

**BULLDOG**  
Award Winner

## Backtalk

News and Views from  
Landis Communications INC. (LCI)



landis communications inc.  
public relations • social media • digital

Share. Engage. Participate. Influence.

Welcome to our  
new clients:



Putting on the Green



## Leveraging Current Events to Help Clients -- and the Community

We spend a lot of time talking about leveraging news for clients. Why? Because inserting a client into the conversation helps propel their company or brand forward. It supports making them a thought leader (instead of a follower) and includes them in a bigger story. Social media has only enhanced the ability for news and trends to go viral. All of this can be an opportunity.



An example? When the Ghost Ship fire recently hit a warehouse in Oakland, it was the largest and deadliest fire in that city's history. LCI responded with our client [Chapel of the Chimes Oakland](#) by immediately offering the community a place to grieve and memorialize victims. The LCI team mobilized forces, contacted news outlets (the [news](#) and the community gathering were covered by every media outlet from the San Francisco Chronicle to CNN to the New York Times), spoke with the Mayor's Office and the Fire Department and evangelized through social media to spread the word. The result? Thousands turned out to honor the victims and our client could help begin the healing for the community.

LCI recently welcomed our [PRGN](#) affiliate from Los Angeles/Southern California, [The Hoyt Organization](#), to San Francisco. Since they arrived during our St. Patrick's Day celebration, we all sported the Green. Thanks, Leeza Hoyt and Kenton Barrett for stopping by. Slainte!

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**Clients bearing gifts? Yes, please!**



We sure do love our clients, especially when they bring presents! Eric Dietz, [Native Trails'](#) National Sales Manager, came to the office to give us the lowdown on beautiful new products and brought us some of the company's handmade copper bowls. Thanks, Eric!

## SF Real Estate Heats Up with One Jones



**Everybody knows that the San Francisco Bay Area real estate market is hot.** But beyond residential, there's a host of cool new commercial spaces changing our city and skyline. LCI has helped promote numerous construction and renovation projects throughout the State of California along with online tools for the commercial real estate industry ([Seleguity](#)). New LCI client [One Jones](#) is a unique blend of old world style and new tech amenities.

Real estate developments are soaring to new heights in San Francisco. Salesforce Tower and others are racing to be the tallest and most iconic SF landmarks since the Transamerica Pyramid. In a city replete with "tech headquarters that used to be warehouses," One Jones is a spectacular landmark building. It blends the historic Hibernia Bank building's turn of the century architecture with the ultramodern touches necessary in mid-Market's new tech center. Bike racks? Courtyards? Roofdeck? Coffee kiosk? Check! LCI's approach to spreading the news includes more than media relations: we're using events, content creation and thought leadership to reach the right markets. Want a sneak peek? [Check out the new website](#). You can also read about One Jones in the San Francisco Business Times and The Registry [here](#).

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**And The Winner Is...**



## What's New with Giant Step Digital?



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

[@GiantStepD](https://twitter.com/GiantStepD)



## We need a new trophy case...

[PR Daily](#) awarded LCI's Public Service Announcement program for client [Global Alzheimer's Platform Foundation](#) a 2016 Video Award honorable mention. The :30 spots encouraged people to sign up for news about Alzheimer's clinical research and featured Alzheimer's activists [Paula Abdul](#), [Linda Grey](#), [Ron Regan](#), [Leeza Gibbons](#) and [Samantha Harris](#).

[Bulldog Reporter](#) recognized LCI's work with [Chapel of the Chimes Oakland](#) during the [Ghost Ship fire](#) with a bronze award for "best response to breaking news."

And, if that's not enough, the [San Francisco Business Times](#) included LCI in its [Book of Lists](#) honors: both as one of the fastest growing companies in San Francisco - and a top LGBT-owned business.

## LCI Awards:



#1 Social Media Agency in  
the U.S.



US' Best Small  
PR Agency  
US' Best  
Healthcare PR  
Agency  
2016 Video  
Award



Social Media Award  
Breaking News Award



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



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