

PRIME NEWS

PRIME NEW YORK: THE CONSULTANT OTHER POLITICAL CONSULTANTS TURN TO

AN ELECTION YEAR LIKE NO OTHER

PRIME NEW YORK

Dear Friends,

We at Prime New York have been producing **Prime News**, a report with final New York City election results from the last year, along with some material about our products & services for over 20 years but this time it's different. We have revised what we planned to send out originally because of the health emergency. The election results are still there but most of the material about Prime New York products and services reflect the new reality that will affect the 2020 campaign, at least for the June Primary.

If there is anyone you think might be interested in joining our email list so they can receive this year's and future editions, email us at primeny711@aol.com with their contact information. Or call 212-587-8080.

Stay safe.



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Prime New York
Data Management for Pros
Stuart Osnow & Jerry Skurnik

PRIME NEW YORK CAN HELP

At this time, it's not clear when the health emergency will end. What is clear that some traditional campaign tactics won't be possible, at least for the near future. Direct mail, phone calling (both live and automated), texting, email blasts and other forms of social media will be more important than ever.

Prime New York, with over 30 years of experience in providing the best and most accurate voter data is here to help.

Contact either Stu Osnow at **212-587-8080** or primeny711@aol.com for free counts and information on how we can get you in touch with your voters.

LET PRIME NEW YORK EMPOWER YOUR CAMPAIGN

with the most highly developed voter file for your district. Our records are continually updated and enhanced, enabling voter outreach by phone, neighborhood canvassing or email to be done effectively and on a tight budget. We'll get you exactly what you need with lightning fast turnaround times. Walk lists, email lists or phone lists are a snap!

NEW YORK CITY ELECTION RESULTS

IS YOUR CAMPAIGN GETTING BOGGED DOWN BY CONSTANTLY CALLING WRONG OR DISCONNECTED NUMBERS?

There's nothing that ruins a phone bank and frustrates campaign volunteers more than having them call a series of bad phone numbers.

And having a paid phone operation call a bunch doesn't help any campaign's budget.

When you use an outdated phone list, you are going to miss contacting hundreds or thousands of voters.

There's a way to avoid these problems – get your phone numbers from Prime New York!

The problem is that too many of the phone numbers provided by other voter file vendors are old & no longer valid. Many have been provided to them by previous campaigns and have not been verified by anyone. Running a telephone campaign requires continuously updated, accurate and comprehensive data.

It's different with us!

At Prime New York, the State's oldest and most successful voter file vendor, we pull and scrub phone data from every major national source 4 times a year and we can even provide data

with a Telephone Confidence Code which can select only those numbers most likely to still be good.

We have landlines and cell phones matched to 65% of New York State voters and have over 3 million cell phones on our file.

You can get counts & prices for phone numbers and other statistics by emailing us at primeny711@aol.com or by calling Jerry Skurnik or Stu Osnow at **212-587-8080** – we promise it's a working number.

TEXT MESSAGES TO REACH YOUR VOTER

Over 90% of text messages are read within 5 minutes.

Prime New York has verified cell phone numbers of over 3 million New York voters.

We can provide you for the numbers and you can organize your own texting campaign, or we can do it for you.

We keep the process and pricing extremely simple – you provide us with the message and select your audience, we take care of the rest.



TEXT MESSAGES REACH YOUR VOTER

USING EMAILS FOR YOUR CAMPAIGN?

@ Prime New York offers both the email data and the ability to distribute

Choose your selected audience – You can select which voters to contact using various selections – Party, voter history, gender, ethnicity, geography or any combination of these plus more categories. We can typically match email addresses for 35 to 60% of any audience selected.

- Decide whether you want to send the email directly, use a service or have Prime New York distribute on your behalf.
- Setup email deployment with our email marketing team or take delivery of the list. Consultation is provided at no additional cost. We will walk you through the entire process to ensure that you have the most effective deployment.

2019 ELECTION RESULTS

* Indicates either candidate or independent expenditure in support of candidate used products or services of Prime New York

SPECIAL ELECTIONS

NEW YORK CITY

Public Advocate

Jumaane D. Williams (It's Time Let's Go)	138,803	33%
*Eric A. Ulrich (Common Sense)	80,308	19%
Melissa Mark-Viverito (Fix the MTA)	47,375	11%
Michael A. Blake (For The People)	35,416	8%
Ydanis Rodriguez (Unite Immigrants)	25,253	6%
Dawn L. Smalls (No More Delays)	17,420	4%
Rafael L. Espinal Jr. (Livable City)	13,482	3%
Daniel J. O'Donnell (Equality For All)	12,774	3%
*Ron Kim (No Amazon)	11,849	3%
Benjamin L. Yee (Community Strong)	10,701	3%
Nomiki D. Konst (Pay Folks More)	9,738	2%
Helal A. Sheikh (Friends of Helal)	5,347	1%
David Eisenbach (Stop REBNY)	3,491	1%
A. Manny Alicandro (Better Leaders)	3,373	1%
Anthony Tony Herbert (Residents First)	3,189	1%
Latrice M. Walker (Power Forward)	2,549	1%
Jared Rich (Jared Rich for NYC)	1,053	1%

MANHATTAN

Public Advocate

Jumaane D. Williams (It's Time Let's Go)	41,822	35%
Melissa Mark-Viverito (Fix the MTA)	16,611	14%
*Eric A. Ulrich (Common Sense)	12,106	10%
Ydanis Rodriguez (Unite Immigrants)	8,995	8%
Michael A. Blake (For The People)	8,139	7%
Daniel J. O'Donnell (Equality For All)	7,929	7%
Dawn L. Smalls (No More Delays)	7,134	6%
Benjamin L. Yee (Community Strong)	3,811	3%
Rafael L. Espinal Jr. (Livable City)	2,802	2%

Nomiki D. Konst (Pay Folks More)	2,739	2%
*Ron Kim (No Amazon)	2,710	2%
David Eisenbach (Stop REBNY)	1,407	1%
A. Manny Alicandro (Better Leaders)	677	1%
Anthony Tony Herbert (Residents First)	438	1%
Latrice M. Walker (Power Forward)	366	1%
Jared Rich (Jared Rich for NYC)	242	1%
Helal A. Sheikh (Friends of Helal)	195	1%

BRONX

Public Advocate

Michael A. Blake (For The People)	11,197	23%
Jumaane D. Williams (It's Time Let's Go)	10,214	21%
Ydanis Rodriguez (Unite Immigrants)	8,454	17%
Melissa Mark-Viverito (Fix the MTA)	7,774	16%
*Eric A. Ulrich (Common Sense)	3,427	7%
Dawn L. Smalls (No More Delays)	2,041	4%
Helal A. Sheikh (Friends of Helal)	1,248	3%
Rafael L. Espinal Jr. (Livable City)	1,045	2%
Daniel J. O'Donnell (Equality For All)	860	2%
Nomiki D. Konst (Pay Folks More)	812	1%
*Ron Kim (No Amazon)	658	1%
A. Manny Alicandro (Better Leaders)	428	1%
Latrice M. Walker (Power Forward)	375	1%
Benjamin L. Yee (Community Strong)	372	1%
Anthony Tony Herbert (Residents First)	366	1%
David Eisenbach (Stop REBNY)	279	1%
Jared Rich (Jared Rich for NYC)	91	1%

BROOKLYN

Public Advocate

Jumaane D. Williams (It's Time Let's Go)	61,341	46%
*Eric A. Ulrich (Common Sense)	22,911	17%
Melissa Mark-Viverito (Fix the MTA)	11,234	8%
Michael A. Blake (For The People)	7,505	6%

Rafael L. Espinal Jr. (Livable City)	7,018	5%
Dawn L. Smalls (No More Delays)	4,253	4%
Ydanis Rodriguez (Unite Immigrants)	3,471	3%
Nomiki D. Konst (Pay Folks More)	3,200	2%
Benjamin L. Yee (Community Strong)	3,188	2%
*Ron Kim (No Amazon)	2,032	2%
Daniel J. O'Donnell (Equality For All)	1,690	1%
Anthony Tony Herbert (Residents First)	1,480	1%
Latrice M. Walker (Power Forward)	1,286	1%
Helal A. Sheikh (Friends of Helal)	1,082	1%
David Eisenbach (Stop REBNY)	896	1%
A. Manny Alicandro (Better Leaders)	803	1%
Jared Rich (Jared Rich for NYC)	366	1%

City Council

45th CCD

*Farah N. Louis (A Unified 45)	3,949	41%
Monique Chandler-Waterman (A Vital Voice)	2,848	29%
*Jovia A. Radix (Justice for All)	871	9%
Adina Sash (Community First)	696	7%
L. Rickie Tulloch (Peoples Movement)	638	7%
Xamayla Rose (Rose For Progress)	545	6%
Anthony Alexis (Unite to Uplift)	119	1%
Victor Jordan (Last Chance)	46	1%

QUEENS

Public Advocate

*Eric A. Ulrich (Common Sense)	28,693	29%
Jumaane D. Williams (It's Time Let's Go)	22,591	23%
Melissa Mark-Viverito (Fix the MTA)	10,212	10%
Michael A. Blake (For The People)	7,557	8%
*Ron Kim (No Amazon)	5,934	6%
Ydanis Rodriguez (Unite Immigrants)	4,076	4%
Dawn L. Smalls (No More Delays)	3,415	3%
Benjamin L. Yee (Community Strong)	3,060	3%
Helal A. Sheikh (Friends of Helal)	2,762	3%

Nomiki D. Konst (Pay Folks More)	2,654	3%
Rafael L. Espinal Jr. (Livable City)	2,257	2%
Daniel J. O'Donnell (Equality For All)	1,819	2%
A. Manny Alicandro (Better Leaders)	1,037	1%
David Eisenbach (Stop REBNY)	732	1%
Anthony Tony Herbert (Residents First)	698	1%
Latrice M. Walker (Power Forward)	444	1%
Jared Rich (Jared Rich for NYC)	226	1%

STATEN ISLAND

Public Advocate

*Eric A. Ulrich (Common Sense)	13,171	59%
Jumaane D. Williams (It's Time Let's Go)	2,835	13%
Melissa Mark-Viverito (Fix the MTA)	1,544	7%
Michael A. Blake (For The People)	1,018	5%
Dawn L. Smalls (No More Delays)	577	2%
*Ron Kim (No Amazon)	515	2%
Daniel J. O'Donnell (Equality For All)	476	2%
A. Manny Alicandro (Better Leaders)	428	2%
Rafael L. Espinal Jr. (Livable City)	360	1%
Nomiki D. Konst (Pay Folks More)	333	1%
Benjamin L. Yee (Community Strong)	270	1%
Ydanis Rodriguez (Unite Immigrants)	257	1%
Anthony Tony Herbert (Residents First)	207	1%
David Eisenbach (Stop REBNY)	177	1%
Latrice M. Walker (Power Forward)	128	1%
Jared Rich (Jared Rich for NYC)	78	1%
Helal A. Sheikh (Friends of Helal)	60	1%

Primary**MANHATTAN****Democrats****Civil Court****4th JD**

*E. Grace Park	2,997	72%
*Lynne Fischman Uniman	1,186	28%

District Leader**65th AD, Part B**

Daisy Paez	491	56%
*Diana Aldahondo	382	44%

*Jonathan Gardenhire	513	62%
Andrew W. Ford III	316	38%

68th AD, Part A

Hilda Solomon	400	45%
Theresa Richardson	190	25%
Pamela Davis	147	20%

68th AD, Part B

Harry Rodriguez	303	59%
Manuel Onativia	214	31%

Peggy A. Morales	285	57%
Antoinette D. Glover	211	43%

70th AD, Part D

*Norma Campusano	502	45%
Gricele Ortiz-Thompson	341	30%
Alicia Barksdale	275	25%
Corey Ortega	529	50%
*Luis Johnson	527	50%

74 AD, Part A

*Aura Olavarria	694	53%
Jasmin Sanchez	623	47%

75th AD, Part A

*Steven D. Skyles-Mulligan	1,139	68%
Matthew Bond	539	32%

BROOKLYN**Democrats****City Council****45th CCD**

*Farah N. Louis	4,690	50%
Monique Chandler-Waterman	4,039	43%
L. Rickie Tulloch	178	2%
Xamayla Rose	163	2%
*Jovia A. Radix	132	1%
Adina Sash	95	1%
Victor Jordan	53	1%
Anthony Alexis	46	1%

Surrogate

*Margarita Lopez Torres	26,108	53%
*Meredith R. Jones	12,221	25%
*Elena Baron	11,150	23%

Civil Court**Countywide**

*D. Bernadette Neckles	33,113	72%
Edward King	12,881	28%

6th JD

*Caroline P. Cohen	6,653	43%
Alice A. Nicholson	3,576	23%
*Chinyelu O. Udoh	2,960	19%
Tehilah H. Berman	2,197	14%

Republicans**State Committee****46th AD**

John F. Quaglione	691	54%
Eugene Ovsishcher	311	24%
Daniel J. Slavin	285	22%
Kerri McCarthy	575	47%
Lucretia Regina-Potter	436	36%
Viktoria Grinblat	212	17%

QUEENS**Democrats****District Attorney**

Melinda Katz	34,920	39%
Tiffany Caban	34,860	39%
Gregory L. Lasak	13,048	14%
*Mina Quinto Malik	3,526	4%
Rory I. Lancman	1,415	2%
Jose L. Nieves	1,210	1%
*Betty Lugo	1,095	1%

Civil Court**Countywide**

Lumarie Maldonado-Cruz	45,479	62%
Wyatt N. Gibbons	27,512	38%

Republicans**State Committee****25th AD**

Robert J. Mongelli	271	54%
Howard T. Neiman	232	46%

GENERAL ELECTION**NEW YORK CITY****Public Advocate**

Jumaane D. Williams (Democratic)	607,441	78%
Joseph C. Borelli (Republican)	132,883	17%
Joseph C. Borelli (Conservative)	22,734	3%
Devin Balkind (Libertarian)	15,676	2%

MANHATTAN**Public Advocate**

Jumaane D. Williams (Democratic)	163,075	86%
Joseph C. Borelli (Republican)	18,468	9%
Joseph C. Borelli (Conservative)	2,695	1%
Devin Balkind (Libertarian)	5,504	3%

Supreme Court

(3 Elected)

Jennifer Schecter (Democratic)	139,424
Martin Shulman (Democratic)	129,921
Shawn T. Kelly (Democratic)	127,775

Civil Court

(2 Elected)

Countywide

Ashlee Crawford (Democratic)	150,416
*Robert Rosenthal (Democratic)	127,269

3rd JD

Anna Lewis (Democratic)	13,617	100%
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4th JD

E. Grace Park (Democratic)	13,126	100%
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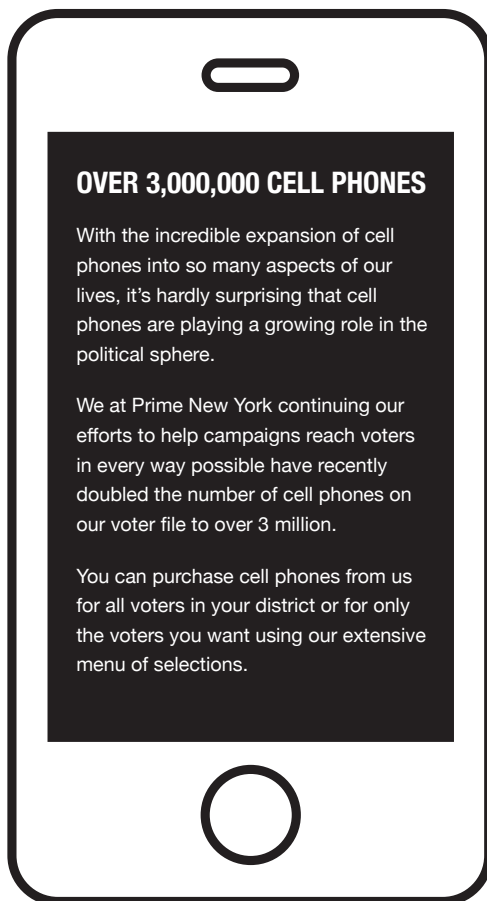
9th JD

Erik L. Gray (Democratic)	8,459	100%
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BRONX	City Council	QUEENS	5th JD
Public Advocate	45th CCD	Public Advocate	Alan J. Schiff (Democratic) 6,747 62%
Jumaane D. Williams (Democratic) 82,270 87%	Farah N. Louis (Democratic) 14,068 93%	Jumaane D. Williams (Democratic) 141,600 72%	Alan J. Schiff (Republican) 3,333 31%
Joseph C. Borelli (Republican) 9,066 10%	Anthony Beckford (Liberal) 720 5%	Joseph C. Borelli (Republican) 44,786 23%	Alan J. Schiff (Conservative) 728 5%
Joseph C. Borelli (Conservative) 2,032 2%	David Fite (Libertarian) 330 2%	Joseph C. Borelli (Conservative) 7,291 4%	
Devin Balkind (Libertarian) 1,352 1%		Devin Balkind (Libertarian) 3,927 2%	
District Attorney	Surrogate	District Attorney	STATEN ISLAND
Darcel D. Clark (Democratic) 79,849 100%	Margarita Lopez Torres (Democratic) 200,485 100%	Melinda Katz (Democratic) 146,597 76%	Public Advocate
		*Joseph W. Murray (Republican) 47,112 24%	Joseph C. Borelli (Republican) 31,707 55%
			Joseph C. Borelli (Conservative) 5,355 9%
			Jumaane D. Williams (Democratic) 19,720 34%
			Devin Balkind (Libertarian) 842 2%
Supreme Court (3 Elected)	Supreme Court (5 Elected)	Supreme Court (6 Elected)	District Attorney
Wilma Guzman (Democratic) 74,366	Reinaldo E. Rivera (Democratic) 172,509	Donna-Marie E. Golia (Democratic) 124,174	Michael E. McMahon (Democratic) 33,447 80%
Bahaati E. Pitt (Democratic) 46,345	Reinaldo E. Rivera (Republican) 21,613	Donna-Marie E. Golia (Republican) 35,437	Michael E. McMahon (Independence) 8,525 20%
John R. Higgitt (Democratic) 44,810	Reinaldo E. Rivera (Conservative) 4,825	Donna-Marie E. Golia (Conservative) 6,526	
	Rosemarie Montalbano (Democratic) 166,943	Stephen A. Knopf (Democratic) 111,552	
	Rosemarie Montalbano (Republican) 21,193	Stephen A. Knopf (Republican) 34,106	
	Rosemarie Montalbano (Conservative) 4,797	Stephen A. Knopf (Conservative) 6,390	
	Esther Morgenstern (Democratic) 162,819	Wyatt N. Gibbons (Democratic) 112,133	Supreme Court
	Esther Morgenstern (Republican) 21,667	Wyatt N. Gibbons (Republican) 33,478	Orlando Marrazzo Jr. (Republican) 27,945 52%
	Esther Morgenstern (Conservative) 4,851	Wyatt N. Gibbons (Conservative) 6,314	Orlando Marrazzo Jr. (Democratic) 21,121 39%
	Donald S. Kurtz (Democratic) 160,973	Lourdes M. Ventura (Democratic) 119,836	Orlando Marrazzo Jr. (Conservative) 4,847 9%
	Donald S. Kurtz (Republican) 21,374	Phillip Hom (Democratic) 115,644	
	Donald S. Kurtz (Conservative) 4,956	Maurice E. Muir (Democratic) 109,627	Civil Court
	Steven Z. Mostofsky (Democratic) 155,662	*Joseph F. Kasper (Republican) 38,023	Countywide
	Steven Z. Mostofsky (Republican) 21,461	*Joseph F. Kasper (Conservative) 7,003	Matthew P. Blum (Republican) 33,238 81%
	Steven Z. Mostofsky (Conservative) 4,953	Daniel Kogan (Republican) 38,827	Matthew P. Blum (Conservative) 8,051 29%
		Daniel Kogan (Conservative) 7,179	
		John C. Spataro (Republican) 42,755	1st JD
Civil Court	Civil Court	Civil Court	Bob Helbock (Republican) 8,394 41%
Countywide (2 Elected)	Countywide	Countywide (3 Elected)	Bob Helbock (Conservative) 1,681 8%
Matthew P. Raso (Democratic) 63,484	D. Bernadette Neckles (Democratic) 193,798 85%	Lumarie Maldonado-Cruz (Democratic) 129,264	Edwina Winnie Martin (Democratic) 9,566 47%
Michael A. Frishman (Democratic) 58,520	Vincent F. Martusciello (Republican) 27,825 12%	Claudia Lanzetta (Democratic) 123,075	Shawn Malachovsky (Independence) 836 4%
	Vincent F. Martusciello (Conservative) 5,935 3%	Michele R. Titus (Democratic) 125,151	
		Kevin J. Hanratty (Republican) 43,830	
		Kevin J. Hanratty (Conservative) 7,508	
1st JD	6th JD		
Jessica I. Bourbon (Democratic) 38,620 100%	Caroline P. Cohen 40,623 100%		
2nd JD			
John A. Howard-Algarin (Democratic) 35,901 100%			
BROOKLYN			
Public Advocate			
Jumaane D. Williams (Democratic) 200,776 84%			
Joseph C. Borelli (Republican) 28,856 12%			
Joseph C. Borelli (Conservative) 5,361 2%			
Devin Balkind (Libertarian) 4,051 2%			

More phone numbers don't mean more voters to contact & call

A question we often hear is 'why does Prime New York have 7.5 million phone numbers on your New York State voter file and some of your competitors have a million or more numbers?' The answer is simple, we do more to process and clean our voter files and particularly our phone files than those data shops with more numbers.



Quality over size

We have the most accurate voter file in New York due to scores of human and automated checks that remove recently deceased voters, voters that have moved, duplicate records and those individuals with invalid registrations. Every step throughout our cleaning process records are being moved or removed to match the most up-to-date voter registration associated with an individual.

Some of the checks performed as part of our complex data processing:

- Duplicate record analysis and removal
- Garbage record identification and cleaning
- Major and minor district processing and checking
- District enhancements and supplementation through intermediate mesh annotation coding
- Vote history processing and checking
- Name parsing and cleaning
- Addition of missing gender codes
- Mailing city name corrections and standardizations
- Coding Accuracy Support System (CASS) and Locatable Address Correction (LACS) processing
- Post CASS street name and address corrections
- Social Security Administration Death Index Matching
- Geocoding with rooftop level latitude and longitude
- Imputation of missing registration dates
- Commercial data file supplements for missing birth dates and apartment numbers
- National Change of Address (NCOA) processing
- Complex householding to confirm most likely household groupings
- Identification of voters missing critical districts and assignment of those districts
- Census data conversions and application of American Community Survey Data
- Federal Election Commission data matching and analysis
- And most importantly--landline and cell phone matching from five national commercial sources

PRIME
NEW YORK

212-587-8080

www.primeny.com

PRIME VOTER SERVICES

We have been providing campaign data and services for more than thirty years. We've seen it all and done it all - from mag tapes to PDAs and from gummed labels to digital campaigning.

DATA PRODUCTS

- Phone Lists
- Walk Lists
- e-mail addresses
- iPhone and Android Canvassing
- Petition Verification
- Targeting reports
- Voter History
- Ethnic/Gender and Demographic Selections
- Consumer Lists

DATA SERVICES

Not only will you have the best data, but we will put it to work for you.

- E-mail Deployment: Use our matched to communicate with voters via video, send letters, endorsement, articles.
- Use Text Messaging for conversational campaigning.
- Two way messaging.
- File Matching - Make membership and other lists usable for canvassing and political action (Union lists, grassroots campaigns, membership lists, co-op boards, lobbying organizations).
- Add phones, voter history, and registration to your private voter files.
- Print and Mail.
- Social Marketing / Internet Advertising.
- Canvassing Software.

**WE OFFER FREE
VOTER COUNTS**

SOCIAL MEDIA:

Facebook, Instagram and Twitter

Primary Voter Email Target Audience

The goal is to win over the majority of Voter Email Target Audience by engaging them across issues, positions and accomplishments of a Candidate or the Goal of a Policy Initiative

Agency generates image supported posts rotating through issues specifically targeting segments of the Target Audience with relevant content. Through this process we encourage engagement and candidate support.

- Facebook Post Frequency 1x per 18 hours + NEWS posts
- Campaign provides images (raw, no zoom, no cropping)
- Agency provides stock imagery as needed (no charge)
- Agency to address every engagement;
- Likes (personal invite to page)
- Comments (acknowledged, replied)
- Troll Management (deletes, blocks)

Process

- Launch meeting with campaign to review all issues, positions and process (2-3 hours)
- First Calendar, Agency generates a week of posts for discussion and approval.
- Upon approval, agency generates baseline posts for month 1
- Update entire Facebook page (in line with branding/ message)
- LAUNCH
- Weekly Call
- Subsequent monthly calendars distributed 1 week prior to new month

Reporting

- Facebook Reporting
- Page Statistics (week over week)
- Engagement Statistics (week over week)
- Impressions Statistics (week over week)
- COMPETITION - analyze opponent Facebook (weekly)

PRIME NEW YORK

Data Management for Campaign Pros



EARLY & ABSENTEE VOTER INFORMATION NOW AVAILABLE



Prime New York Voter File now has information on most of the State's voters who either voted absentee or were early voters in the 2019 General Election.

We have just under 150,000 voters in all but 4 in 57 of the 62 counties (including all of NYC) who voted before Election Day. They can be selected using the regular selections like Party, district, gender, age, voter history or any combination.

We don't have to tell you how valuable this information can be, especially in a year like this.

For further information and free counts, contact us at 212-587-8080 or primeny711@aol.com

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