



Strategic Communications

Our strategic communications team is housed within the Bracewell Policy Resolution Group (PRG) -->. We design and implement comprehensive and targeted communications strategies to reach key policymakers, elected officials and the general public.

PRG is the only government relations firm in Washington, DC that provides:

- corporate positioning
- reputation management
- crisis communication
- financial communications services
- litigation communications support
- social media advocacy and strategy development

We use both traditional and digital media service, as well as a variety of platforms — including social media — to enhance and amplify our clients' messages. This work includes:

- strategic communications for an **association of advertising technology companies** to highlight the industry's self-regulation and support is advocacy efforts with regulatory agencies and the US Congress
- government relations and strategic communication to a broad-based **coalition of electric utilities** to ensure the continued viability of diverse, affordable and reliable electric power supply in the United States
- government relations, stakeholder relations, strategic communications and legal representation for an **energy company** seeking to develop offshore wind projects in the United States
- legislative and regulatory matters, as well as strategic communications and crisis communications support, for an **industrial gas company**

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- brand management for an **industry association**, including traditional and social media support to advance the organization's goals of attracting and retaining women workers in a traditionally male-dominated field
- government relations, strategic communications and media relations for a **manufacturing association**, including interactions with Congress and the Consumer Product Safety Commission (CPSC)
- government relations and strategic communications for **national cancer advocacy organizations** on issues related to federal funding and awareness raising
- government relations, strategic communications, media relations and reputation management for numerous **consumer product companies and associations** on product safety issues (including product recalls) related to the CPSC
- strategic communications aspects of litigation related to the safety of an **outdoor product manufacturer's** product
- media and community relations outreach for a **pipeline company**, including consultation with mayors, city councils, state regulatory agencies, community groups, labor unions, environmental groups and local residents across several states
- advocacy for **renewable energy companies** on issues related to the US Department of Energy (DOE), including pursuing an Energy Star rating, navigating and pursuing financing under such incentives, including loan guarantees, automotive technology loans and efficiency-based programs
- design, development and implement a multi-platform communications and social media campaign for a **US foundation** advocating for the human rights of people oppressed by a theocratic regime in the Middle East

Key Contacts



Paul

Senior Principal

WASHINGTON, DC +1.202.828.1714

Recognition

Our government relations and strategic communications work has earned us top recognition. From 2021-2023, *Bloomberg Government* recognized Bracewell as a top performing lobbying/law firm, and in 2020 the *National Law Review* named us the “Go-To Thought Leader for Election and Legislative News” for [PRG Pulse](#), which provides insight and analysis on the political races that shape federal policy.

Our practice and lawyers are also ranked in *Chambers USA*, *Legal 500 US* and other directories.

Chambers USA

- Nationwide Government Relations

Legal 500 US

- Government Relations

U.S. News – Best Lawyers

- Washington, DC Government Relations Practice