

National Journal



NATIONAL JOURNAL LAUNCHES VIGNETTE, A NEW DATABASE, THAT HOUSES MORE THAN 9,000 PROFILES OF FEDERAL, STATE AND LOCAL OFFICIALS AND KEY INFLUENCERS WHO IMPACT POLICY DECISIONS

Several Dozen Large Enterprise Organizations Already Using the Service as Charter Members

Click [here](#) to access a sample of a Vignette profile

(Washington, D.C. – August 10, 2020) [National Journal](#), one of the leading information services companies reporting on the network of Washington, launches its brand new database and research service, [Vignette](#), on August 10, 2020, it was announced today by Kevin Turpin, President of National Journal. With fast changes across administrations and as policy decisions increasingly shift locally, Vignette provides members with the most current and comprehensive information on the policymakers and policy influencers that impact their businesses at the federal, state, and local levels.

“I am so proud to announce the official launch of Vignette,” said Kevin Turpin. “Its conception comes from our analysis of the political landscape. First, many critical decisions have moved from the Federal to the state and local level, which requires a level of intelligence about a whole new set of decision-makers and influencers affecting our members’ businesses.”

Turpin continued, “In addition, there has been a growing and changing list of policy decision-makers and influencers in Congress, in Washington writ large. With all of these factors at play, it became increasingly clear to us, at National Journal, that if we want to continue to support our members and create resources to support their business goals, we need to create something that doesn’t exist. That is Vignette.”

In an environment that demands effective advocacy, Vignette includes more than 9,000 and growing, in-depth profiles of policy decision-makers and influencers crafted with National Journal’s unparalleled research, analysis, and storytelling. National Journal research experts have been working with several dozen leading organizations, serving as charter members and first users of this new service, across the past year.

Vignette profiles consist of critical information such as background and historical information on federal and state officials and staff members, analysis of their policy-making record, lobbying disclosures, hearing testimony, speeches, media appearances, published works, and campaign speeches. These digital profiles are intended to solve many of the time-consuming issues for their subscribers. It helps public affairs and government affairs executives prepare for meetings with policymakers and influencers, engage with the most appropriate people to support their strategic goals, and convene the right influencers and voices at their conferences and events.

Because of its deep understanding of the expanding intricacies and pace of today's political space, National Journal recognizes the efficiency necessary for the CEOs, public policy, and government affairs executives working daily to capture the attention of and gather the right governing figures. In addition to providing thorough information, Vignette is quick and easy to use, frequently updated, and growing in numbers of profiles.

For any media inquiries, please contact Liz Stein, lstein@atlanticmedia.com.

About National Journal

National Journal is a premier research and insights company committed to helping organizations effectively navigate Washington. Best known as one of Washington's most trusted media brands for 50 years, National Journal supports thousands of government and business leaders in the nation's capital by providing services in government affairs, communications, and political research in addition to exceptional journalism. Our premier products are Presentation Center, *National Journal Daily*, *Hotline*, Race Tracker, Network Science Initiative, and Ballast Research. National Journal is a division of Atlantic Media. Kevin Turpin is National Journal's President. For more information, please visit nationaljournal.com.