Innovative Approaches to Port Challenges

COMMUNICATIONS

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September 14, 2006
95th Annual AAPA Convention--New Orleans
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?
One of our greatest challenges is that we make sure we reach people in a variety of formats.

--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
- 120,000 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 carries over 200 different shipping lines, many of which are identified on this chart. The graphic below will help you to identify what type of ship you will see on Commencement Bay.

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

CONTAINER SHIPS: Container ships are the fastest growing segment of the shipping industry. Containers are used to transport everything from apparel and home electronics to toys and is used. Refrigerated containers are used for shipping fresh foods and medications as well as live horses and live cattle. Stadiums are typically 20 to 40 feet in length, eight to 10 feet high, and eight to 10 feet wide.

BREAKBULK CARRIERS: Breakbulk ships are usually three-petroler ships. They carry cargo in bulk and are equipped with cranes capable of carrying a wide variety of cargoes. Breakbulk cargoes are loaded and unloaded on individual parcels or containers on deck. Typical breakbulk cargoes include steel, lumber, chrome, copper, and other metals and minerals.

AUTO CARRIERS: Auto carriers are flat-bottomed vessels designed for the transport of automobiles and are used to transport vehicles on a vessel. The vessels are driven on or off the vessel at port.

BULK CARRIERS: A wide range of bulk carriers are handled at the Port of Tacoma. Examples of bulk carriers include grain, coal, petroleum and petrochemicals, nickel, chrome, and other metals and minerals.

CRUISE SHIPS: Cruise ships are large passenger vessels that are used for leisure travel and entertainment. They typically carry over 2,000 passengers and are equipped with restaurants, bars, lounges, pools, and other amenities for passengers.

The Port of Tacoma is home to over 200 shipping lines and handles a wide variety of cargoes, including containers, breakbulk, auto, and bulk.

For more information, visit www.portoftacoma.com.
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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What is YOUR port’s greatest communications challenge?
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