



HAMILTON FUTURE FUND BOARD OF GOVERNORS MEETING

Tuesday, May 28, 2019

PURPOSE

1. Understanding your role
2. Non-verbal communication
3. Who are the media and communicating your point of view
4. Newsworthy stories
5. Meeting needs of the media
6. Communication tips

YOUR ROLE

- Communicating your point of view as a **resident**
- Sharing feedback on the needs and aspirations of residents
- Promoting good citizenship and active engagement in your City



Who are the media?

Communicating your
point of view with key
messages and
elevator speech

What?
So What?
Now What?



Non-verbal communication

A NEWSWORTHY STORY

- Relevant
- Timely
- Impactful
- Topical



Meeting the needs of the media



SOCIAL MEDIA





Hamilton

THANK YOU