
Innovative Approaches to Port Challenges

COMMUNICATIONS

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Port of Tacoma

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***What is the greatest
challenge of
communications?***

The greatest challenge of communications is the illusion that it has been accomplished.

--George Bernard Shaw

Seven Keys to Effective Communications

*How to Make Sure
Your Communications Efforts
Are Not An Illusion*

Seven Keys to Effective Communications

Key Number One

Alignment

What Five Words Come to Mind When You Think of Your Port?

1. _____

2. _____

3. _____

4. _____

5. _____

What Five Words Come to Mind When You Think of Your Port?

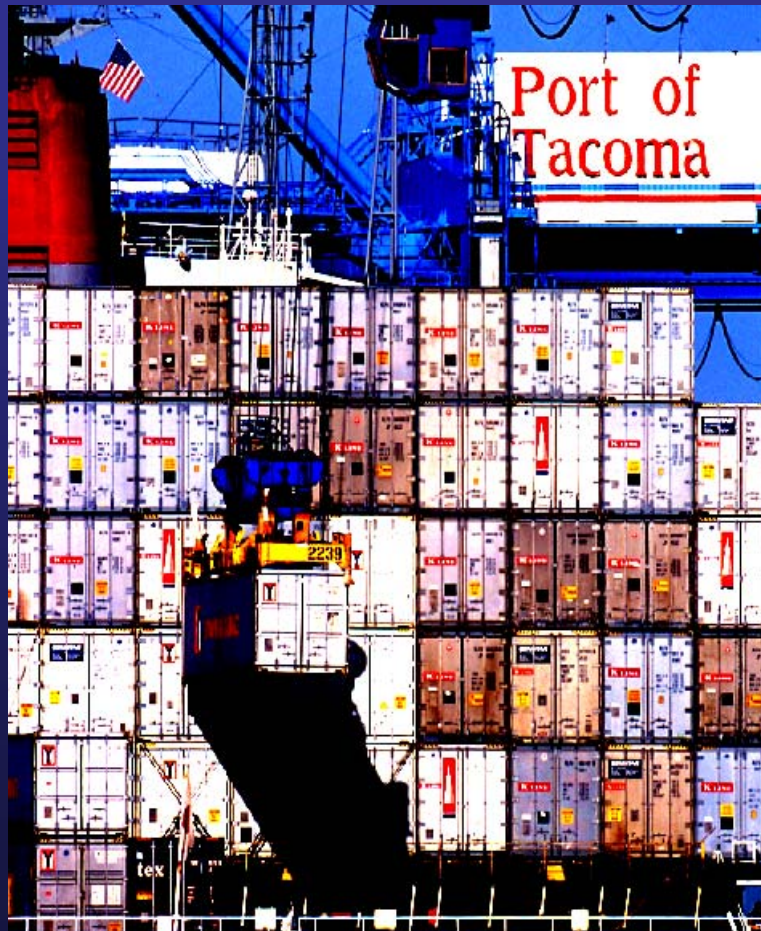
1. Jobs
2. Expanding
3. Opportunity
4. Community
5. International

Seven Keys to Effective Communications

Key Number Two

Making Connections

Ports Talk About Containers and TEUs



People Want to Know What's Inside



How Many Jobs in the United States are Related to the Port Industry?

- a. 2 million
- b. 3 million
- c. 5 million
- d. 6 million

How Many Jobs in the United States are Related to the Port Industry?

a.

b.

c. 5 million

d.

**Name Ten
of Them!**

Port of Tacoma's Economic Impact Study--*Scope*

- John Martin conducted the study
- Released in July '05 Commission meeting
- Five-member Port team met five months before it was released
- Free-lance writer and graphic designer
- Major Goal: Show the *PEOPLE* behind the *NUMBERS*

Economic Impact: The Numbers

- 43,138 jobs in Pierce County
- 113,160 jobs in Washington state
- \$48,500 is the average wage of Port-related jobs in Pierce County

(41 percent higher than the average wage in Pierce County)

THE ECONOMIC ENGINE OF PIERCE COUNTY



PORT OF TACOMA

Port of Tacoma's Economic Impact Study--*Results*

- Brochure
 - *ECONOMIC ENGINE*
- Press release--local newspaper headline:

Port's Payoff: Jobs, Jobs, Jobs

One of our greatest challenges is that we make sure we reach people in a variety of formats.

--Kurt Nagle?

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--Katie Couric

Port of Tacoma's Economic Impact Study—*Formats*

- *“Economic Engine”*
PowerPoint presentation
 - Promotional postcard to local civic groups
 - 20 civic groups and schools in six months
 - 800 people



PORT OF TACOMA: AN ECONOMIC ENGINE

Port of Tacoma's Economic Impact Study--*Formats*

- Highlighted in:
 1. Quarterly magazine
 2. Annual Report—one of *TOP TEN STORIES*
 3. Community quarterly newsletter
 4. *Here's a Little Information* brochure
 5. Monthly e-mail newsletter
 6. Port website
 7. Speeches
 8. Port TV show--*video clip*

Seven Keys to Effective Communications

Key Number Three

Commitment

Your Port Considers

Effective Communications:

- A top organizational priority
- A PR function
- A low priority
- An oxymoron

Your Port Considers *Effective Communications:*

- A top organizational priority

Seven Keys to Effective Communications

Key Number Four

Teamwork

Environmental Teamwork



Seven Keys to Effective Communications

Key Number Five

Setting Clear Targets

Seven Keys to Effective Communications

Key Number Six

Creating Partnerships



Tall Ships Tacoma Video--*Scope*

- TV show—live—June 30, 2005
- Replayed 14 times over the four-day period (Fourth of July weekend)
- 48,000 households in Tacoma
- 120,00 households in Pierce County
- Total show production cost: \$4,200
- Port show sponsorship: \$1,500
- *View video clip- Renaissance*

Seven Keys to Effective Communications

Key Number Seven

Measuring Results

Tall Ships Tacoma Video--*Results*

- 500,000+ people visited Tall Ships
- TV Tacoma sold 200 copies of show
- Show was given to each ship's captain
- Show was broadcast twice after the event was over--for volunteers
- Call-in poster giveaway contest

Feedback Can Be Simple

- Phone number “hotline”
- Simple contest information:
 - Name
 - Phone number
 - Name of their favorite Tall Ship

Feedback Can Be Simple

- 362 people called
- I personally logged the first 100 calls
- Hired my two daughters and paid them *25 cents* a call for the other 262 calls

\$65.50



Port of Tacoma

STACK IDENTIFICATION

The design on a ship's stack identifies the shipping line which owns that particular ship. The Port of Tacoma serves numerous shipping lines, many of which are identified on this chart. The graphics below will help you to identify what types of ships you will see on Commencement Bay.

For more information on shipping and the Port of Tacoma, visit us at www.portoftacoma.com.



CONTAINER SHIPS: Containerized cargo is the fastest growing segment of the shipping industry. Containers are used to ship everything from apparel and home electronics to bicycles and auto parts. Refrigerated containers are used for shipping fresh fruits and vegetables as well as frozen meat and seafood. Shipping containers are typically 20 or 40 feet in length, eight feet high and eight feet wide.



BREAKBULK CARRIERS: Breakbulk vessels typically have permanent shipboard cranes and are capable of carrying a wide range of cargoes. Breakbulk cargo can be packaged and moved as individual parcels or consolidated on pallets. Typical breakbulk cargoes at the Port include boxed apples, bagged wheat seed and crude rubber.



AUTO CARRIERS: These floating parking garages carry from 2,000 to 4,000 cars. Once the ships arrive at the dock, ramps are lowered and the vehicles are driven on or off the vessels.



BULK CARRIERS: A wide range of bulk cargoes are handled at the Port and at private facilities on Commencement Bay. Examples of bulk cargoes include grain, ore, salt, wood chips and petroleum.



Abou Merhi Lines, SA



APL Ltd.



Clipper Elite



CMA CGM SA



Cosco Container Lines, Ltd.



Eukor



Evergreen Line



FESCO (Far Eastern Shipping Co.)



Foss Maritime



Gearbulk



Hamburg Sud



Hanjin Shipping Co., Ltd.



Hapag-Lloyd



Hatao-Marine



Hoegh-Ugland



Horizon Lines



Hyundai



Indotrans



'K' Line



Lloyd Triestino



Maersk Line



Malaysian International



Maruba Lines



Matson Navigation Co.



Military Sealift Command



Mitsui O.S.K. Lines, Ltd. (MOL)



MSC (Mediterranean Shipping Co.)



Nippon Yusen Kaisha (N.Y.K.)



NOL (Neptune Orient Lines Ltd.)



Norasia Line



Oldendorff Carriers



Orient Overseas Container Line (OOCL)



P&O Nedlloyd



Rickmers-Line (America), Inc.



Saga Forest Carriers



Senator Lines



Star Shipping



Stolt Tankers



TOTE (Toshiba Ocean Trailer Express)



U.S. Army Corps of Engineers



U.S. Coast Guard



U.S. Maritime Association



Wallenius Lines



Wan Hai Lines



Westwood Shipping Lines



Wilhelmsen Lines



World Logistics



Yang Ming Line



Zim Container Service

Free Stack Chart Poster

Give me your business card, and some feedback:

Please rate my talk on a scale of *1 to 5*:

1—*LOW* value

I wish I had gone to Bourbon Street

3—*GOOD* value

5—*GREAT* value

*One or two comments on: When **YOU** think of the
Port of Tacoma, what comes to mind?*

***If your only tool
is a hammer,
then every problem
is a nail.***

--Abraham Maslow

AAPA PR Seminar

- June 13-15, 2007
- Cape Canaveral
- Have one of your PR/communications staff members attend!

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