

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



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public relations • social media • digital

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**LCI is pleased to
welcome our
newest clients:**



[Brain Health Registry](#)



**LCI is Proud to be a
Corporate Diversity Supplier**

Now what does that REALLY mean?

**LCI is launching a new
crowdsourced real
estate company - stay
tuned for details!**



**Project Open Hand
pro-bono work for the
non-profit that helps feed
seniors and those with
debilitating illnesses**

4th Quarter Clean Up



Before you know it, the 4th quarter of 2014 will necessitate all the year-end clean-up of files and programs. Here are a few tips to



We've been called a lot of things - top communications agency, best in San Francisco, pretty great group of people to go get a pizza with...but now we've got a new superlative to shout about. LCI is an official [Corporate Diversity Supplier](#). How? Why? Why should you care?

Well, let's start with the obvious. When corporations hire LCI, they are supporting the hiring of vendors that match the Federal definition of diversity supplier. As a gay-owned business, we are proud accredited members of the National Gay & Lesbian Chamber of Commerce, members of San Francisco's Golden Gate Business Association and certified by the City of San Francisco as a local business enterprise (LBE).

Why does it matter?

Because there's a lot to celebrate when it comes to the progress that has been made in Human Rights over the past

get your communications ducks in a row - and make those last few weeks less stressful:

Gather your ROI If you've measured program success by quarter or activity, create a wrap up report for the year. You won't know if a tactic works for you if it isn't measured.

Don't have ROI reports?

Fire your agency (no, seriously). Why devote time and budget to activities that are unmeasured?

Keep it simple (KISS)

When you walk into the office on January 5th, have 3 clear bullet points on what you want to accomplish for 2015.

Build your programs to support those bullet points.

few years. And if we can be part of the change by showing what a gay-owned/minority-owned/whatever-owned business is - well, we all win. For almost 25 years, clients have come to LCI for exemplary strategic communications services...it hasn't mattered who we are, just that we do great work. But that's not the case in every city, and it's important to stand up and be an example of success.

When you hire us (or recommend us) there's a swell of pride in our accomplishments and the fire is lit - how can we serve this client in the best way possible? How can we make them a success? The team gets creative, the implementation is flawless, and yes - we rack up the awards (we were recently named #3 US PR agency and #6 best US PR SEO agency by Ten Best PR). Even more importantly, corporations win. Why? Because embracing diversity means you have access to new ideas and new ways of approaching diverse audiences, as well as tapping into bright, new talent. And that makes business not just better - but more successful. Governments are also taking notice - California Governor Jerry Brown recently [signed the first bill in the country](#) expanding the supply chain for LGBT business owners.

So if you need to fulfill your mandate for corporate diversity vendors we can certainly help you out. Actually, we can help you out even if you don't have a mandate...

3 quick facts about Corporate Diversity:

Some companies make an effort - big US names like Wells Fargo, Deloitte, IBM and Disney create programs that support a diverse employee/vendor base. But others only pay lip service.

The US lags - behind European nations in promoting

[LCI](#) is part of the [Public Relations Global Network](#) (PRGN)

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What's New with Giant Step Digital?



Follow LCI's new division, Giant Step Digital, on Twitter for all the latest tips to make your brand stand out in the digital world.

[@GiantStepD](#)

Take a look at [our latest video](#) and learn more about the market need for electric vehicle

women to coveted board seats. (see the Catalyst Knowledge Center at [catalyst.org](#)).

But it's getting better - since 2003, NGLCC has seen certified businesses grow from 30 to over 500

David Landis in the news...

LCI President David Landis was recently featured in *The Advocate* with an op-ed on shattering the LGBT glass ceiling in the communications field. You can read it [here](#).



David also penned a piece on 25 years of public relations in San Francisco for industry trade publication [The Holmes Report](#).



Let's get social. Follow, like and engage with LCI!



charging stations

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