

Backtalk

News and Views from
Landis Communications INC. (LCI)



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Cut Through the Clutter

5 Ways to Get Your Message Across During Election Season

November is quickly approaching and with it, a narrowed opportunity to get your message across. With media focused on politics, presidential tweets and the firestorm that accompanies - how can you grab your piece of the media pie? Here are five quick tips:



- **Insert yourself into the conversation.** LCI together with former client Match.com surveyed the "date-ability" of presidential candidates. The we pitched those results to the media. It was a way to newsjack with a consumer product/service. How can your product/service be part of the conversation?
- **Create content.** With the media working 24/7, news that's "ready to go" is appreciated. Think infographs, short videos or blog posts.
- **Go local.** Neighborhood newspapers and blogs don't get pitched as often as the nationals - and they have more space.
- **Consider a podcast.** Like other forms of created content, it's a way to control your message. Podcasts are easier than ever to produce and distribute.
- **Be ready for the lull after the storm.** Queue up announcements and content to jump on increased availability of media after elections.

Want to learn more about communications strategies and the media? Read LCI's weekly blog [here](#) or send us a note at at: info@landispr.com.



[Autonomous Vehicle Technology](#) showcased client [Velodyne LiDAR](#) and its VLS128 tech in a cover story.



[Property Brothers](#) once again featured kitchen furniture from client [Native Trails](#) in its latest season premiere.



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And the winner is...LCI!

LCI won 2 Gold, 2 Silver and 1 Bronze PRGN Awards at the network's annual meeting recently held in Bucharest, Romania.

LCI was honored for its work on behalf of clients Save the Redwoods League, Lucile Packard Children's Hospital Stanford and for internal Best Practices.

Clutch.co recently named LCI a top B2B Public Relations Agency



LCI is proud to be a new member of the Nextlaw Public Affairs Network



LCI Awards:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency
US' Best Healthcare PR Agency



Social Media Award
Breaking News Award



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



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