



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

*Happy New Year to All!*

All of you were nestled all snug in your beds, while visions of Polls and Crosstabs danced in your heads. When all of a sudden you rose in a flash, the poll was due and the client had cash! You needed a list and who better to call, but VCS the voter file vendor, who had it all!

**California:** The largest file VCS maintains with voter counts as high as 15 million at times. With a Gubernatorial, Senate, and other hot issues on the ballot, California will be busy with political activity. The file contains Voter History, Birth and Reg Date, and Party Affiliation in a state which voted for "open" primary voting.

**Colorado:** VCS has participated in Colorado politics for over 2 decades! The file contains voter history for the majority of the state. An 83.4% phone match, Party Affiliation, Age, and Registration Date. **Ridder/Braden**, a VCS Sales representative and general consultant, is located in Denver and has extensive knowledge of this voter file. You can reach them at (303) 832-2444.

## VCS, The First Place...

*As the 1998 Primary Cycle begins we thought it may be good to touch on the some of the basics of delivery and file formats.*

**W.W.W.** - The World Wide Web can be accessed with a browser such as Netscape; MS Internet Explorer; or America Online. VCS can post your file, for easy modem download, for your calling center from our web site.

**FTP Transfer** - With the use of FTP (File Transfer Protocol) software your file can be downloaded by the calling center. No long distance charges will be incurred if you have a local ISP (Internet Service Provider).

**Dial-up Transfer** - With a "dial up" modem connection you may dial into the VCS Bulletin Board System and download your file. Long Distance charges may apply.

*\* VCS will also Print and Ship via FedEx to you or your Calling Centers.*

**Data Formats** - VCS has the ability to supply the following data formats: Standard **.DBF** (Database File); **.CDF** (Comma Delimited File); and **Fixed Field ASCII**.

*\*\* Your Calling/Data Center should be familiar with these formats.*

## 1998 Election Calendar

State	Primary	Runoff	State	Primary	Runoff
Texas	03/10	04/14	Kansas	08/04	
Illinois	03/17		Michigan	08/04	
Ohio	05/05		Missouri	08/04	
Indiana	05/05		Tennessee	08/06	
North Carolina	05/05	06/02	Colorado	08/11	
Nebraska	05/12		Wyoming	08/18	
West Virginia	05/12		Alaska	08/25	
Pennsylvania	05/19		Oklahoma	08/25	09/15
Oregon	05/19		Nevada	09/01	
Arkansas	05/19	06/09	Florida	09/01	10/01
Idaho	05/26		Arizona	09/08	
Kentucky	05/26		Wisconsin	09/08	
Alabama	06/02	06/30	New Hampshire	09/08	
New Mexico	06/02		Vermont	09/08	
South Dakota	06/02	06/16	Delaware	09/12	
Iowa	06/02		New York	09/15	
California	06/02		Rhode Island	09/15	
Montana	06/02		Maryland	09/15	
Mississippi	06/02	06/23	Minnesota	09/15	
New Jersey	06/02		Connecticut	09/15	
Maine	06/09		Massachusetts	09/15	
South Carolina	06/09	06/23	Washington D.C.	09/15	
North Dakota	06/09		Washington State	09/15	
Virginia	06/09		Hawaii	09/19	
Utah	06/23		Louisiana	10/03	11/03
Georgia	07/21	08/11	General Election	11/03	

## Happy Birthday to You...

The Presidential work in 1984 had left VCS with an expanded voter base of 35 million registered voters that stretched from coast to coast. During the mid-80's VCS worked to better manage and administrate the growing file of voters and web of Representatives. Terry Thurk joined VCS. Once again Bill and Dennis decided it was time to reach into their computer expertise, this time to bring it to bear on the internal operations of the company. Bob Silva joined VCS and in 1987 set up the beginnings of the current VCSNET bulletin board, using a version of unix on a then new and hot 386 and a 2400 baud modem. Bill Graham joined VCS and wrote the first version of VCSORDER, and interactive order entry was born. VCS reps and employees could exchange email, transfer orders, data files and invoices, and even access the first version of the National Political DataBase -- the old VCS statistics system gone on-line -- all via VCSNET. VCS was off into cyberspace.

With both Presidential nominations up for grabs, VCS was talking with every major Presidential campaign in 1987. VCS had started its policy of shipping 98% of all orders within 24 hours of receipt. Internal organization and order processing was dramatically strengthened and VCS was ready for another period of expansion. The VCS voter file reached 60 million, for the first time climbing over half of the size of the file today.