



Ballot Initiative STRATEGY CENTER

Highlights of Ballot Measure Pollie Awardees

Voters advanced progressive policies and rejected the right wing's tired agenda in a big way last November. In 2008 progressives won important victories and beat back initiatives being pushed by the right wing across the country.

These successes would have been impossible had it not been for the tireless work of the campaigns on the ground that helped target, message, and mobilize the voters of their state.

Recently, the Association of Political and Public Affairs Professionals organized the 18th Annual Pollie Awards in order to recognize the “cream of the crop” in political and public affairs communication. BISC would like to recognize our Sponsoring Consultants who were honored by the AAPC as Pollie Award recipients for their outstanding work on ballot measure campaigns.

Overall Campaign

Direct Mail Campaign

- Wampold Strategies– Vote Yes Minnesota: Targeting Women and Sportsmen

Internet/New Technology Campaign

- Changing Targets Media, MSHC Partners, and The New Media Firm– Defend Oregon: Microtargeted Television buying
- Blue State Digital– For Maryland for Our Future

Collateral

Yard/Outdoor Sign

- RBI Strategies & Research– Yes on SAFE (Amendment 59)

Logo

- Terris, Barnes & Walters– Yes on G/No on F (Clean Up the Shipyard)

Non-Mail Brochure

- RBI Strategies & Research– Yes on SAFE (Amendment 59): Walk card
- Wampold Strategies– Vote Yes: Brochure

Direct Mail

For Statewide Campaign

- Wampold Strategies– Beach Closed
- Terris, Barnes & Walters– Defend Oregon: Tricked
- Wampold Strategies– Outdoor Memories

For County Campaign

- 50 Blue, LLC– Bake Sale
- 50 Blue, LLC– Promises

- Terris, Barnes & Walters– Yes on B: Puzzle

For City Campaigns

- Mack/Crouse Group– Welcome to Charter Public Schools

For National Organization

- Winning Mark– You Are Their Only Voice

For Local/Municipal Organization

- 50 Blue, LLC– Trap
- Terris, Barnes & Walters– Yes on D: Stepping

For Membership Organization

- Winning Mark– You Are Their Only Voice
- 50 Blue, LLC– Trap
- Mack/Crouse Group– No On 10

For Public Agency

- Terris, Barnes & Walters – Yes on A : Imagine

Best Use of Illustration

- Winning Directions– A Better World Is Possible

Field

Best Volunteer Recruitment Program

- Grassroots Solutions– Organizational Development for a Decline to Sign Campaign
- Grassroots Solutions– Minneapolis Strong Schools Strong City Referendum

Best GOTV

- Grassroots Solutions– Vote Yes Minnesota: Campus GOTV Program

Internet

Persuasion Online Advertising for State Campaigns

- MSHC Partners— Missouri Renewables Video Banner Ad
- MSHC Partners– Committee for Better Transportation Gas Banner Ads

Best Blog

- BuzzMaker LLC Stop Slots Daily

Website: Best Use of Negative/Contrast

- Blue State Digital– Read the Fine Print

Website: State Ballot

- Blue State Digital– South Dakota Healthy Families – No on Measure 11

Website: County Ballot

- MSHC Partners– Committee for Better Transportation – Yes on Proposition M

Phones

Automated Calls: County Campaign

- Stone’s Phones– Don’t Stop at the Top

Live Calls: Statewide Campaign

- Winning Connections, Inc– Protect South Dakota Families

Live Calls: State Organization

- Winning Connections, Inc– Stopping Amendment 46

Live Calls: Local/Municipal Organization

- Winning Connections, Inc– Standing Up to the Coal Company

Live Calls: Membership Organizations

- Winning Connections, Inc– Montana Planned Parenthood: Decline to Sign
- Winning Connections, Inc– Your Union Says No to Proposition 8

Live Calls: Bilingual/Multilingual/Foreign Language

- Winning Connections, Inc– Mi Familia Vota – No on 200!
- Winning Connections, Inc– Arizonans for Responsible Spending

Radio**For City Campaign**

- The New Media Firm– Sommersworth

Bilingual/Multilingual/Foreign Language

- The New Media Firm– Massachusetts Families

Television**For City Campaigns**

- MacWilliams, Kirchner Sanders & Partners– Strong Schools (Committee for Better Schools)

Best Cable Only Broadcast

- MacWilliams, Kirchner Sanders & Partners–Decide

Best Use of Humor

- Squier Knapp Dunn Communications– Colorado SAFE “Mug” (Amendment 59)

And, finally, a special congratulations to longtime BISC friends Paul Harstad, Joel Benenson and David Binder, who the AAPC named to the Pollster Team of the Year, and LKK Partners, for their Public Affairs award for the "Cures Chronicles" series for the Missouri Coalition for Lifesaving Cures, an effort to continue to build public support for this issue proceeding the controversial 2006 ballot measure campaign. While we've focused the rest of this list on specific ballot measure awards, we'd be remiss if we didn't mention these wonderful achievements.

Needless to say, there were a lot of winners who did a tremendous amount of good work over the past year. If you are a progressive consultant and strategist who has not yet joined as a Sponsor of BISC, please contact Steve Schwartz, our Deputy ED for Strategic Development, for more information about 2009 opportunities.

Congratulations again to all the winners!