

### What is PR?

PR, or Public Relations, is a strategic communication process that builds mutually beneficial relationships between organizations and the public. PR can be used to protect, enhance, or build reputations through the media, social media, or self-produced communications.

### Why is PR important to DRI?

Public relations as it relates to DRI is all about building brand awareness, member value, and sharing the *right* information with the *right* people at the *right* time. DRI is working hard to increase the awareness of its brand, grow membership and establish itself as the go-to resource for the civil defense bar and the businesses it serves. DRI recently partnered with [Reputation Ink](#) to assist us in reaching our goals, target an audience outside of our current member market and build up our brand image within the legal space while concurrently promoting the credibility of you and your firms within the civil defense space.

### What is your role as a DRI resource?

DRI is looking to you for help in promoting our brand as an invaluable resource to the civil defense bar and the businesses it serves. Specifically, if you are selected as a source for a news piece, you will be connected with a reporter who will interview you and incorporate your feedback in their article. Ultimately, each publication's editorial staff will determine, with input from the DRI marketing team, the final version that gets published. In addition, being positioned as a subject matter expert in a publication will provide you credibility and help position you as an expert in your industry.

### Why is timing everything in public relations?

When engaging with the news media, **timing is critical to success**. It is imperative to respond quickly to media inquiries, meet a reporter's deadlines and adhere to scheduled meetings. In today's online world, stories are filed as soon as possible, often with the goal of updating them as more information becomes available. As a result, there is constant pressure to be the first with "the scoop" and reporters often face tight deadlines. **Not adhering to these deadlines can derail DRI's PR efforts.** *Please note: The timing of when the article is published is determined by the reporter/publication, not the interviewee.*

A good publicist will tie their clients' stories into time-sensitive angles. **This gives a sense of urgency to the story that is critical to its success.** *If a publicist pitches a timely story, and the client doesn't respond in a timely manner, it can damage the publicist's relationship with the reporter and lessen the chances that the reporter will respond to another pitch from that publicist.*

Thank you so much for supporting DRI in our marketing and PR efforts. We truly appreciate your time and all that you do for DRI.

### Questions?

For any questions or concerns regarding DRI's public relations initiative, please contact the marketing team at [marketing@dri.org](mailto:marketing@dri.org).