



# ADVISORY COMMITTEE FOR PERSONS WITH DISABILITIES

Tuesday, June 11, 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