

# 2012 POLLIE CONTEST CATEGORIES

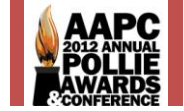


## OVERALL CAMPAIGNS

### Candidate Division

A01 - Direct Mail Campaign - Republican	Series of direct mail pieces produced for a Republican Candidate Campaign
A02 - Direct Mail Campaign - Democrat	Series of direct mail pieces produced for a Democrat Candidate Campaign
A03 - Direct Mail Campaign - Third Party	Series of direct mail pieces produced for a Independent or Third Party Candidate Campaign
A04 - Internet Campaign - Republican	Series of internet/technology pieces produced for a Republican Candidate Campaign
A05 - Internet Campaign - Democrat	Series of internet/technology pieces produced for a Democrat Candidate Campaign
A06 - Internet Campaign - Third Party	Series of internet/technology pieces produced for a Independent, or Third Party Candidate Campaign
A07 - Phone/Field - Republican	Series of phone or field pieces produced for a Republican Candidate Campaign
A08 - Phone/Field - Democrat	Series of phone or field pieces produced for a Democrat Candidate Campaign
A09 - Phone/Field - Third Party	Series of phone or field pieces produced for a Independent or Third Party Candidate Campaign
A10 - TV/Radio Campaign - Republican	Series of television or radio ads produced for a Republican Candidate Campaign
A11 - TV/Radio Campaign - Democrat	Series of television or radio ads produced for a Democrat Candidate Campaign
A12 - TV/Radio Campaign - Third Party	Series of television or radio ads produced for a Independent or Third Party Candidate Campaign
A13 - Best Use of Negative Contrast - Republican	A series using negative contrast (any medium) on behalf of a Republican Candidate Campaign
A14 - Best Use of Negative Contrast - Democrat	A series using negative contrast (any medium) on behalf of a Democrat Candidate Campaign
A15 - Best Use of Negative Contrast - Third Party	A series using negative contrast (any medium) on behalf of a Independent or Third Party Candidate Campaign
A16 - Best Use of Humor - Republican	A series of humorous pieces (any medium) on behalf of a Republican Candidate Campaign
A17 - Best Use of Humor - Democrat	A series of humorous pieces (any medium) on behalf of a Democrat Candidate Campaign
A18 - Best Use of Humor - Third Party	A series of humorous pieces (any medium) on behalf of a Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



A19 - Best in Show - Republican	A unique and exceptionally effective series of pieces (any medium) on behalf of a Republican Candidate Campaign
A20 - Best in Show - Democrat	A unique and exceptionally effective series of pieces (any medium) on behalf of a Democrat Candidate Campaign
A21- Best in Show - Third Party	A unique and exceptionally effective series of pieces (any medium) on behalf of a Independent or Third Party Candidate Campaign
A22 - Special Election - Republican	A series of pieces (any medium) Produced for a Special Election for a Republican Candidate Campaign
A23 - Special Election - Democrat	A series of pieces (any medium) Produced for a Special Election for a Democrat Candidate Campaign
A24 - Special Election - Third Party	A series of pieces (any medium) Produced for a Special Election for a Independent or Third Party Candidate Campaign

## **Ballot/Initiative Division**

A25 - Direct Mail Campaign	Series of direct mail pieces produced for a Ballot/Initiative Campaign
A26 - Internet Campaign	Series of online ads produced for a Ballot/Initiative Campaign using internet/technology
A27 - Phone/Field	Series of phone or field ads produced for a Ballot/Initiative Campaign
A28 - TV/Radio Campaign	Series of television or radio ads produced for a Ballot/Initiative Campaign
A29 - Best Use of Negative Contrast	A series using negative contrast (any medium) on behalf of a Ballot / Initiative Campaign
A30 - Best Use of Humor	A series of humorous pieces (any medium) on behalf of a Ballot / Initiative Campaign
A31 - Best in Show	A unique and exceptionally effective piece or series of pieces (any medium) for a Ballot/Initiative Campaign

## **Public Affairs Division**

A32 - Direct Mail Campaign	Series of direct mail pieces produced for a Public Affairs Campaign
A33 - Internet Campaign	Series of ads produced for a Public Affairs Campaign using internet technology
A34 - Phone/Field	Series of phone or field ads produced for a Public Affairs Campaign
A35 - TV/Radio Campaign	Series of television or radio ads produced for a Public Affairs Campaign
A36 - Best Use of Negative Contrast	A series using negative contrast (any medium) on behalf of a Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES



- A37 - Best Use of Humor      A series of humorous pieces (any medium) on behalf of a Public Affairs Campaign
- A38 - Best in Show      A unique and exceptionally effective piece or series of pieces (any medium) for a Public Affairs Campaign.

## COLLATERAL

### Candidate Division

- B01 - Door hangers      Door hanger created in support of a Candidate Campaign
- B02 - Logo      Logo created in support of a Candidate Campaign
- B03 - Most Original/Innovative Collateral Material      Collateral material (any medium) created in support of a Candidate Campaign
- B04 - Yard/Outdoor Sign      Yard or other outdoor sign created in support of a Candidate Campaign

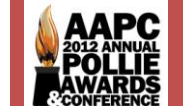
### Ballot/Initiative Division

- B05 - Door hangers      Door hanger created in support of a Ballot/Initiative Campaign
- B06 - Logo      Logo created in support of a Ballot/Initiative Campaign
- B07 - Most Original/Innovative Collateral Material      Collateral material (any medium) created in support of a Ballot/Initiative Campaign
- B08 - Yard/Outdoor Sign      Yard or other outdoor sign created in support of a Ballot/ Initiative Campaign

### Public Affairs Division

- B09 - Door hangers      Door hanger created in support of a Public Affairs Campaign
- B10 - Logo      Logo in support of a Public Affairs Campaign
- B11 - Most Original/Innovative Collateral Material      Collateral material (any medium) created in support of a Public Affairs Campaign
- B12 - Yard/Outdoor Sign      Yard or other outdoor sign created in support of a Public Affair campaign

# 2012 POLLIE CONTEST CATEGORIES



## Overall Division

B13 - Billboard	Billboard in support of a Candidate, Ballot/Initiative or Public Affairs campaign
B14 - Mass Transit/Bus Sign	Mass Transit/ Bus sign created in support of a Candidate, Ballot/Initiative, or Public Affairs Campaign
B15 - Non-Mail Brochure	Hand out brochure created in support of a Candidate, Ballot/Initiative or Public Affairs Campaign

## DIRECT MAIL

### Candidate Division

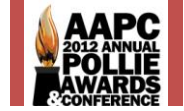
C01 - For Presidential Primary - Republican	Direct mail piece produced for a Presidential Primary Republican Candidate Campaign
C02 - For Governor - Republican	Direct mail piece produced for a Gubernatorial Republican Candidate Campaign
C03 - For Governor - Democrat	Direct mail piece produced for a Gubernatorial Democrat Candidate Campaign
C04 - For Governor - Third Party	Direct mail piece produced for a Gubernatorial Independent or Third Party Candidate Campaign
C05 - For State/Statewide - Republican	Direct mail piece produced for a State/Statewide (i.e., Auditor/ Controller, Lt. Gov., etc.) Republican Candidate Campaign
C06 - For State/Statewide - Democrat	Direct mail piece produced for a State/Statewide (i.e., Auditor/ Controller, Lt. Gov., etc.) Democrat Candidate Campaign
C07 - For State/Statewide - Third Party	Direct mail piece produced for a State/Statewide (i.e., Auditor/ Controller, Lt. Gov., etc.) Independent or Third Party Candidate Campaign
C08 - For Mayor - Republican	Direct mail piece produced for a Mayoral Republican Candidate Campaign
C09 - For Mayor - Democrat	Direct mail piece produced for a Mayoral Democrat Candidate Campaign
C10 - For Mayor - Third Party	Direct mail piece produced for a Mayoral Independent or Third Party Candidate Campaign
C11 - For State Legislature - Republican	Direct mail piece produced for a State Legislative Republican Candidate Campaign
C12 - For State Legislature - Democrat	Direct mail piece produced for a State Legislative Democrat Candidate Campaign
C13 - For State Legislature - Third Party	Direct mail piece produced for a State Legislative Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



C14 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Republican	Direct mail piece produced for Local, Municipal or Regional Republican Candidate Campaign
C15 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Democrat	Direct mail piece produced for Local, Municipal or Regional Democrat Candidate Campaign
C16 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Third Party	Direct mail piece produced for Local, Municipal or Regional Candidate Campaign
C17 - For National/State Organization - Republican	Direct mail piece produced for a National/State Organization for a Republican Candidate Campaign
C18 - For National/State Organization - Democrat	Direct mail piece produced for a National/State Organization for a Democrat Candidate Campaign
C19 - For National/State Organization - Third Party	Direct mail piece produced for a National/State Organization for a Independent or Third Party Candidate Campaign
C20 - For Local/Municipal/Regional Organization - Republican	Direct mail piece produced for a Local/Municipal/Regional Organization for a Republican Candidate campaign
C21 - For Local/Municipal/Regional Organization - Democrat	Direct mail piece produced for a Local/Municipal/Regional Organization for a Democrat Candidate campaign
C22 - For Local/Municipal/Regional Organization - Third Party	Direct mail piece produced for a Local/Municipal/Regional Organization for a Independent or Third Party Candidate campaign
C23 - For Super PAC - Republican	Direct mail piece produced for a Super PAC in support of a Republican Candidate Campaign
C24 - For Super PAC - Democrat	Direct mail piece produced for a Super PAC in support of a Democrat Candidate Campaign
C25 - For Super PAC - Third Party	Direct mail piece produced for a Super PAC in support of a Independent or Third Party Candidate Campaign
C26 - For Membership Organization - Republican	Direct mail piece produced for a Membership Organization for a Republican Candidate Campaign
C27 - For Membership Organization - Democrat	Direct mail piece produced for a Membership Organization for a Democrat Candidate Campaign
C28 - For Membership Organization - Third Party	Direct mail piece produced for a Membership Organization for a Independent or Third Party Candidate Campaign
C29 - GOTV - Statewide/Local - Republican	GOTV direct mail pieces for collective State/Statewide and local Republican Candidates
C30 - GOTV - Statewide/Local - Democrat	GOTV direct mail pieces for collective State/Statewide and local Democrat Candidates
C31 - GOTV - Statewide/Local - Third Party	GOTV direct mail pieces for collective statewide and local Independent or Third Party Candidates

# 2012 POLLIE CONTEST CATEGORIES



C32 - Slate - Statewide/Local - Republican	Direct mail pieces for collective statewide and local Republican Candidates
C33 - Slate - Statewide/Local - Democrat	Direct mail pieces for collective statewide and local Democrat Candidates
C34 - Slate - Statewide/Local - Third Party	Direct mail pieces for collective statewide and local Independent or Third Party Candidates
C35 - Vote - By - Mail Ballot Request - Republican	Vote - By - Mail Ballot Request for a Republican Candidate
C36 - Vote - By - Mail Ballot Request - Democrat	Vote - By - Mail Ballot Request for a Democrat Candidate
C37 - Vote - By - Mail Ballot Request - Third Party	Vote - By - Mail Ballot Request for a Independent or Third Party Candidate
C38 - Independent Expenditure Campaign - Nationwide - Republican	Direct mail piece for an Independent Expenditure Campaign in support of a Nationwide Republican Candidate Campaign
C39 - Independent Expenditure Campaign - Nationwide - Democrat	Direct mail piece for an Independent Expenditure Campaign in support of a Nationwide Democrat Candidate Campaign
C40 - Independent Expenditure Campaign - Nationwide - Third Party	Direct mail piece for an Independent Expenditure Campaign in support of a Nationwide Independent or Third Party Candidate Campaign
C41 - Independent Expenditure Campaign - State/Statewide - Republican	Direct mail piece for an Independent Expenditure Campaign in support of a State/Statewide Republican Candidate Campaign
C42 - Independent Expenditure Campaign - State/Statewide - Democrat	Direct mail for an Independent Expenditure Campaign in support of a State/Statewide Democrat Candidate Campaign
C43 - Independent Expenditure Campaign - State/Statewide - Third Party	Direct mail piece for an Independent Expenditure Campaign in support of a State/Statewide Independent or Third Party Candidate Campaign
C44 - Independent Expenditure Campaign - State Legislature - Republican	Direct mail piece for an Independent Expenditure Campaign in support of a State Legislative Republican Candidate Campaign
C45 - Independent Expenditure Campaign - State Legislature - Democrat	Direct mail piece for an Independent Expenditure Campaign for in support of a State Legislative Democrat Candidate Campaign
C46 - Independent Expenditure Campaign - State Legislature - Third Party	Direct mail piece for an Independent Expenditure Campaign in support of a State Legislative Independent or Third Party Candidate Campaign
C47 - Independent Expenditure Campaign - Local/Municipal/Regional - Republican	Direct mail Independent Expenditure Campaign for a Local, Municipal or Regional Republican Candidate Campaign
C48 - Independent Expenditure Campaign - Local/Municipal/Regional - Democrat	Direct mail Independent Expenditure Campaign for a Local, Municipal or Regional Democrat Candidate Campaign

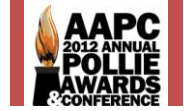
# 2012 POLLIE CONTEST CATEGORIES



Democrat

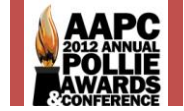
C49 - Independent Expenditure Campaign - Local/Municipal/Regional - Third Party	Direct mail Independent Expenditure Campaign for a Local, Municipal or Independent or Third Party Democrat Candidate Campaign
C50 - Membership Political Mail - Republican	Direct mail for Member to Member programs for a Republican Candidate Campaign
C51 - Membership Political Mail - Democrat	Direct mail for Member to Member programs for a Democrat Candidate Campaign
C52 - Membership Political Mail - Third Party	Direct mail for Member to Member programs for a Independent or Third Party Candidate Campaign
C53 - For Coordinated Campaign - Republican	Direct mail for Multiple Republican Candidates Coordinated by a single group
C54 - For Coordinated Campaign - Democrat	Direct mail for Multiple Democrat Candidates Coordinated by a single group
C55 - For Coordinated Campaign - Third Party	Direct mail for Multiple Independent or Third Party Candidates Coordinated by a single group
C56 - Bilingual/Multilingual/Foreign Language - Nationwide - Republican	Direct mail in a language other than English produced on behalf of a Statewide Republican Candidate Campaign
C57 - Bilingual/Multilingual/Foreign Language - Nationwide - Democrat	Direct mail in a language other than English produced on behalf of a Statewide Republican Candidate Campaign
C58 - Bilingual/Multilingual/Foreign Language - Nationwide - Third Party	Direct mail in a language other than English produced on behalf of a Statewide Republican Candidate Campaign
C59 - Bilingual/Multilingual/Foreign Language - State/Statewide - Republican	Direct mail in a language other than English produced on behalf of a Statewide Republican Candidate Campaign
C60 - Bilingual/Multilingual/Foreign Language - State/Statewide - Democrat	Direct mail in a language other than English produced on behalf of a Statewide Independent or Third Party Candidate Campaign
C61 - Bilingual/Multilingual/Foreign Language - State/Statewide - Third Party	Direct mail in a language other than English produced on behalf of a Statewide Democrat Candidate Campaign
C62 - Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional - Republican	Direct mail in a language other than English produced on behalf of a Local, Municipal or Regional Republican Candidate Campaign. This includes City, County, Municipal and Regional candidates

# 2012 POLLIE CONTEST CATEGORIES



C63 - Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional - Democrat	Direct mail in a language other than English produced on behalf of a Local, Municipal or Regional Democrat Candidate Campaign. This includes City, County, Municipal and Regional candidates
C64 - Bilingual/Multilingual/Foreign Language - Local/Municipal/Regional - Third Party	Direct mail in a language other than English produced on behalf of a Local, Municipal or Regional Independent or Third Party Candidate Campaign. This includes City, County, Municipal and Regional candidates
C65 - Best Use of Illustration - Republican	Best use of Illustration in a Republican Candidate direct mail piece
C66 - Best Use of Illustration - Democrat	Best use of Illustration in a Democrat Candidate direct mail piece
C67 - Best Use of Illustration - Third Party	Best use of Illustration in a Independent or Third Party Candidate direct mail piece
C68 - Best Use of Humor - Republican	Best use of Humor in a Republican Candidate direct mail piece
C69 - Best Use of Humor - Democrat	Best use of Humor in a Democrat Candidate direct mail piece
C70 - Best Use of Humor - Third Party	Best use of Humor in a Independent or Third Party Candidate direct mail piece
C71 - Best Use of Negative Contrast: Nationwide - Republican	Best use of Negative Contrast viewpoints in a Nationwide Republican Candidate direct mail piece
C72 - Best Use of Negative Contrast: Nationwide - Democrat	Best use of Negative Contrast viewpoints in a Nationwide Democrat Candidate direct mail piece
C73 - Best Use of Negative Contrast: Nationwide - Third Party	Best use of Negative Contrast viewpoints in a Nationwide Independent or Third Party Candidate direct mail piece
C74 - Best Use of Negative Contrast: State/Statewide - Republican	Best use of Negative Contrast viewpoints in a State/Statewide Republican Candidate direct mail piece
C75 - Best Use of Negative Contrast: State/Statewide - Democrat	Best use of Negative Contrast viewpoints in a State/Statewide Democrat Candidate direct mail piece
C76 - Best Use of Negative Contrast: State/Statewide - Third Party	Best use of Negative Contrast viewpoints in a State/Statewide Independent or Third Party Candidate direct mail piece
C77 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican	Best use of Negative Contrast viewpoints in a Local, Municipal, Regional Republican Candidate direct mail piece
C78 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat	Best use of Negative Contrast viewpoints in a Local, Municipal, Regional Democrat Candidate direct mail piece

# 2012 POLLIE CONTEST CATEGORIES



- C79 - Best Use of Negative Contrast - Local/Municipal/Regional - Third Party Best use of Negative Contrast viewpoints in a Local, Municipal, Regional Democrat Candidate direct mail piece
- C80 - For Special Election-Direct Mail - Republican Direct mail piece created for a Special Election for a Republican Candidate Campaign.
- C81 - For Special Election-Direct Mail - Democrat Direct mail piece created for a Special Election for a Democrat Candidate Campaign.
- C82 - For Special Election-Direct Mail - Third Party Direct mail piece created for a Special Election for a Independent of Third Party Candidate Campaign.

## Ballot/Initiative Division

- C83 - For State/Statewide Campaigns Direct mail piece produced for a Statewide Ballot/Initiative Campaign
- C84 - For County Campaigns Direct mail piece produced for a County Ballot/Initiative Campaign
- C85 - For City Campaigns Direct mail piece produced for a City Ballot/Initiative Campaign
- C86 - For National/State Organization  
C87 - For Local/Municipal/Regional Organization Direct mail piece produced for a National/State Organization for a Ballot / Initiative Campaign  
Direct mail piece produced for a Local/Municipal/Regional Organization for a Ballot / Initiative Campaign
- C88 - For Membership Organization Direct mail piece produced for a Membership Organization for a Ballot / Initiative Campaign
- C89 - GOTV - State/Local Statewide or Local Ballot/Initiative GOTV direct mail piece for a Ballot / Initiative Campaign
- C90 - Vote - by - Mail Ballot Request  
C91 - Bilingual/Multilingual/Foreign Language Vote - By - Mail Ballot Request for a Ballot/Initiative Campaign  
Direct mail piece in more than one language other than English produced for a Ballot/Initiative Campaign
- C92 - Best Use of Humor Best use of Humor in a Ballot/Initiative Campaign direct mail piece
- C93 - Best Use of Illustration Best use of an Illustration in a Ballot/Initiative Campaign direct mail piece
- C94 - Best Use of Negative Contrast Best use of Negative Contrast viewpoints in a Ballot/Initiative Campaign direct mail piece

## Public Affairs Division

- C95 - Federal Government Direct mail piece produced for a Federal Government Program for a Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES



C96 - State Government	Direct mail piece produced for a State Government Program for a Public Affairs Campaign
C97 - Local Government	Direct mail piece produced for a Local Government Program for a Public Affairs Campaign
C98 - National Public Affairs	Direct mail piece produced for a National Public Affairs Campaign
C99 - Advocacy/Grassroots Lobbying - Nationwide	Direct mail piece produced for Advocacy / Grassroots Lobbying for a Nationwide Public Affairs Campaign
C100 - Advocacy/Grassroots Lobbying - State/Local	Direct mail piece produced for Advocacy / Grassroots Lobbying for a State or Local Public Affairs Campaign
C101 - For National/State Organization	Direct mail piece produced for a National/State Organization for a Public Affairs Campaign
C102 - For Local/Municipal/Regional Organization	Direct mail piece produced for a Local/Municipal/Regional Organization for a Public Affairs Campaign
C103 - For Membership Organization	Direct mail piece produced for a Membership Organization for a Public Affairs Campaign
C104 - For Public Agency	Direct mail piece produced for a Public Agency for a Public Affairs Campaign
C105 - Best Use of Negative Contrast	Best use of Negative/Contrast viewpoints in a Public Affairs Campaign direct mail piece
C106 - Best Use of Illustration	Best use of Illustration in a Public Affairs Campaign direct mail piece
C107 - Best Use of Humor	Best use of Humor in a Public Affairs Campaign direct mail piece
<b>Overall Division</b>	
C108 - Best Use of Variable Data Printing	Best use of Variable Data Printing in a Candidate, Ballot/Initiative or Public Affairs Campaign

## FIELD

### Candidate Division

D01 - Best Absentee Program	Absentee program created in support of a Candidate Campaign
D02 - Best GOTV Program	Best field GOTV program in a Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



D03 - Best Use Of New Technology Best use of New Technology in the field in a Candidate Campaign

D04 - Best Walk Piece Hand out brochure created in support of a Candidate Campaign

## **Ballot/Initiative Division**

D05 - Best Absentee Program Absentee program created in support of a Ballot/Initiative Campaign in the field

D06 - Best GOTV Program Best field GOTV program in a Ballot/Initiative Campaign

## **Public Affairs Division**

D07 - Best Absentee Program Absentee program created in support of a Public Affairs Campaign in the field

D08 - Best GOTV Program Best field GOTV program in a Public Affairs Campaign

# **FUNDRAISING**

## **Candidate Division**

E01 – In - House Mailer - Republican Direct mail pieces to a house list of contributors produced to solicit donations for a Republican Candidate Campaign by a political party

E02 – In -House Mailer - Democrat Direct mail pieces to a house list of contributors produced to solicit donations for a Democrat Candidate Campaign by a political party

E03 – In - House Mailer - Third Party Direct mail pieces to a house list of contributors produced to solicit donations for a Independent or Third Party Candidate Campaign by a political party

E04 - Prospect Mailer - Republican Direct mail pieces produced to solicit donations for a Republican Candidate Campaign

E05 - Prospect Mailer - Democrat Direct mail pieces produced to solicit donations for a Democrat Candidate Campaign

E06 - Prospect Mailer - Third Party Direct mail pieces produced to solicit donations for a Independent or Third Party Candidate Campaign

E07 - Best Use of Online Fundraising - Republican Best use of Online Fundraising to raise money for a Republican Candidate Campaign

E08 - Best Use of Online Fundraising - Democrat Best use of Online Fundraising to raise money for a Democrat Candidate Campaign

E09 - Best Use of Online Fundraising - Third Party Best use of Online Fundraising to raise money for a Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



E10 - Best Use of Telephone Fundraising - Republican	Best use of phones to raise money for a Republican Candidate Campaign
E11 - Best Use of Telephone Fundraising - Democrat	Best use of phones to raise money for a Democrat Candidate Campaign
E12 - Best Use of Telephone Fundraising - Third Party	Best use of phones to raise money for a Independent or Third Party Candidate Campaign
E13 - Best Use of Social Media - Republican	Best strategic use of Social Media to raise money for a Republican Candidate Campaign
E14 - Best Use of Social Media - Democrat	Best strategic use of Social Media to raise money for a Democrat Candidate Campaign
E15 - Best Use of Social Media - Third Party	Best strategic use of Social Media to raise money for a Independent or Third Party Candidate Campaign

## **Ballot/Initiative Division**

E16 - House Mailer	Direct mail pieces to a house list of contributors produced to solicit donations for a Ballot/Initiative Campaign
E17 - Prospect Mailer	Direct mail pieces produced to solicit donations for a Ballot/Initiative Campaign
E18 - Best Use of Online Fundraising	Best use of Online Fundraising to raise money for a Ballot/Initiative Campaign
E19 - Best use of Telephone Fundraising	Best use of phones to raise money for a Ballot / Initiative Campaign
E20 - Best Use of Social Media	Best strategic use of Social Media to raise money for a Ballot / initiative Campaign

## **Public Affairs Division**

E21 - House Mailer	Direct mail pieces to a house list of contributors produced to solicit donations for a Public Affairs Campaign
E22 - Prospect Mailer - Grassroots/Issue Advocacy/Public Affairs	Prospect fundraising mailer for a Grassroots, Issue Advocacy or Public Affairs campaign
E23 - PAC/Trade Association Program	Fundraising created for a PAC/Trade Association Program in a Public Affairs Campaign
E24 - Best Use of Online Fundraising	Best use of Online Fundraising for a Public Affairs Campaign
E25 - Best Use of Telephone Fundraising	Best use of Phones to raise money for a Public Affairs Campaign
E26 - Best Use of Social Media	Best strategic use of Social Media to raise money for a Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES



## INTERNET

### Candidate Division

F01 - Online Advertising - Presidential Primary - Republican	Online advertising for a Presidential Primary Republican Candidate Campaign
F02 - Online Advertising - Governor - Republican	Online advertising for a Republican Gubernatorial Candidate Campaign
F03 - Online Advertising - Governor - Democrat	Online advertising for a Gubernatorial Democrat Candidate Campaign
F04 - Online Advertising - Governor - Third Party	Online advertising for a Gubernatorial Independent or Third Party Candidate Campaign
F05 - Online Advertising - State/Statewide - Republican	Online advertising for a State Republican Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
F06 - Online Advertising - State/Statewide - Democrat	Online advertising for a State Democrat Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
F07 - Online Advertising - State/Statewide - Third Party	Online advertising for a State Independent or Third Party Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
F08 - Online Advertising - Local/Municipal/Regional - Republican	Online advertising for a Local, Municipal or Regional Republican Candidate Campaign - Includes Mayor, School Board, etc.
F09 - Online Advertising - Local/Municipal/Regional - Democrat	Online advertising for a Local, Municipal or Regional Democrat Candidate Campaign - Includes Mayor, School Board, etc.
F10 - Online Advertising - Local/Municipal/Regional - Third Party	Online advertising for a Local, Municipal or Regional Independent or Third Party Candidate Campaign - Includes Mayor, School Board, etc.
F11 - Online Advertising - Independent Expenditure - Republican	Online advertising for a Independent Expenditure on behalf Republican Candidate Campaign
F12 - Online Advertising - Independent Expenditure - Democrat	Online advertising for a Independent Expenditure on behalf Democrat Candidate Campaign
F13 - Online Advertising - Independent Expenditure - Third Party	Online advertising for a Independent Expenditure on behalf Democrat Candidate Campaign
F14 - Online Advertising - Super PAC - Republican	Online advertising for a Super PAC on behalf of a Republican Candidate Campaign
F15 - Online Advertising - Super PAC - Democrat	Online advertising for a Super PAC on behalf of a Democrat Candidate Campaign
F16 - Online Advertising - Super PAC - Third Party	Online advertising for a Super PAC on behalf of a Independent or Third Party Candidate Campaign
F17 - Website - Presidential Primary - Republican	Website created for the support of a Republican Presidential Primary Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



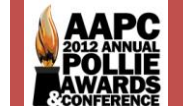
F18 - Website - State/Statewide - Republican	Website created for the support of a State/Statewide Republican Candidate Campaign
F19 - Website - State/Statewide - Democrat	Website created for the support of a State/Statewide Democrat Candidate Campaign
F20 - Website - State/Statewide - Third Party	Website created for the support of a State/Statewide Independent or Third Party Candidate Campaign
F21 - Website - Local - Republican	Website created for the support of a Local Republican Candidate Campaign
F22 - Website - Local - Democrat	Website created for the support of a Local Democrat Candidate Campaign
F23 - Website - Local - Third Party	Website created for the support of a Local Independent or Third Party Candidate Campaign
F24 - Website - National Organization - Republican	Website created for the support of a National Republican Organization
F25 - Website - National Organization - Democrat	Website created for the support of a National Democrat Organization
F26 - Website - National Organization - Third Party	Website created for the support of a National Independent or Third Party Organization
F27 - Website - State/Local Organization	Website created for the support of a State or Local Organization
F28 - Website - Membership Organization	Website created for the support of a Membership Organization
F29 - Website - Landing Page - State/Statewide - Republican	Landing page created for a Republican Candidate Campaign
F30 - Website - Landing Page - State/Statewide - Democrat	Landing page created for a Democrat Candidate Campaign
F31 - Website - Landing Page - State/Statewide - Third Party	Landing page created for a Democrat Candidate Campaign
F32 - Website - Landing Page - Local - Republican	F28 - Website - Landing Page - State/Statewide - Republican
F33 - Website - Landing Page - Local - Democrat	F29 - Website - Landing Page - State/Statwide - Democrat
F34 - Website - Landing Page - Local - Third Party	F30 - Website - Landing Page - State/Statewide - Third Party
F35 - Web Animation/Web Video - Republican	Web animation or a Web video that was produced solely for the internet in support of a Republican Candidate Campaign
F36 - Web Animation/Web Video - Democrat	Web animation or a Web video that was produced solely for the internet in support of a Democrat Candidate Campaign
F37 - Web Animation/Web Video - Third Party	Web animation or a Web video that was produced solely for the internet in support of a Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



F38 - Best Use of Negative Contrast - Republican	Best use of Negative Contrast in a Republican Candidate's online campaign
F39 - Best Use of Negative Contrast - Democrat	Best use of Negative Contrast in a Democrat Candidate's online campaign
F40 - Best Use of Negative Contrast - Third Party	Best use of Negative Contrast in a Independent or Third Party Candidate's online campaign
F41 - Best Use of New Technology - Republican	Best use of New Technology in a Republican Candidate Campaign
F42 - Best Use of New Technology - Democrat	Best use of New Technology in a Democrat Candidate Campaign
F43 - Best Use of New Technology - Third Party	Best use of New Technology in a Independent or Third Party Candidate Campaign
F44 - Best Use of Facebook Advertising - Presidential Primary - Republican	Best use of Facebook advertising created for a Republican Presidential Primary Candidate Campaign
F45 - Best Use of Facebook Advertising - State/Statewide - Republican	Best use of Facebook advertising created for a State Republican Candidate Campaign
F46 - Best Use of Facebook Advertising - State/Statewide - Democrat	Best use of Facebook advertising created for a State Democrat Candidate Campaign
F47 - Best Use of Facebook Advertising - State/Statewide - Third Party	Best use of Facebook advertising created for a State Independent or Third Party Candidate Campaign
F48 - Best Use of Facebook Advertising - Local - Republican	Best use of Facebook advertising created for a Local Republican Candidate Campaign
F49 - Best Use of Facebook Advertising - Local - Democrat	Best use of Facebook advertising created for a Local Democrat Candidate Campaign
F50 - Best Use of Facebook Advertising - Local - Third Party	Best use of Facebook advertising created for a Local Independent or Third Party Candidate Campaign
F51 - For Special Election - Internet - Republican	Online advertising created for a Special Election for a Republican Candidate Campaign.
F52 - For Special Election - Internet - Democrat	Online advertising created for a Special Election for a Democrat Candidate Campaign.
F53 - For Special Election - Internet - Third Party	Online advertising created for a Special Election for a Independent or Third Party Candidate Campaign.
<b>Ballot/Initiative Division</b>	
F54 - Online Advertising - State/Statewide	Online advertising for a State/Statewide Ballot/Initiative Campaign
F55 - Online Advertising - Local	Online advertising for a Local Ballot/Initiative Campaign

# 2012 POLLIE CONTEST CATEGORIES



F56 - Website - State/Statewide	Website created in support of a State Ballot/Initiative Campaign
F57 - Website - Local	Website created in support of a Local Ballot/Initiative Campaign
F58 - Website - Landing Page - State/Statewide	Website landing page created for a State Ballot/Initiative Campaign
F59 - Website - Landing Page - Local	Website landing page created for a Local Ballot/Initiative Campaign
F60 - Web Animation/Web Video	An animated video that was produced solely for the internet in support of a Ballot/Initiative Campaign
F61 - Best Use of New Technology	Best use of New Technology in a Ballot/Initiative Campaign
F62 - Best Use of Facebook Advertising - State/Statewide	Best use of Facebook advertising created for a State/Statewide Ballot / Initiative Campaign
F63 - Best Use of Facebook Advertising - Local	Best use of Facebook advertising created for a Local Ballot / Initiative Campaign
<b>Public Affairs Division</b>	
F64 - Online Advertising - Nationwide	Online advertising for a Nationwide Public Affairs Campaign
F65 - Online Advertising - State/Local	Online advertising for a State or Local Public Affairs Campaign
F66 - Online Advertising - Advocacy/Grassroots Lobbying - Nationwide	Online advertising for Advocacy/Grassroots Lobbying in a Nationwide Public Affairs Campaign
F67 - Online Advertising - Advocacy/Grassroots Lobbying - State/Local	Online advertising for Advocacy/Grassroots Lobbying in a State or Local Public Affairs Campaign
F68 - Website - Nationwide	Website created for a Nationwide Public Affairs Campaign
F69 - Website - State/Local	Website created for a State or Local Public Affairs Campaign
F70 - Website - Landing Page - Nationwide	Website landing page created for a Nationwide Public Affairs Campaign
F71 - Website - Landing Page - State/Local	Website landing page created for a State/Local Public Affairs Campaign
F72 - Web Animation/Web Video	An animated video that was produced solely for the internet in support of a Public Affairs Campaign
F73 - Best Use of Negative Contrast	Best use of Negative Contrast in an online Public Affairs Campaign
F74 - Best Use of New Technology	Best use of New Technology in a Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES



- |  |   |
|--|---|
| F75 - Best Use of Facebook Advertising - Nationwide  | Best use of Facebook advertising created for a Nationwide Public Affairs Campaign     |
| F76 - Best Use of Facebook Advertising - State/Local | Best use of Facebook advertising created for a State or Local Public Affairs Campaign |

## Overall Division

- |  |  |
|--|--|
| F77 - Online Advertising - Best Use of Humor             | Best use of Humor in an online advertising for a Candidate, Ballot/Initiative or Public Affairs Campaign                                 |
| F78 - Online Advertising - Best Use of Negative Contrast | Best use of Negative Contrast in an online advertising for a Candidate, Ballot/Initiative or Public Affairs Campaign                     |
| F79 - Website - Best Use of Humor                        | Best use of Humor a Candidate, Ballot/Initiative or Public Affairs Campaign website  |
| F80 - Web Video - Best Use of Humor                      | Best use of humor in a web video created solely for the internet in support of a Candidate, Ballot/Initiative or Public Affairs Campaign |
| F81 - Best Facebook Application                          | Best Facebook Application created for a Candidate, Ballot/Initiative or Public Affairs Campaign  |
| F82 - Best Facebook Page                                 | Best Facebook Page created in support of a Candidate, Ballot/Initiative or Public Affairs Campaign                                       |
| F83 - Best Use of Facebook - GOTV                        | Best strategic use of Facebook on behalf of GOTV efforts   |
| F84 - Best Use of Email                                  | Best use of Email persuasion for a Candidate, Ballot/Initiative or Public Affairs Campaign   |
| F85 - Best Use of Mobile Technology                      | Best use of Mobile Technology persuasion for a Candidate, Ballot/Initiative or Public Affairs Campaign                                   |
| F86 - Best Use of an Online Game                         | Best use of an Online Game in a Candidate, Ballot/Initiative or Public Affairs Campaign  |
| F87 - Best Use of Twitter                                | Best use of Twitter in a Candidate, Ballot/Initiative or Public Affairs Campaign   |
| F88 - Best Use of Search Engine Marketing                | Best use of Search Engine Marketing in a Candidate, Ballot/Initiative or Public Affairs Campaign   |
| F89 - Best Use of Social Media                           | Best use of Social Media in a Candidate, Ballot/Initiative or Public Affairs Campaign  |

## NEWSPAPER

### Candidate Division

- |                              |   |
|------------------------------|---|
| G01 - Full Page - Republican | Newspaper ads, printed run of press, on a full-page for a Republican Candidate Campaign |
|------------------------------|---|

# 2012 POLLIE CONTEST CATEGORIES



G02 - Full Page - Democrat	Newspaper ads, printed run of press, on a full-page for a Democrat Candidate Campaign
G03 - Full Page - Third Party	Newspaper ads, printed run of press, on a full-page for a Independent or Third Party Candidate Campaign
G04 - Less Than Full Page - Republican	Newspaper ads, printed run of press, on less than a full page for a Republican Candidate Campaign
G05 - Less Than Full Page - Democrat	Newspaper ads, printed run of press, on less than a full page for a Democrat Candidate Campaign
G06 - Less Than Full Page - Third Party	Newspaper ads, printed run of press, on less than a full page for a Independent or Third Party Candidate Campaign
G07 - Insert - Republican	Advertisements distributed with a newspaper, such as a free-standing insert for a Republican Candidate Campaign
G08 - Insert - Democrat	Advertisements distributed with a newspaper, such as a free-standing insert for a Democrat Candidate Campaign
G09 - Insert - Third Party	Advertisements distributed with a newspaper, such as a free-standing insert for a Independent or Third Party Candidate Campaign
G10 - For Special Election - Newspaper - Republican	Newspaper advertisement created for a special election for a Republican Candidate Campaign
G11 - For Special Election - Newspaper - Democrat	Newspaper advertisement created for a special election for a Democrat Candidate Campaign
G12 - For Special Election - Newspaper - Third Party	Newspaper advertisement created for a special election for a Independent or Third Party Candidate Campaign

## **Ballot/Initiative Division**

G13 - Full Page	Newspaper ads, printed run of press, on a full-page for a Ballot/Initiative Campaign
G14 - Less Than Full Page	Newspaper ads, printed run of press, on less than a full page for a Ballot/Initiative Campaign
G15 - Insert	Advertisements distributed with a newspaper, such as a free-standing insert for a Ballot/Initiative Campaign

## **Public Affairs Division**

G16 - Full Page	Newspaper ads, printed run of press, on a full-page for a Public Affairs Campaign
G17 - Less Than Full Page	Newspaper ads, printed run of press, on less than a full page for a Public Affairs Campaign
G18 - Insert	Advertisements distributed with a newspaper, such as a free-standing insert for a Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES

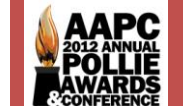


## PHONES

### Candidate Division

H01 - Automated Calls - Presidential Primary - Republican	Automated calls Produced on behalf of a Presidential Primary Republican Candidate Campaign-
H02 - Automated Calls - Governor - Republican	Automated calls Produced on behalf of a Gubernatorial Republican Candidate Campaign
H03 - Automated Calls - Governor - Democrat	Automated calls Produced on behalf of a Gubernatorial Democrat Candidate Campaign
H04 - Automated Calls - Governor - Third Party	Automated calls Produced on behalf of a Gubernatorial Independent or Third Party Candidate Campaign
H05 - Automated Calls - State/Statewide - Republican	Automated calls Produced on behalf of a State Republican Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
H06 - Automated Calls - State/Statewide - Democrat	Automated calls Produced on behalf of a State/Statewide Democrat Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc. Automated calls Produced on behalf of a State/Statewide Independent or Third Party Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
H07 - Automated Calls - State/Statewide - Third Party	
H08 - Automated Calls - Mayor - Republican	Automated calls Produced on behalf of Mayoral Republican Candidate Campaign
H09 - Automated Calls - Mayor - Democrat	Automated calls Produced on behalf of Mayoral Democrat Candidate Campaign
H10 - Automated Calls - Mayor - Third Party	Automated calls Produced on behalf of Mayoral Independent or Third Party Candidate Campaign
H11 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Republican	Automated calls Produced on behalf of a Local/Municipal/Regional Republican Candidate Campaign
H12 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Democrat	Automated calls Produced on behalf of a Local/Municipal/Regional Democrat Candidate Campaign
H13 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Third Party	Automated calls Produced on behalf of a Local/Municipal/Regional Democrat Candidate Campaign
H14- Automated Calls - Bilingual/Multilingual/Foreign Language - Republican	Automated calls in a language other than English produced on behalf of a Republican Candidate Campaign
H15 - Automated Calls - Bilingual/Multilingual/Foreign Language - Democrat	Automated calls in a language other than English produced on behalf of a Democrat Candidate Campaign
H16 - Automated Calls -	Automated calls in a language other than English produced on behalf of a Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



Bilingual/Multilingual/Foreign  
Language - Third Party

H17 - Automated Calls -  
Independent Expenditure  
Campaign - Republican

Automated calls made by an Independent Expenditure Committee for a  
Republican Candidate Campaign

H18 - Automated Calls -  
Independent Expenditure  
Campaign - Democrat

Automated calls made by an Independent Expenditure Committee for a  
Democrat Candidate Campaign

H19 - Automated Calls -  
Independent Expenditure  
Campaign - Third Party

Automated calls made by an Independent Expenditure Committee for a  
Independent or Third Party Candidate Campaign

H20 - Automated Calls -  
Super PAC - Republican

Automated calls made by a Super PAC on behalf of a Republican  
Candidate Campaign

H21 - Automated Calls -  
Super PAC - Democrat

Automated calls made by a Super PAC on behalf of a Democrat  
Candidate Campaign

H22 - Automated Calls -  
Super PAC - Third Party

Automated calls made by a Super PAC on behalf of a Independent or  
Third Party Candidate Campaign

H23 - Automated Calls -  
Organization - Republican

Automated calls made in support of a Republican Candidate Campaign  
by an organization

H24 - Automated Calls -  
Organization - Democrat

Automated calls made in support of a Democrat Candidate Campaign  
by an organization

H25 - Automated Calls -  
Organization - Third Party

Automated calls made in support of a Independent or Third Party  
Candidate Campaign by an organization

H26 - For Special Election -  
Automated Calls - Republican

Automated Calls produced for a Special Election on behalf of a  
Republican Candidate Campaign

H27 - For Special Election -  
Automated Calls - Democrat

Automated Calls produced for a Special Election on behalf of a  
Democrat Candidate Campaign

H28 - For Special Election -  
Automated Calls - Third Party

Automated Calls produced for a Special Election on behalf of a  
Independent or Third Party Candidate Campaign

H29 - Live Calls - Presidential  
Primary - Republican

Live calls produced on behalf of a Presidential Primary Republican  
Candidate Campaign

H30 - Live Calls - Governor -  
Republican

Live calls produced on behalf of a Gubernatorial Republican Candidate  
Campaign

H31 - Live Calls - Governor -  
Democrat

Live calls produced on behalf of a Gubernatorial Democrat Candidate  
Campaign

H32 - Live Calls - Governor -  
Third Party

Live calls produced on behalf of a Gubernatorial Independent or Third  
Party Candidate Campaign

H33- Live Calls -  
State/Statewide - Republican

Live calls produced on behalf of a State/Statewide Republican  
Candidate Campaign

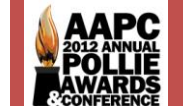
H34 - Live Calls -  
State/Statewide - Democrat

Live calls produced on behalf of a State/Statewide Democrat Candidate  
Campaign

H35 - Live Calls -  
State/Statewide - Third Party

Live calls produced on behalf of a State/Statewide Independent or  
Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



H36 - Live Calls - Mayor - Republican	Live calls produced on behalf of Mayoral Republican Candidate Campaign
H37 - Live Calls - Mayor - Democrat	Live calls produced on behalf of Mayoral Democrat Candidate Campaign
H38 - Live Calls - Mayor - Third Party	Live calls produced on behalf of Mayoral Independent or Third Party Candidate Campaign
H39 - Live Calls - Local/Municipal/Regional - (Non-Mayoral) - Republican	Live calls produced on Behalf of a Local Republican Candidate Campaign
H40 - Live Calls - Local/Municipal/Regional - (Non-Mayoral) - Democrat	Live calls produced on Behalf of a Local Democrat Candidate Campaign
H41 - Live Calls - Local/Municipal/Regional - (Non-Mayoral) - Third Party	Live calls produced on Behalf of a Local Independent or Third Party Candidate Campaign
H42 - Live Calls - Independent Expenditure Campaign - Republican	Live calls made by an Independent Expenditure Committee for a Republican Candidate Campaign
H43 - Live Calls - Independent Expenditure Campaign - Democrat	Live calls made by an Independent Expenditure Committee for a Democrat Candidate Campaign
H44 - Live Calls - Independent Expenditure Campaign - Third Party	Live calls made by an Independent Expenditure Committee for a Independent or Third Party Candidate Campaign
H45 - Live Calls - Super PAC - Republican	Live calls made by a Super PAC on behalf of a Republican Candidate Campaign
H46 - Live Calls - Super PAC - Democrat	Live calls made by a Super PAC on behalf of a Democrat Candidate Campaign
H47 - Live Calls - Super PAC - Third Party	Live calls made by a Super PAC on behalf of a Independent or Third Party Candidate Campaign
H48 - Live Calls - Organization - Republican	Live calls made in support of a Republican Candidate Campaign by an organization
H49 - Live Calls - Organization - Democrat	Live calls made in support of a Democrat Candidate Campaign by an organization
H50 - Live Calls - Organization - Third Party	Live calls made in support of a Independent or Third Party Candidate Campaign by an organization
H51 - Best Use of Telephone Town Hall Call/Forum Call - Republican	Best use of Telephone Town Hall Call/Forum Call in a Republican Candidate Campaign
H52 - Best Use of Telephone Town Hall Call/Forum Call - Democrat	Best use of Telephone Town Hall Call/Forum Call in a Democrat Candidate Campaign
H53 - Best Use of Telephone Town Hall Call/Forum Call - Third Party	Best use of Telephone Town Hall Call/Forum Call in a Independent or Third Party Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



H54 - For Special Election - Live Calls - Republican	Calls produced for a Special Election on behalf of a Republican Candidate Campaign
H55 - For Special Election - Live Calls - Democrat	Calls produced for a Special Election on behalf of a Democrat Candidate Campaign
H56 - For Special Election - Live Calls - Third Party	Calls produced for a Special Election on behalf of a Independent or Third Party Candidate Campaign

## Ballot/Initiative Division

H57 - Automated Calls - State/Statewide	Automated calls produced on behalf of a State/Statewide Ballot/Initiative Campaign
H58 - Automated Calls - Local	Automated calls produced on behalf of a Local Ballot/Initiative Campaign
H59 - Automated Calls - GOTV	Automated calls GOTV for Ballot/Initiative Campaign
H60 - Live Calls - State/Statewide	Live calls produced on behalf of a State/Statewide Ballot/Initiative Campaign
H61 - Live Calls - Local	Live calls produced on behalf of a Local Ballot/Initiative Campaign
H62 - Live Calls - GOTV	Live calls GOTV for Ballot/Initiative Campaign
H63 - Best Use of Telephone Town Hall Call/Forum Call	Best use of Telephone Town Hall Call/Forum Call in a Ballot/Initiative Campaign

## Public Affairs Division

H64 - Automated Calls - Nationwide	Automated calls produced on behalf of a National Public Affairs Campaign
H65 - Automated Calls - State/Local	Automated calls produced on behalf of a State or Local Public Affairs Campaign
H66 - Automated Calls - Advocacy/Grassroots Lobbying - Nationwide	Automated calls produced on behalf of Advocacy / Grassroots Lobbying for a Statewide Public Affairs Campaign
H67 - Automated Calls - Advocacy/Grassroots Lobbying - State/Local	Automated calls produced on behalf of Advocacy / Grassroots Lobbying for a Local Public Affairs Campaign
H68 - Patch-Through Program For Public Affairs (Autodial)	Automated Patch-Through Programs for Public Affairs Campaign
H69 - Live Calls - Nationwide	Live calls produced on behalf of a Nationwide Public Affairs Campaign
H70 - Live Calls - State/Local	Live calls produced on behalf of a State or Local Public Affairs Campaign

# 2012 POLLIE CONTEST CATEGORIES



H71 - Live Calls - Advocacy/Grassroots Lobbying - Nationwide	Live calls produced on behalf of Advocacy/Grassroots Lobbying for a Nationwide Public Affairs Campaign
H72 - Live Calls - Advocacy/Grassroots Lobbying - State/Local	Live calls produced on behalf of Advocacy/Grassroots Lobbying for a State or Local Public Affairs Campaign
H73 - Best Use of Telephone Town Hall Call/Forum Call	Best use of Telephone Town Hall Call/Forum Call in a Public Affairs Campaign
H74 - Patch-Through Program For Public Affairs (Live)	Live Patch-Through Programs for Public Affairs Campaign

## Overall Division

H75 - Most Innovative Use of Automated Technology	Most Innovated Use of Automated Technology in a Candidate, Ballot/Initiative or Public Affairs Campaign
H76 - Best Use of New Technology	Best Use of New Technology in a Candidate, Ballot/Initiative or Public Affairs Campaign
H77 - Best Use of Telephone Town Hall Call/Forum Call	Best Use of Telephone Town Hall Call/Forum Call in a Candidate, Ballot/Initiative or Public Affairs Campaign

## RADIO

### Candidate Division

I01 - For Presidential Primary - Republican	Radio ad created for a Presidential Primary Republican Candidate Campaign
I02 - For Governor - Republican	Radio ad created for a Gubernatorial Republican Candidate Campaign
I03 - For Governor - Democrat	Radio ad created for a Gubernatorial Democrat Candidate Campaign
I04 - For Governor - Third Party	Radio ad created for a Gubernatorial Dindependent or Third Party Candidate Campaign
I05 - State/Statewide - Republican	Radio ad created for a Statewide Republican Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
I06 - State/Statewide - Democrat	Radio ad created for a Statewide Democrat Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
I07 - State/Statewide - Third Party	Radio ad created for a Statewide Independent or Third Party Candidate Campaign - Includes Auditor/ Controller, Lt. Gov., etc.
I08 - For Mayoral - Republican	Radio ad created for a Mayoral Republican Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



I09 - For Mayoral - Democrat	Radio ad created for a Mayoral Democrat Candidate Campaign
I10 - For Mayoral - Third Party	Radio ad created for a Mayoral Independent or Third Party Candidate Campaign
I11 - State Legislature - Republican	Radio ad created for a State Legislative Republican Candidate Campaign
I12 - State Legislature - Democrat	Radio ad created for a State Legislative Democrat Candidate Campaign
I13 - State Legislature - Third Party	Radio ad created for a State Legislative Independent or Third Party Candidate Campaign
I14 - Local/Municipal/Regional - (Non-Mayoral) - Republican	Radio ad created for a Local, Municipal or Regional Republican Candidate Campaign
I15 - Local/Municipal/Regional - (Non-Mayoral) - Democrat	Radio ad created for a Local, Municipal or Regional Democrat Candidate Campaign
I16 - Local/Municipal/Regional - (Non-Mayoral) - Third Party	Radio ad created for a Local, Municipal or Regional Independent or Third Party Candidate Campaign
I17 - Independent Expenditure - Nationwide - Republican	Radio ad created for an Independent Expenditure Campaign in support of a Nationwide Republican Candidate Campaign
I18 - Independent Expenditure - Nationwide - Democrat	Radio ad created for an Independent Expenditure Campaign in support of a Nationwide Democrat Candidate Campaign
I19 - Independent Expenditure - Nationwide - Third Party	Radio ad created for an Independent Expenditure Campaign in support of a Nationwide Independent or Third Party Candidate Campaign
I20 - Independent Expenditure - State/Statewide - Republican	Radio ad created for an Independent Expenditure Campaign in support of a State/Statewide Republican Candidate Campaign
I21 - Independent Expenditure - State/Statewide - Democrat	Radio ad created for an Independent Expenditure Campaign in support of a State/Statewide Democrat Candidate Campaign
I22 - Independent Expenditure - State/Statewide - Third Party	Radio ad created for an Independent Expenditure Campaign in support of a State/Statewide Independent or Third Party Candidate Campaign
I23 - Independent Expenditure - State Legislature - Republican	Radio ad created for an Independent Expenditure Campaign in support of a State Legislative Republican Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



I24 - Independent Expenditure - State Legislature - Democrat	Radio ad created for an Independent Expenditure Campaign in support of a State Legislative Democrat Candidate Campaign
I25 - Independent Expenditure - State Legislature - Third Party	Radio ad created for an Independent Expenditure Campaign in support of a State Legislative Candidate Campaign
I26 - Independent Expenditure - Local/Municipal/Regional	Radio ad created for an Independent Expenditure Campaign in support of a Local, Municipal, or Regional Republican Candidate Campaign
I27 - Independent Expenditure - Local/Municipal/Regional	Radio ad created for an Independent Expenditure Campaign in support of a Local, Municipal, or Regional Democrat Candidate Campaign
I28 - Independent Expenditure - Local/Municipal/Regional	Radio ad created for an Independent Expenditure Campaign in support of a Local, Municipal, or Regional Independent or Third Party Candidate Campaign
I29 - For Super PAC - Republican	Radio ad created for a Super PAC on behalf of a Republican Candidate Campaign
I30 - For Super PAC - Democrat	Radio ad created for a Super PAC on behalf of a Democrat Candidate Campaign
I31 - For Super PAC - Third Party	Radio ad created for a Super PAC on behalf of a Independent or Third Party Candidate Campaign
I32- Bilingual/Multilingual/Foreign Language - Republican	Best radio ad in a language other than English produced for a Republican Candidate Campaign
I33- Bilingual/Multilingual/Foreign Language - Democrat	Best radio ad in a language other than English produced for a Democrat Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



- I34-  
Bilingual/Multilingual/Foreign  
Language - Third Party      Best radio ad in a language other than English produced for a  
Independent or Third Party Candidate Campaign
- I35 - For Special Election -  
Radio - Republican      Radio ad created for a Special Election for a Republican Candidate  
Campaign
- I36 - For Special Election -  
Radio - Democrat      Radio ad created for a Special Election for a Democrat Candidate  
Campaign
- I37 - For Special Election -  
Radio - Third Party      Radio ad created for a Special Election for a Independent or Third Party  
Candidate Campaign

## **Ballot/Initiative**

- I38 - For Organization      Radio ad created for a Ballot/Initiative Campaign by an Organization
- I39 - GOTV      GOTV radio ad for a State Ballot/Initiative Campaign
- I40 - For State/Local      Radio ad created for a State/Local Ballot/Initiative Campaign

## **Public Affairs**

- I41 - Nationwide Public Affairs      Radio ad created for a Nationwide Public Affairs Campaign
- I42 - State/Local Public Affairs      Radio ad created for a State or Local Public Affairs Campaign
- I43 - For Advocacy/Grassroots  
Lobbying - Nationwide      Radio ad created for Advocacy/Grassroots Lobbying for a Nationwide  
Public Affairs Campaign
- I44 - For Advocacy/Grassroots  
Lobbying - State/Local      Radio ad created for Advocacy/Grassroots Lobbying for a State or Local  
Public Affairs Campaign
- I45 - For Organization      Radio ad created for a Public Affairs Campaign by an Organization

# 2012 POLLIE CONTEST CATEGORIES



## Overall Division

- I46- Best Use of Humor Humorous radio ad created for a Candidate, Ballot/Initiative or Public Affairs Campaign
- I47 - Best Use of Negative Contrast Radio ad produced to compare the opposition's viewpoints in a Candidate, Ballot/Initiative or Public Affairs Campaign

## TELEVISION

### Candidate Division

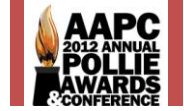
- J01 - For Presidential Primary - Republican Television ad created for a Presidential Primary Republican Candidate Campaign
- J02 - For Governor - Republican Television ad created for a Gubernatorial Republican Candidate Campaign
- J03 - For Governor - Democrat Television ad created for a Gubernatorial Democrat Candidate Campaign
- J04 - For Governor - Third Party Television ad created for a Gubernatorial Independent or Third Party Candidate Campaign
- J05 - Statewide Constitutional - Republican Television ad created for a Statewide Constitutional Republican Candidate Campaign
- J06 - Statewide Constitutional - Democrat Television ad created for a Statewide Constitutional Democratic Candidate Campaign
- J07 - Statewide Constitutional - Third Party Television ad created for a Statewide Constitutional Independent or Third Party Candidate Campaign
- J08 - For Mayor - Republican Television ad created for a Mayoral Republican Candidate Campaign
- J09 - For Mayor - Democrat Television ad created for a Mayoral Democrat Candidate Campaign
- J10 - For Mayor - Third Party Television ad created for a Mayoral Independent or Third Party Candidate Campaign
- J11 - State Legislature - Republican Television ad created for a State Legislative Republican Candidate Campaign
- J12 - State Legislature - Democrat Television ad created for a State Legislative Democrat Candidate Campaign
- J13 - State Legislature - Third Party Television ad created for a State Legislative Independent or Third Party

# 2012 POLLIE CONTEST CATEGORIES



	Candidate Campaign
J14 - Local/Municipal/Regional - (Non - Mayoral) - Republican	Television ad created for a Local, Municipal or Regional Republican Candidate Campaign
J15 - Local/Municipal/Regional - (Non - Mayoral) - Democrat	Television ad created for a Local, Municipal or Regional Democrat Candidate Campaign
J16 - Local/Municipal/Regional - (Non - Mayoral) - Third Party	Television ad created for a Local, Municipal or Regional Independent or Third Party Candidate Campaign
J17 - Independent Expenditure Campaign - Nationwide - Republican	Television ad created for a Independent Expenditure in support of a Nationwide Republican Candidate Campaign
J18 - Independent Expenditure Campaign - Nationwide - Democrat	Television ad created for a Independent Expenditure in support of a Nationwide Democrat Candidate Campaign
J19 - Independent Expenditure Campaign - Nationwide - Third Party	Television ad created for a Independent Expenditure in support of a Nationwide Independent or Third Party Candidate Campaign
J20 - Independent Expenditure Campaign - State/Statewide - Republican	Television ad created for a Independent Expenditure in support of a State/Statewide Republican Candidate Campaign
J21 - Independent Expenditure Campaign - State/Statewide - Democrat	Television ad created for a Independent Expenditure in support of a State/Statewide Democrat Candidate Campaign
J22 - Independent Expenditure Campaign - State/Statewide - Third Party	Television ad created for a Independent Expenditure in support of a State/Statewide Independent or Third Party Candidate Campaign
J23 - Independent Expenditure Campaign - State Legislature - Republican	Television ad created for a Independent Expenditure in support of a State Legislative Republican Candidate Campaign
J24 - Independent Expenditure Campaign - State Legislature - Democrat	Television ad created for a Independent Expenditure in support of a State Legislative Democrat Candidate Campaign
J25 - Independent Expenditure Campaign - State Legislature - Third Party	Television ad created for a Independent Expenditure in support of a State Legislative Third Party Republican Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



J26 - Independent Expenditure Campaign - Local/Municipal/Regional/Republican	Television ad created for a Independent Expenditure in support of a Local/Municipal/Regional Republican Candidate Campaign
J27 - Independent Expenditure Campaign - Local/Municipal/Regional/Democrat	Television ad created for a Independent Expenditure in support of a Local/Municipal/Regional Democrat Candidate Campaign
J28 - Independent Expenditure Campaign - Local/Municipal/Regional/Third Party	Television ad created for a Independent Expenditure in support of a Local/Municipal/Regional Independent or Third Party Candidate Campaign
J29 - For Super PAC - Republican	Television ad created for a Super PAC on behalf of a Republican Candidate Campaign
J30 - For Super PAC - Democrat	Television ad created for a Super PAC on behalf of a Democrat Candidate Campaign
J31 - For Super PAC - Third Party	Television ad created for a Super PAC on behalf of a Independent or Third Party Candidate Campaign
J32 - Best Use of Humor - Republican	Best use of humor in a Republican Candidate Television Campaign
J33 - Best Use of Humor - Democrat	Best use of humor in a Democrat Candidate Television Campaign
J34 - Best Use of Humor - Third Party	Best use of humor in a Independent or Third Party Candidate Television Campaign
J35 - Best Use of Negative Contrast - State/Statewide - Republican	Television ad produced to compare the opposition's viewpoints in a State/Statewide Republican Candidate Campaign
J36 - Best Use of Negative Contrast - State/Statewide - Democrat	Television ad produced to compare the opposition's viewpoints in a State/Statewide Democrat Candidate Campaign
J37 - Best Use of Negative Contrast - State/Statewide - Third Party	Television ad produced to compare the opposition's viewpoints in a State/Statewide Independent or Third Party Candidate Campaign
J38 - Best Use of Negative Contrast - Local/Municipal/Regional -	Television ad produced to compare the opposition's viewpoints in a Local, Municipal or Regional Republican Candidate Campaign

# 2012 POLLIE CONTEST CATEGORIES



Republican

J39 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

Television ad produced to compare the opposition's viewpoints in a Local, Municipal or Regional Democrat Candidate Campaign

J40 - Best Use of Negative Contrast - Local/Municipal/Regional - Third Party

Television ad produced to compare the opposition's viewpoints in a Local, Municipal or Regional Independent or Third Party Candidate Campaign

J41 - Best Use of Personality/Celebrity - Republican

Best Television ad featuring a Personality/Celebrity for a Republican Candidate Campaign

J42 - Best Use of Personality/Celebrity - Democrat

Best Television ad featuring a Personality/Celebrity for a Democrat Candidate Campaign

J43 - Best Use of Personality/Celebrity - Third Party

Best Television ad featuring a Personality/Celebrity for a Independent or Third Party Candidate Campaign

J44 - Best Cable Only Broadcast - Republican

Television ad that was produced solely for Cable Broadcast for a Republican Candidate Campaign

J45 - Best Cable Only Broadcast - Democrat

Television ad that was produced solely for Cable Broadcast for a Democrat Candidate Campaign

J46 - Best Cable Only Broadcast - Third Party

Television ad that was produced solely for Cable Broadcast for a Independent or Third Party Candidate Campaign

J47 - Non-Broadcast Video - Republican

Video productions made for private distribution other than broadcast and cable television for a Republican Candidate Campaign e.g., Fundraising events

J48 - Non-Broadcast Video - Democrat

Video productions made for private distribution other than broadcast and cable television for a Democrat Candidate Campaign e.g., Fundraising events

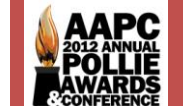
J49 - Non-Broadcast Video - Third Party

Video productions made for private distribution other than broadcast and cable television for a Independent or Third Party Candidate Campaign e.g., Fundraising events

J50 -

Television ad in a language other than English produced for a

# 2012 POLLIE CONTEST CATEGORIES



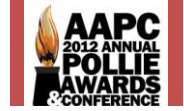
Bilingual/Multilingual/Foreign Language - Republican	Republican Candidate Campaign
J51 Bilingual/Multilingual/Foreign Language - Democrat	Television ad in a language other than English produced for a Democrat Candidate Campaign
J52 - Bilingual/Multilingual/Foreign Language - Third Party	Television ad in a language other than English produced for a Independent or Third Party Candidate Campaign
J53 - Television Ad - More than 60 Seconds - Republican	Television ad that is more than 60 seconds or more produced for a Republican Candidate Campaign
J54 - Television Ad - More than 60 Seconds - Democrat	Television ad that is 60 seconds or more produced for a Democrat Candidate Campaign
J55 - Television Ad - More than 60 Seconds - Third Party	Television ad that is 60 seconds or more produced for a Independent or Third Party Candidate Campaign
J56 - Television Ad - 15 Seconds - State/Statewide Campaigns - Republican	Television ad that is no longer than 15 seconds produced for a State/Statewide Republican Candidate Campaign
J57 - Television Ad - 15 Seconds - State/Statewide Campaigns - Democrat	Television ad that is no longer than 15 seconds produced for a State/Statewide Democrat Candidate Campaign
J58 - Television Ad - 15 Seconds - State/Statewide Campaigns - Third Party	Television ad that is no longer than 15 seconds produced for a State/Statewide Independent or Third Party Candidate Campaign
J59 - Television Ad - 15 Seconds - Local Campaigns - Republican	Television ad that is no longer than 15 seconds produced for a Local Republican Candidate Campaign
J60 - Television Ad - 15 Seconds - Local Campaigns - Democrat	Television ad that is no longer than 15 seconds produced for a Local Democrat Candidate Campaign
J61 - Television Ad - 15 Seconds - Local Campaigns - Third Party	Television ad that is no longer than 15 seconds produced for a Local Independent or Third Party Candidate Campaign
J62 - For Special Election - TV - Republican	Television ad created for a Special Election for a Republican Candidate Campaign
J63 - For Special Election - TV	Television ad created for a Special Election for a Democrat Candidate

# 2012 POLLIE CONTEST CATEGORIES



- Democrat	Campaign
J64 - For Special Election - TV - Third Party	Television ad created for a Special Election for a Independent or Third Party Candidate Campaign
J65 - For Statewide Campaigns	Television ad created for a Statewide Ballot/Initiative Campaign
J66 - For Local Campaigns	Television ad created for a Local Ballot/Initiative Campaign
J67 - For Organization	Television ad created for a Ballot/Initiative Campaign by an Organization
J68 - Best Use of Humor	Best use of humor in a Ballot/Initiative Television Campaign
J69 - Best Use of Negative Contrast	Television ad produced to compare the opposition's viewpoints in a Ballot/Initiative Campaign
J70 - Bilingual/Multilingual/Foreign Language	Television ad in a language other than English produced for a Ballot/Initiative Campaign
J71 - GOTV	GOTV Television ad for a Ballot/Initiative Campaign
J72 - Television Ad - More than 60 Seconds	Television ad that is 60 seconds or more produced for a Ballot/Initiative Campaign
J73 - Television Ad - 15 Seconds - State/Statewide Campaigns	Television ad that is no longer than 15 seconds produced for State Ballot / Initiative Campaign
J74 - Television Ad - 15 Seconds - Local Campaigns	Television ad that is no longer than 15 seconds produced for a Local Ballot Initiative Candidate Campaign
J75 - National Public Affairs	Television ad created for a National Public Affairs Campaign
J76 - State/Local Public Affairs	Television ad created for a State or Local Public Affairs Campaign
J77 - For Advocacy/Grassroots Lobbying - Nationwide	Television ad created for Advocacy/Grassroots Lobbying in a Nationwide Public Affairs Campaign
J78 - For Advocacy/Grassroots Lobbying - State/Local	Television ad created for Advocacy/Grassroots Lobbying in a State or Local Public Affairs Campaign
J79 - For National Organization	Television ad created for a Public Affairs Campaign by a National Organization

# 2012 POLLIE CONTEST CATEGORIES



J80 - For State/Local Organization	Television ad created for a Public Affairs Campaign by a State or Local Organization
J81 - Best Use of Humor	Best use of humor in a Public Affairs Television Campaign
J82 - Best Use of Negative Contrast	Television ad produced to compare the opposition's viewpoints in a Public Affairs Campaign
J83 - Best Use of Personality/Celebrity	Best Television ad featuring a Personality/Celebrity for a Public Affairs Campaign
J84 - Bilingual/Multilingual/Foreign Language	Television ad in a language other than English produced for a Public Affairs Campaign
J85 - Non-Broadcast Video	Video productions made for distribution other than broadcast and cable television for a Public Affairs Campaign
J86 - Television Ad - More than 60 Seconds	Television ad that is 60 seconds or more produced for a Public Affairs Campaign
J87 - Television Ad - 15 Seconds - State/Statewide Campaigns	Television ad that is no longer than 15 seconds produced for a Nationwide Public Affairs Campaign
J88 - Television Ad - 15 Seconds - Local Campaigns	Television ad that is no longer than 15 seconds produced for a State or Local Public Affairs Campaign

## INTERNATIONAL

K01 - Collateral	Collateral Material created for a Candidate Campaign outside the U.S.
K02 - Direct Mail	Direct Mail produced for a Candidate Campaign outside the U.S.
K03 - Internet Campaign	Website or other web based communications created for a Candidate Campaign outside the U.S.
K04 - Newspaper	Newspaper ads created for a Candidate Campaign outside the U.S.
K05 - Phones	Phone calls produced for a Candidate Campaign outside of the U.S.
K06 - Radio Ad	Radio ad created for a Candidate Campaign outside the U.S.
K07 - Television Ad	Television ad created for a Candidate Campaign outside of the U.S.

# 2012 POLLIE CONTEST CATEGORIES



## Ballot/Initiative Division

- K08 - Collateral Collateral Material created for a Ballot/Initiative Campaign outside the U.S.
- K09 - Direct Mail Direct mail produced for a Ballot/Initiative Campaign outside the U.S.
- K10 - Internet Campaign Website or other web based communications created for a Ballot/Initiative Campaign outside the U.S.
- K11 - Newspaper Newspaper ads created for a Ballot/Initiative Campaign outside the U.S.
- K12 - Phones Phone calls produced for a Ballot/Initiative Campaign outside of the U.S.
- K13 - Radio Ad Radio ad created for a Ballot/Initiative Campaign outside the U.S.
- K14 - Television Ad Television ad created for a Ballot/Initiative Campaign outside the U.S.

## Public Affairs Division

- K15 - Collateral Collateral Material created for a Public Affairs Campaign outside the U.S.
- K16 - Direct Mail Direct mail produced for a Public Affairs Campaign outside the U.S.
- K17 - Internet Campaign Website or other web based communications created for a Public Affairs Campaign outside the U.S.
- K18 - Newspaper Newspaper ads created for a Public Affairs Campaign outside the U.S.
- K19 - Phones Phone calls produced for a Public Affairs Campaign outside of the U.S.
- K20 - Radio Ad Radio ad created for a Public Affairs Campaign outside the U.S.
- K21 - Television Ad Television ad created for a Public Affairs Campaign outside the U.S.

## Shoulda, Woulda, Coulda

- L01 - Direct Mail Classics in Political Advertising. Any Direct Mail piece from any year, provided it has not previously won a Pollie.
- L02 - Internet Classics in Political Advertising. Any Internet piece from any year, provided it has not previously won a Pollie.
- L03 - Phones Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie.

# 2012 POLLIE CONTEST CATEGORIES



- L04 - Radio Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie.
- L05 - Television Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie.

## STUDENT

- M01 - Best Campaign Plan Campaign Plan made by a student in a degreed program
- M02 - Best Fundraising Effort Fundraising Effort made by a student in a degreed program
- M03 - Best Use of Direct Mail Direct Mail piece created by a student in a degreed program
- M04 - Best Use of Internet Website or other web based communications created by a student in a degreed program
- M05 - Best Use of Phones Phone piece created by a student in a degreed program
- M06 - Best Use of Radio Ad Radio ad created by a student in a degreed program
- M07 - Best Use of Television Ad Television ad created by a student in a degreed program
- M08 - Best Use of Social Networking Social Networking for a political campaign made by a student in a degreed program