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# HELPING AIRPORTS COMMUNICATE

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**hamlin**  
communications

# ABOUT MINDY HAMLIN

More than 20 years' experience in strategic communications

- Communications planning
- Message development
- Media relations
- Crisis communication
- Community engagement
- Social media and digital communication
- Content creation
- Internal communication

# ABOUT MINDY HAMLIN

## 15 years leading airport communications at Raleigh-Durham International Airport

- Launched public relations campaign for RDU's \$1B capital improvement program
- Developed and implemented outreach strategy for 25-year airport master planning program
- Led crisis communication efforts for aircraft accidents, security incidents, policy issues, service disruptions and employee misconduct
- Guided public outreach efforts following events of 9/11
- Managed airport campaigns targeting elected officials, community leaders and media

# WHAT WE DO FOR AIRPORTS

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# STRATEGIC COMMUNICATIONS PLANNING

We develop strategic communications programs for:

- Major capital improvement programs
- Master plans
- Legislative efforts
- Concession programming

# PUBLIC OUTREACH

We develop public measurable public outreach programs that include:

- Key stakeholder strategy development
- Legislative outreach
- Media relations
- Crisis management
- Event management

# COMMUNICATIONS SUPPORT

We provide your team with communications program support in:

- Strategy and key message development
- Media list development
- Media outreach
- Writing
- Social media strategy
- Content development
- Stakeholder outreach

# EXECUTIVE COUNSEL

We will help your executive team become the lead storytellers for your airport by providing services including:

- PR challenges facing your airport
- Issues management
- Media and presentation best practices
- Presentation development
- Speech writing



# MEDIA TRAINING

We offer a unique approach from media and PR professionals. Training includes:

- Interview best practices
- Dos and don'ts
- Recorded on-camera interviews
- Tips for staying on message

# HOW WE DO IT

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# STRATEGIC COMMUNICATIONS

## Our process includes:

- Research
- Plan development
- Key stakeholder identification
- Key message development
- Message matrix development
- Tactics to be implemented
- Implementation timeline
- Measurement

# MEDIA RELATIONS

Our media relations program development includes:

- Research
- Plan development
- Media lists
- Media outreach
- Press releases
- Press conferences
- Interview preparation/media trainings
- Media kit development

# PUBLIC ENGAGEMENT

Our public engagement program development includes:

- Stakeholder identification
- Needs analysis/research
- Focus groups
- Government relations
- Public & business leader engagement
- Traditional, digital & social media
- Event & public workshop planning

# CRISIS COMMUNICATION

Our crisis communication services include:

- Scenario identification
- Key message development
- Communication plan development
- Spokesperson training
- Social & digital strategy
- Media relations strategy
- Team training
- Internal communication

# SOCIAL & DIGITAL MEDIA

Our social and digital media services include:

- Strategy development
- Search engine optimization
- Social media engagement
- Online reputation management
- Blog development
- Campaign development
- Content creation

# MEDIA & PRESENTATION TRAINING

Our media and presentation training services include:

- Customized training
- Tips & techniques
- Message refinement
- Role play and preparation
- Executive storytelling
- Presentation best practices



# CONTENT CREATION

We write content for:

- Websites
- Social & digital media
- Speeches and presentations
- Talking points
- Newsletters
- Press releases
- Brochures
- Annual reports

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