Ten Keys to Effective Communications

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Director, Communications
Port of Tacoma

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Why does communications matter?

Communications is a process.
“The greatest challenge of communication is the illusion that it has been accomplished.”

--George Bernard Shaw
Communications is not a product.

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Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audience.
3. Commit the Resources.
5. Build the Right Team.
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2. Know Your Audiences and Messages.

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6. Get Creative.

7. Make it Real.

8. Have Others Help Deliver Your Message.


10. Thrive on Feedback.
A CREATIVE BRIEF is NOT a fancy pair of underwear.
Ports: The Myth
Ports: The Reality
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8.4 million American jobs.

$2 trillion in economic output.
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If your only tool is a hammer...
then every problem is a nail.
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1. Annual Report
Annual Report

• **Tacoma Advantage**

• **Three key concepts:**
  – Taking care of customers
  – Building a foundation for growth
  – Being a good neighbor

• **Feedback:**
  – Overall quality: **4.69** (scale of 1 to 5)
2. Community Newsletter
MITSUBISHI FUSO CHOSES TACOMA

In January, the first Mitsubishi Fuso medium-duty truck imported from Japan through the Port of Tacoma rolled off the Mievik Tuli directly into the adjacent 144-acre Maritime Avenue Auto Facility.

Robert E. McDowell, president and CEO of Mitsubishi Fuso Truck of America, Inc., (MFTA) said, “The addition of the Port of Tacoma to MFTA’s logistical resources will significantly shorten time of delivery for our dealers and customers in the Pacific Northwest on both the U.S. and Canadian sides of the border.”

Previously, the company had to move its vehicles to the Pacific Northwest from San Diego or Baltimore.

“We are honored to have Mitsubishi Fuso call Tacoma home,” said Andre Emlael, Director of the Port’s Auto Line of Business. “Through our alliance with Auto Warehousing Company, our labor and transportation partners, our Port’s automotive and trucking customers are well-positioned to succeed here in Tacoma.”

In 2006, Emlael noted, more than 166,000 vehicles were processed through the Port of Tacoma.

STRONG 2006 CARGO PERFORMANCE:
PORT OF TACOMA FOCUSES ON BUILDING CARGO CAPACITY

Continuing its role as Pierce County’s economic engine, the Port of Tacoma recorded another banner year in 2006 with strong cargo performance in total tonnage, container cargo, breakbulk cargo, autos and grain.

Containerized Cargo

A year ago, the Port of Tacoma closed 2005 by expanding its international TEU volume by more than 29 percent. According to Port of Tacoma Executive Director Timothy J. Farrell, 2006 provided time for the Port to “catch its breath” and focus on increasing system-side capacity to handle future growth.

“Over the past year, our Port Commission authorized the investment of $132 million in capital projects to lay the foundation for the future of the Port of Tacoma,” said Farrell. “These projects will allow our customers to continue to grow and be successful in Tacoma.”

Breakbulk, Autos and Grain

At 179,258 short tons, the Port recorded its best breakbulk cargo performance since 1998. Handled at Port-operated Terminal 7, this business includes machinery, agricultural equipment, construction equipment, windmills, steel, military equipment and all types of heavy-lift and specialty cargoes.

The Port’s auto business also experienced a strong year, recording more than 166,000 vehicles - a 22 percent increase over 2005. And, following a record volume of nearly 7 million short tons in 2005, the Port’s grain volume eased by 13 percent.

Looking Ahead

Farrell says 2007 will see the Port’s growth and regional economic impact continue to expand. “We are a relatively small organization in a modestly-sized city, yet we are consistently among the top 10 container ports in North America,” he said. “The benefits of this to Pierce County residents are significant. Port activity generates more than 43,000 family-wage jobs in Pierce County, and these jobs pay 41 percent more than the average jobs.”
Community Newsletter

- Quarterly
- 2,000+ circulation
- Sent to libraries, chamber of commerce, etc.
- Posted online on Port website
- Promotes special Port and community trade events
3. Port Magazine
Pacific Gateway

• Quarterly

• Posted online on Port website
  – Each issue--4,500 unique visitors.

• High pass-along readership
  —53 percent share with four or more.
What did YOUR port do about DP WORLD?
4. Supply Chain Security Poster
FROM THERE TO HERE  
Supply Chain Security to the Port of Tacoma

Every day, thousands of containers arrive at U.S. ports from countries all around the world. Each shipment represents a specific supply chain, whether it is patio furniture from Thailand or a Kansas City retailer or – as illustrated here – shoes shipped from China to a Spokane, Washington, athletic supply store. Every supply chain is subject to multiple layers of security processes, reducing the risk that something bad may arrive in our country. The supply chain shown here illustrates just a few of the security processes that scrutinize each container entering the United States. Other programs, such as the Customs Trade Partnership Against Terrorism (C-TPAT) and the Container Security Initiative (CSI), contribute to overall supply chain security by establishing security criteria for importers and carriers, as well as protecting the global commerce system and adding extra layers of security for our local communities.

The truck arrives at an import distribution center in nearby Sumner, Washington, where the container is opened and the orders by individual stores are separated and prepared for shipment. The next day, the Spokane athletic supply store receives 500 pairs of the season’s most popular athletic shoes.

A Chinese trucking company arrives at the factory, loads the (still along with orders from many other retailers), into a 40-foot container, which is sealed with a high-security seal. The container will not be opened again until it arrives at a U.S. distribution warehouse, unless U.S. or foreign customs officials decide to open and inspect it.

When the ship is 96 hours from Tacoma, the captain of the vessel prepares a report that includes details on each member of the crew, the voyage, vessel cargo, operational and safety information. This report is sent to the U.S. Coast Guard, which – if it believes anything to be suspicious – will board the ship at sea to investigate.

Once the ship arrives in Tacoma, Port of Tacoma Security, Tacoma Police and other federal, state and local agencies ensure perimeter security around the Port. Also, terminal security ensures only authorized people have access to the terminal and vessel. The Coast Guard, meanwhile, is responsible for maritime security.

Up to 120 longshore workers arrive to work the ship. They include crane operators, pilots, clerks, and cargo equipment operators. A terminal operator directs the longshore workers as they unload each container.

Once cleared by U.S. Customs, longshore workers load the container on a truck chassis, which is picked up by a trucker. Leaving the Port, the container passes through a radiation portal monitor (RPM), which detects the presence of any radioactive material in the container. Once cleared, the truck and container leave the Port.

The freight forwarder determines it is most economical to truck the container to the Port of Tumin for trans-Pacific shipment to the United States. The freight forwarder has contracted with a shipping line, which must submit documentation about the shipment at least 24 hours before the ship leaves the port. This “manifest data” includes information such as exact contents, the exporter, the importer and who is transporting the cargo.

This information is sent to the U.S. government, where officials from several federal agencies use intelligence data bases to rate and evaluate the risk level of each of the 11 million-plus containers that enter the United States each year. Risk-based analysis and intelligence is used to pre-screen and examine 100 percent of suspicious containers.

Note: More than 70 percent of international import containers entering the Port of Tacoma leave the Port by rail.

U.S. Customs officials, armed with a careful evaluation of each container’s documentation, instruct terminal operators to pull specific containers for further inspection. Inspection may include a physical inspection of the contents (a six- to 40-hour procedure) or inspection by a VACIS (Vehicle and Cargo Inspection System) machine, which uses gamma-ray technology to look inside and confirm the contents of the container without opening it. A VACIS inspection takes three to five minutes.

Illustrations by Kathy Tonnard
Supply Chain Security Poster

- In-house design
- 5,000 posters printed
- $1,400 in printing costs
- Featured in Pacific Gateway and website
- Sent out 1,000 posters
- Extended uses:
  - TR News (Transportation Research Board)
  - World Shipping Council in Washington, D.C.
5. Port TV Show
**Port TV Show**

- Shown on City of Tacoma TV station
- 15 times over a two-week period
- 145,000 households in Pierce County
- Phone trivia contest in each show
- Additional uses:
  - Conferences and civic groups
  - Customers and community partners
  - Schools
PORT REPORT TV SHOW

DVD-1
Have You Ever Blown Your Stack?
KAISER ALUMINUM
TACOMA, WASHINGTON
6. Kaiser Special Event
Kaiser Special Event

Community Celebration

Key Messages

• Continued economic transformation
• Port’s environmental stewardship
• Region’s continued development, and job creation
• Background on the facility’s history in Tacoma
Kaiser Special Event

• **TOP STORY** on Port website
• Enter a contest to "push the button"
• Newspaper advertising
• Direct mail to targeted neighborhoods
• Community neighborhood council meetings
• Media outreach
• Door to door with area businesses
• Project "hotline" phone number
• Public access to watch the event
Kaiser Special Event

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Another step ahead for Tacoma/Pierce County

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals and set a record for container handling. Today, more than 43,000 family-wage jobs in Pierce County are connected to the Port.

Now we’re preparing for a boom of a different kind. Demolishing the 500-foot smokestack at the former Kaiser Aluminum smelter on Taylor Way in the Tidelands will be a major step in transforming the unused 96-acre industrial site into a productive Port shipping area.

The smokestack is scheduled to come down in late June or early July. Keep tabs on the progress by visiting our Web site, www.portoftacoma.com.

More capacity and more jobs
Our investment will further economic development in Pierce County. We’ll have room to move more cargo, and the Port’s continued growth will create additional jobs and business opportunities in our region.

Improving the environment
As we work to strengthen the economy, the Port is also committed to improving the environment. On this project, more than 50 million pounds of metal will be recycled. And concrete from the demolished smokestack and elsewhere onsite will be crushed and used as base for asphalt to cover the property.

Help us blow our stack
If you want to enter a free contest for a chance to push the symbolic button that will bring down the stack, call 253-383-9461 or go to the Port’s website at www.portoftacoma.com to submit your name and phone number.

• Another step ahead for Tacoma/Pierce County
• More capacity and more jobs
• Improving the environment
• Help us blow our stack
• Hotline phone #
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Watch us blow our stack.

JULY 2ND

Business is booming at the Port of Tacoma. Last year we opened three new facilities, and we’re ready for more. Today, more than 42,000 family-wage jobs in Pierce County are connected to the Port.

Now we’re preparing a home of a different kind. Demolishing the 520-foot smoke stack at the former Kaiser Aluminum site in the Tidball will be a major step in transforming the unused 96-acre industrial site into a productive Port shipping zone.

Help us blow our stack.

If you want to come, join us for a chance to push the symbolic button that will bring down the stack, call 253-382-1460. Or, go to our Website at www.portoftacoma.com to submit your name and phone number.

www.portoftacoma.com

www.portoftacoma.com
Kaiser Special Event

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- Public access to watch the event
Pre-Event TV news coverage

DVD-2
Post-Event TV news coverage

DVD-3
Ancora Imparo
I Am Still Learning
Your port can learn more by getting involved in the AAPA PR committee—the FUN COMMITTEE.
“The greatest challenge of communication is the illusion that it has been accomplished.”

--George Bernard Shaw
Feedback Time: Rate this Presentation

• Business card

• Rating on a scale of 1 to 5

• What **DO YOU** think is the most important key to effective communications?

• Special BONUS prize…. 
Stack Identification

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

For more information on shipping and the Port of Tacoma, visit us at www.portoftacoma.com.
The Tall Ships are coming to Tacoma’s Thea Foss Waterway, July 3 to July 6, 2008.
Rod Koon
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Port of Tacoma

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Let it be
• EXTRA SLIDES…..
If your only tool is a hammer...
Never Produce a Single Communications Product.
9. Is the project a nominee for an episode of that hit TV show: **GRAPHIC DESIGNERS GONE WILD?**
Promotional Postcard—FUN…and logo madness

Got Game?
Play EXPO BINGO!
October 9, 2007
9 a.m. to 6 p.m.
Greater Tacoma Convention & Trade Center
Free Admission

Presenting Sponsors

Columbia Bank
BRATRUD MIDDLETON INSURANCE

www.tacomachamber.org
Cargolaw.com
4. Breakbulk brochure
4. Breakbulk brochure
BREAK BULK

A Commitment to Our Customers