



Tom Shepard & Associates, Inc.

FOR IMMEDIATE RELEASE

Contact: Rachel Laing
[619-929-7946](tel:619-929-7946)

Tom Shepard & Associates Nabs Six Pollies for 2012 Campaign Work

Tom Shepard & Associates was honored with six Pollie Awards from the American Association of Political Consultants for television and direct mail advertising the firm produced on behalf of candidates during the 2012 campaign season.

Considered the “Academy Awards of politics,” the Pollies are presented annually by the AAPC to honor the best campaign work in the nation. This year, the Pollies had more than 2,200 entries, evaluated by nearly 300 judges. The winners were announced Friday night at the AAPC’s annual conference at in Washington, D.C.

Among the honors was an award for the best television ad for a mayoral candidate for “Personal,” an ad for Bob Filner’s general election mayoral campaign that highlighted his opponent’s votes to deny benefits to dependents of slain police officers.

TS&A won Pollies in the following five categories:

- Television, Mayor
- Direct Mail, Regional, Candidate (2)
- Direct Mail, Early Voting/Absentee Ballot
- Direct Mail, Best Use of Humor
- Direct Mail, Issue Advocacy, Best Use of Illustration

This year’s awards bring TS&A to a total of 18 Pollies over the past decade.

“Much of the credit for our success belongs to our partners – the graphic designers, printers and television producers who helped us execute our strategies – and especially to Aimee Remanick on our staff, who coordinated the production,” said Tom Shepard, owner of TS&A and treasurer-elect of the AAPC. “We are honored to be recognized by our peers.”

###