

19th Annual Pollie Awards & Conference

RECOGNIZING THE STARS IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



POLLIE AWARDS™

2010 Pollie Awards Winners Book

March 25, 26 and 27, 2010
Sheraton Wild Horse Pass
Resort & Spa
Phoenix, Arizona



Karen Jagoda,
E-Voter Institute

Dan Judy, Ayres, McHenry &
Associates, Inc.

Tugba Kalafatoglu, Tugba
Kalafatoglu & Associates

Jessica Keegan, Edmonds
Associates, Inc.

Christopher Klose, Laguens
Kully Klose Partners

David Kralik,
Engage, LLC

Andrea Landis, Kaufman
Campaign Consultants

Heather Lauer,
Villageous LLC

Greg Lebel, The George
Washington University

Natalie LeBlanc,
MSHC Partners

Dotty LeMieux,
GreenDog Campaigns

Christopher Leo, NYS
Correctional Officers & PBA

Katie Lewallen,
Zata3 Consulting

Krista Lewie-Cepero

Jordan Lieberman,
Politics Magazine

Jef Loeb,
Brainchild Creative

Carey Lundin,
Viva Lundin Productions

Lisa MacLean,
Moxie Media

Jennifer Mathews,
AMM Political Strategies

Lewis Mazanti, University
of Oklahoma Political
Communication Center

Jon McHenry, Ayres,
McHenry & Associates, Inc.

Bill McIntyre, Edelman-
Grassroots Enterprise

Bryon McKim,
McKim Strategies

Jamie McKown,
College of the Atlantic

Kristin McLaren, Buisson
Creative Strategies

Matthew McMillan,
BuzzMaker LLC

Howell Medley,
Bynum Thompson

Chadwick Melder,
CAMCO Consulting

David Mermin,
Lake Research

Michael Meyers, Michael
D. Meyers Company

Jason Miller,
MSHC Partners

Will Miller,
Ohio University

Vinny Minchillo,
Scott Howell & Co.

Chad Minnick,
Minnick & Minnick

Patrick Moir,
Moir & Associates

Michael Mule,
UPT Strategies

Millard Mule, UPT Strategies

Michael Muller,
NJ DACC

Julian Mulvey,
Devine Mulvey

Andrew Myers,
Myers Research | Strategic
Services

Nathan Nayman

Julia Norton, Squier Knapp
Dunn Communications

Mike O'Connor, Bose Public
Affairs Group

Kevin O'Neill, Edelman-
Grassroots Enterprise

Kyle Osterhout, Media
Strategies & Research, Inc.

Alan Packman

Scott Perreault,
ScottPolitical.com

Jefrey Pollock,
Global Strategy Group

Alan Potasnik, The Point
Betsie InterNetwork

Brandon Powers, Powers
Communications, Inc.

Joe Qualls,
The Parkside Group

Marko Rakar,
MRAK Services

Rich Robinson, Robinson
Communications

Rick Robinson,
Author

Will Robinson,
The New Media Firm

Barry Rubin,
infoUSA

Bill Russell,
MSHC Partners, Inc.

Marcy Rye, WireMedia
Communications Inc.

Brandon Scholz,
The Capitol Group,
LLC/Wisconsin Grocers
Association, Inc.

Paul Seale,
Alien Media Inc.

Thomas Shepard,
Tom Shepard & Associates

Jennifer Smith,
Mad Dog Mail

Michael Smith,
ConnectCallUSA.com

Ronald Smith, Smith
Communications, LLC

Mark SooHoo,
Campaign Solutions

James Spencer,
The Campaign Network

Kevin Spidel,
Patriot Strategies

Evan Stavisky,
The Parkside Group

Jared Stimson,
Faulkner Strategies

Raymond Strother,
Strother Consultants

Linda Takayama

Taylor Terry

Waldo Tibbetts,
Vote IQ

J. Toscano,
GMMB

Sarah Trees,
Integrated Web Strategy

Scott Truesdale, Creative
Strategies

Stanley Tsao,
The Connections Group

Ben Tulchin,
Tulchin Research

Jonathan Varner, Jonathan
Varner & Associates

Wendy Villa,
Mario E Diaz & Associates

Mark Watts,
Abacus Associates

Mark Weaver,
Communications Counsel,
Inc.

Hugh Weber,
Deep Bench

Elizabeth Welsh, Executive
Communications, Inc.

Melissa Williams,
MSHC Partners

Suzanne Zurn,
Xenophon Strategies

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 Polle Awards maintain
a standard of excellence.

The Winners

Please join us in recognizing the winning firms
and entries within the following categories:

Overall Campaigns

Candidate Campaigns

A01 Direct Mail Campaign

Silver
Murphy
Mission Control Inc.

Bronze
Mayor Plusquellic
Recall
Jonathan Varner &
Associates

Honorable Mention
Marsden for VA State
Senate
Gumbinner & Davies
Communications

A02 Internet Campaign

Bronze
Annise Parker for Mayor
of Houston Web
Campaign
Rindy Miller Media

Honorable Mention
Mike Bloomberg for
Mayor NYC 2009 Online
Advertising
Connections Media,
LLC

A03 Phone/Field Campaign

Bronze
Stacy Parks Miller for
DA
CPEC LLC

A04 TV/Radio Campaign

Silver
How Kasim Reed
Soared From 9% in
3 Months to Become
Atlanta's Mayor
The Campaign Group

Bronze
Annise Parker for Mayor
of Houston 2009
Rindy Miller Media

Honorable Mention
McKenna for Illinois
Strategic Perception
Inc.

A05 Best Use of Humor

Silver
You Betcha
Mission Control Inc.

Bronze
Ramras
Hackney & Hackney

Honorable Mention
McKenna for Illinois -
Hair Today 60
Strategic Perception
Inc.

A06 Best in Show

Gold
2021
The Advance Group

Silver
Absolute Incompetence
Freeman Public Affairs

Bronze
You Betcha
Mission Control Inc.

Honorable Mention
New York Minute
Squier Knapp Dunn
Communications

Ballot/Initiative Campaigns

A07 Direct Mail Campaign

Gold
Issue 3 Direct Mail
Strategic Public
Partners Group, 50
State Strategies &
Majority Strategies

Gold
Residential Resale
Inspection Program
San Francisco
Association of Realtors

Silver
Residential Resale
Inspection Program
San Francisco
Association of Realtors

Bronze
Renters Economic
Relief Package
San Francisco
Association of Realtors

Honorable Mention
New Jersey Public
Question 1 Campaign
The Chadderdon Group

A08 Internet Campaign

Gold
Issue 3 Internet
Campaign
Strategic Public
Partners Group

Silver
Not So Sure
Lukas Media

A09 Phone/Field Campaign

Silver
Issue 3 Phone & Field
Strategic Public
Partners Group

Bronze
Motivating Union
Members to Vote Yes
on Issue 3
Winning Connections

A10 TV/Radio Campaign

Gold
Protecting Safe, Local
Food for All Ohioans
Melamed
Communications, Inc. &
Glazen Creative

Silver
Ohio Jobs and -Growth
Committee - Yes on
Issue 3
The Strategy Group for
Media

Bronze
Maine No on 4 (Anti-
TABOR Initiative)
Squier Knapp Dunn
Communications

Honorable Mention
NO on Spokane
Proposition 4 Cable Ads
Minnick & Minnick,
Wahl Strategies &
Impact VA

A11 Best in Show

Silver
Stand for Marriage
Maine/Yes on Prop.1
Campaign Solutions/
Connell Donatelli, Inc.

Bronze
Impending Nightmare
San Francisco
Association of Realtors

Honorable Mention
New Neighbors
San Francisco
Association of Realtors

Public Affairs Campaigns

A12 Direct Mail Campaign

Silver
Energize WV Mail
Campaign
Rainmaker

Bronze
Residential Resale
Inspection Program
San Francisco
Association of Realtors

Honorable Mention
SBBG - Vital Mission
Plan
DAVIES

A13 Internet Campaign

Gold
Fix Housing First
Fleishman-Hillard

Silver
DHL Ruined Lives
Jonathan Varner &
Associates

Bronze
Too Dirty for College
GMMB

Honorable Mention
America's Voice
TEAM

A14 Phone/Field Campaign

Silver
Clean Energy and
Security for America
Winning Connections

A15 TV/Radio Campaign

Gold
Pebble Promises
Hackney & Hackney

Silver
John Corbett Radio
Campaign
Rainmaker

Bronze
AT&T 2009 Campaign
Joe Slade White and
Company

Honorable Mention
60 Plus Association -
Health Care Campaign
McCarthy Marcus
Hennings, Ltd.

A16 Best in Show

Silver
No Such Thing as a
Little Bit Pregnant
Hackney & Hackney

Bronze
A Big Role
Rainmaker

Honorable Mention
Eye-to-Eye
Hackney & Hackney



Bronze
If You Have Information
on Pedro Espada's
Shenanigans...
GOTV

**H05 Automated Calls -
Organization**

Silver
North Program
CPEC LLC

Bronze
Montgomery County
Judges
CPEC LLC

Honorable Mention
Sierra Club Virginia
Turnout
Winning Connections

H07 Live Calls - Local

Silver
Turning out the Vote for
Mike Bloomberg
Winning Connections

**H08 Live Calls -
Independent
Expenditure Campaign**

Silver
Center for Community
Change IE for Scott
Murphy in NY 20
Winning Connections

Bronze
DCCC in Support of Bill
Owens for Congress
Winning Connections

**H09 Live Calls -
Organization**

Bronze
Planned Parenthood in
Support of Scott
Murphy
Winning Connections

**H10 Best Use of
Telephone Town Hall/
Forum Call**

Silver
Hola, les Habla
Congressita Loretta
Sanchez
Stones' Phones

Bronze
Blanche Lincoln
Healthcare TeleForum
Winning Connections

Honorable Mention
Mayor Jennings
Telephone Town Hall
Winning Connections

**Ballot/Initiative
Campaigns**

**H11 Automated Calls -
State/Local**

Gold

Gov. Strickland & Sen.
Voinovich-Coming
Together for Safe Local
Ohio Food
Melamed
Communications, LLC

**H13 Live Calls - State/
Local**

Silver
Nixon Against Casino
Gambling
GOTV

Bronze
Pike Library
CPEC LLC

**H13 Live Calls - State/
Local**

Silver
Short and Sweet!
Executive
Communications, Inc.

Bronze
Issue 3 Live Calls
Strategic Public
Partners Group

Honorable Mention
Clean Air Kansas Paid
Phones Program

Grassroots Solutions,
Stones' Phones & the
Sunflower Foundation

H14 Live Calls - GOTV

Silver
Issue 3 Live Calls -
GOTV

Strategic Public
Partners Group

Bronze
Mobilizing Union
Members to Vote Yes
on Issue 3
Winning Connections

**Public Affairs
Campaigns**

**H15 Automated Calls -
National**

Silver
Energy Reinforcements
Winning Connections

Bronze
A Powerful Noise
Stones' Phones

**H16 Automated Calls -
State/Local**

Bronze
Chicago Soil Protection
Winning Connections

**H17 Live Calls -
National**

Silver
Fantastic! Thank You for
Asking!
Executive
Communications, Inc.

Bronze
You Got 15 or 20
minutes? This Is
Complicated!
Executive
Communications, Inc.

Honorable Mention
American Cancer
Society CAN -
Healthcare Reform
Winning Connections

**H18 Live Calls - State/
Local**

Silver
Short and Sweet!
Executive
Communications, Inc.

Bronze
This Is William Shatner
Calling
Stones' Phones

Honorable Mention
I'm Not Buying!

Executive
Communications, Inc.

**H19 Best Use of
Telephone Town Hall
Call/Forum Call**

Silver
Sierra Club TeleForum
Winning Connections

**H20 Patch-Through
Program for Public
Affairs**

Silver
Thank You, Mary Bono
Mack
Winning Connections

Bronze
Short and Sweet!
Executive
Communications, Inc.

Honorable Mention
Clean Energy Patch -
Through Campaign
Winning Connections

Overall Campaigns

**H21 Most Innovative
Use of Automated
Technology**

Silver
Powerful New
Automated Polling
Technology Helps Even
the Smallest Campaigns
Win
Precision Polling

Bronze
Republican Party of VA:
Automated Volunteer ID
During Obama Speech
The Prosper Group

Honorable Mention
Stacy Parks Miller for
DA
CPEC LLC

**H22 Best Use of New
Technology**

Silver
License to Dial
Winning Connections

Bronze
Win by Cell Facilitates
Support and Engages
Activists for Ensuring
Liberty Corporation
(ELCORP)
Win by Cell

Honorable Mention
Republican Party of
Virginia: Victory VOIP
The Prosper Group

**H23 Best Use of
Telephone Town Hall
Call/Forum Call**

Silver
Capuano for Senate
Town Halls
Voter Activation
Network

Bronze
Yes on Issue 3
Telephone Town Hall
Winning Connections

**H24 For Special
Election**

Bronze
Lukach for State Senate
CPEC LLC

Honorable Mention
Smith for Council
CPEC LLC

Radio

Candidate Campaigns

**I03 Local/Municipal/
Regional**

Gold
Shake Things Up
EpanMedia

Silver
Friends of Dewey
Bartlett - Shameful
Record
The Strategy Group for
Media

Silver
The 11th Hour
Novak Media, Inc.

Bronze
Vekich Radio Spot
Northwest Passage
Consulting

Honorable Mention
Dagnet
Bethel Nathan
Communications

**I04 Bilingual/
Multilingual/Foreign
Language**

Silver
Manolo Reyes 30Sec.
Radio GOTV Gracias
PR Concepts & Digital
Wave Sounds

Bronze
Manolo Reyes Jingle
PR Concepts & Digital
Wave Sounds

**Ballot/Initiative
Campaigns**

I07 GOTV

Silver
Where Is the Initiative?
No on I-1033 Gets Out
the Vote
Stones' Phones

**Public Affairs
Campaigns**

**I08 National Public
Affairs**

Gold
Nebraska Small
Business
The New Media Firm

Silver
House Climate Bill
Christian Radio
Campaign
The Eleison Group, LLC

Bronze
Gameshow
Berman and Company

Honorable Mention
American Future Fund -
Plank
McCarthy Marcus
Hennings, Ltd.

**I09 State/Local Public
Affairs**

Gold
Trojan Horse
Hackney & Hackney

Gold
White Flag
MH Media

Silver
Pop Quiz
Rainmaker

Bronze
Ommmmm
North Woods
Advertising

Honorable Mention
Days
Compass Media Group

I10 For Organization

Gold
Tin Can
GMMB

Silver
Kennedy
The New Media Firm

Bronze
Not Too Distant Future
North Woods
Advertising

Honorable Mention
Goodman
The New Media Firm

Overall Campaigns

I11 Best Use of Humor

Gold
Fluffy
The Public Response
Group, Inc.

Silver
Gameshow
Berman and Company

Bronze
Rep. Robert Around
Berman and Company

**I12 Best Use of
Negative/Contrast**

Silver
Trojan Horse
Hackney & Hackney

Bronze
Truth To Power
The Eleison Group, LLC

**I13 For Special
Election**

Silver
Same Little Town
Novak Media, Inc.

Television

Candidate Campaigns

**J01 Statewide
Constitutional -
Democrat**

Silver
We Are Ready
Karen Craven with
Debra Juarez and
Carmen Gonzalez of
DECA Productions, Inc.

Bronze
Rise
GMMB

**J02 Statewide
Constitutional -
Republican**

Silver
Voices
The Stevens & Schriefer
Group

Bronze
Corruption
The Stevens & Schriefer
Group

**J03 State Legislature -
Democrat**

Bronze
All of Us
Devine Mulvey

**J05 Local/Municipal/
Regional**

Gold
One Room Office
Squier Knapp Dunn
Communications

Silver
Truck
Lincoln Strategy Group

Bronze
Together
AKPD Message and
Media LLC

Honorable Mention
Book
Laguens Kully Klose
Partners

**J06 Independent/Third
Party**

Silver
Independence.
Strength. Leadership.
Devine Mulvey

Bronze
Think Independent
North Woods
Advertising

Honorable Mention
Faces
Adelstein|Liston

**J07 Best Use of
Humor**

Silver
McKenna for Illinois -
Hair Today 60
Strategic Perception
Inc.

Bronze
Truck
Lincoln Strategy Group

Honorable Mention
A.J. - Silver Tongue
Devil
The Prime Time
Agency/The Guice
Agency

**J08 Best Use of
Negative/Contrast -
Statewide**

Gold
Flip Flop
OnMessage Inc.

Bronze
McKenna for Illinois -
Hair Today 60
Strategic Perception
Inc.

Honorable Mention
McKenna for Illinois -
Happier?
Strategic Perception
Inc.

**J09 Best Use of
Negative/Contrast -
State Legislature/
Local/Municipal/
Regional**

Gold
How Kasim Reed
Elevated Himself While
Lowering the Front-
Runner in a Multi-
Candidate Field
The Campaign Group

Silver
Friends of Dewey
Bartlett - Criminal
The Strategy Group for
Media

Bronze
2021
The Advance Group

Honorable Mention
Pretty Slick
Novak Media, Inc.

**J11 Best Cable-Only
Broadcast**

Silver
Termina
Squier Knapp Dunn
Communications

**J12 Bilingual/
Multilingual/Foreign
Language**

Gold
Grande Como Tejas
Devine Mulvey

Silver
Mandarin GOTV
Squier Knapp Dunn
Communications

**J13 Non-Broadcast
Video**

Gold
Mike Pence Committee -
Step Into the Ring
The Strategy Group for
Media

Gold
Kasich for Ohio - A New
Way. A New Day.
The Strategy Group for
Media

Silver
Crisis
Adelstein|Liston

Bronze
Artur Davis - Now
Chao Message and
Media & The Jackson
Group

Honorable Mention
Taxi
Squier Knapp Dunn
Communications

**J14 Television Ad -
More Than 60
Seconds**

Silver
American Dream
Devine Mulvey

**Ballot/Initiative
Campaigns**

J15 For Statewide

Gold
One Iowa - Place
Joe Slade White and
Company

