

NEWS

Smith and Pedernales Published in Corporate Board Member

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Leading Public Affairs Member Nancy Smith and Public Affairs attorney Leslie Pedernales co-authored an article published in the Fourth Quarter 2011 edition of *Corporate Board Member* magazine. The article, entitled "Microtargeting: Moving Beyond Get out the Vote and on to Grassroots Mobilization," was featured in the magazine's Weighing In section.

The article provides an overview of microtargeting, a grassroots campaign tactic in which campaign strategists work to increase voter turnout by delivering highly specific messages to voters based on issues that motivate each individual. It states, "The intersection of government and business in this country is growing, and business interests are finding themselves in need of more than the traditional lobbying efforts to shape legislation in their favor."

The article can be viewed in its entirety [here](#).