





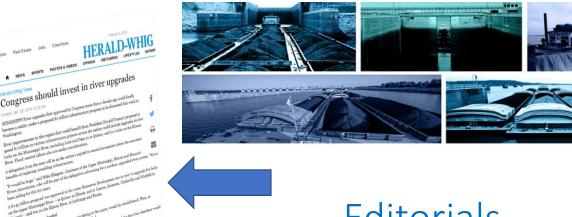




Messaging for Port and Brand Awareness



Deb Calhoun
AAPA PR Workshop
March 1, 2018
Mobile, AL



**Editorials** 

Herald-Whig, January 29, 2018

- Allegheny River Locks and Dams Sorely Need Proposed Funding Boost" (Pittsburgh Tribune Review, February 19)
- "Reduced Inland Waterways Support Will Spawn New Costs" (The Gazette (Cedar Rapids, Iowa) February 16)
- View: "Congress Should Invest in River Upgrades" (Herald Whig (Quincy, Illinois) January 28)
- Editorial: "Treading Water: Time to Fix our Aging Water Highways" (The Gazette, January 14)
- Editorial: "Infrastructure Negotiations Loom in Congress" (Waterways Journal, January 8)
- Editorial: "Infrastructure Roll-Out: 'The Easy One'?" (Waterways Journal, January 1)
- "Lock Closure Study is Essential Reading for Congress," Waterways Journal (November 13)





### Op-Eds/Commentaries



Marine Log, November 2017

"State of the Waterways," Marine Log Commentary by Mike Toohey (February issue)

INLAND WATERWAYS

- "Help the Corps to Tell Our Story!," Waterways Journal Guest Editorial by Deb Calhoun and others from the Corps of Engineers (January 1)
- Review and Outlook 2018, Journal of Commerce Commentary by Mike Toohey
  (January issue)
- <u>"Real-World Infrastructure Needs"</u>, <u>Marine News Op-ed by Mike Toohey</u> (December issue)
  - "The Impacts of Unscheduled Lock Outages," Marine Log Op-Ed by Dan Mecklenborg (December issue)















WALL STREET JOURNAL











# **WORK BOAT**

WATERWAYS JOURNAL





# Washington Post feature

WCI is currently assisting with an infrastructure article and video story by *The Washington Post* is expected any day







#### HBO Vice

WCI is assisting with the producers of the Emmy-award winning news show, *Vice*, on a segment on infrastructure that will feature the inland waterways. The premise is, what if we don't invest a trillion dollars on American infrastructure? What we will lose as a nation?





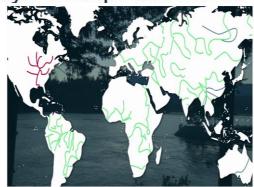


We are currently working on a new WCI TV commercial to educate audiences about the economic and competitive value of the waterways.



Waterways Competitiveness Rough Cut2



















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