inc.
Bill Flores for Congress - Chet Loves Debt

H03 - U.S. SENATE - DEMOCRAT

2011 Gold
GMMB & Armour Media
Not My Job

2011 Gold
Murphy Putnam Media
Scott McAdams - Norwegian

2011 Silver
GMMB & Armour Media
Outsourcing

2011 Bronze
GMMB & Armour Media
Solar

2011 Honorable Mention
Murphy Putnam Media
Kendrick Meek for U.S. Senate - He's the Man

H04 - U.S. SENATE - REPUBLICAN

2011 Silver
OnMessage Inc.
Ron Johnson for Senate - Family

2011 Bronze
The Strategy Group for Media
Fishing

2011 Honorable Mention
McCarthy Marcus Hennings, Ltd.
Friends of Kelly Ayotte - Never Backed Down

2011 Honorable Mention
BrabenderCox
Sharron Angle - Love Triangle

H05 - GOVERNOR

2011 Gold
Trippi & Associates
Jerry Brown for Governor - Echo

2011 Silver
Strother Consultants
Sad Woman

2011 Bronze
Murphy Putnam Media
Hickenlooper for Governor - Shower

2011 Honorable Mention
Lawrence & Schiller
Dennis Daugaard for Governor - Meet Dennis
Daugaard

H06 - INDEPENDENT EXPENDITURE - U.S. HOUSE - DEMOCRAT

2011 Gold
SKDKnickerbocker
DCCC (MA-10) - Pattern

2011 Silver
Devine Mulvey
Americans United for Safe Streets IE - Gerry
Connolly (VA-11) - Next



2011 Silver

GMMB & Armour Media
Mr. Bibbs

2011 Honorable Mention
Laurel Canyon Media Group
Work

**H07 - INDEPENDENT EXPENDITURE
- U.S. HOUSE - REPUBLICAN**

2011 Gold

The Strategy Group for Media
VA-05 – Government on Our Backs

2011 Silver

CRAFT | Media/Digital
Kuster Budget Buster

2011 Bronze

Studio Center
Tattoo

2011 Honorable Mention

DMM Media
All

**H08 - INDEPENDENT EXPENDITURE
- U.S. SENATE - DEMOCRAT**

2011 Silver

Adelstein / Liston
AFSCME for Senator Michael Bennet – Buck’s
World

2011 Bronze

Fletcher Rowley Riddle Inc.
Republican Suffering

2011 Honorable Mention
Fletcher Rowley Riddle Inc.
Florida Fun

**H09 - INDEPENDENT EXPENDITURE
- U.S. SENATE - REPUBLICAN**

2011 Gold

DEPT 7
Please Call Me Senator

2011 Silver

McCarthy Marcus Hennings, Ltd.
Crossroads GPS – Review

2011 Bronze

DMM Media
Claim

2011 Honorable Mention

DMM Media
Fiscal

**H10 - INDEPENDENT EXPENDITURE
- STATEWIDE - DEMOCRAT (NON-
GUBERNATORIAL RACE)**

2011 Bronze

Three Point Media
Protect

2011 Honorable Mention

Marketplace Communications
California State Senator Lou Correa and the
Optometric Association

**H12 - INDEPENDENT EXPENDITURE
- GOVERNOR - DEMOCRAT**

2011 Gold

SCN Strategies
Megatar

2011 Silver

Joe Slade White and Company
Holes

2011 Bronze

Laguens Kully Klose Partners
Unspooling

2011 Honorable Mention

AKPD Message and Media
California Working Families – Magic

**H13 - INDEPENDENT EXPENDITURE
- GOVERNOR - REPUBLICAN**

2011 Silver

BrabenderCox
RGA – Wrestling

2011 Bronze

Chris Mottola Consulting, Inc.
SHADY

2011 Bronze

BrabenderCox
RGA – All Time Worst

2011 Bronze

BrabenderCox
RGA – To Be Continued

2011 Honorable Mention

Chris Mottola Consulting, Inc.
Nothing

**H15 - STATEWIDE - DEMOCRAT
(NON-GUBERNATORIAL RACE)**

2011 Silver

Joe Slade White and Company
Twenty

2011 Bronze

Revolution Political Media
Pete For Treasurer – Turning it Around

2011 Honorable Mention

Three Point Media
Our Families

2011 Honorable Mention

Fletcher Rowley Riddle Inc.
Depression Shaped

2011 Honorable Mention

Murphy Putnam Media
Kamala Harris – Drastic Repair

**H16 - STATEWIDE - REPUBLICAN
(NON-GUBERNATORIAL RACE)**

2011 Silver

Lawrence & Schiller
Dusty Johnson for P.U.C. – Elevator Speech

2011 Bronze

The Election Group
Let’s Keep It That Way

2011 Honorable Mention

Jamestown Associates
Conservative Change

**H17 - STATE LEGISLATURE -
DEMOCRAT**

2011 Silver

Three Point Media
Business

2011 Silver

Fletcher Rowley Riddle Inc.
Duffy Search

2011 Bronze

Murphy Putnam Media
Mike Feuer for State Assembly – 21st Century

2011 Honorable Mention

Compass Media Group, Inc.
LaGrand – Rise

**H18 - STATE LEGISLATURE –
REPUBLICAN**

2011 Silver

td/RICHTER
John Kriesel for MN House – Stand Up

2011 Bronze

td/RICHTER
Geoff Michel for MN Senate – Answer

2011 Honorable Mention

Minnick & Minnick, Inc.
Turn the Cat Around

**H19 - LOCAL/MUNICIPAL/
REGIONAL**

2011 Silver

The Strategy Group for Media
Tackle

2011 Bronze

Devine Mulvey
Charlie Dooley – AAA

2011 Honorable Mention

Whitehurst/Mosher Campaign Strategy and
Media

Perata – Believe!

**H20 - BILINGUAL/MULTILINGUAL/
FOREIGN LANGUAGE**

2011 Gold

Three Point Media
Nueve Años

2011 Silver

GMMB & Armour Media
Contra Nosotros

2011 Bronze

MAX Films
Camaleón

2011 Honorable Mention

Chambers Lopez & Gaitán LLC
Danger – Peligro





H21 - NON-BROADCAST VIDEO

2011 Silver

Fletcher Rowley Riddle Inc.
Get Tough

2011 Bronze

Strategic Perception Inc.
Carly for California – FCINO Demon Sheep Film

2011 Honorable Mention

Strategic Perception Inc.
Carly for California – Hot Air Film

H22 - TELEVISION AD - MORE THAN 60 SECONDS

2011 Gold

Lawrence & Schiller
Dennis Daugaard for Governor – Meet Dennis Daugaard

2011 Bronze

Something Else Strategies
A Generational Choice

H23 - BEST CABLE ONLY BROADCAST

2011 Silver

Joe Slade White and Company
Remember

2011 Bronze

Laguens Kully Klose Partners
Himes – That's All

2011 Honorable Mention

Rainmaker Inc.
Humble Beginnings

H24 - BEST USE OF HUMOR

2011 Gold

Murphy Putnam Media
Hickenlooper for Governor – Shower

2011 Silver

Filmlites Productions
Millionaire

2011 Bronze

The Strategy Group for Media
Get America Rolling Again!

2011 Bronze

Joe Slade White and Company
Spot

2011 Honorable Mention

Strategic Perception Inc.
Rick for Michigan – Grindstone

H25 - BEST USE OF NEGATIVE/ CONTRAST - U.S. CONGRESS

2011 Gold

Cicero Media
Hare Was Here

2011 Silver

Filmlites Productions
Millionaire

2011 Bronze

Wild Bunch Media
Not

2011 Honorable Mention

Strategic Perception Inc.
Ben Quayle for Congress – Them

H26 - BEST USE OF NEGATIVE/ CONTRAST - GOVERNOR

2011 Gold

Trippi & Associates
Jerry Brown for Governor – Echo

2011 Silver

Joe Slade White and Company
Site

2011 Bronze

Strategic Perception Inc.
Rick for Michigan – Choose

2011 Honorable Mention

Joe Slade White and Company
Know

H27 - BEST USE OF NEGATIVE/ CONTRAST - STATE LEGISLATURE & LOCAL

2011 Silver

Jackson Group Media
Delinquent

2011 Bronze

Devine Mulvey
Keith Farnham – Nursing Home Contrast

2011 Honorable Mention

Three Point Media
New Leadership

H28 - BEST USE OF NEGATIVE/ CONTRAST - STATEWIDE

2011 Gold

The Campaign Group
How One Joe Sestak Ad Ended Arlen Specter's Career

2011 Silver

GMMB
Not My Job

2011 Bronze

GMMB
Prisoner

2011 Honorable Mention

BrabenderCox
David Vitter – Welcome Prize

H29 - BEST USE OF PERSONALITY/ CELEBRITY

2011 Silver

Strategic Perception Inc.
Bill Haslam for Governor – Darrell Waltrip

2011 Bronze

Adelstein / Liston
Alexi Giannoulias for U.S. Senate – Choice/Hartmarx

2011 Honorable Mention

AKPD Message and Media
Cedric Richmond – Corner

TELEVISION - BALLOT/ INITIATIVE

H30 - FOR STATEWIDE CAMPAIGNS

2011 Gold

The New Media Firm
Producers: Envision Communications / Fair Districts Florida
Foxes

2011 Silver

Studio Center
24 Times

2011 Bronze

Goddard Claussen Public Affairs
Changing the Lines

2011 Honorable Mention

Goddard Claussen Public Affairs
Lights Out

H31 - FOR LOCAL CAMPAIGNS

2011 Silver

Brainchild Creative
Power of Yes

2011 Bronze

Englander Knabe & Allen
Rancho Palos Verdes – Measure P – Crickets

2011 Honorable Mention

The Victory Group
Dead Last

H32 - FOR ORGANIZATION

2011 Silver

R&R Partners
CMT – Hitchhiker – TV

2011 Bronze

The Victory Group
Harbor Pilots

2011 Honorable Mention

R&R Partners
CMT – I Love Transit – TV

H34 – GOTV

2011 Bronze

Integrated Web Strategy
Yes on 100 – Arizona

H36 - BEST USE OF NEGATIVE/ CONTRAST

2011 Bronze

Sanchis & Sanmartin
Red or Yellow State?

TELEVISION - PUBLIC AFFAIRS

H37 - NATIONAL PUBLIC AFFAIRS

2011 Gold

The Eleison Group, LLC
Daisy Ad 2010

2011 Silver

GMMB
Tough

2011 Bronze

R&R Partners
Rodeo

2011 Honorable Mention

Berman and Company
National Debt Halloween Costume

H38 - STATE/LOCAL PUBLIC AFFAIRS

2011 Gold

Hackney & Hackney
Best Athletes

2011 Silver



Schubert Flint Public Affairs
No Such Thing

2011 Bronze
Fletcher Rowley Riddle Inc.
Kill Dozer

2011 Honorable Mention
North Woods Advertising
Don't Take Away My Medicine

H39 - FOR NATIONAL ORGANIZATION

2011 Gold
GMMB
Tough

2011 Silver
GMMB
Clean Up

2011 Bronze
Wild Bunch Media
Better

2011 Honorable Mention
GMMB & Armour Media
On Guard

H40 - FOR STATE/LOCAL ORGANIZATION

2011 Silver
The Election Group
Messages - Indoor

H41 - BILINGUAL/MULTILINGUAL/ FOREIGN LANGUAGE

2011 Silver
Sanchis & Sanmartin
Gay Marriage

2011 Bronze
The New Media Firm
NJEA - Financiamiento

2011 Honorable Mention
Sanchis & Sanmartin
World Local Leaders Summit

H42 - NON-BROADCAST VIDEO

2011 Gold
Dewey Square Group and Joe Slade White and Company
Living Portrait of Governor Jennifer M. Granholm

2011 Silver
Behr Communications
All of Us

2011 Bronze
Compass Media Group, Inc.
Heroes

2011 Honorable Mention
Hackney & Hackney
NYC Presentation

H43 - BEST USE OF HUMOR

2011 Silver
GMMB & Armour Media

Clean Up

2011 Bronze
Love Communications
Vote.Utah.Com - Where Democracy Clicks

2011 Honorable Mention
Meridian Strategies
Dancers (SC-5)

H44 - BEST USE OF NEGATIVE/ CONTRAST

2011 Gold
Wild Bunch Media
Better

2011 Silver
The Eleison Group, LLC
Graham Then and Now

2011 Bronze
Hackney & Hackney
Dam Failure

2011 Bronze
Strategic Perception Inc.
Mourning in America

2011 Honorable Mention
R&R Partners
Rodeo

H45 - BEST USE OF PERSONALITY/ CELEBRITY

2011 Silver
Wild Bunch Media
Stop

2011 Bronze
McAuliffe Message Media
Morgan Freeman

2011 Honorable Mention
North Woods Advertising
Send a Nurse

COLLATERAL - OVERALL

I01 - BILLBOARD

2011 Silver
The New Media Firm
LiUNA - Bridge Billboard

2011 Bronze
Segarra!Terés
Answers

2011 Honorable Mention
Berman and Company
DC Teachers Union Exposed (Mobile Billboard)

I02 - DOORHANGERS

2011 Silver
Left Coast Communications
Jane Kim Doorhanger

2011 Bronze
Argo Strategies
Washington State Democrats GOTV

2011 Honorable Mention

The Stoneridge Group
Rand Paul Slate Doorhanger

I03 - LOGO

2011 Silver
Milkshake Media, LP
Hickenlooper for Colorado

2011 Bronze
The Election Group
Firefighters Care to Wear Pink

2011 Honorable Mention
J2 Strategies
Don't Tread on Me

I04 - MASS TRANSIT/BUS SIGN

2011 Bronze
Berman and Company
Let Me Rise

2011 Honorable Mention
The Singularis Group
Kansas Republican Party Clean Sweep Bus

I05 - NON-MAIL BROCHURE

2011 Gold
Left Coast Communications
Jane Kim Palmcard

2011 Silver
The Beytin Agency
Manno Walk Piece

2011 Bronze
Tuesday Associates
Sick of Congress Barf Bags

2011 Bronze
King Strategic Communications, Inc.
Ohio's Comeback

2011 Honorable Mention
The Election Group
Domestic First

I06 - YARD/OUTDOOR SIGN

2011 Silver
Axiom Strategies
Fed Up?

2011 Bronze
HighGround Public Affairs
Keep the Cubs - Yes on 420

2011 Honorable Mention
Precision Politics
Taxpayers' Watchdog!

I07 - MOST ORIGINAL/INNOVATIVE COLLATERAL MATERIAL

2011 Gold
Stearns Consulting LLC
No on B - Rally Towel

2011 Silver
Bates & Mills Consulting, Inc.
BankRun Bank Card

2011 Bronze
Eisner Johnson
Scott Walker Brown Bag





2011 Honorable Mention
Communications Counsel, Inc.
Bill Johnson for Congress – American Excess Card

2011 Honorable Mention
Segarra!Terés
Answers

2011 Honorable Mention
Left Coast Communications
Jane Kim for SUPERvisor Comic Book

FIELD - CANDIDATE

J01 - BEST GOTV PROGRAM

2011 Silver
Grassroots Solutions
Omaha Recall Election: Stop the Recall and Retain Mayor Jim Suttle

2011 Bronze
Terra Strategies
Colorado United Paid Canvas

2011 Honorable Mention
NGP VAN, Inc.
Nevada Democratic Party Re-elects Sen. Majority Leader Harry Reid

J02 - BEST USE OF NEW TECHNOLOGY

2011 Gold
FLS Connect
American Crossroads Canvasses With GeoConnect

2011 Bronze
Loci Technologies
Tarryl Clark for Congress: Real-Time Voter Targeting

J03 - BEST WALK PIECE

2011 Gold
The Stoneridge Group
Rubio Message Cards

2011 Silver
Murphy Turner Associates
Stefani Carter for State Representative – Serious

2011 Bronze
The Beytin Agency
Manno Walk Piece

2011 Honorable Mention
thetrazgroup
Meet Jennifer

INTERNATIONAL - CANDIDATE

K01 - DIRECT MAIL

2011 Silver
NOW Communications Group Inc.
Pensions

2011 Bronze
NOW Communications Group Inc.
Hugh Direct Mail

K02 - INTERNET CAMPAIGN

2011 Silver
ElectionMall Technologies, Inc.

SantosPresidente.com

2011 Bronze
Purple Forge
Juan Manuel Santos iPhone Application

2011 Honorable Mention
Bully Pulpit Interactive
Kamla Persad-Bissessar for Prime Minister

2011 Honorable Mention
Blue State Digital
Dilma Rousseff for President

K03 - RADIO AD

2011 Silver
BuzzMaker, LLC
I Don't Trust Even Jesus Christ

2011 Silver
NOW Communications Group Inc.
Grandpa

2011 Bronze
Redondo & Asociados Public Affairs Firm
Stand by Me

K04 - TELEVISION AD

2011 Gold
Redondo & Asociados Public Affairs Firm
Stand by Me

2011 Silver
Prole
Rio Olympic City

2011 Bronze
Newlink Political
Mi Tierra

2011 Honorable Mention
NOW Communications Group Inc.
Balloon

K05 - TELEPHONE TOWN HALL

2011 Silver
Stones' Phones
A Telephone Town Hall Down Under

INTERNATIONAL - BALLOT/INITIATIVE

K07 - INTERNET CAMPAIGN

2011 Bronze
Purple Forge
Tim Hudak's iPhone App: 2010 Budget Response

2011 Honorable Mention
Segarra!Terés
Play Fair/Play Nice

K09 - TELEVISION AD

2011 Bronze
Segarra!Terés
Play Fair/Play Nice

INTERNATIONAL - PUBLIC AFFAIRS

K11 - INTERNET CAMPAIGN

2011 Silver
Blue State Digital
Hope Not Hate

2011 Bronze

NOW Communications Group Inc.
IfYouLoveSaskatchewan.ca

2011 Honorable Mention
Chong + Koster
Pressuring Target

K13 - TELEVISION AD

2011 Gold
Sanchis & Sanmartin
World Local Leaders Summit

2011 Silver
Sanchis & Sanmartin
Gay Marriage

2011 Bronze
NOW Communications Group Inc.
Commitment

2011 Honorable Mention
NOW Communications Group Inc.
Signs

K14 - CITIZEN ACTIVISM

2011 Silver
McNally Temple Associates, Inc.
Dreams for Nigeria

2011 Bronze
McNally Temple Associates, Inc.
Dreams for Nigeria Trailer

2011 Honorable Mention
McNally Temple Associates, Inc.
Dreams for Nigeria Booklet

SHOULDA, WOULDA, COULDA

L01 - DIRECT MAIL

2011 Gold
JC-Evans, Inc.
Predator

2011 Silver
Argo Strategies
Norma Smith – Read the Label

2011 Bronze
Argo Strategies
Jan Angel – Poolside

2011 Honorable Mention
Argo Strategies
Bob Checks

L02 - INTERNET

2011 Bronze
Chris Mottola Consulting, Inc.
Jack Lynch

L03 - RADIO

2011 Bronze
Hackney & Hackney
Stevens vs. IRS

L04 - TELEVISION

2011 Silver
McAuliffe Message Media
Women

2011 Bronze
Hackney & Hackney
Gas Reserves Tax

2011 Honorable Mention
The Advance Group



Cocktail Party 2009

2011 Honorable Mention
RapidResponse Media, Inc.
Load of Hot Air

TEA-POLLIES - ANTI-TEA PARTY

N01 - INTERNET

2011 Bronze
Adams Hussey & Associates
Stamp Out Extremism – 2010 Midterm Elections

N04 - TELEVISION

2011 Silver
Bradley Reid + Associates
Lisa Murkowski for U.S. Senate – Anti-Tea Party

2011 Silver
MSI Communications
They're Back

N05 - DIRECT MAIL

2011 Gold
BerlinRosen
Cup O' Joe

2011 Silver
The Beytin Agency
Halloween

2011 Bronze
Gold Communications
High Stakes

2011 Bronze
Mission Control Inc.
Tea Party

2011 Honorable Mention
Mammen Group
Invitation to Tea

TEA-POLLIES - PRO-TEA PARTY

N06 - INTERNET

2011 Silver
Purple Forge
Americans for Prosperity iPhone App

2011 Bronze
Terra Eclipse
FreedomWorks: Freedom Connect

N08 - RADIO

2011 Bronze
Communications Counsel, Inc.
Defend – Ohio's Third Frontier

N09 - TELEVISION

2011 Bronze
The Strategy Group for Media
Liberty's Call

N10 - DIRECT MAIL

2011 Silver
Lincoln Strategy Group
Dr. Chris Salvino: Pro-Tea Party Candidate

2011 Bronze
thetrazgroup
Nancy & Mike

2011 Honorable Mention
Targeted Creative Communications, Inc.
Flag Jumping

AAPC FOUNDATION STUDENT POLLIE AWARD WINNERS

STUDENT WINNERS

BEST USE OF INTERNET

Gold

Michael Fricchione
Fordham University
"Padavan for Pedro"

BEST USE OF TELEVISION/RADIO AD

Gold

Francesca Capodilupo
Caroline Graham
Michelle Hinman
Erion Piciri
Lauren Skompinski
Fordham University, Elections and Campaign Management Graduate Program
"Made of Plastic"

Silver

Joseph Ahearn
Erion Piciri
Juxhin Vila
Fordham University
"It's Time to Fix America"

Bronze

Rachel Jacobs
American University
"A Voice For U Campaign"





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