

# POLITICAL INVOLVEMENT NETWORK



## *PIN Points*

Public Affairs Council e-Newsletter  
March 17, 2011



### **Chairwoman's Welcome:**

In January, the PIN kicked off the year with a session that focused on one political professional's perspective for what businesses want in their leaders. That story triggered a group dialogue, and perhaps an internal monologue for some of us, and challenged how we cultivate our impact as professionals and navigate our career paths in a dynamic environment. It reminded us that our most valuable and engaging resources are the people surrounding us.

During the session we started tapping into each other's experiences to grow as leaders. This year, together, we can empower one another through this kind of active participation. The PIN's mission is to help all of us make a positive impact within our own organizations and the broader community.

What does leadership by example mean for public affairs? What are we doing as individuals and a group to proactively define or redefine leadership?

Come join us!

- Sabrina Spitaletta, associate vice president, civic action programs, sanofi-aventis U.S.



### **Take the Lead:**

Interested in taking a more active role in the PIN? Enjoy networking with your peers?

If you answered "yes," we're looking for Network members to help us organize a **CINCO DE MAYO** happy hour in Washington, D.C.! Save the date (May 5) and email [bolson@pac.org](mailto:bolson@pac.org) if you're interested.



## Empowering Politically Involved Leaders:

**Lisa Ryan** is an executive coach who helps place public affairs executives in leadership roles. In this section of PIN Points, Lisa provides tips on how to advance your career and build your reputation.



### ***What does today's leader look like, compared to years past?***

It's an exciting time for public affairs professionals. More than ever, today's public affairs leader must have a combination of business knowledge and social media expertise. Digital communications have transformed the way "business does business." The public affairs professional must understand how to tie messages to the company's business goals and how to use social media to achieve those goals.



## Member Spotlight:

**Adam Nelson**, legislative specialist, Express Scripts

[Video Tip](#): "Measuring Your Online Grassroots or PAC Activity"



## Social Media Round-up:

***Want to hear how other Network members are dealing with issues?***

Find us online and ask.

[LinkedIn](#) | [Facebook](#) | [Twitter: @PACouncil](#) | [Council Blog](#)

### **Social Media News:**

Obama's 2008 campaign harnessed the Internet to find and motivate supporters. In 2012, there will be even more social networking tools for grassroots support and fundraising, according to Karl Rove. [Full article here.](#)

During the 2010 elections, the Republican party eclipsed Democrats in the use of social media. The Democratic party hopes to reverse this by using Twitter in the 2012 election cycle to engage

activists. “Members of Congress need to go where ‘We the People’ are, and that increasingly means social media platforms like Twitter,” said Rep. [John Garamendi](#) (D-Calif.). [Full article here.](#)

Earlier this month, Facebook rolled out a new ‘pages’ platform that allows an organization’s page to act more like a profile page. Your brand is now able to ‘like’ another page, and administrators can post as themselves to their organization page. How can this help your organization? By commenting on other pages, you can make your brand more visible. [Full article here.](#)

#### **Who to Follow:**

- National Association of Manufacturers: @ShopfloorNAM
- Microsoft State and Local Government Relations: @Microsoft\_Gov
- Alzheimer’s Association on YouTube: <http://www.youtube.com/user/actionalz>



#### **Information and Resources at Your Fingertips:**

**How much did the Fortune 100 PACs contribute in 2010?** The numbers are in. [Here are the data](#) for total raised and spent by 2010’s Fortune 100 companies, according to OpenSecrets.org.

**Is anyone listening?** Average citizens can influence congressional policy more than they think, says the Congressional Management Foundation (CMF) in its report, “Communicating with Congress: Perceptions of Citizen Advocacy on Capitol Hill.” The findings were released at the National Grassroots Conference in January, and Council President Doug Pinkham wrote [this blog](#) highlighting its major points and what the implications are for the political involvement community.

**Did new election law impact 2010?** Did *Citizens United* and other recent court cases shape the midterm elections? What’s in store for 2012? Michael E. Toner of Wiley Rein and Karen E. Trainer of Bryan Cave co-authored a chapter in Larry Sabato’s just released book on the 2010 midterm election titled “Pendulum Swing.” [Read a summary](#) of chapter 7, “The Impact of the Federal Election Laws on the 2010 Midterm Election” to find out.



#### **Upcoming Council Events:**

##### **Webinar: What Makes Coalitions Work?**

**March 24, 2011 | 2:00 – 3:00pm EDT**

[Register](#)

Good coalitions work because they bring together disparate groups, seek common ground and speak with one voice. Become better positioned to achieve what individual groups cannot.

##### **Webinar: Measuring Your PAC and Grassroots Programs**

**April 7, 2011 | 2:00 – 3:00pm EDT**

[Register](#)

How can you best demonstrate the value of your PAC and grassroots programs? This webinar will share management strategies and discuss key benchmarks that distinguish great programs from good ones.

#### **Political Involvement Roundtables**

**May 2011 | Washington, D.C.**

[Register](#)

Join a fast-paced, interactive forum to get ideas for reinventing your political involvement program, measuring its value and complying with campaign finance and lobbying laws.

- Grassroots Roundtable: May 3, 2011
- Political Involvement Legal Overview with Ken Gross: May 4, 2011
- Corporate PAC Roundtable: May 5, 2011
- Association PAC Roundtable: May 18, 2011

**Have a question about the Political Involvement Network?** Contact us.

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