

VOTER CONTACT NEWS

288 7th Street, San Francisco 94103

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Permit #10755
San Francisco, CA
Presort

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3259 AUSTIN DRIVE
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Publisher's Comment

Over the last few years building and controlling computerized voter files has come into popularity as a means of building and maintaining power within the political structure. VCS has been in the business of building computerized voter files and using them to assist political campaigns for over 15 years. We currently maintain a voter file of approximately sixty million registered voters, using our own software which we have developed over that time. We are considered pretty good at what we do, and our voter files are considered to be as good as any around.

Despite the fact that we are good at building and controlling voter files, we question whether they will really provide a conduit to power in the political arena. What really makes a difference in a political campaign is being able to USE a voter file, not having one. No campaign was ever won by a voter file, but many campaigns have been won by people using the voter files effectively. Better voter files help, but getting priorities in the proper order is important.

That is why this journal, Voter Contact News, is devoted to experiences people have had using voter files in campaigns and analyzing the information they contain to better understand voter behavior. What has worked, what hasn't worked, and what may work in the future. This is an action publication, designed to help people who are actively involved in the active business of campaigns, communication with voters. We hope it has helped you, and welcome any comment anyone may have as to what we might do to make it more effective.

Voter Contact News is published regularly by Voter Contact Services...the political computer people.

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Co-editors: Rich Schlackman, Shellie Garrett
Graphics: Schlackman/Fazio & Associates

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Copies of back issues are available. One issue is free; for more than one, enclose \$2 for processing. Send requests to: VCS News, 288 7th Street, San Francisco, CA 94103