

Public CIO's award-winning editorial team understands the public-sector C-level community better than any other publication. From our editorially driven executive roundtables to the former CIOs who contribute to the magazine, *Public CIO* spearheads the dialogue on the IT management and leadership issues of real-time concern to the public-sector C-level.

Peer to Peer Insight

With contributions from renowned experts including academics, technologists and public-sector officials, *Public CIO's* thought-leadership editorial is tailored to address the challenges confronting CIOs and their peers. Our unique blend of professional journalism and subject matter expertise gives *Public CIO* immense clout with this elite audience — and makes it the only publication to deliver the real-world intelligence CIOs need to perform their responsibilities effectively.

An Intergovernmental Focus

Public CIO addresses the challenges shared by IT executives throughout the public sector: funding, work force, governance and politics, to name a few. Its articles are written so C-level executives across the entire public sector can garner insight into successful strategies and leverage examples of public-sector ROI.

IT Management & Leadership Edito

Editorial Highlights

Profiles

- ▶ Public- and private-sector profiles on those who have made a mark on IT.

Leadership

- ▶ The challenges of leading in the political government environment.



Feats of Clay

- ▶ OMB Deputy Director Clay Johnson keeps the federal IT program moving in the right direction.



CIO as Superhero?

- ▶ Sometimes Superman and Wonder Woman could use some help. It's the same with CIOs.

Excellence Acknowledged

Public CIO has captured industry top honors in both editorial and design, including ASBPE's 2007 Magazine of the Year Award.



Editorial Contributors Include:

- ▶ Dan Lohrmann, Chief Information Security Officer, Michigan
- ▶ Liza Lowery-Massey, Founder, CIO Collaborative; Former CIO, San Francisco and Los Angeles
- ▶ William Eggers, Director, Deloitte Research
- ▶ Stuart McKee, National Technology Officer, Microsoft; Former CIO, Washington
- ▶ Larry Singer, Former Senior Vice President, Sun Microsystems; Former CIO, Georgia
- ▶ Jerry Mechling, Lecturer in Public Policy, Harvard University's Kennedy School of Government

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Editorial

Management

- ▶ Project, performance and portfolio management are just a few of the methodologies we examine regularly.



Low Cost Project Management

- ▶ Five steps to a robust project management culture on a limited budget.

Technology

- ▶ From ERP and ECM to SaaS and SOA, we take an objective look at technologies that are impacting the public sector *today*.



Intelligence Matters

- ▶ Business intelligence tools are increasingly important, but their success depends on how well CIOs and business units work together.

2008 Editorial Calendar

Month	Special Report	Research Focus	Technology	Management/ Leadership	Case Study
FEB	Public Sector CIO Survey	Public- Private- Partnerships: Recipe for Success or Failure?	Green IT	IT Governance	Virtualization
APR		Aligning IT & Business: Why Is It Such a Struggle?	Shared Services	Portfolio Management	VoIP
JUN	On the Rise: Up & Coming CIOs	Business Continuity: CIOs Rate Their Readiness	IT Security	CIO Career	Biometrics
AUG		The Rise of Customer Service	Content Management	ITIL	Storage
OCT	Megatrends in IT & Government	Work Force Retention: The Race Against Time	Enterprise Software	Communicating with Elected Officials	Business Intelligence
DEC		CIO Evolution: From Utility Player to Strategic Partner	Mobile Technology	BPM	GIS/GPS

Regular Departments

- ▶ Introduction
- ▶ Globally Speaking
- ▶ CIO Sightings
- ▶ Book Reviews

Advice & Opinion

- ▶ The Expert Center
- ▶ Dan Lohrmann: Security Adviser
- ▶ Larry Singer: The Futurist
- ▶ Paul Taylor: The Last Word

“Public CIO focuses on the key issues CIOs face on an every-day basis — and in a fashion that gets right to the point. It is an easy read in a sea of technology publications.”

Patrick Pizzella
CIO, U.S. Department of Labor

