

PRIME NEWS

PRIME NEW YORK. THE CONSULTANT OTHER POLITICAL CONSULTANTS TURN TO.

THE NEXT TWO YEARS MEAN NEW DISTRICTS NEW VOTERS NEW CHALLENGES AND NEW OPPORTUNITIES

PRIME
NEW YORK

*Dear Friends,
Prime New York is pleased to send you our report of the final results of the 2011 elections in New York City for Special, Primary & General Elections.*

It's a smaller report than usual as 2011 was a true "off-year".

We know 2012 & 2013 won't be off-years as almost every office in New York will be up for election – most in new districts.

Prime New York is once again ready to work with campaigns in the busy years ahead.

We hope you find this year's Prime News informative. If you need any information and/or free stats, give us a call at 212-587-8080 or via e-mail at primeny711@aol.com.

— *Stuart Osnow*
— *Jerry Skurnik*

CAMPAIGNS NEED PRIME NEW YORK MORE THAN EVER

**THIS YEAR – NEW CONGRESSIONAL, STATE
SENATE & STATE ASSEMBLY DISTRICTS**
IN 2013 – NEW CITY COUNCIL DISTRICTS

Prime New York, the oldest and most successful voter file company in New York is uniquely able to help candidates deal with the changes happening in New York politics. We will have the new districts on our file sooner than anyone else. We already have the new Congressional & State Legislative Districts! And because we have years of experience in both voter files and local politics, we can help you make sense of the new lines.

Prime New York can help you find your voters and target your lists for maximum impact. We provide voter data and statistics that help you target your message to your most likely voters. We create custom database products that can become the central nervous system of your campaign. Above all, we ensure the accuracy and quick turnaround of your order because we understand the time constraints that campaigns face.



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Special Elections

* indicates candidate used Prime New York products

QUEENS

Congress

9th C.D.

*David I. Weprin (D)	24,088	50%
*David I. Weprin (W)	1,098	2%
*David I. Weprin (I)	731	1%
Bob Turner (R)	19,120	40%
Bob Turner (C)	3,218	7%
Christopher P. Hoepfner (SWP)111		1%

Assembly

23rd A.D.

Phillip Goldfeder (D)	8,196	52%
Phillip Goldfeder (I)	363	2%
Phillip Goldfeder (W)	326	2%
*Jane E. Deacy (R)	5,708	36%
*Jane E. Deacy (C)	1,311	8%

27th A.D.

Michael A. Simanowitz (D)	6,451	69%
Michael A. Simanowitz (I)	361	4%
Michael A. Simanowitz (W)	345	4%
Marco D. Desena (R)	1,929	21%
Marco D. Desena (C)	280	2%

BROOKLYN

Congress

9th C.D.

Bob Turner (R)	13,406	59%
Bob Turner (C)	1,598	7%
*David I. Weprin (D)	7,197	32%
*David I. Weprin (W)	327	1%
*David I. Weprin (I)	215	1%
Christopher P. Hoepfner (SWP) 32		1%

Assembly

54th A.D.

*Rafael L. Espinal, Jr. (D)	2,301	42%
*Rafael L. Espinal, Jr. (C)	187	3%
*Rafael L. Espinal, Jr. (UWC)	41	1%
*Jesus Gonzalez (W)	1,804	33%
*Deidra C. Towns (CFP)	1,047	19%

MANHATTAN

Assembly

73rd A.D.

Dan Quart (D)	6,020	64%
Dan Quart (W)	298	3%
Paul Niehaus (R)	2,802	30%
Paul Niehaus (I)	327	3%

Primary Elections

BROOKLYN

Democrats

Civil Court

Countywide

2 elected		
Sharen D. Hudson	23,579	61%
*Cheryl J. Gonzalez	14,777	39%

Republicans

State Committee

45th A.D.

Boris Pincus	1,112	72%
Joseph Hayon	439	28%

Joan Braunstein	1,061	77%
Orit Tanner	315	23%

49th A.D.

Michael Bennette	290	46%
Matthew J. Grave	262	41%
Peter Cipriano (write-in)	79	12%

MANHATTAN

Democrats

Civil Court

3rd J.D.

Tony Cannataro	2,303	66%
*Sabrina B. Kraus	1,186	34%

District Leader

64th A.D., Part C

*Jenifer Rajkumar	786	68%
*Linda M. Belfer	365	32%

*Paul Newell	748	67%
*Jeff H. Galloway	358	33%

64th A.D., Part D

*Herbert L. Kee	660	80%
Paul Lee	168	20%

*Jenny L. Low	667	81%
Jin Mei Chen	155	19%

66th A.D., Part B

*John R. Scott	1,150	77%
*David B. Reck	346	23%

68th A.D., Part A

Diane Green	254	53%
Theresa Richardson	222	47%

68th A.D., Part C

John Ruiz	221	53%
Edward L. Gibbs	185	47%

70th A.D., Part D

*Marisol Alcantara	819	66%
*April G. Tyler	433	34%

*Jamaal Nelson	614	47%
*Brian Benjamin	424	33%
*Michael H. Adams	265	20%

General Elections

QUEENS

District Attorney

Richard A. Brown (D)	29,851	65%
Richard A. Brown (R)	11,077	24%
Richard A. Brown (C)	4,601	11%

City Council

28th C.C.D.

Ruben Wills (D)	2,712	100%
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Supreme Court

6 elected	
Janice A. Taylor (D)	29,055
Allan Weiss (D)	27,028
Rudolph E. Greco, Jr. (D)	26,995
Pam B. Jackman-Brown (D)	26,978
Ira H. Margulis (D)	25,830
Timothy J. Dufficy (D)	25,648
Robert V. Beltrani (R)	11,704
Robert V. Beltrani (C)	4,590
Kate Christoforatos (R)	13,906
Kate Christoforatos (C)	5,039
Gabriel Tapalga (R)	11,274
Gabriel Tapalga (C)	4,613
John F. Casey (R)	11,201
John F. Casey (C)	4,629
Joseph F. Kasper (R)	11,019
Joseph F. Kasper (C)	4,626
Milton Florez (R)	10,588
Milton Florez (C)	4,527

BROOKLYN

Supreme Court

6 elected	
David Friedman (D)	30,822
David Friedman (R)	5,569
David Friedman (C)	2,400
Betsy Barros (D)	29,308
Betsy Barros (R)	5,216
Betsy Barros (C)	2,452
Johnny L. Baynes (D)	27,276
Johnny L. Baynes (R)	4,929
Johnny L. Baynes (C)	2,462
Carl J. Landicino (D)	26,621
Carl J. Landicino (R)	5,165
Carl J. Landicino (C)	2,472
Rachel A. Adams (D)	29,637
Rachel A. Adams (R)	4,948
Lawrence S. Knipel (D)	26,384
Lawrence S. Knipel (R)	4,881
Paul M. Atanasio (R)	3,848
Renata Landskind (C)	3,457

Civil Court

Countywide

2 elected	
Sharen D. Hudson (D)	33,096
Peter P. Sweeney (D)	27,893
Joseph M. Elhilow (R)	6,108
Joseph M. Elhilow (C)	2,706
Vincent F. Martusciello (R)	5,935
Vincent F. Martusciello (C)	2,839

STATEN ISLAND

District Attorney

Daniel M. Donovan, Jr. (R)	16,056	58%
Daniel M. Donovan, Jr. (I)	2,494	9%
*Michael J. Ryan (D)	7,783	31%
*Michael J. Ryan (C)	1,161	4%

Supreme Court

Joseph J. Maltese (R)	10,881	45%
Joseph J. Maltese (D)	9,287	39%
Joseph J. Maltese (C)	2,318	10%
Joseph J. Maltese (I)	1,657	6%

MANHATTAN

Supreme Court

5 elected	
Laura Vistacion-Lewis (D)	25,178
Analisa Torres (D)	24,964
Ellen Gesmer (D)	20,720
Ellen Gesmer (R)	4,027
Joan Madden (D)	24,612
Deborah A. Kaplan (D)	24,540

Civil Court

Countywide

2 elected	
Erika M. Edwards (D)	27,819
Saliann Scarpulla (D)	22,520

3rd J.D.

2 elected	
Tony Cannataro (D)	2,173
Paul A. Goetz (D)	2,097

4th J.D.

Alexander M. Tisch (D)	2,226	100%
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5th J.D.

W. Franc Perry (D)	4,299	100%
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6th J.D.

Harold Adler (D)	3,093	78%
Harold Adler (R)	868	22%

7th J.D.

Raymond L. Bruce (D)	4,580	100%
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9th J.D.

Barbara Jaffe (D)	1,093	74%
Barbara Jaffe (R)	375	26%

BRONX

District Attorney

Robert T. Johnson (D)	19,658	88%
Robert T. Johnson (R)	1,880	8%
Robert T. Johnson (C)	682	4%



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PRIME NEW YORK

NEW SERVICE PROVIDER LABELS & LISTS

Prime New York has been working with Voter Contact Services, our service provider since 1988. This year, VCS was acquired by Labels & Lists, another national voter file vendor.

This will result in positive differences for our customers. We know that we will be able to combine the strengths of the two most experienced voter file processing firms in the nation to produce more and better products.

Our files will be updated more quickly and more often. We will continue to provide each of you with the same stats and file formats in the same amount of time but we will also more products and different formats.

MORE ACCURATE PHONE NUMBERS — LANDLINES & CELL PHONES —

Our new partnership with Labels & Lists has resulted in an improved set of phone numbers. Our voter files are matched to two independent outside sources of phone numbers every 90 days and every phone number is given a confidence code from 1 to 5, allowing you to choose only those numbers that are most confident in. In our latest phone match, over 75% of New York State phone numbers have the highest confidence rate!

We also now have 1.1 million cell phone numbers on the State Voter file, including over 190,000 voters who have cell phones only.

Campaigns in 2012 and 2013 Need to Coordinate Their Messages With New Media Available Today

Prime New York is the consultant that other consultants come to for data and campaign support.

Prime New York can make a membership list a powerful political action tool

Lincoln Voters Our Lincoln Voters Data System delivers a match unsurpassed that expands a membership list to a voter population that influences elected officials. Use Lincoln Voters to contact, motivate and organize your membership to political action. Call us for an on-line demonstration of Lincoln Voters.



Prime New York Campaign Services

The Prime New York Voter File includes names, addresses, land-line phone number, cell phone numbers and email addresses.

We can use that data for:

- **Email Blasts and Video Broadcasts**
- **Automated Phones**
- **Text Messaging**
- **Direct Mail**
We design, print and mail.
- **Enhancing Membership Lists**
We can match your internal files to identify homeowners, voters, parents, professions, cell phones, e-mail addresses and jurisdictions.



Prime New York Election Data

We provide the best data available. If you are running for office, the first information you need are the Prime New York Count Sheets. We break down the data by voters and households, providing counts that include voter history, gender, phones and emails.

There is no charge for Prime New York Counts.



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PRIME NEW YORK

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No one knows their way around voters like Prime New York.

That's why people turn to Prime New York for:

- Free voter counts
- Database files
- Phone lists
- Walking lists
- Cell phones
- E-mail addresses
- Smart Phone Canvassing
- Petition verification
- Targeting reports
- Voter history
- Ethnic/Gender/Age selections



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