

BEST RESPONSE TO BREAKING NEWS

Landis seizes on Tim Cook's coming out to drive home unequal workplace treatment of LGBTs

Apple CEO Tim Cook announced he was gay in 2014. Landis Communications jumped on the publicity that followed to command major exposure for the LBGT battle for equality.

Winner: Landis Communications Inc



When Apple CEO Tim Cook came out as gay in 2014, Out & Equal called on Landis Communications, Inc. to use the announcement to raise its public profile as the only nonprofit dedicated exclusively to workplace equality for LGBT business professionals. For its fast, informative response to breaking news, Landis has won the “Best Response to Breaking News” category of PR Daily’s 2015 Media Relations Awards.

Landis responded quickly to spotlight visible and invisible handicaps LGBT persons face in the U.S. workplace, such as the fact that LGBT persons can be fired in 29 states solely on their sexual orientation and in 32 states on their gender identity.

Landis’ detailed stratagems included:

- Writing a press statement and a plan of action to pitch the national and regional press.
- Contacting more than 100 global, national, and regional outlets, offering an interview with Selisse Berry, CEO of Out & Equal, on the state of LBGT business professionals.

- Promoting Out & Equal's Harris Interactive Poll national survey of workplace attitudes towards the LGBT community.
- Spotlighting Out & Equal's Marriage Equality Study, "Freedom to Marry," which examines the financial burdens that fall on companies from inconsistent marriage laws.

The Landis publicity plan significantly raised Out & Equal's public profile in just 5 months:

- Landis generated 200 million impressions of media stories about Cook's coming out, in USA Today, Time, Fortune, the LA Times, Bloomberg BusinessWeek, and many others.
- The San Francisco Chronicle ran an op-ed on LGBT workplace equality by Selisse Berry.
- ABC-TV and radio, Fox TV affiliates, and CNN International interviewed Berry.
- Out & Equal's Harris Poll survey of workplace attitudes to LGBT workers was published in Fortune and the Huffington Post.
- The 16th Annual Out & Equal Workplace Summit was the most successful in history: More than 3,200 attendees (a 20 percent year-over-year increase) from 500+ organizations in 30 countries.

Congratulations are in order for Landis staffers David Landis, David Cumpston, Douglas Myers, Sean Dowdall, Elena Fuhrmann, and Tyler Arnold!

<http://www.prdaily.com/awards/specialedition/551.aspx>