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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

**Georgia:** After many requests from clients Voter Contact Services obtained a Georgia voter file. The new statewide file has been updated with the usual VCS quality enhancements, including but not limited to Verified Phone Numbers and standardizing addresses. Race is also present. We plan to get a great deal of use with this file during over the next 11 months.

**Illinois:** VCS has maintained a statewide voter file in Illinois for several years, so this is just an update to add new registrants and 1996 General Election information. Illinois has always been a hotbed for politics, which should continue through 1998. This file is a very strong, with a consistent phone match and excellent voter history. Party affiliation is defined by past primary participation.

**Minnesota:** Another strong file. The government offices put together a very good file, with a high percentage phone match, and voter history which covers a 10 year span. Age and Registration Date are also present and leave very few voters without this information.

**Ohio:** VCS Ohio/Burgess & Burgess have been providing voter file products to campaigns in the 'Buckeye State' for several cycles. The file contains a strong phone match, and odd/even year voter history. Birth date is present, however Registration date contains very low numbers. This is another state which uses past primary participation to assign Party affiliation.

**VCS Ohio can be reached at 800-377-6446.**

**Rhode Island:** A new addition to the ever expanding VCS family of voter files. It is a very basic voter file, Voter history is not present. The file also contains a high rate of records with uncoded Age and Registration date. The file has been coded with probable ethnic origin and the addresses have been standardized.

**South Carolina:** Another state to be added to the VCS voter file arsenal. The file contains solid federal election year Voter history. Race is present on the file, along with Age and Registration date. Party affiliation has been assigned based on past Primary participation.

## VCS, The First Place... 15th Annual VCS Conference

As the 1997 political comes to a close, the beautiful beaches of Hawaii beckon! The 15th Annual Voter Contact Services Conference will be held in sunny Waikiki. December is always a beautiful time to visit Hawai and the VCS Conference has always been full of fun, and filled with voter file information you may need for next year's successful campaign season.

The Council of State Governments will be holding it's Annual Meeting and State Leadership Forum in Waikiki on Dec. 5th-9th. So make your plans early since it plans to be a busy week for politics in Hawaii.

Information can be obtained from the VCSNET Web Page, or feel free to e-mail, fax, or call for further information.

<http://bbs.vcsnet.com/Conf97.html>

## Happy Birthday to You...

The key to the successfully implementation of the "leap frog" strategy turned out to be Senator Gary Hart, a happy VCS customer from his 1980 Senate race in Colorado. Working with Joel Bradshaw and now Governor Jean Shaheen, VCS put together a statewide file in New Hampshire and helped Senator Hart pull off one of the major Presidential Primary upsets in the 80's. Supporting the Hart campaign was a major focus for Bill and Dennis in the spring of 1984, and new statewide files were being added every couple of weeks. Celine Aiu joined VCS. Some IBM pc's began to appear around VCS, and the first primitive dial-up "bulletin board" was started using a communications program called Crosstalk. Dr. David Williamson, then a sophomore at Kaiser High School, joined VCS part time and wrote our first pc based invoicing program.

1984 was a pivotal year for VCS, and when the dust had settled, new files had been added in Missouri, North Carolina, Washington State, Maryland, Ohio, Massachusetts, Nevada, Wyoming and New Mexico. After the Hart campaign was over Rick Ridder, its Field Director, and Joannie Braden, become VCS Reps. The VCS file now stretched "coast to coast", and VCS was established as the first nationwide voter file vendor. The VCS voter file reached 35 million, 35% of its current size.