

*Happy
Holidays!*



**In honor of the
holiday season,
LCI has made a
donation to
[Project Open
Hand.](#)**

**Our best wishes
for a safe and
happy holiday
and a prosperous
2010!**

**LCI & Client
News**

LCI welcomes
our new clients:

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[SF JAZZ](#)

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December 2009

When National Goes Local

WSJ+NYT = SF?



Countering the notion that traditional media is dead, two major national papers last month announced that San Francisco will be a test ground for a unique experiment in media share. San Francisco, with its struggling newspaper market, now has local editions of the [New York Times](#) and the [Wall Street Journal](#), as these two rival national newspapers fill a void in local news coverage left by shrinking metro dailies. Of course, this also serves to boost their circulation numbers.

The *New York Times* has begun publishing additional pages featuring local news content for its print edition in the San Francisco area on Fridays and Sundays. The *Wall Street Journal* also has begun local Bay Area coverage on Thursdays. What does this mean for our clients? Put simply, opportunity! Opportunity for media introductions, desksides, influencer campaigns, and, of course, coverage, coverage, coverage.

This is an interesting move for the big nationals. Newspapers like the *Times* and the *Journal* account for just a slice of the newspaper circulation in the Bay Area. The [San Francisco Chronicle](#), which has been a leading publisher here for more than a century, has daily circulation in the region almost double the *Times*' and *Journal*'s combined, and it has the ninth-most-popular newspaper website in the country. At the same time, the *Times* reports that of its readers outside the 212 area code, the Bay Area tops the list.

Is this media gobble really good news for our Bay Area regional papers? While it remains to be seen what will happen to our beloved metro papers, the environment has presented an opportunity for new media to infiltrate the market,

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including the new [News Project](#) by three Bay Area organizations -- the UC Berkeley Graduate School of Journalism, the San Francisco-based Hellman Family Foundation and KQED Public Media - now teaming up to create a local online news site. (This venture may also include the *New York Times*, as well.)

As we sit back and watch the chips fall where they may, we anticipate great opportunity for news media and brand builders alike.

Have your own thoughts? Send them along to me at: david@landispr.com.

TNDC Pool Toss

LCI's own David Landis was tapped by the [Tenderloin Neighborhood Development Council](#) to take the plunge for a great cause - the 17th annual [San Francisco Celebrity Pool Toss](#) to benefit kids and families in San Francisco's Tenderloin district. The local celeb-studded scene at the Phoenix Hotel and Bambuddha Lounge on October 5, 2009 was jam-packed with supporters of the TNDC, including Wicked cast member Vicki Noon who performed "The Wizard and I," Hooman of the Alice 97.3 FM Morning Show, actress Cindy Williams (LaVerne & Shirley), San Francisco 49ers tight end Brian Jennings and Leah Garchik from the *San Francisco Chronicle*.



L-R: Tossees John Goldman (SF Symphony Prez), Sean Dowdall (stand-in for David Landis) and SF Chronicle columnist Leah Garchik

Supporters that night raised thousands of dollars to provide safe, affordable housing for low-income Tenderloin residents, and to make the neighborhood a better place to live. After a raucous live auction in which participants bid to win the chance to shove a celeb into the pool, Sean Dowdall, the stand-in for David (who was under the weather,) took one for the team as LCI staff members tossed him into the deep end.

David joined a long history of local personalities who have volunteered for the cause, including San Francisco Symphony Board President John Goldman and actor/comedian Robin Williams. David thanks his tremendous supporters, who helped raise more than \$20,000 for the Tenderloin Neighborhood Development Council's after-school program and other support services. In total, the celebrity pool toss has raised \$2.5 million since it was first held in 1992.



Tossee Sean Dowdall waves to the crowd before his "dunking."

Backtalk's Nonprofit Spotlight: **360: The Positive Care Center at UCSF**

**360: The Positive
Care Center at UCSF**

This organization takes a wide view of all aspects of HIV/AIDS

care and research. Its commitment is to develop innovative solutions for optimal care to those living with HIV/AIDS and to provide them the tools to maintain wellness. You can find out more at [360:The Positive Care Center](#).

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