

# NEW HAVEN INDEPENDENT

CAMPAIGN, CAMPAIGN 2011, MAIN NEWS, POLITICS, TYPEARCHIVALARTICLE

## It's "Kur-EE-Kess"

BY PAUL BASS

August 16, 2011 3:12 pm



Voters will see a new name on the mayoral primary ballot next month. That doesn't mean they'll be able to pronounce it.

A bunch of people tried when shown a piece of paper with Jeffrey Kerekes' name on it. Click on the play arrow to watch their attempts.

Only one person—the last shown on the video, who's a ringer—pronounced the candidate's last name "Kur—EE—kess."

Pronounced right or not, Kerekes—along with fellow Democratic mayoral challengers Clifton GRAY-vz and Anthony DAW-son—has injected some once-in-a-decade democracy into New Haven's campaign season this year. [Those three challengers learned Monday](#) that city registrars have certified enough signatures from voters on petitions to place all their names on the Sept. 13 Democratic mayoral ballot. It's the first four-way mayoral race in memory, and the first hotly contested mayoral campaign since 2001. (In New Haven, which last elected a Republican mayor in 1951, the Democratic primary has been tantamount to a general election.)

The three challengers square off against nine-term incumbent John De-STEFA-no (mispronounced "Dee-stef-AH-no by some of the out-of-state pollers [calling local voters to trash his opponents](#) under the guise of conducting a survey).

Given DeStefano's 18 years in the high-profile office, the challengers first of all face the challenge of getting their name out.





For a candidate like Kerekes, difficulties with pronunciation can actually present an opening, a marketing opportunity. Another office-seeker with an Eastern European last name, former Secretary of the State and current U.S. Senate hopeful Susan Bysiewicz (BICE-uh-witz) has found that to be the case at times. Click [here](#) to read a previous story about that, and on the play arrow at left to watch how New Haveners fared with her name.

“We thought of doing just ‘the Jeffrey campaign,’” said Kerekes, a psychotherapist and budget watchdog making his first run for public office in New Haven. Instead, he is including a phonetic spelling of his name on his campaign flyers. He is three-quarters of Hungarian descent, one-quarter Italian-American. The last name is Hungarian. (In Hungarian, it’s pronounced “KED-uh-kesh.”)

“It means ‘wheel-maker,’” he said. He translated the word into campaign-speak: “Everybody being a part of a community with spokes in the wheel; together all the spokes together makes the wheel work.”



### **cedarhillresident!**

August 16, 2011 7:26 pm at 7:26 pm

priceless!!!

We constantly joke about his last name. But like Bysiewicz (BICE-uh-witz) I am confident that Jeffrey will become a household name in New Haven. He is a true representative for all the people of New Haven.



### **Sue Katz**

August 16, 2011 7:58 pm at 7:58 pm

I think it is worthwhile learning how to pronounce Jeffrey Kerekes’ name because I think we’re going to see it more and more. He clearly has a lot to contribute to New Haven. Thanks for an article that is lots of fun.



### **Drosophila on the Wall**

August 16, 2011 10:21 pm at 10:21 pm

While we can all agree that incumbency is hugely beneficial to any campaign, the existence of this article should prove that every candidate, no matter how ideologically pure (“all-volunteer!”) will take whatever unfair advantage they can get when it is offered in a legal and not completely immoral form.

**RobN**

August 16, 2011 11:11 pm at 11:11 pm

...bitchin campaign slogan....

“His name might be kree-kees...  
but his platform isn’t.”

...first one’s free...

**Actually Reading in NHVN**

August 17, 2011 1:07 am at 1:07 am

Ummm.... Sorry y’all but I don’t understand how this news.... It’s entertaining to some degree....but news? I dont think so. Furthermore I think it’s a very thinly veiled attempt at throwing the institutional support of this online news source behind one particular candidate.... What’s up with that? I know there is a history of newspapers officially supporting candidates etc, but they make their announcement, and then they go on reporting news.... This behavior is disappointing. Just come right out and say it, make a public announcement the NHI supports Kerekes....then get back to reporting not creating news, thanks so much, faithful reader.

**Law v. Fact**

August 17, 2011 1:31 am at 1:31 am

Unfair advantage? Piffle.

Exhibit A:

[http://www.newhavenindependent.org/index.php/archives/entry/its\\_bice-uh-witz/](http://www.newhavenindependent.org/index.php/archives/entry/its_bice-uh-witz/)

Could it be that this particular fly is sitting on the wall in its ... professional capacity? Thereby further signaling an unwholesome obsession with the NHI on the part of at least one candidate...

**Bill Saunders**

August 17, 2011 2:08 am at 2:08 am

East Shore Mom,

You are correctees. This is not news. (but it might be a sketch on the Daily Show).

My best advice for political coverage in these troubled times — More ideas, less silliness.



## Drosophila on the Wall

August 17, 2011 2:47 am at 2:47 am

In fact, I did write that post from work—I had finished plating my bacteria from today's PCR and was reading news for a few minutes before heading home. I do not, however, see what being at lab has to do with preference for a particular candidate.

Additionally, pointing out that the NHI has produced similar meaningless articles about previous races does not seem pertinent to my point that they are disproportionately covering one candidate (and a fringe one with little independent publicity at that)—an undeniable fact that many other commenters have noticed on this and other articles recently.



## Ellis Copeland

August 17, 2011 3:46 am at 3:46 am

@ East Shore MOM— I think it's pretty well established that the campaign of Mr. Kerekes is manufactured from whole cloth by the NHI. They can support whomever they want. But this "piece" is definitely NOT news and doesn't belong in a serious news source. I expect better from even the Register. All that being said, as desperately as this city needs to get rid of Johnny Boy he will be toasting his re-election in November. I'd lay out the reasons for my assertion but they won't survive the censor as this site is far too insecure to look at the truth.



## Ideat Village

August 17, 2011 5:58 am at 5:58 am

I thought it was "De-stef-a-NO".



## cedarhillresident!

August 17, 2011 10:14 am at 10:14 am

Drosophila, East shore mom, and bill REALLY? Why the registrar does not have a life style section? Where lighter story's are printed? And channel 8 does not play funny videos during the news.

Sometimes it is good to take a moment and enjoy the lighter side of things.

Other campaigns are using the fact that you can not say his name. So why not goof on the fact ya , know one can say his name. Big deal, it is funny.

We get it by you spamming all the storys about this candidate. You don't like him. Fine. (well east shore mom your new so I will not say that about you)

And Bill you really can not appreciate the lightness of this story? WOW! Mr. ART? Mister I fought the man.? Disappointed in you the most. Your choice and I am all about that. But this was just for fun. WOW

[Editor: This is a trauma alert for partisans of all the campaigns, some of whom seem to complain whenever an opponent has a story written about him on the site. The Independent is covering this mayoral campaign. That means we will write stories about

all the candidates. We will follow them to churches, debates, senior centers, you name it. We will cover their press conferences. We will ask them questions. We may even inject some fun from time to time. If that causes extreme pain, some of the partisans may wish to avoid these stories and stick to reading their own candidates' press releases and websites.]



**tbb360@yahoo.com**

August 17, 2011 11:43 am at 11:43 am

All you naysayers protest too much which makes me wonder what you are so worried about from the campaign of Jeffrey Kerekes. The favor funds laden candidacy of John DeStefano reaps in 10 times more stories and coverage in the NHI and yet, you whine about a little piece like this.

John shows up and prostitutes the Promise Program to black churches complete with Community Foundation employees and I don't remember any of you thinking anything was amiss. Was John going to black churches news? Depends on a lot of factors. That's why you have editors. Their job, besides reporting, is making sure their news venue provides stories that are interesting, informative and of interest to the public.

Oh, and by the way, Promise is not John's idea. He lifted it from Kalamazoo, Michigan which is fine. There are lots of good ideas out there. Funny how he never gives any credit for that idea to anybody but himself.



**streever**

August 17, 2011 1:45 pm at 1:45 pm

Some people will moan and complain about anything.

Someone did an analysis of how much coverage the Mayor had versus the candidates—I think it was roughly 6 to 1 on the NHI—should we freak out about that? No, because we realize it is meaningless.

Kerekes is doing interesting things, the articles generate tons of comments, why shouldn't the NHI write about these things? They write about everything the Mayor does. Is it OK to cover the Mayor because he is an incumbent?



**Brian V**

August 17, 2011 2:57 pm at 2:57 pm

It is spelled D-E-S-T-E-F-A-N-O  
but pronounced Vote-Him-Out.



**RobN**

August 17, 2011 3:05 pm at 3:05 pm

On August 6th I did an advanced Google News search for the past month, and this is the number of articles in which the

candidates had been mentioned.

Kerekes 17

Graves 16

Dawson 7

Lee 17

Destefano 89



**goatvillemom**

August 17, 2011 3:59 pm at 3:59 pm

Sounds like folks are more than a bit worried about Mr. Kerekes, given all the noise in the comments. That's the best news I've heard in a long time.



**aabg**

August 17, 2011 4:29 pm at 4:29 pm

Suffice it to say that it's good Kur-EE-kess is not a write-in candidate. I think Roger Uihlein would have gotten 100 write-in votes for mayor a few years ago if only people had been able to spell his name correctly...



**Paul M**

August 17, 2011 5:48 pm at 5:48 pm

Wouldn't it be fun to watch the meltdown if Kerekes, Graves, and Dawson agreed to a pact where only one of them would continue, and it \*wasn't\* Kerekes?

You'd hear a primal scream coming from East Rock and Westville as the tax revolt – Rand Paul on a bike – came to a halt.



**cedarhillresident!**

August 17, 2011 7:37 pm at 7:37 pm

PM I don't think Johnny Boy is hugging you enough...at least you have the right spirit...your comment made me laugh 😄 out loud!

abg 😊

Go "Kur—EE—Kess"

**Comments are closed.**

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