



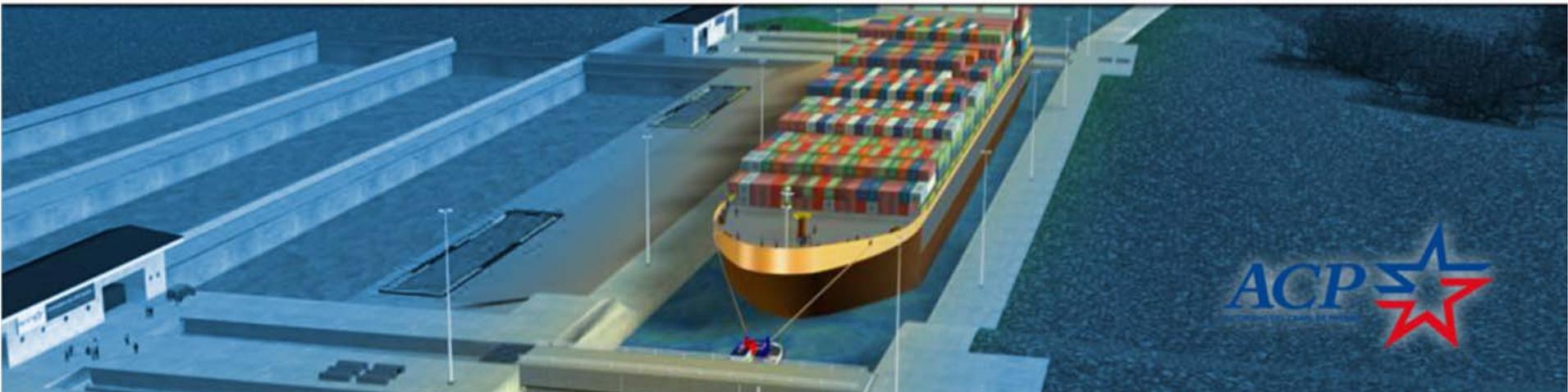
The Panama Canal: Communications Campaign

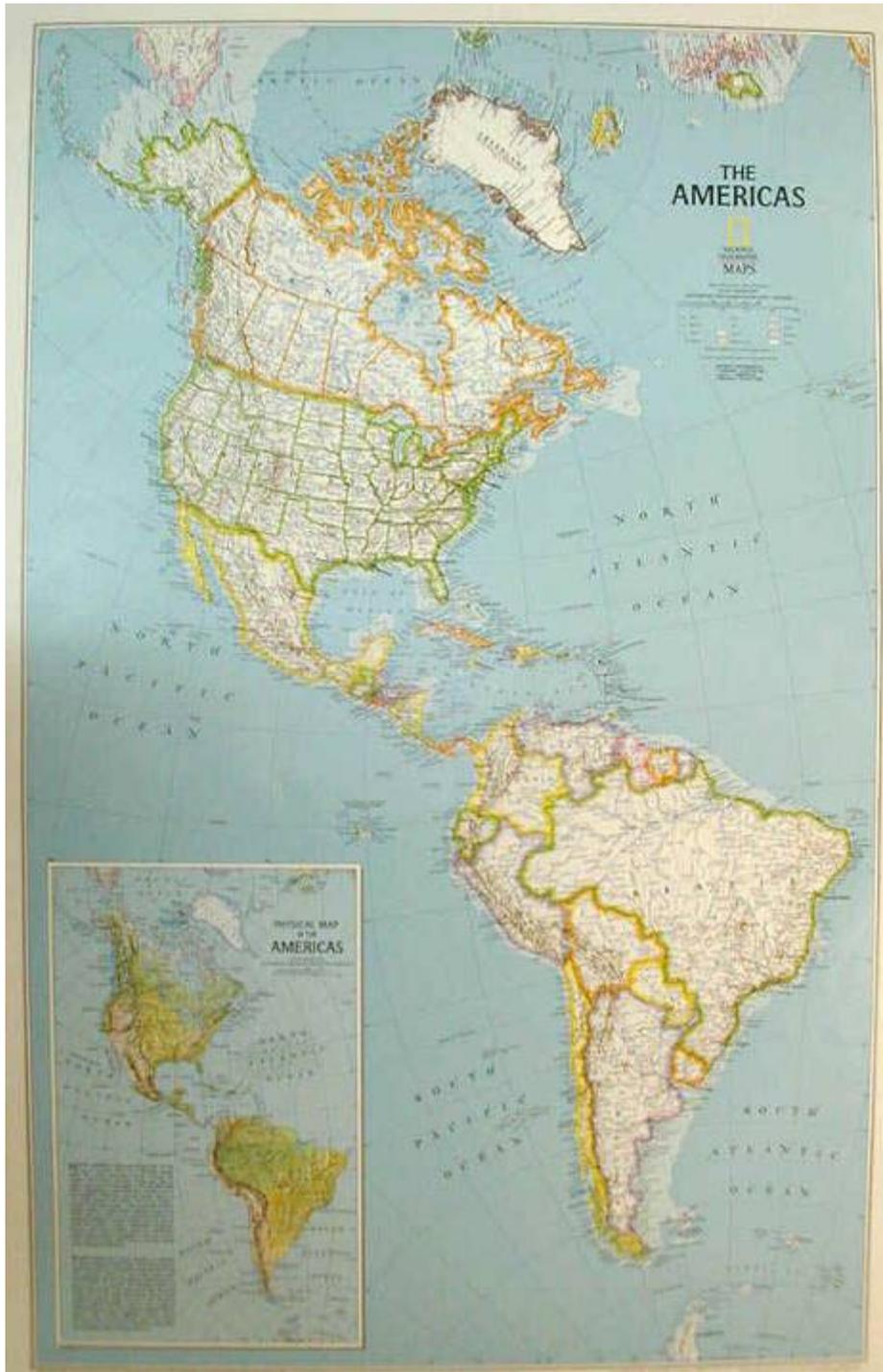
American Association of Port Authorities
Public Relations Seminar

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Port Canaveral, Florida

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International Communications
Panama Canal Authority





Snapshot of Panama

- **Population:** 3 million
- **Climate:** Tropical
- **Size:** 29,208 sq.miles, about the size of South Carolina
- **Language:** Spanish, English a strong second language
- **Government:** Democratic
- **Religion:** 85% Catholic,
- **Ethnic groups:** 70% mestizo, 14% black, 10% white, 6% Amerindian
- **Currency:** US dollar
- **Economy:** 75% services, 16% industry, 10% agriculture

Republic of Panama

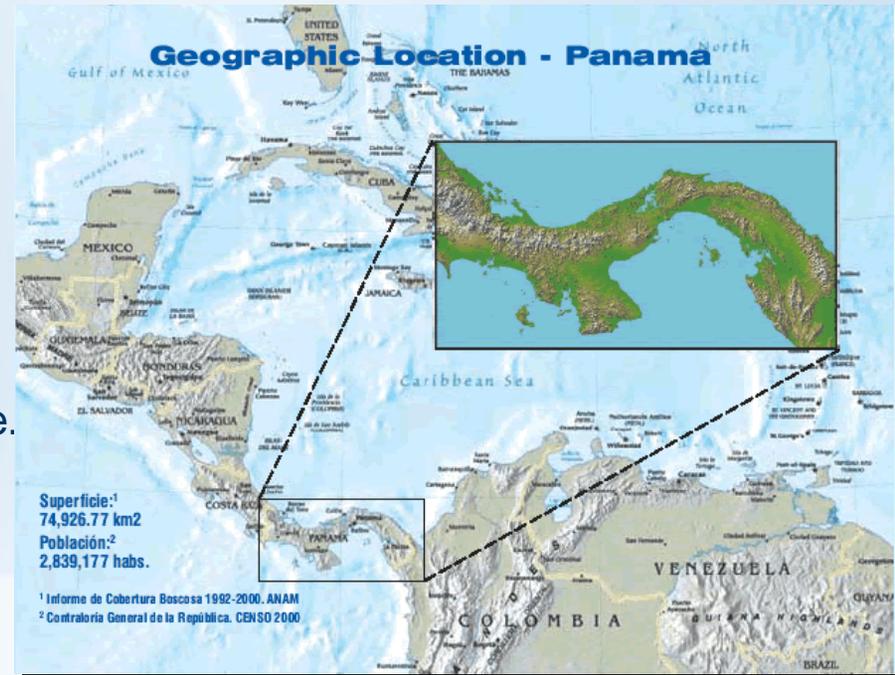
The narrowest section linking the Americas.

With population of 3 million and per capita income in excess of US\$ 7,000 per year.

A dollarized economy, highly stable and with little inflation.

75% of GDP is generated out of international services mostly related to trade and commerce.

Services include Panama Canal operations, the largest free trade zone of the continent, a well known banking sector, the largest container operation in the Americas.



Economic growth at 7.6% for 2004, 6.4% for 2005 and an estimated 8% for 2006.

Government fiscal deficit has declined from 7.0% in 2004 to 3.2% of GDP in 2005 and 1.5% in 2006.



The Panama Canal

- Under U.S. control from 1914 until the handover to Panama on December 31, 1999
- 50 miles or 80 km long between the Atlantic and Pacific Oceans
- Approximately 13-14,000 vessels transit annually
- The waterway serves more than 144 different transportation routes from every corner of the globe
- The Canal accounts for nearly 5% of world trade
- Employs 9,000 people, open 24/7
- Millions of goods are moved through the Canal every year – from cars, to clothes, computers, fruits, etc.
- On October 22, 2006 the Panama Canal expansion was approved through a national referendum by 77% of Panamanians



Gatun Locks

Gaillard Cut





Pedro Miguel Locks



Miraflores Locks

What is the Panama Canal Expansion?



- Expansion is the largest project since the Canal's original construction in 1914
- Expansion will build a new lane of traffic along the Canal through the construction of a new set of locks
- Expansion will double the current Canal's capacity
- The Canal expansion will use unique water-saving basins to help preserve the freshwater resources along the waterway (60% will be reused)
- Expansion will not interrupt current operations
- The estimated cost of expansion is \$5.25 billion
- Construction of the project is slated to conclude by 2014

Third Set of Locks



Components

- Deepening of the Pacific and Atlantic Entrances
- Deepening and widening of the navigational channels of Gatun Lake and deepening of Culebra cut
- Construction of the new locks and water-saving basins in the Atlantic and Pacific
- Raising Gatun Lake to its maximum operational level

The National Referendum on Expansion

- The Panama Canal Authority (ACP) presented its formal proposal to the Panamanian government on Monday April 24, 2006
- On Friday, July 14, Panama's National Assembly unanimously approved the proposal to expand the Panama Canal. In addition, the Assembly created and passed a law mandating a national referendum in which the people of Panama would vote to approve expansion
- On Sunday October 22, 2006 a national referendum was held allowing all Panamanians to decide on the future of the Canal





Communications Campaign

**The Canal embodies the most heartfelt emotions
of the Panamanian people**

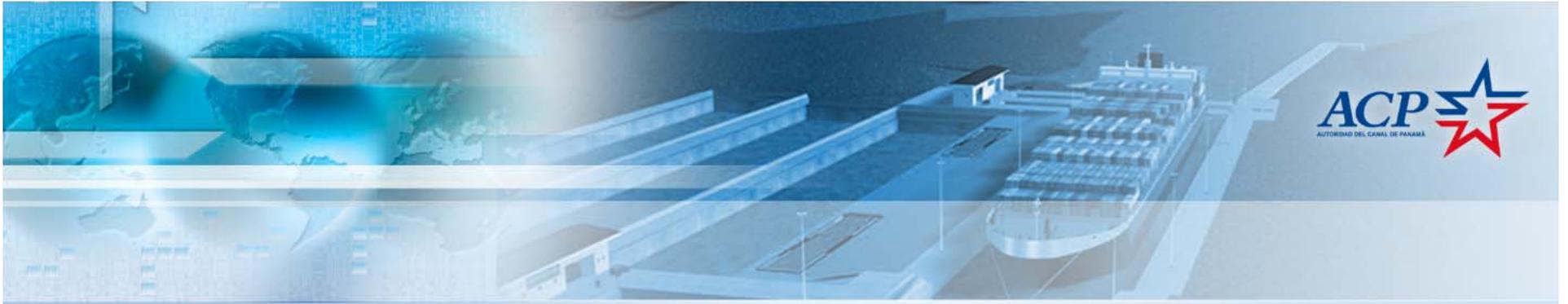
Communications Campaign

- **Training key personnel: 60 ACP spokespersons**
- **Logistics**
- **Polling**

Communications Campaign

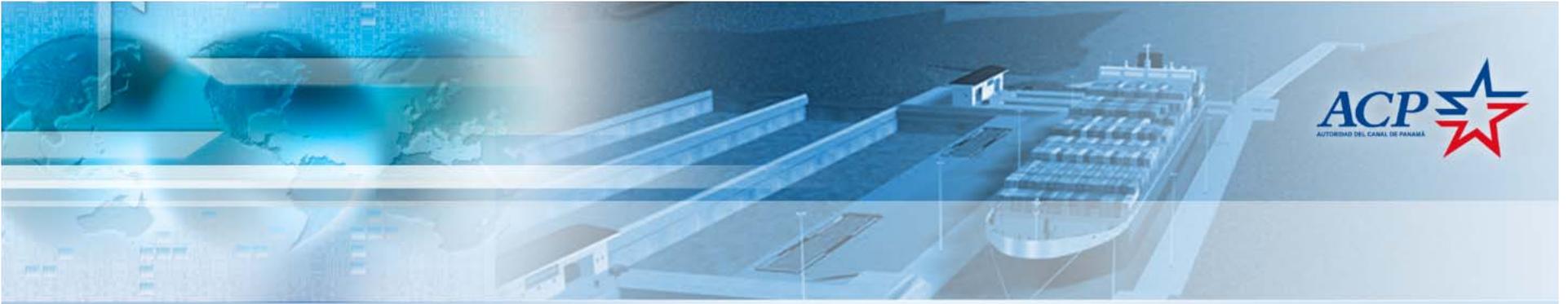
The campaign was put in motion to ensure that every Panamanian was informed on the project of expansion through:

- 2,088 presentations attended by more than 235,692 people
- Daily outreach to the media – 1,100 interview were given
- 16 information centers visited by 34,500 people
- ACP’s website received more than 3.6 million hits and 738,000 downloads
- Telephone hotline “ACP Responds” received 26,268 calls
- Literature distribution: 820,000 copies of the proposal, 872,000 explanatory brochures and 300,000 copies of Law 28
- Mobile exhibits in buses “The Canal Reaches You” received 10,120 visitors
- TV , radio and print campaign “The ACP Responds”
- A mobile phone strategy via text messaging to encourage people to vote
- Blogging and monitoring
- Videos on You Tube, Revver, Google Video, Blip TV, The Newsmarket
- Wikipedia



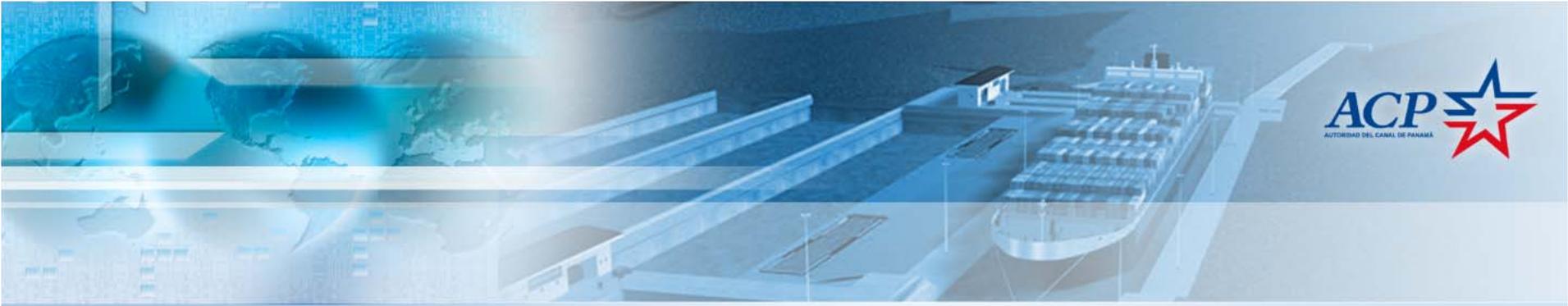
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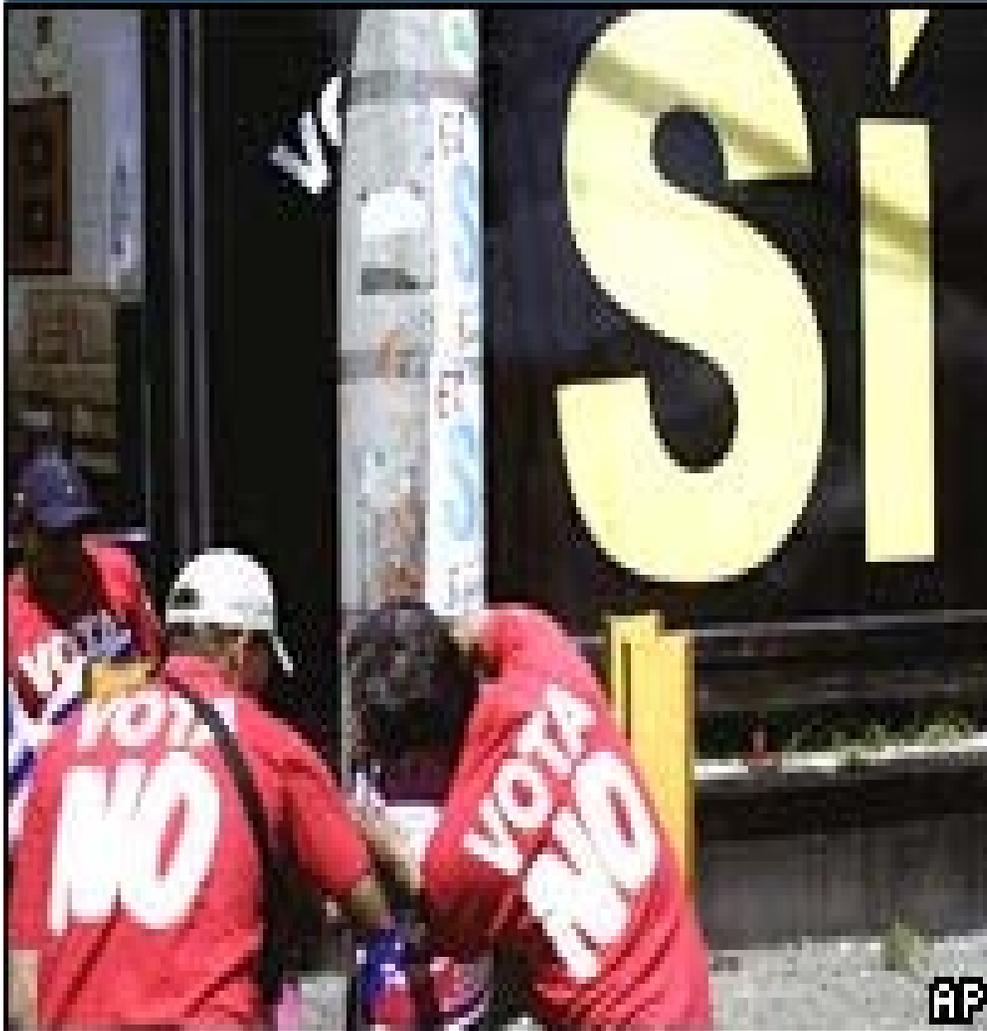




Communications Campaign

**Voices opposing expansion:
Groups against the project**

The Challenges



- By law, the ACP could not enlist the support of voters. Our job was to merely communicate and educate Panamanians about the expansion proposal
- Communicating the complexities and benefits of a project of this magnitude to some groups who had not even seen the Canal
- Creating a sense of ownership of the Canal
- Meeting opposition to Canal Expansion

How the ACP Faced the Opposition





Days before the Referendum: The “Sí” Campaign



Days before the Referendum:

Press conference with ACP Chairman of the Board, Panama's Vice President and Panama Canal's Administrator



Voting Day at a Local School



Voting Day at a Local School



EXPANSION WINS!



- YES vote wins overwhelmingly-
76.33 % voted Yes
- Construction work to begin in
September 2007
- Expansion will increase Canal
capacity, allow passage of larger
vessels and thus get more goods
to market

The SUCCESS Story

- The communications campaign educated nearly three million Panamanians
- Nearly 80% of Panamanians voted in favor of expansion
- The result of the referendum will propel the waterway into the next frontier in interoceanic transit





Thank you