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For more information contact:
Cherri Spriggs-Hernandez
cherri@schubertflintpa.com
(916) 448-4234

**THE AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS NAMES
SCHUBERT FLINT PUBLIC AFFAIRS "PUBLIC AFFAIRS TEAM OF THE YEAR"**

California Based Public Affairs Firm Earns Prestigious Accolades for Statewide and Local Campaigns

Sacramento – Schubert Flint Public Affairs (SFPA) earned 18 Pollie awards including the prestigious "Public Affairs team of the Year" at the 2009 American Association of Political Consultants (AAPC) Annual Conference held March 27 to 29 in Washington, D.C. The firm was recognized for its work on the Yes on Proposition 8 campaign and a local campaign in Oxnard. The AAPC is the national organization representing the nation's political and public affairs professionals. The "Pollie" is the political consulting profession's equivalent of the "Oscar" award. Each year the AAPC recognizes the most innovative strategies and well-executed tactical elements implemented in campaigns ranging from the local to presidential levels.

The "Public Affairs Team of the Year" Award is one of the top three awards given by the AAPC. SFPA was honored for its work on the Yes on Proposition 8 campaign. The other top award winners were David Axelrod (Strategist of the Year) and David Plouffe (Campaign Manager of the Year), recognized for their work on the Obama for President campaign.

"We are very proud to have been recognized by political professionals across the country for having organized and managed one of the best campaigns in the nation in 2008," said Frank Schubert, president of SFPA. "We congratulate Mr. Axelrod and Mr. Plouffe for similar recognition. And while we are immensely proud of this award and for our awards representing excellence in the use of traditional media, we are perhaps most proud of our awards recognizing excellence in the use of new media. Campaigns are changing rapidly and these Pollie awards show that SFPA remains on the cutting edge of the use of new technologies."

In addition to being named the "Public Affairs Team of the Year," for an unprecedented third time, SFPA also earned the following awards for excellence:

- Excellence in the Use of Cable Television Advertising
- Best Overall TV/Radio Campaign for a Ballot Measure
- Direct Mail Overall Campaign for a Ballot Measure
- Fundraising for a Ballot Measure
- Internet/New Technology Campaign, Online Marketing Campaign for a Ballot Measure
- Bilingual/Multilingual Direct Mail for a Ballot Measure
- Persuasion Online Advertising for a Ballot Measure
- Blog Ad for a Ballot Measure
- Use of E-mail/Viral Marketing for a Ballot Measure
- Use of New Technology for a Ballot Measure
- Use of Search Engine Marketing for a Ballot Measure
- Web site for a Ballot Measure
- Blog Ad for Public Affairs
- Use of Search Engine Marketing for Public Affairs
- Use of Automated Phone Call

Sacramento ■ Irvine

- Bilingual/Multilingual Radio Ad
- Bilingual/Multilingual Television Ad

"It's nice to continue our tradition of winning important awards for our firm," said Jeff Flint, partner at SFPA. "But, more importantly for our clients, we continue to win difficult campaigns. The Yes on Proposition 8 campaign is an example of how we have been able to take a difficult issue and pull off an amazing upset. We are grateful to the AAPC for their recognition of our work."

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Schubert Flint Public Affairs is a full service public affairs firm with offices in Sacramento and Orange County, California. With a dedicated staff, the firm serves a diverse roster of clients throughout the nation. The firm specializes in strategic counsel, research/message development, ballot issue campaigns, earned media, coalition and grassroots development and new media.