Speaking the Language of Government:
How Professional PR and Marketing Can Help You Connect with the Public Sector
What is PR?

According to a Department of Labor handbook outlining PR functions:

“They (PR specialists) do more than tell the organization’s story. They must understand the attitudes of community, consumer, employee and public interest groups and establish and maintain cooperative relationships with them and with representatives from the media.”
Do I Need PR?

You do if you have an interest in:
- Being covered by the media
- Winning awards
- Speaking at events

PR specialists can also help you:
- Write speeches
- Write articles
- Create newsletters
- Update your Web site

In short, we help you tell your story to a targeted audience.
## Homeland Security Publications

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<td>9-1-1 Magazine</td>
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<td>Access Control &amp; Security Systems</td>
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<td>Align Journal</td>
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<td>American School &amp; University Magazine</td>
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<td>Armed Forces Journal</td>
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<td>Congressional Quarterly</td>
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<td>Contingency Planning and Management Magazine</td>
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<td>Counterterrorism &amp; Homeland Security Reports</td>
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<td>CSI Computer Security Journal</td>
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<td>Defense Technology International (DTI)</td>
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<td>Defense Today</td>
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<td>Disaster Recovery Journal</td>
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<td>Domestic Preparedness</td>
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<td>Emergency Management Magazine</td>
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<td>Emergency Preparedness News</td>
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Homeland Security Publications (cont.)

- Facility Manager’s Alert
- Federal Computer Week
- Federal Times
- Financial Times
- Fire Chief
- First Responder Magazine
- Forbes
- Fortune
- Government Computer News
- Government Enterprise
- Government Executive
- Government Security
- Government Security News
- Government Technology
- Government VAR
- Homeland Defense
- Homeland Defense Journal
- Homeland Defense Week
- Homeland Response Magazine
- Homeland Security Daily Wire
- Homeland Security Monitor
- HS Daily Wire
- HS Today
- IDG News Service
- Information Security
- Information Systems Control Journal
- Inside Defense
- Inside the Air Force
- Inside the Army
- Inside the Navy
- Inside the Pentagon
- Investor’s Business Daily
- Jane's Defense Weekly
- Joint Force Quarterly
- Journal of Civil Defense
- Journal of Emergency Management
- Marine Link
- Maritime
- Maritime Reporter/Marine News
- Military & Aerospace Electronics
- Military Aerospace Technology
- Military Electronics
- Military Embedded Systems
- Military Geospatial Technology
Homeland Security Publications (cont.)

Military Information Technology
Military Medical Technology
Military Times
Military Training Technology
MissionCritical Communications
Modeling and Simulation Magazine
MS&T, CAT
National Defense
National Guard
Natural Hazards Observer
Natural Resources Journal
Navy Compass
Navy Times
NetDefense
New York Time
Ocean & Coastal Management
Ocean News & Technology
Public Risk
Public Safety Communications
Public Safety IT
Responder Safety
Reuters
SC Magazine
Sea Power

Security
Security & Life Safety Systems
Security Director News
Security Magazine
Security Management
Security Media Group, TechTarget
Security Pipeline
Security Pro News
Security Products
Security Products & Technology News
Security Sales & Integration
Security Systems News
Security Technology & Design
Security.itworld.com
SecurityFocus
SecurityInnovator.com
Signal
Special Operations Technology
Training & Simulation
Training & Simulation Journal
USA Today
Wall Street Journal
Warship Technology/The Naval Architect
Washington Technology
Spire Represents the Public Sector
Contractors, Technology Companies and the Government Itself
Tips to Get Started

- Learn to partner
- Follow the media
- Create a strong Web presence
- Keep your customers happy
- Communicate with your customers...and prospective customers
- And consider using a professional PR specialist – whether in house or at an agency
PR is for You

PR is an investment that will pay off in the long run. There is a strong correlation between effective PR and marketing and a strong company profile.

According to the Labor Department Bureau of Labor Statistics’ Occupational Outlook Handbook, an organization’s reputation, profitability, and even its continued existence can depend on the degree to which its targeted ‘publics’ support its goals and policies. Public relations specialists serve as advocates for businesses and organizations and maintain strong, positive relationships with the public.
Q&A
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