

2022 WPPA Commissioners' Seminar

COMMISSIONER JOE MELROY, PORT OF RIDGEFIELD

ABBI RUSSELL, MAUL FOSTER & ALONGI



WASHINGTON

P O R T S

TODAY'S AGENDA

FOUNDATIONS FOR PUBLIC COMMUNICATIONS

- It's different!
- Commission vs. staff roles
- Planning and tools for ports

ELEVATOR SPEECH EXERCISE

- Why you need one
- Three things
- Activity: Develop your speech

UNDERSTANDING AUDIENCES AND APPLYING YOUR SPEECH

Q&A + FINAL THOUGHTS

Public communications



Developing an elevator speech

The message

The story or facts

The ask



Audiences: Adapting your speech



Photo credits: The Columbian; Greg Lehman, Walla Walla Union-Bulletin; Commissioner Toshiko Hasegawa, Port of Seattle; Wikimedia Commons

THANK YOU!

JOE MELROY

360-887-3873

jmelroy@portridgefield.org

ABBI RUSSELL

360-787-3328

arussell@maulfoster.com