

# PIN POINTS

Public Affairs Council e-Newsletter  
October 2012



## Chairwoman's Welcome

Dear PIN Colleagues,

As the busy election year winds to a close, you'll soon be wrapping up your projects for 2012 and setting new priorities for 2013. Please keep the Political Involvement Network (PIN) in mind as you do and incorporate it into your plans for yourself, your team and your organization. The PIN strives to provide opportunities to not only make your job as a political involvement professional easier, but also help you further cultivate your skill sets.

As I transition out of the PIN chair role, I wanted to take stock of what we've accomplished together over the past year and a half. I hope you will agree that the PIN has more resources and learning opportunities now than ever before. We have built the PIN into a robust network of 375 members, and we continue to look for ways to provide value to every one of them. We have seen increased Council board participation and recognition of this important group. We have also provided a variety of networking opportunities in addition to events like "How to Best Engage Your CEO in Political Initiatives, Different Paths to Political Involvement Leadership" and the upcoming briefing on the Council's Public Affairs Pulse survey (details below).

I have truly enjoyed working with the Public Affairs Council staff on PIN efforts, and I wish the new PIN chair the best of luck.

I also hope each of you will take the time to provide input and direction for the PIN, to make it an even more valuable resource for network members in the future.

--**Sabrina Spitaletta**, *associate vice president,  
North American corporate social responsibility  
and social investments, Sanofi US*

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**A note from the Council:** On behalf of the Council staff and PIN members, we thank Sabrina for her service as PIN chair. We wish her well in all of her endeavors and look forward to continuing to work with her as a valued member of the Council family.

### **Tell us what you want from the Political Involvement Network.**

To ensure this network provides value to you, we want to know what resources will help you the most. As you begin to plan what you want to accomplish in 2013 -- both at work and in your professional development -- we ask you: **What resources would make your life easier?** [Tell us](#) what programs, tools and opportunities will make this network even more valuable in the year ahead. And please consider this an open-ended

opportunity — we welcome PIN members' feedback throughout the year.

In the meantime, we hope you'll join us on **Oct. 29** for **Taking the Pulse of the American Electorate: Using Public Opinion to Advance Your Government Affairs Priorities** and, on **Oct. 30** for our **Halloween Happy Hour** (details below).

## WELCOME, NEW NETWORK MEMBERS!

We'd like to extend a special welcome to our newest members:

Shannon Abbott, **KSE Focus**  
Barry Ashton, **The Cook Political Report**  
Linda Becker, **Chrysler**  
Christine Cadigan, **American Forest Foundation**  
Scott Callicott, **State Farm Insurance**  
Elizabeth Coit, **American Bankers Association**  
Tammy Cota, **KSE Focus**  
Tom Donnelly, **CQ Roll Call**  
Anne Esposito, **Ikaria**  
Leslie Fox, **International Council of Shopping Centers**  
John Geahan, **American Society for Dermatologic Surgery Association**  
Nick Gentile, **National Association of Home Builders**  
Charles Griffith, **Smithfield Foods**  
Sue Hensley, **National Restaurant Association**  
Phillips Hinch, **Financial Planning Association**

Hakim Johnson, **Chevron Corp.**  
Leif Johnson, **The Advocacy Group**  
Ryan Kenny, **American Chemistry Council**  
Ellen Kuo, **GlaxoSmithKline**  
Jim Luetkemeyer, **Widmeyer Communications Inc.**  
Michelle Matter, **Bridgepoint Education Inc.**  
Meredith Mull, **Nationwide Insurance**  
Katy Jo Muncie, **National Association of Housing and Redevelopment Officials**  
Erin Murphy, **National Association of Realtors**  
Meredith Nethercutt, **National Association of Manufacturers**  
Marco Nunez, **The RAP Index**  
Morgan Robeiro, **Jarrad Phillips Cate & Hancock Inc.**  
Laira Roth, **National Council for Community Behavioral Healthcare**  
Henry Shen, **The Dow Chemical Co.**  
Tracy Terrell, **DDC Advocacy**

## UPCOMING PIN EVENT

### **Taking the Pulse of the American Electorate: How Public Opinion Affects Public Affairs Strategy**

Oct. 29 | 2-3 EDT

Washington or via webinar

Public Affairs Council President Doug Pinkham will discuss the results of the **2012 Public Affairs Pulse survey**, which examines American attitudes about business and government. He'll talk about favorability ratings for different industries, shifting views about regulation and why the public dislikes the lobbying profession yet supports specific types of lobbying.

He'll also provide insights on ways for organizations to engage CEOs in community outreach, manage high public expectations and address pressures for greater political

transparency.

This event is free and open to members of the Council's [Political Involvement Network](#). Participants may attend in person at the [Public Affairs Council offices](#) in Washington. Out-of-town network members are welcome to join via webinar and will receive dial-in instructions in advance. During the registration process, please select whether you will be attending in person or participating via webinar.

[Register today!](#)

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You are cordially invited to the Political Involvement Network's  
**Halloween Happy Hour**



**When:** Tuesday, Oct. 30 | 5-7 p.m.

**Where:** Sidecar at P.J. Clarke's  
1600 K St. N.W. | Washington

This event will include a cash bar,  
and all are welcome to attend.  
*Costumes are optional.*

Please RSVP to [Lauren Tyler](#) by Friday, Oct. 26.

## 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 advice on how to advance in your career and build your reputation.



**As we approach the end of the year and review time, how can political involvement professionals demonstrate their value to their organizations and prepare for the year ahead?**

The best way to demonstrate value is to deliver results. Over the course of the year, hopefully you've measured the success of your programs and been able to show their impact on the bottom line. You also need to step out and take on projects that are a stretch. This helps to round out your career and show executives your willingness to take on new and different challenges. Be that person who is staying ahead of the trends and bringing new ideas and ways of doing things to the organization. Think strategically, beyond just your project and

how it all fits into the larger picture.

## SOCIAL MEDIA ROUNDUP

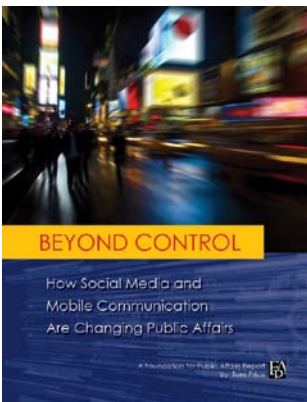
**Social Media News:** Recent data on how people and organizations use social media may affect how you operate.

- A [new study](#) shows that 1 in 5 people hide, block or unfriend people on Facebook when they get political.
- “By [2040](#),” according to Mashable, “candidates on both sides (or, who knows, *all* sides) will have grown up with social media.”
- According to a [recent study](#) by the Pew Internet and American Life Project, 27 percent of registered voters use their cell-phones to keep up with news related to the election as well as political issues in general.
- An innovative [political ad app](#) takes advantage of Facebook’s [open graph](#) to personalize ads.
- Explore how [social media and advocacy](#) are expanding together.

**The Council is online for members to share tips and hear how others are dealing with the same issues they’re facing.**

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

### Latest Research:



#### **Beyond Control: How Social Media and Mobile Communication Are Changing Public Affairs**

*Beyond Control*, the Foundation for Public Affairs’ latest report on the Internet’s impact on public affairs, is a valuable guide for PA professionals who are either developing a social media strategy or expanding and existing one.

This in-depth report features case studies from GE, Eli Lilly, Union Pacific and others; excerpts of the social media policies of Intel, Ford, Duke Energy and more; plus tips on pitfalls to avoid and strategies to embrace.

This report is available free of charge for both members and non-members.  
[Click here to download a PDF.](#)

### Members to Follow:

- American Veterinary Medical Association on Facebook:  
<https://www.facebook.com/avmavets?ref=ts&fref=ts>
- International Health, Racquet and Sportsclub Association on Twitter:  
@campaign4health
- American Association of Railroads on YouTube:  
<http://www.youtube.com/user/freightrailworks>

## UPCOMING COUNCIL EVENTS

### **Impact 2012: Post-Election Insights on Congress, the White House and the Nation**

**Nov. 8 | Washington**

[Register](#)

No matter what the results, Nov. 6 is bound to bring change to Washington. Join us for a front-row view of the evolving political landscape. Hear analysis going beyond and reaching deeper than the news headlines, and ask the experts how the politics of 2012 will unfold in Congress and in the White House.

### **Write to Change the World: How to Manage Your Political Message**

**Nov. 14 | Washington**

[Register](#)

Using political case studies, group discussion, and hands-on practice, you will be guided through the ins and outs of successfully managing your political message in traditional and social media as well as other outlets.

### **Build a Social Media Program That Works**

**Dec. 5 | Washington**

[Register](#)

This roundtable will help you develop a social media strategy that fits your organization and its public affairs program, with training on where to begin and how to connect with influentials, as well as how to get your voice heard.

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

### **Sabrina Spitaletta**

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### **Hannah Wesolowski**

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