

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications Inc (LCI)



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Royal Babies of San Francisco - And how to Newsjack



[Access Hollywood: San Francisco's CPMC hospital celebrates a royal birth](#)

In celebration of Prince Archie's birth (he's seventh in line to the British throne), [LCI](#) and client [CPMC Sutter Health Van Ness Campus](#) pulled out all the "newsjacking" stops by crowning our own little princes and princesses in San Francisco.

For those of you who might not know, newsjacking is the act of leveraging current news on behalf of your client or business.

Working with a CPMC nurse who has admirable knitting skills, LCI and the hospital staff kept a close eye on Meghan Markle's due date. When they announced the royal arrival, the LCI crew sprang into action. We let the media know that CPMC babies in San Francisco born the same day as the new prince would be "crowned" with their own specially-knitted "royal" caps. The national media loved it and

Recent Coverage - LCI Client [Save the Redwoods League](#) on NBC News



Click [here](#) to watch!



The 2019 PRSA Silver Anvil awards honored LCI with an "Award of Excellence." Our work promoted client [Save The Redwoods League's Centennial Celebration.](#)



LCI and [Save the Redwoods League](#) also received an IABC 2019 Gold Quill Award



impressions hit the tens of millions (see our ["Access Hollywood"](#) segment above).

Here are a few tips from LCI's [Ashley Boarman](#) on successful newsjacking:

1. **Plan upfront.** You can't make it happen if you don't have a plan of action before the news hits. Think of various news scenarios that might affect your business in advance and be prepared. Be creative.
2. **Act fast.** While we had time to prepare for the arrival of the royal baby, some great newsjacking can be spur of the moment.
3. **Understand how newsjacking can help.** It helps to have a client that knows the value of the newsjack. We move quickly and our clients match that speed by providing any needed assets.
4. **Spread the news wide and fast.** Our royal babies were news first in San Francisco and that quickly spread across the country. LCI staff responded in a jiffy to requests from all the national news and entertainment organizations. Find out more about how it all went down [here](#).

LCI named America's Small Agency of the Year by Ragan & PR Daily's ACE Awards (for the Third Time!)

Ragan's Ace Awards once again [honored LCI as America's Small Agency of the Year](#) for the third time! It's a testament to the great LCI staff and recognizes the agency's overall work for a full year.



Want to know more? Click the link to read about our honor.



LCI helped launch new client [Frontier Medicines](#) as it announced a Series A funding round of \$67 million on June 25th. LCI is honored to be working with Frontier Medicines as the company discovers and develops breakthrough medicines, with an initial focus on cancer. The company will be advancing its chemoproteomics platform, a way to

The San Francisco Business Times once again named LCI a top San Francisco LGBTQ-owned business

**SAN FRANCISCO
BUSINESS
TIMES**
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TRUST**

2019 MEMBER

LCI President David Landis joins the newly-formed San Francisco Business Times Leadership Trust



LCI has been named to Growth List's "Hottest Digital Marketing Agencies in San Francisco"



"drug the undruggable" protein targets that drive human disease.

The funding announcement yielded coverage in the [Wall Street Journal](#), [BioCentury](#), [The Pharma Letter](#), [Silicon Valley Business Journal](#), [Fierce Biotech](#) and numerous others.

Velodyne on a Roll!



Team Velodyne Celebrates Marta Thoma Hall's Inclusion on the Most Influential Women in Business List

LCI client [Velodyne Lidar](#), the leader in lidar technology for autonomous vehicles, has had quite the award-winning year so far. David Hall, Velodyne's Founder and CEO, received the prestigious IPO Inventor of the Year Award and the company was named a [PACE award winner](#). The San Francisco Business Times named Marta Thoma Hall, the company's President and CBDO, one of the "[Most Influential Women in Business](#)." Add to all that excitement some terrific media in [Forbes](#), [Associated Press](#), [Mashable](#) and [CNN](#) and it's been a busy first half of 2019. Congratulations Velodyne!

LCI Awards and Associations:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency (3 times)
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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