



For Immediate Release
April 2, 2009

For more information contact:
Cherri Spriggs-Hernandez
(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 Yes on Proposition 8

Sacramento – Schubert Flint Public Affairs (SFPA) earned 18 Pollie awards at the 2009 American Association of Political Consultants (AAPC) Annual Conference held over the weekend in Washington, D.C., for its work on the Yes on Proposition 8 campaign. The AAPC is an organization committed to furthering the political consulting profession. Each year it recognizes the most innovative strategies and supremely executed tactical elements implemented by political consultants by awarding the coveted Pollie award.

"The way winning campaigns are run is changing," said Frank Schubert, president of SFPA. "California is becoming more diverse and the way people are getting their information is shifting. One thing hasn't changed though, a winning campaign must be based on research and sound strategy and that is what we at SFPA excel at."

In addition to being named the "Public Affairs Team of the Year," an unprecedented three-time distinction for SFPA, it also earned the following titles for its work on the Yes on Proposition 8 campaign:

- Outstanding Use of Cable Television Advertising
- Overall TV/Radio Campaign for a Ballot Measure (Gold)
- Direct Mail Overall Campaign for a Ballot Measure (Honorable Mention)
- Fundraising for a Ballot Measure (Silver)
- Internet/New Technology Campaign, Online Marketing Campaign for a Ballot Measure (Bronze)
- Bilingual/Multilingual Direct Mail for a Ballot Measure (Bronze)
- Persuasion Online Advertising for a Ballot Measure (Bronze)
- Blog Ad for a Ballot Measure (Silver)
- Use of E-mail/Viral Marketing for a Ballot Measure (Honorable Mention)
- Use of New Technology for a Ballot Measure (Silver)
- Use of Search Engine Marketing for a Ballot Measure (Silver)
- Web site for a Ballot Measure (Honorable Mention)
- Blog Ad for Public Affairs (Honorable Mention)
- Use of Search Engine Marketing for Public Affairs (Bronze)
- Use of Automated Phone Call (Bronze)
- Bilingual/Multilingual Radio Ad (Silver)
- Bilingual/Multilingual Television Ad (Bronze)

"We've always been an award-winning firm," said Jeff Flint, partner at SFPA. "But, to be recognized by our peers for excellence in social media forays such as online advertising, blogging and viral marketing is truly an honor."

###

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.

Sacramento ■ Irvine