

THINKING STRATEGICALLY. EXECUTING CREATIVELY.

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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

9-1-1 Magazine

Access Control & Security Systems

Aerospace & Defense

Aerospace & Defense Network

Aerospace America

Aerospace Daily & Defense Report

Aerospace Engineering

Air Force Magazine

Air Force Times

Airman

Align Journal

American School & University Magazine

Armed Forces Journal

Army AL&T

Army Times

AUSA News

Aviation Week

Barrons

Baseline

BioScience Technology

BioWorld Today

Bloomberg News

Boston Globe

Business Week

C4ISR Journal

CIO

CIO Insight

CNET

Computerworld

Congressional Quarterly

Contingency Planning and Management Magazine

Corporate Security

COTS Journal

Counterterrorism & Homeland Security Reports

CRN

CSI Computer Security Journal

CSNews

CSO

Defense Daily

Defense Electronics News & Analysis

Defense News

Defense Systems

Defense Technology International (DTI)

Defense Today

Disaster Recovery Journal/Discover

Domestic Preparedness

Emergency Management Magazine

Emergency Preparedness News

> 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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Dawn Onley

Account Director, Spire Communications

donley@spirecomm.com, 202-399-1206



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