

# BULLDOG REPORTER'S DAILY 'DOG

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PR PROFILE: David Landis, Landis Communications

## PR PROFILE

Q&AS WITH TODAY'S LEADING COMMUNICATORS

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### David Landis

President

[Landis Communications](#), San Francisco

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**Length of PR career (so far):** 39 years in PR, but Landis Communications is celebrating our 25th anniversary this year

**Your most memorable campaign:** Several: Launching Match.com and asking users "Who would you rather date? Bush or Gore?"; launching Emirates Airline's nonstop SF-Dubai service as "the world's longest green flight"; more recently, opening 3 new hospitals for UCSF in San Francisco; and leveraging Tim Cook's announcement of coming out on behalf of our client "Out and Equal," which advocates for workplace equality for LGBT business professionals (features in Fortune, Forbes, Business Week, Bloomberg, CNN and more).

**Most poignant professional moment:** Working with Elizabeth Taylor to promote AIDS education in the 80's (when I worked in television at KPIX TV in San Francisco)



**Favorite journalist to work with:** Hands down, SF Chronicle's [Leah Garchik](#)—a class act all the way (Garchik pictured with Landis at right)

**Number of 2 a.m. calls from a client this month:** 0

**Biggest complaint about social media:** Takes too much time

**Best thing about working at your agency:** The (very interesting) clients, the (fun and talented) staff—and we're in San Francisco!

**Last time you didn't do any work all weekend:** Can't remember that far back

**Most misunderstood thing about PR:** It's really about writing w

