



## 2008 POLLIE AWARDS & CONFERENCE



Campaigns and  
Communications 2008:  
The Revolution  
Has Begun

**THE 17TH ANNUAL POLLIE AWARDS & CONFERENCE**  
RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS

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## CONFERENCE AGENDA

2008 Pollie Awards & Conference  
 March 13-16, 2008  
 Loews Santa Monica Beach Hotel  
 Santa Monica, California

### THURSDAY, MARCH 13

12:00 p.m. – 6:00 p.m.  
**Registration**  
 Fifth Floor

2:00 p.m. – 5:00 p.m.  
**Exhibitor Set-Up**  
 Arcadia Foyer

4:30 p.m. – 6:00 p.m.  
**First-Time Attendees Reception**  
 Palisades Room A-D

#### VOICES FROM THE FIELD

This panel is ideally suited for the new members reception. We are often defined by the stories we tell, and storytelling has its roots at the beginning of time and continues to escalate in popularity. Please join us for a unique opportunity to listen to “the voices from the field” as they help to tell the story of our industry.

#### SPEAKERS:

Ray Strother, Tom Edmonds, Jerry Austin,  
 Liz Welsh, Nancy Todd Tyner, Gail Garbrandt

#### SPONSORED BY:

MediaSolutions

6:00 p.m. – 7:30 p.m.  
**Opening Welcome Reception**  
 Poolside

#### OPENING CEREMONY – VENDOR INTRODUCTIONS

#### SPONSORED BY:

Signature Media

### FRIDAY, MARCH 14

7:00 a.m. – 8:00 p.m.  
**Registration**  
 Fifth Floor

7:30 a.m. – 8:00 p.m.  
**Exhibits**  
 Arcadia Foyer

8:30 a.m. – 9:45 a.m.  
**Continental Breakfast/  
 General Session**  
 Arcadia Ballroom

#### WELCOME AND KEYNOTE SPEAKER

#### SPONSORED BY:

Yahoo!

9:45 a.m. – 11:00 a.m.  
**Breakout Session # 1**  
 Palisades C/D Room

#### FUNDRAISING ON THE INTERNET

#### SPEAKERS:

Rebecca Donatelli and panel

#### SPONSORED BY:

Campaign Solutions

9:45 a.m. – 11:00 a.m.

**Breakout Session #2**

Palisades A/B Room

**INTEGRATING POLITICAL COMMUNICATIONS – ON THE AIR, ONLINE AND ON DEMAND**

Voters, like general-public consumers, are getting their political news from a variety of sources. Broadcast news no longer dominates how voters get informed about candidates and the issues. Political campaigns and voter education efforts must be more creative and exploit every possible medium to connect with potential voters 24/7. In this session we will explore and discuss actual campaign commercials and voter education initiatives that influenced the electorate into action. Using polling data and market research information, consultants can fine-tune their message in the media and amplify their voter contact efforts in the most efficient and effective way possible. Come for a lively discussion of what works and what doesn't, and walk away with a baseline of new knowledge.

**SPEAKERS:**

Ben Tulchin, Sam Rodriguez, Patrick Dorinson, Bill Wachob, Robin Swanson

**MODERATOR:**

Carol Dahmen

**SPONSORED BY:**

National Cable Communications

11:00 a.m. – 11:15 a.m.

**Refreshment Break**

Arcadia Foyer

11:15 a.m. – 12:30 p.m.

**Breakout Session #3**

Palisades C/D Room

**BUSINESS OF THE BUSINESS – ONLINE MARKETING, CONTRACTS, BUSINESS PLANNING**

**SPEAKERS:**

Jon Fleischman, Cary Davidson

11:15 a.m. – 12:30 p.m.

**Breakout Session #4**

Palisades A/B Room

**USING OPPOSITION RESEARCH IN PUBLIC AFFAIRS CAMPAIGNS**

Come explore emerging trends in opposition research, with a special emphasis on applications for public affairs campaigns.

**SPEAKERS:**

Mark Bogeditch, Mike Rice

**MODERATOR:**

Tom Shepard

12:30 p.m. – 2:00 p.m.

**Luncheon/General Session**

Arcadia Ballroom

**NCC CABLE AWARDS**

**SPEAKER:**

Chuck Cowdrey

**SPONSORED BY:**

National Cable Communications

2:00 p.m. – 3:15 p.m.

**Breakout Session #5**

Palisades A/B Room

**MAILBOX TO ELECTION BOX: HOW DIRECT MAIL CAN ADD TO CAMPAIGN SUCCESS**

Postal service experts will offer information and advice to help you make the impression you need to make with your direct mail. In this session you will:

- Learn from research how consumers accept, manage and engage with their mail
- Receive the latest industry insights for producing effective, cost-efficient direct mail
- Be given tips on how to work with list brokers, creative agencies, printers and other suppliers to help ensure you produce quality direct mail programs

**SPEAKER:**

Carlton Shufflebarger

**SPONSORED BY:**

United States Postal Service

2:00 p.m. – 3:15 p.m.

**Breakout Session #6**

Palisades C/D Room

**WINNING IS EVERYTHING! MAKE YOUR MESSAGE HIT ITS MARK**

Winning is everything! Make your message hit its mark. Media's evolution and what it means for reaching voters. How radio boosts the performance of your political media mix. What the new Portable People Meters will mean to your success.

**SPEAKERS:**

Anne-Marie Petrie, Jana Cosgrove, Mary Beth Garber

**SPONSORED BY:**

CBS Radio

3:15 p.m. – 3:30 p.m.

**Refreshment Break**

Arcadia Foyer

3:30 p.m. – 4:45 p.m.

**Breakout Session #7**

Palisades C/D Room

**INFLUENCE OF HOLLYWOOD ON POLITICAL AND PUBLIC AFFAIRS CAMPAIGNS**

Whether it's Barack or Hillary, the environment or Darfur, Hollywood celebrities are getting involved in politics and the policy issues of the day. Does it make a difference at the polls? Can it elevate your public affairs effort? Come listen to industry professionals talk about the intersection of political stars and Hollywood superstars.

**SPEAKERS:**

Kristina Schake, Craig Turk, Lara Bergthold

3:30 p.m. – 4:45 p.m.

**Breakout Session #8**

Palisades A/B Room

**VIRAL MARKETING**

**SPEAKERS:**

Roger Stone, Glen Kessler, Justin Germany, Martin Avila, Cyrus Krohn

**MODERATOR:**

Rebecca Donatelli

**SPONSORED BY:**

Advocacy, Inc. and HCD Research

4:45 p.m. – 6:00 p.m.

**Closing General Session**

Catalina Ballroom

**SO YOU WANT TO BE A PUNDIT?**

Political commentators from the print, TV and radio worlds talk about how they got where they are, the state of political journalism and commentary as we go into the 2008 election cycle, and what the future holds for political commentators.

**SPEAKERS:**

Susan Estrich, Garry South, Bob Stern

**MODERATOR:**

Dan Weintraub

6:30 p.m. – 8:00 p.m.

**Hall of Fame and Student Awards Evening**

Arcadia Ballroom

Join us for a night honoring Raymond Strother, as well as the presentation of the Student Pollie Awards

**MASTER OF CEREMONIES:**

Will Durst

**SATURDAY, MARCH 15**

7:00 a.m. – 8:00 p.m.

**Registration**

Fifth Floor

7:30 a.m. – 3:30 p.m.

**Exhibits**

Arcadia Foyer

8:30 a.m. – 9:45 a.m.

**Continental Breakfast/General Session**

Arcadia Ballroom

**MICRO TARGETING – DRILLING DOWN TO VOTER DNA**

You've done your polling. You're running your ads. You've done voter ID. You're ready for GOTV. You know your voters. Right? What if the other side has found the one message that could possibly convince Betty Bukowski and women like her and Truman Wellgood and his co-workers to switch and vote for their candidate?

**SPEAKERS:**

Bob Blaemire, Terry Popowich, Amy Gershkoff, Michael Myers, Tony Winders

**MODERATOR:**

Art Hackney

**SPONSORED BY:**

Hackney & Hackney, Micro Target Media, Winning Directions

9:45 a.m. – 11:00 a.m.

**Breakout Session #9**

Palisades A/B Room

**MEASURING AD EFFECTIVENESS**

The panel will offer a discussion of a qualitative methodology used to determine the effectiveness of political ads. The methodology features a metric that combines emotion, interest and believability, and pre/post disposition measures. The panel will present examples of ads from recent campaigns to illustrate how an ad campaign can drastically move voters.

**SPEAKERS:**

Glen Kessler, Richard Berke, Chris Borick

**SPONSORED BY:**

HCD Research

9:45 a.m. – 11:00 a.m.

**Breakout Session #10**

Palisades C/D Room

**EFFECTIVE USE OF IMAGE**

**SPEAKERS:**

Fred Davis, John Brabender, John Davies

**MODERATOR:**

Jordan Lieberman

**SPONSORED BY:**

Getty Images

11:00 a.m. – 11:15 a.m.

**Refreshment Break**

Arcadia Foyer

11:15 a.m. – 12:30 p.m.

**Breakout Session #11**

Palisades C/D Room

**SOFTWARE: CAMPAIGNS IN A BOX. IS TECHNOLOGY MAKING CONSULTANTS OBSOLETE?**

Learn how to use the latest campaign management software from the experts in the field.

**SPEAKERS:**

John Phillips, Brian Keeler

**MODERATOR:**

Gary Glanz

**SPONSORED BY:**

Voter Vision

11:15 a.m. – 12:30 p.m.

**Breakout Session #12**

Palisades A/B Room

**DEVELOPING INITIATIVES TO SERVE YOUR CLIENTS AND THE PUBLIC GOOD**

You read about those hundreds of millions of dollars that are being spent on initiative campaigns in California and other states throughout the country. You ask yourself, “How do I participate?” The answer may be to take a proactive approach in developing an idea for an initiative – one that’s good public policy AND good politics – that helps your client accomplish their goals.

**SPEAKERS:**

Wayne Johnson, Steve Smith, Chris Lehane, Maggie Linden, Dick Woodward

**MODERATOR:**

Barry Fadem

**SPONSORED BY:**

Robert Kaplan Fund Raising, Inc.

12:30 p.m. – 2:00 p.m.

**Luncheon/General Session**

Arcadia Ballroom

**THE NEWSPAPER REVOLUTION**

What engages audiences? What trusted sources make a difference in decision-making, especially among the younger generation? What kind of creative messaging moves the needle? How can you maximize your integrated campaigns? Once upon a time, a newspaper campaign consisted of placing an ad the Sunday before elections listing all your endorsements. Now, the medium, messaging and creative options are limited only by your imagination, your strategy and your targets. This panel will provide the latest research and targeting capabilities in the newspaper industry, which offers a one-stop shop to reach voters young and old, in print, online and through direct mail. Hear about the newspaper revolution from advertising leaders from *The Seattle Times*, *The New York Times* and The McClatchy Company, plus a get reality check from political maestros Cathy Allen and Art Hackney. The panel will present: fresh research about the mindset of young and core registered voters; data on engagement, trustworthiness and creative messaging; information on the powerful 1-2-3 punch newspapers offer through print, online and direct mail; samples of the best creative being used in newspaper targeting; and trends and predictions for 2008.

**SPEAKERS:**

Cathy Allen, Chris Hendricks, Art Hackney, Lou Fabrizio

**MODERATOR:**

Mei-Mei Chan

**SPONSORED BY:**

*The New York Times*, Hackney & Hackney, Newspaper Association of America, The McClatchy Company, *The Seattle Times*, Newspapers First

2:00 p.m. – 3:15 p.m.

**Breakout Session #13**

Palisades C/D Room

**MADISON AVENUE MEETS PENNSYLVANIA AVENUE: CREATING WINNING ONLINE ADVERTISING**

Join a panel of noted political and online advertising experts to learn the most effective practices in creating successful online paid media campaigns. This session will cover everything within online paid media, from search to online display advertising. If you’re planning to deliver results for your clients, you won’t want to miss this session.

**SPEAKERS:**

Eric Frenchman, Michael Bassik, Kristi Vandenbosch, J. Barbush

**MODERATOR:**

Richard Kosinski

**SPONSORED BY:**

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2:00 p.m. – 3:15 p.m.

**Breakout Session #14**

Palisades A/B Room

**NEW WAYS TO REACH VOTERS**

Each election cycle, innovations emerge that provide new channels to engage voters: Learn how social networking, Google, word of mouth marketing and LinkedIn can be used to enhance your campaigns.

**SPEAKERS:**

Kevin O’Neill, Mark Mellman, Kay Luo, Peter Greenberger

**SPONSORED BY:**

Renewable Resources Coalition

3:15 p.m. – 3:30 p.m.

**Refreshment Break**

Arcadia Foyer

3:30 p.m. – 4:45 p.m.

**Closing General Session**

Catalina Ballroom

**THE PRESIDENTIAL ELECTION**

This panel will explore the most fascinating presidential election in years with several of America’s leading political consultants and journalists. The panel will discuss the impact of the primary elections, the ability of both parties to come together around their nominees, and strategies and messages for both parties in the fall.

**SPEAKERS:**

Mike Murphy, Bill Carrick, Ed Goeas, Mark Mellman, Jeanne Cummings

**MODERATOR:**

Whit Ayres

**SPONSORED BY:**

The Politico and the National Rifle Association

6:30 p.m. – 7:30 p.m.

**Pollie Reception**

Arcadia Foyer

**SPONSORED BY:**

LinkedIn

7:30 p.m. – 10:00 p.m.

**Pollie Awards Ceremony & Dinner**

Arcadia Ballroom

**ENTERTAINMENT:**

Will Durst and a special surprise guest

10:30 p.m. – 12:30 a.m.

**Post-Awards Party**

Venice Room

**SPONSORED BY:**

Yahoo!

**SUNDAY, MARCH 16**

9:00 a.m. – 10:00 a.m.

**Membership Meeting**

Palisades Ballroom

10:00 a.m. – 3:00 p.m.

**Getty Museum Tour**

Transportation will depart from the front entrance of the Loews promptly at 10:00 a.m. Ticket required.

### SPONSOR GUIDE

The AAPC would like to thank the following sponsors and/or exhibitors who contributed to the 2008 Pollie Awards & Conference.

With their support, we are hosting the most successful conference in AAPC history. Please visit these organizations either in the exhibit area of the Arcadia Foyer or throughout the conference in various sessions.

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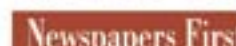
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## EXHIBITOR GUIDE

The following companies are exhibiting at the conference and can be found at their respective tables in the AAPC Exhibit Hall, located in the Arcadia Ballroom Foyer on the fifth floor of the Loews Santa Monica.

Please visit our vendors and see what they have to offer!

Advocacy, Inc.

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