

hamlincommunications.com

Who We Are

Hamlin Communications, led by PR veteran Mindy Hamlin, understands the unique challenges government agencies face. As the director of communications for the Raleigh-Durham Airport Authority, Hamlin's experience includes:

- Guiding public outreach efforts following the events of 9/11
- Gaining public support for a \$1 billion dollar major capital improvement program
- Creating a public outreach strategy for a 25-year master planning program
- Leading crisis communication efforts related to aircraft accidents, police activity, public health concerns, employee misconduct and service outages

What We Do

- **Strategic communications planning**
 - Communications goals and objectives
 - Key messaging
 - Communications matrix identifying audience, messages and tactics
 - Plan implementation
- **Public outreach program development**
 - Community relations
 - Crisis communications
 - Media relations
- **Communications support**
 - Strategy and key message development
 - Social media strategy and content development
 - Stakeholder outreach
 - Writing for brochures, newsletters, social media, briefing documents, websites
- **Event management**
 - Public workshops
 - Ribbon cuttings
 - Open houses
 - Press conferences