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LCI is part of the [Public Relations Global Network](#) - a group of independently owned and operated PR firms that together prove the old adage that "the whole is greater than the sum of its parts." We're proud to be affiliated with 40+ companies that are experts in their own communities, in addition to the world at large. This is the first PRGN newsletter, and I wanted to share it with you - for a global perspective on communications that resonates here at home.

Cheers,

David Landis
President, Landis Communications Inc. (LCI)
San Francisco, CA
david@landispr.com

Message From PRGN's President



Patricia Perez
VP&E
Los Angeles, CA, USA

One of the highlights of our semi-annual PRGN gatherings is further expanding our global reach by voting in new members to our network. I am proud to welcome CROS Communications from Russia and Perfect Relations from India to our growing list of public relations professionals.

In our 18 years as a network, we have witnessed the field of public relations develop as an industry in all regions around the world and the advent of truly global communications. Now, we are witnessing another communications wave encircle the globe, this time in the form of social media.

Whether it's overcoming the financial hardships spanning across many continents or mastering digital marketing, the benefit of a PRGN membership is the ability to learn from other's experiences. The benefit to our clients is the wealth of resources, specialized capabilities, and local connections readily at their disposal when needed.

At PRGN we live by our motto: Connected Thinking. Globally.

Why Private Equity Can No Longer Afford To Be So Private

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By Michael Dingelmann
Cometis
Wiesbaden, Germany

The private equity industry is one of the fastest-growing and most powerful sectors in the global economy, with nearly \$3,000 billion (U.S.) in assets under management.

But it is also one of the least communicative. And that reticence is hurting an industry whose image was already suffering even before the financial downturn.

There are six reasons that a private equity firm should consider employing strategic communications:

1. **Increasing Deal Flow** - Deal flow, the life blood of a PE firm, can be inhibited by low awareness among important audiences
2. **Fundraising** - Labor unions, government agencies and pension funds are weighty (and panic-proof) investors and are demanding more transparency in the application of funds
3. **Recruiting** - Financial incentives are no longer enough to persuade elite talent to make a career move; strong brand awareness can help in the war for top talent
4. **Political Considerations** - Public interest in private equity is rising, and politicians cannot afford to cooperate with an entity that has an image of job destruction
5. **Labor** - The workforce of a company targeted for acquisition wants to know who it will be working for
6. **Differentiation** - The bar for strategic communication by private equity firms is so low right now that any that engage in it will stand out

Media coverage, in my opinion, is probably the least relevant communications tool for this industry. But a number of other strategic communications tools - CEO positioning, surveys, networking opportunities, government relations and even social media - can be very powerful and will go a long way toward lifting the veil of secrecy and replacing it with one of transparency.

Operation Twitter: How One Hospital Successfully Used Social Media



By Natalie Price
The Fearey Group
Seattle, Washington, USA

One of The Fearey Group's newest strategies is to leverage social media to **make news** for our clients. We recently created and executed two innovative social media campaigns for our client, Swedish Medical Center, the largest nonprofit health system in the Puget Sound region of the state of Washington.

We helped Swedish Medical Center become the first hospital in the state to:

- **Tweet live from a surgery**, generating widespread media interest for this unique use of social media. The social media application also drew fresh attention to a surgical procedure that was not particularly new or unusual.
- Then, we created a new concept for a **12-hour, overnight "sleep-up" webcast** to raise awareness for sleep disorders and promote Swedish's Sleep Medicine Associates.

Both of these efforts resulted in widespread media coverage in print, on-line and local broadcast news outlets as a direct result of the novel use of social media. The live-tweeted surgery reached 83,000 people via Twitter, while the second social media campaign reached 5 million, including a front-page story on the influential mashable.com.

Our work for Swedish positioned the health system as a globally recognized thought leader in social media, particularly within the highly regulated healthcare industry. As a result, Swedish was invited by The Mayo Clinic to be one of five health systems to join its prestigious Global Social Media Health Network.

The benefits of social media are many, including:

- Direct access to hyper-targeted audiences
- Direct access to members of the media
- And, more powerfully, social media can be leveraged to make news, even when the product or service itself may not be new.

Do's and Don'ts of Green PR



By Mark Paterson
Currie Communications
Australia

With climate change **making headlines** worldwide daily, it's not surprising that many companies are seeking to publicize their commitment to the environment ("green PR").

But there's a big difference between simply doing green PR and doing it well.

Here are three tips for carrying out best-practice green PR activities:

- **Do** look carefully at your business as a whole. Are aspects of your business less green than others? You should be careful to address any issues which may cause embarrassment later.
- **Don't** promote an initiative that isn't truly "green." Not only will this be a tough sell, it will undermine your credibility when you really do have a green initiative to share. Green PR "stunts" or **obfuscation** are quickly **seen through** by the media,

the community and your staff.

- **Do** take the time to select a public relations partner that can demonstrate that it knows "green PR." Only an agency with expertise in green PR can assist you to safely achieve the recognition you seek from highlighting your commitment to the planet.

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Landis Communications, Inc. | 1388 Sutter St. | #901 | San Francisco | CA | 94109