

November 9, 2012

Dear AAPA Public Relations Committee:

The PR Committee meeting at AAPA's annual convention in Mobile on Oct. 22 was, as usual, filled with information, insights and updates. This email is simply to provide you with the meeting highlights, in case you were unable to join us.

We began with a salute to, and showed a short video from, our outgoing committee chair, Port of Oakland Spokesperson Marilyn Sandifur, who served two years as chair, two years as 1<sup>st</sup> vice chair and two years as 2<sup>nd</sup> vice chair. Thank you Marilyn for your leadership and kudos for a job well done. We hope you continue to stay engaged in the committee. If you would like to see the video of Marilyn we showed at the meeting, you can view it on You Tube at <http://www.youtube.com/watch?v=YgiVFWLFbyQ&feature=plcp>.

We then introduced Sarah Sain, with Naylor LLC, who will be the new editor of *AAPA Seaports Magazine* once the Winter 2012-13 issue of the magazine is completed in December. As you may know, UBM Global Trade is publishing the last issue of the magazine next month, at which time Naylor LLC will take over as publisher of *AAPA Seaports Magazine*, *AAPA Seaports of the Americas Directory*, and *AAPA Seaports of the Americas Pocket Guide*. I have attached Naylor's new AAPA Media Kit with this email so you can take a look.

Next up were the Subcommittee reports.

- Reporting for the Communications Awards Program Subcommittee in place of Subcommittee Chair Marilyn Sandifur, I went over the updated program guidelines for 2013 and noted that the new entry guidelines and application forms will soon be posted to the AAPA website at <http://www.aapa-ports.org/Programs/content.cfm?ItemNumber=692&navItemNumber=697>. We also included hard copies of the new guidelines and entry materials in each meeting attendee's folder.
- Duane Sandul, chair of the Seaports Advisory Subcommittee, summarized the recommended changes that an ad hoc group of AAPA members offered earlier this year. That summary is attached.
- Heather Morris, chair of the Key Media Messaging Subcommittee, provided a brief analysis of what her subcommittee is doing to identify issues of interest to port communicators and then suggest talking points that can be posted to the AAPA website. Examples of talking points for members only (you will need your login and password to access) can be found at <http://www.aapa-ports.org/Issues/content.cfm?ItemNumber=1742>.
- Theresa Adams-Lopez, chair of this 2012-13 PR Planning Subcommittee (in which the Port of Los Angeles is hosting the 2013 Public and Government Relations Workshop), gave a verbal rundown of what to expect during the workshop in Los Angeles, Feb. 21-22, which is focusing on port crisis communications, particularly "crises of confidence."

More info about the workshop is available at <http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=18599>.

- Ashley Helenberg, chair of the Community Outreach Subcommittee, finished the reports with a verbal update on what her subcommittee is focusing on with regard to improving communications with port communities.
- John Roby, who chairs the Social Media Subcommittee, was not in attendance and did provide a written report.

We finished the meeting with an approximately 45-minute “Show ‘n Tell” program, featuring videos from Paula Small and the Saint John Port Authority (“Port Saint John rebranding effort and video”); and from Heather Morris and the Port of Long Beach (“Wild and wacky ways of engaging your audience”). Several other attendees also shared experiences and provided images related to communications challenges and successes at their ports.

Our next PR Committee meeting will be the afternoon following the Public and Government Relations Workshop in Los Angeles, from 2:00pm – 6:00pm, on Friday, Feb. 22, 2013. For more information, please visit the Public Relations Committee’s homepage on the AAPA website at <http://www.aapa-ports.org/Committees/content.cfm?ItemNumber=1080>.

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