

# Chao Strategy Message & Media, Inc.

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## **CHAO SMM WINS BIG AT POLLIE AWARDS**

*Atlanta-based firm recognized for best political TV and radio ads of 2010 campaign season*

ATLANTA – March 15, 2011 – Chao Strategy, Message & Media, Inc. (Chao SMM) won Best Television Ad for a Democratic U.S. House Candidate and Best GOTV Radio Ad for a Ballot Initiative from the [American Association of Political Consultants](#) at the 20th Annual Pollie Awards and Conference on Friday.

The [Pollie Awards](#) recognize the stars in political and public affairs communications, and use a bi-partisan committee of public relations experts to select outstanding advertisements from the previous election cycle.

Chao SMM's television ad, "[Toughest Fight](#)," received a gold rating for Best Television Ad for a Democratic U.S. House Candidate. The ad propelled Terri Sewell to a historic win as Alabama's first African American woman elected to Congress. Chao SMM also won for "Rated R," as the Best Radio Ad for GOTV for a Ballot Initiative. It was featured on Missouri's airwaves during the hotly contested Proposition A statewide referendum in 2010.

Ben Chao has added Pollie Awards to the mantle throughout his 20-year career as a media strategist, while his firm has accumulated an impressive win record for Democrats across the country. Chao has built a national reputation for being one of the few political consultants who consistently wins Democratic campaigns in rural areas and the South.

### **About Chao SMM**

Chao Strategy, Message & Media, Inc. (Chao SMM) is an award winning, full-service message and media firm that handles advertising for some of America's winningest Democratic Members of Congress and statewide elected officials. Over the years, Chao's tenacity and communication strategies have attracted some of America's largest corporations to retain the firm for reputation management and crisis communication services to help them successfully navigate tough public relations fights. Today, Chao SMM represents clients across the country from their three locations in Atlanta, Nashville and Birmingham where they have full-service TV and radio production studios.

To learn more about Chao SMM, visit [www.chaomedia.com](http://www.chaomedia.com) and follow Ben Chao on [Twitter](#).

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