



Designed with Pollsters in Mind



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Voter Contact Services specializes in processing computer files of registered voters for preparation of polling samples, mailing labels, computer diskettes and tapes, downloaded data, walking lists, phone lists and statistical reports for political campaigns and organizations.

Voter File Focus: New Jersey

1997 will prove to be an interesting year in this state. New Jersey is one of the few which hold their State Legislative races in the odd-year. Governor Whitman is up for re-election and all eyes will be focused on the Garden State as a crystal ball into the 1998 Congressional and Senate races.

Voter Contact Services will be once again building a State-Wide voter file. VCS has been building voter files in New Jersey since 1985, and our solid reputation continues throughout the state.

The New Jersey file will be updated at least twice throughout the year, once before the Primary, and again prior to the November General Election. We have begun to build our new file adding Phone Numbers, Ethnicity, and updating Mailing information. Currently our State-Wide phone match is over 65%, with voter history dating back as far as 1988 in some counties.

For a more comprehensive look into our New Jersey file check out our New Jersey Web Page on the Internet in our Hot Links section which includes a look into the New Jersey State Legislative Districts.

Surf's up at VCS

We've grabbed our board and headed for the Internet Surf

The Web Page began in early 1996 and became a very important tool for our customers when "crunch-time" hit in October '96.

The Web Page provides information on VCS as a voter file vendor, and allows for users to communicate with our Service Team. The Web Site is also interactive, providing customers with a platform to retrieve product and voter file studies performed by VCS and it's network of Sales Representatives. All of these will be discussed in later issues of POLL*ITIC, but I would like to discuss what many people feel is the core of the Web Site, The National Political Database (NPDB).

The NPDB contains voter file statistics on all of our files, including Party Affiliation counts, File Dates, and Phone Match percentages. We are constantly updating our Web Page with new information and report availability so please check back frequently, and if you have any suggestions please drop us some e-mail.

HOT LINKS!!

Listed below are some Web Pages you may find interesting for the 1997 cycle and beyond. We will be listing various informative sites in future issues. If you have any interesting areas on the Internet please feel free to e-mail us.

- Check out the status of voter files across the country:

<http://bbs.vcsnet.com/USA.html>

- As listed in the "Voter File Focus" the New Jersey State Legislature is the forecast for the Clinton Administration for '97. Grab your board and paddle to:

<http://bbs.vcsnet.com/NJLegDist.html>

- Rudy claims he has brought down crime in the Big Apple, but will he get a second term as Mayor. Visit New York City with VCS:

<http://bbs.vcsnet.com/NYCCDist.html>

Happy Birthday to You...

As Voter Contact Services celebrates it's 25th Anniversary this year, we are the largest national voter file vendor in the United States with a database encompassing nearly 100 million voters from coast to coast. To help you know us better, in this and future issues of POLL*ITIC we'll share some of the history and experiences of VCS and the people involved. We'll introduce you to a total of almost 40 people who are currently associated with VCS in one way or another. They live in 14 states, work in 22 "offices", and are kept in constant touch through cyberspace by VCSNET, the network that connects VCS.

It was 1972 and Bill Daly was taking a little R&R after a stint as an MIT trained computer designer and programmer. Bill and his wife Betty had moved to Hawaii seven years earlier when Bill took an executive position in a local high-tech company, and they had fallen in love with living in the 50th State. But it wasn't long before Bill got restless. Looking around for some new and interesting thing to do, they volunteered in a friend's campaign for a State House seat in the Hawaii Legislature. When their friend gave Bill a voter list to work with, he took one look and said, "What a mess. I may not know much about politics, but I know a lot about computers. We can do a lot better than this." The campaign got some good lists and Voter Contact Services was born. Two years later their friend was a member of the Hawaii legislature, while VCS had become the largest supplier of computer products to political campaigns in Hawaii. The VCS voter file reached .4 million, less than 1% of its size today.