

# A GUIDE TO PubSecAlliance



Joining together to save our communities  
Keeping you informed, united & politically powerful

**What is PubSecAlliance,  
and why do we need it?**

**We must stop the well  
financed effort to privatize  
the law enforcement  
profession, cut pay and  
health care benefits and  
eliminate defined benefit  
pensions.**

**A major goal of  
PubSecAlliance is to create  
a worldwide network of  
law enforcement people  
– hopefully a million strong  
– that staff at PubSec can  
mobilize in an instant to  
offer support and political  
pressure to help your  
brother and sister officers  
wherever they may be.  
Helping you gain and use  
political power is our most  
important mission.**

**F**or decades, powerful interests have been funding efforts to take away collective bargaining rights for workers in the private sector – and they have been wildly successful.

Today, less than 6% of employees at private companies have the right to bargain with their employers. These same interests are now turning their attention to the public sector, where over 35% of workers still enjoy union representation.

Their goal is to privatize your job, reduce your health care benefits and eliminate your defined benefit pension. The only way they'll succeed is to first take away your collective bargaining rights. As you know, that effort is well underway.

## **YOUR PAY & PENSIONS ARE NOT THE PROBLEM**

The first step in the attempt to erode your rights was to spread lies that the underlying cause of our economic problems are the salaries and benefits (defined benefit pensions in particular) enjoyed by cops, teachers, firefighters and other public sector employees.

After a well-organized, multi-faceted propaganda campaign, this fallacy is now considered truth by a large part of the population.

This has created a groundswell of negative attitude towards the people doing vital jobs like teaching our children, keeping our water clean, and protecting people from crime, fires, natural disasters and so on.

At PubSecAlliance, we believe that your current pay, benefits, and working conditions – in short the law enforcement profession as we know it today – can only be preserved by joining together and developing a series of strategic plans to educate people about why it is in their best interest to have well-trained officers providing for their safety.

An even more important mission is to create a worldwide network of law enforcement people from all ranks and agencies—hopefully a million strong – that staff at PubSecAlliance can mobilize in an instant to offer support and bring political pressure to help their brother and sister officers wherever they may be. PubSec will enable all of us to share information, brainstorm on tactics, ask for help, and keep each other up-to-date about the efforts to privatize our jobs, eliminate our defined benefit pensions, reduce our health care coverage, and cut our pay. It's a place where we can communicate with each other about our most pressing concerns, share our victories and our defeats, and get input and advice from each other.

**For more information contact Cynthia Brown: [cynthia@pubsecalliance.com](mailto:cynthia@pubsecalliance.com) or 617-852-8484**

**PubSecAlliance is designed to influence all the people and groups you need on your side.**

### **TIPS FOR NAVIGATING THE SITE**

- On the home page click on the headline of story to go to the page with the full story.
- Make sure you have the most updated version of Adobe Flash Player.

### **TARGETED AUDIENCES INCLUDE:**

1. *Your members* who need to be informed about these serious threats as well as all the work the association does on their behalf. We consulted with experts on what we needed to do on the site to get people under the age of 30 to visit often and interact. PubSecAlliance was developed with that goal in mind.
2. *The citizens you serve* who need to learn that people in the law enforcement profession and their union leaders are educated and reasonable in order to counteract the “thug” image perpetrated by so much of our online, broadcast and print media.
3. *Politicians, business interests, your agency, people working in other parts of the criminal justice system, friends, family, neighbors, and other public employees – teachers, nurses, public works, parks, librarians, corrections, etc.*

### **THE SECTIONS**

#### **HOT NEWS: YOUR JOB, PAY & BENEFITS**

Stories, pictures and videos will keep you, your members, citizens and other interested parties informed about what’s happening – both positive and negative – on the police labor front.

#### **TALES OF TRIUMPH**

This section of PubSecAlliance will showcase outstanding police work including feats of bravery, courage, skill and kindness.

#### **SPEAKING OUT**

Press conferences, speeches, television appearances etc. by law enforcement association leaders or their members are showcased in this section. Each posting will have a brief story on the background and context of the event.

#### **REACHING OUT**

Stories here include association and union efforts including TV and radio ads, billboards, and outreach to the local community, the organization’s own members, and the greater law enforcement labor community. All items will include a brief description of potential uses of the material.

#### **PAY WARS**

News about negotiations, salaries, pensions, health care benefits, efforts to secure collective bargaining rights in right to work states, etc.

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**TACTICS: YOU DECIDE**  
Features stories on radio, television and print ads; billboard campaigns, community outreach programs undertaken by the union. Discussion encouraged on what works and what doesn't.

**Your members will come away after visiting and interacting with PubSecAlliance with a better understanding of what their police association does to protect them both on the job and off.**

### **THE ENEMY**

Information about the people and organizations funding the effort to take away collective bargaining rights, privatize the job and eliminate defined benefit pensions.

### **TACTICS: YOU DECIDE**

Analysis of various tactics unions are using to fight back.

### **INTELLIGENCE REPORT**

Longer academic articles on a wide variety of subjects important to the police union/association and its members.

### **THE JOB**

Inspiring stories, videos, and pictures will that show what law enforcement does 24/7 to keep citizens safe. Target audience is the public who will learn more about the valuable role law enforcement plays in our democracy as well as the association members who will appreciate their efforts being shown in a positive light.

### **WHO NEEDS A UNION?**

Articles and postings to help the members understand that their union is the only organization dedicated to making sure their rights, salaries, overtime provisions, and benefits (as guaranteed by the contract) are respected. Stories will be posted on the crucial role the organization plays in protecting officers, deputies, troopers and so on during use-of-force and other controversial incidents with serious legal implications.

### **AMUSEMENT PARK/HEALTHY, WEALTHY, WISE**

These sections provide content focusing on personal finance, health, lifestyle issues, as well as a variety of humor and entertainment.

### **FOUNDING MEMBERS & AFFILIATED ORGANIZATIONS**

Here is where you can read and interact with the organizations who are supporting PubSecAlliance. Founding members and affiliated organizations are listed with a link to their websites so you can learn more and contact the leaders if you wish.

## Benefits

Our mission at PubSecAlliance is to help our members in any way we can. If we don't have the resources for a particular task we will do our best to find that resource and put it to work for you. Below are just some of the benefits available to our members.

### ***PubSecAlliance website: PubSecAlliance.com***

- \* Updated daily with **YOUR** news, editorials, photos, videos, and more
- \* Interactive – every article, photo and video is also posted on Facebook and Twitter where your members can interact and comment.
- \* All comments will be reviewed by site administrator before posting

### ***Communications with your members***

- \* PubSecAlliance staff will work with your association to insure issues and activities important to you and your members get up on the site.
- \* Assist in developing an outreach effort to get members visiting the site and interacting with the content via e-mails, social media, etc all of which will be moderated.

### ***Free three-year subscription to American Police Beat for your members***

\* Member organizations will receive a certificate with your logo that you can distribute to your entire membership entitling them to a free three-year subscription to *American Police Beat*. *This is a \$26 dollar value with a lot of good will coming your way from your members who will enjoy reading APB every month.*

### ***Social Media:***

\* An aggressive social media campaign has been underway using Facebook, Twitter, and a variety of tools and technologies to get your members using the site, interacting with each other and more aware and involved with the work of the union.

### ***Rapid fire email service:***

\* Professional emails developed and delivered to your colleagues when you need some help or just want to brainstorm about an issue.

### ***Other services:***

- \* Educational seminars
- \* Editorial services: op-ed pieces, speeches, testimonials, eulogies, and more.
- \* Public relations services
- \* Event planning
- \* Polling
- \* Video production
- \* Website design/consultation
- \* Social media services

***Fees are*** flexible and negotiable. Founding Members pay \$4995 which covers membership for at least two years. Fees for affiliated members range from \$995 to \$2995 annually. The more support we get, the more work we can do and support we can give you so please join at whatever rate you can afford.

## PubSecAlliance Administrator: Cynthia Brown

**C**ynthia Brown has devoted over four decades of her professional life advocating and supporting the law enforcement profession. She is the publisher and founder of *American Police Beat* magazine, the nation's largest law enforcement publication, with over 220,000 monthly readers. Cynthia founded *American Police Beat* in 1994 with the goal of creating a way for law enforcement people to communicate with each other about the most pressing issues and concerns facing their profession.

She was inspired to undertake this project after working for several years for the Boston Police Department doing a number of varied tasks including facilitating meetings between beat cops and residents in one of the city's most crime-plagued neighborhoods and producing a neighborhood newsletter for Boston's five police districts. Bill Bratton, the former police chief in Boston, and Los Angeles, and the present commissioner of the New York City Police Department, was her boss.

Cynthia is also a founding member of the Police Union Leadership Seminar, a three-day annual event run in conjunction with Harvard University that is attended by the presidents of the largest police associations in the country. In 2009, at Cynthia's invitation, U.S. Attorney General Eric Holder came to Cambridge to speak to the participants and answer questions about the Obama administration's agenda for the Department of Justice. Homeland Security Secretary Janet Napolitano addressed the group the following year in 2010.

In 2010 she published a book, *Brave Hearts: Extraordinary Stories of Pride, Pain and Courage* which tells the stories of 15 people of various ranks and assignments working for the NYPD. After one year the book went into a second printing and is being incorporated into the curriculum at police academies and colleges and universities across the United States. To date *Brave Hearts* has sold over 15,000 copies and has been called by some, "the best book ever written about what cops actually do and the price they pay to do it."

And when it became apparent that the 2005 Hurricanes Katrina and Rita were going to present major problems for hundreds of law enforcement agencies and tens of thousands of individual officers, Cynthia teamed up with Sheriff Mike Brown of the Bedford County (VA) Sheriff's Office. Together, they raised more than \$4 million in cash and equipment for local police and sheriff's departments that had been devastated by the hurricanes.

Cynthia has frequently been called the most influential civilian in law enforcement. She is the recipient of many awards including the most prestigious honor in law enforcement, the National Law Enforcement Officers Memorial Fund's Distinguished Service Award. Upon presenting Cynthia with the award, Craig Floyd, the chairman of the National Law Enforcement Officers Memorial Fund said, "For two decades Cynthia Brown has helped to make law enforcement in America more informed, more strategic and more effective by reporting on the critical issues of the day and by highlighting the dedicated and heroic service of law enforcement officers nationwide."

Former recipients of the Distinguished Service Award include several U.S. Senators, the CEO's of the Motorola and DuPont companies and former Presidents Bill Clinton and George H.W. Bush.

Cynthia has been profiled in *The New York Times*, *Boston Magazine*, *Inc. Magazine*, and several times in *The Boston Globe*. She has been interviewed on several radio programs including the syndicated NPR program *Fresh Air* hosted by Terry Gross. She receives numerous requests for interviews from network and cable television programs, newspapers and magazines and is a frequent speaker at law enforcement seminars, conferences and conventions.



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## Your Good Work PubSecAlliance Promoted

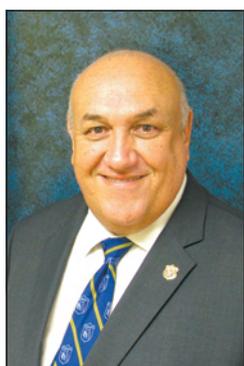


**Phoenix Law Enforcement Association  
 Ken Crane, President**

Spread word on PLEA's opposition to sanctuary cities; letter-writing campaign protesting the tragic situation of Craig Tiger, who took his own life after he was fired when the department refused to help him with PTSD; and the fight to stop powerful interests from ending automatic dues deduction.

**San Francisco POA  
 Marty Halloran, President**

PubSecAlliance undertook a major PR effort among all the police unions about the SFPOA's multi-pronged approach to educate the public about what law enforcement does for them, including op-ed pieces, TV advertisements, and print ads.



**Dade County PBA  
 John Rivera, President**

Postings, stories, and emails to get the word out about efforts including the PBA's protest of the local newspaper's law enforcement coverage; production of a music video supporting police by a Grammy Award winning singer; spreading the word about a victorious lawsuit filed by the union; and more.

**San Jose POA  
 Paul Kelly, President**

PubSecAlliance kept people informed about the catastrophe that occurred in San Jose with pay cuts and layoffs, and shared Paul Kelly's outstanding op-ed piece that urged the public to think about what happened that prompted an officer to use force as opposed to a knee-jerk condemnation of the police.



**Oklahoma City FOP Lodge #123  
 John George, President**

Stories, emails and online postings on the OKC FOP's demands that the body-worn camera program be stopped until the agency got input from their officers concerning how the videos could be used. Encouraged all police union leaders to share related information.

**Houston Police Officers Union  
 Doug Griffith, 1st Vice President**

Published stories in American Police Beat and on the PubSec website about the union's remarkable effort to bridge the divide between the police and the community with a wildly successful program that brought the citizens and law enforcement together to pray for the safety and well being of the community and its police force.



**Association of Los Angeles Deputy Sheriffs  
 Ron Hernandez, President**

Stories promoting ALADS position on the front lines of many efforts, including keeping cop killers in jail, educating the public on how understaffing and lowering of hiring standards will impact public safety, importance of deputy input into use of force, and body worn cameras.

**Association of Orange County (CA)  
 Deputy Sheriffs**

**Tom Dominguez, President**  
 Lots of stories on the AOCDS' constant law enforcement advocacy, including news about their lawsuit in Superior Court charging that the conditions at the County Jail were endangering both deputies and prisoners; plus, their touching tributes to California officers who were killed in the line of duty.



## **Members**

### **Founding Members**

Association of Los Angeles Deputy Sheriffs (ALADS)  
Combined Law Enforcement Associations of Texas (CLEAT)  
Dade County Police Benevolent Association  
Indianapolis F.O.P. Lodge #86  
Omaha Police Officers Association  
Ontario Provincial Police Association  
PORAC-Police Officers Research Association of California  
San Francisco Police Officers Association  
San Jose Police Officers Association  
Sergeants Benevolent Association/NYPD

### **Affiliated Organizations:**

Association of Orange County Deputy Sheriffs  
Bobbitt, Pinckard, & Fields, APC  
Canadian Police Association  
Chicago Police Sergeants' Association  
Detectives Endowment Association/NYPD  
Detroit Police Officers Association  
Ft. Worth Police Officers Association  
Houston Police Officers' Union  
Las Vegas Police Protective Association  
Long Beach Police Officers Association  
Milwaukee Police Association  
New Jersey State Troopers Fraternal Association  
New Jersey State Troopers Non-Commissioned Officers Association  
New York City Detective Investigators' Association  
Official Police Garage Association of Los Angeles  
Phoenix Law Enforcement Association  
Prince George's County, Maryland FOP Lodge 89  
San Diego Police Officers Association  
San Francisco Deputy Sheriff's Association  
West Central Missouri Regional F.O.P. Lodge #50  
Winnipeg Police Association  
Wisconsin Troopers Association