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Backtalk

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Landis Communications INC. (LCI)



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Transparency's Slippery Slope



When you were a kid, it was pretty exciting to know a secret...whispers on the playground, giggles at a sleepover, knowing glances from your siblings. But that was then...and this is the age of transparency. Every day brings another headline of information that, sometimes, you didn't WANT to know (cough - Kim Kardashian - cough). That transparency

Global Media Relations?

Mind Your P's and Q's



Public Relations Global Network (LCI is a proud member) recently conducted a survey on Media Relations Best Practices in Europe...with some surprising results:

Most European journalists prefer to conduct executive interviews in the CEO's office or at a production site - (67 percent), followed by restaurants / bars (55 percent) and telephone interviews (53 percent).

The biggest interview

is evident in the business world as well, with varying results and pitfalls.

It's Wednesday, So There Must be a Crisis

The prevalence of corporate transparency is a double edged sword. Yes, it's great to know that Google feeds its employees gourmet meals, but the preponderance of CEO bad behavior (Donald Sterling, former RadiumOne CEO Gurbaksh Chahal, and too many others to mention) seems like a plague. These bad apples create the public perception that most business leaders are lecherous criminals. Do we eventually become immune to the constant barrage of bad news? Hopefully not - there's a difference between information overload and media literacy.

So what is a communications team to do? At LCI we embrace transparency coupled with professional business standards.

5 tips on embracing corporate transparency:

Own up. Got a problem? Own it, take responsibility, outline how it's going to be resolved, move on. Don't think for a second you can keep anything under wraps. Those days are over.

Send out good news too. Balance isn't only for yoga class.

Enlist your best ambassadors - your employees. Internal communications are vital in good times AND bad. Give them the information to evangelize on the company's behalf.

Consistency is key. Use messaging consistently across all platforms - social media, press releases, interviews.

Be swift. News moves at the speed of light - don't belabor

turn-offs for European journalists are: arrogant behavior (75 percent), failing to answer critical questions (73 percent) and talking in platitudes (62 percent).

Mind your manners in Spain. Arrogant CEOs rarely go over well with Spanish journalists. Ninety-four percent of them said arrogant behavior was the worst offense a CEO could commit - a sharp deviation from the 75 percent of European journalists who felt the same way.

Want to learn more? View the survey results [here](#).

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

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the process by waiting too long to take action. Plan your flight and fly the plan.

Too Many Cooks...Lend a Hand

LCI staffers recently worked at Project Open Hand, creating meals to be delivered to the chronically ill and housebound. While our knife skills might leave a bit to be desired, the hair nets were a definite fashion statement! LCI is honored to serve our community and organizations as important as Project Open Hand (David Landis serves on the board). If you want to learn more, please visit [Project Open Hand](#).



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