




Effective Communications and Outreach

*Rod Koon
Director, Communications
Port of Tacoma*

*AAPA Executive Management Conference
Silverado, California
May 8, 2008*





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

--George Bernard Shaw



*In the old days, many **port issues**
just impacted **ports.***

*In the old days, many **port issues**
just impacted **ports**.*

*Those days are **GONE**.*



We've Got ***BIG***

Issues!





And they are making **BIG**
IMPACTS
on our
COMMUNITIES!





9/11





9/11

Toxic Toys from China



9/11

Toxic Toys from China

Ports and Air Pollution

9/11

Toxic Toys from China

Ports and Air Pollution

DP World

9/11

Toxic Toys from China

Ports and Air Pollution

DP World

Global Warming

*In many cases, **effective**
communications is really
effective
issue management*



Communications is not a product.





Communications is not a product.

Communications is a process.





A Short Communications Quiz...



1. I would rather:

- a. be interviewed by a TV reporter for the 6 o'clock news, or
- b. have a root canal



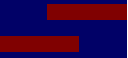
2. Overall, I think our Port's communications outreach efforts are:

- a. Not very effective
- b. Somewhat effective
- c. Very effective





3. Senior management at my port considers “Port Communications”:

- a. a high priority item
 - b. a low priority item
 - c. an oxymoron
- 



4. TRUE or FALSE:

Our port visits local editorial boards at least once a year.



5. TRUE or FALSE

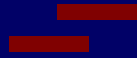
Our port has an active
public speakers program.

6. *TRUE or FALSE*

Our port has a person or department devoted to community relations



***7. How many people in your port
work in communications, public
relations, and community outreach?***

- a. One to four
 - b. Five to seven
 - c. Eight to ten
- 

ALL of your port employees
work in ***communications,***
public relations
and community outreach.



Ten Keys to Effective Communications





Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.





Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.





Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.
3. Commit the Resources.






Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.
3. Commit the Resources.
4. Create Clear Responsibility.





Ten Keys to Effective Communications

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



Ten Keys to Effective Communications

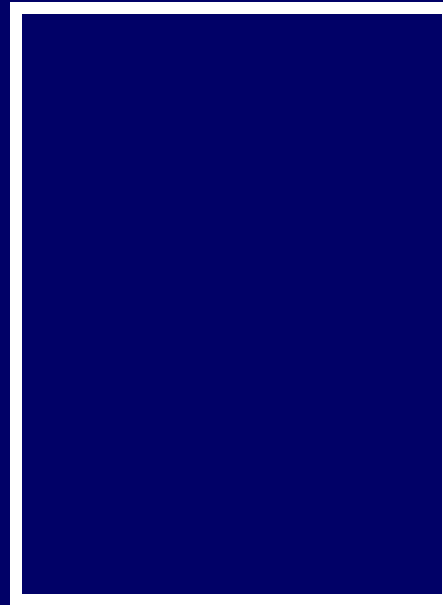
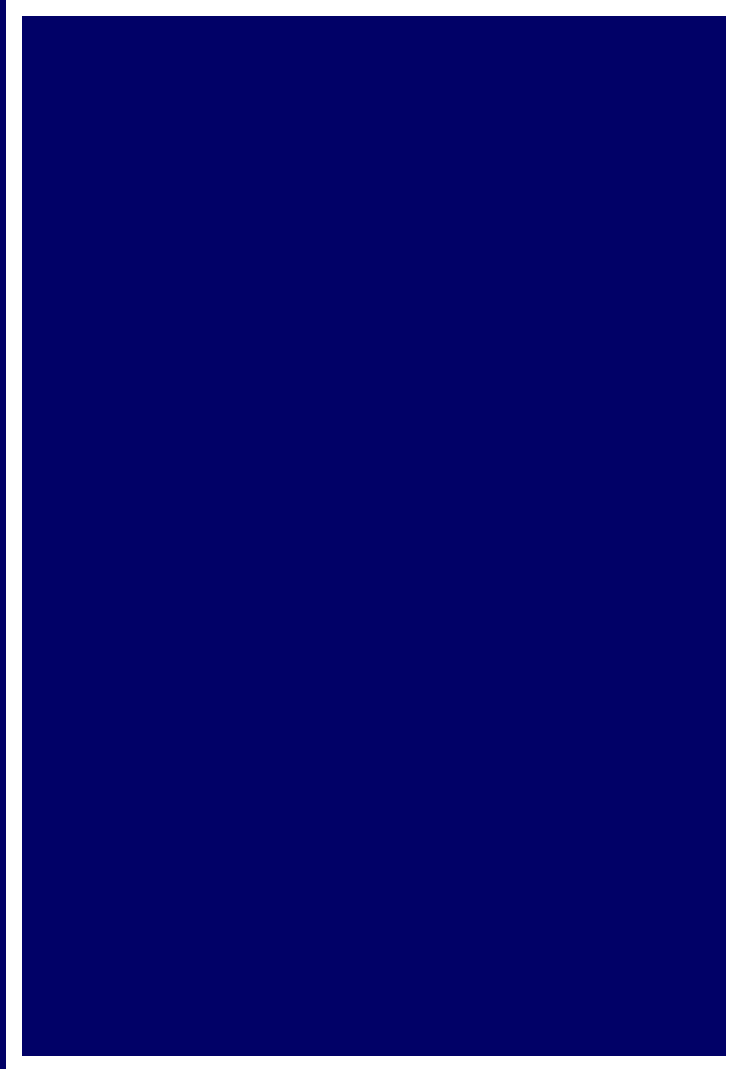
6. Get Creative.



Ports: The Myth



Ports: The Reality



Ports: The Reality



Ten Keys to Effective Communications

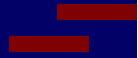
6. Get Creative.

7. Make it Real.



***8.4 million
American jobs.***

***\$2 trillion in
economic output.***



***If your port is an
economic engine...***

***...who are the
pistons?***

Ten Keys to Effective Communications

6. Get Creative.
7. Make it Real.
8. Have Others Help Deliver Your Message.

Ten Keys to Effective Communications

6. Get Creative.
7. Make it Real.
8. Have Others Help Deliver Your Message.
9. Make it User Friendly.

Ten Keys to Effective Communications

6. Get Creative.
7. Make it Real.
8. Have Others Help Deliver Your Message.
9. Make it User Friendly.
10. Get Feedback.



If your only tool is a hammer...



***If your only tool is a hammer...
then every problem is a nail.***

```
graph TD; A[The Public] --- B[The Media]; B --- C[The Port];
```

The Public

The Media

The Port

9/11

Toxic Toys from China

Ports and Air Pollution

DP World

Global Warming



***The Media is Not the Only Way to
Get Your Key Messages Out.***





***What are YOUR key messages
to your community?***



Communications Matrix

<u>Messages</u>		

Communications Matrix

<u>Messages</u>		
<ul style="list-style-type: none">• Jobs• Economic development• Business Opportunity• History• Environment		

- Jobs
- Economic development
- Business Opportunity
- History
- Environment

Communications Matrix

<u>Messages</u>	<u>Audiences</u>	
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Communications Matrix

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Communications Matrix

<u>Messages</u>	<u>Audiences</u>	<u>Methods</u>
<ul style="list-style-type: none">• Jobs• Economic development• Business Opportunity• History• Environment	<ul style="list-style-type: none">• Elected officials• Community leaders• Customers• Civic groups• Schools• Environmental groups	

Communications Matrix

<u>Messages</u>	<u>Audiences</u>	<u>Methods</u>
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1. Annual Report

THE **TACOMA**
Advantage

PORT OF TACOMA
2006
ANNUAL REPORT



PORT OF TACOMA 2007 ANNUAL REPORT

2. Community Newsletter

Gateway
to the
World

March 2007



PIERCE COUNTY'S PORT REPORT

The Port of Tacoma Community Newsletter

MITSUBISHI FUSO CHOOSES TACOMA

In January, the first Mitsubishi Fuso medium-duty truck imported from Japan through the Port of Tacoma rolled off the Maersk Tokai directly into the adjacent 146-acre Marshall 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 Elmaleh, 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, Elmaleh 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, containerized 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 20 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-wide 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 129,259 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.

2006 Cargo Volumes:

Total Tonnage:	18.9 million short tons
Containerized Cargo:	2.07 million TEUs
Breakbulk Cargo:	129,259 short tons
Autos:	166,087 vehicles
Intermodal Rail Lifts:	591,407
Grain:	6.06 million short tons

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."

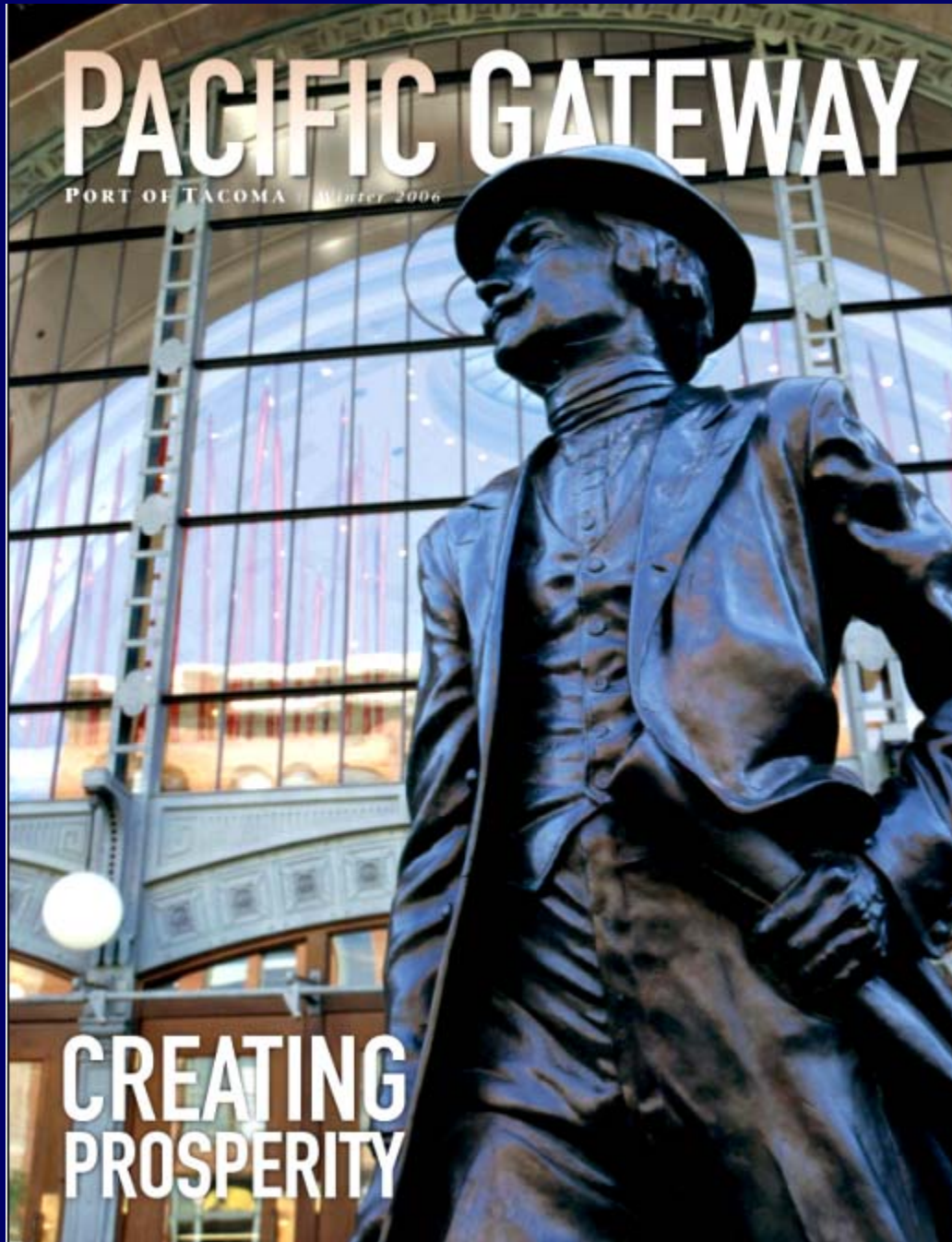


3. Quarterly Magazine

PACIFIC GATEWAY

PORT OF TACOMA Winter 2006

CREATING
PROSPERITY



What did your port do about

DP WORLD?

4. Supply chain security poster

Supply Chain Security to the Port of Tacoma

Every day, thousands of containers arrive at U.S. seaports from countries all around the world. Each shipment represents a specific supply chain, whether it is patio furniture from Thailand bound for 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 to the right 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 ... and adding extra layers of security for our local communities.



A Spokane athletic supply store is running low on the season's hot new shoes, which are manufactured in northern China. The store places an order for 500 pairs. The shoe company works with a Canadian freight forwarder to arrange transport from the Chinese factory for a containerload of shoes.



A Chinese trucking company arrives at the factory, loads the order, along with orders from many other retailers, into a 40-foot container, which is bolted shut and fitted 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.



The freight forwarder determines it is most economical to truck the container to the Port of Tianjin 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 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, assess and examine 100 percent of suspicious containers.



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 waterside security.



When the ship is 96 hours from Tacoma, the captain of the vessel prepares a report that includes details on each member of the 10- to 15-person crew, plus 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.



Loaded onto a container ship, the container of shoes is bound for the Port of Tacoma. The trip takes 12 days.



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



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.



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 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.

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

5. Port TV Show



The Pierce County
PORT REPORT
September 2006

Featured Stories:

World Harmony Run
Military on the Move
Tours/Maritime Fest
Environmentally Conscious Port
Kaiser Kaboom
Building Bridges
50 Years of the Box

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Produced by:

Tacoma VideoWorks

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Tacoma, WA 98402
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www.tacomavideoworks.com



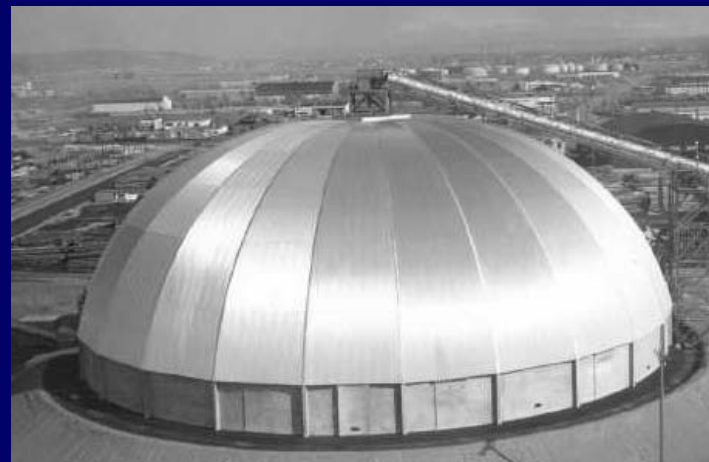
The Pierce County
PORT REPORT
September 2006

30 minutes Stereo NTSC DVD

6. Kaiser Special Event



***KAISER ALUMINUM:
ALUMINUM PRODUCTION IN THE TACOMA TIDEFLATS***



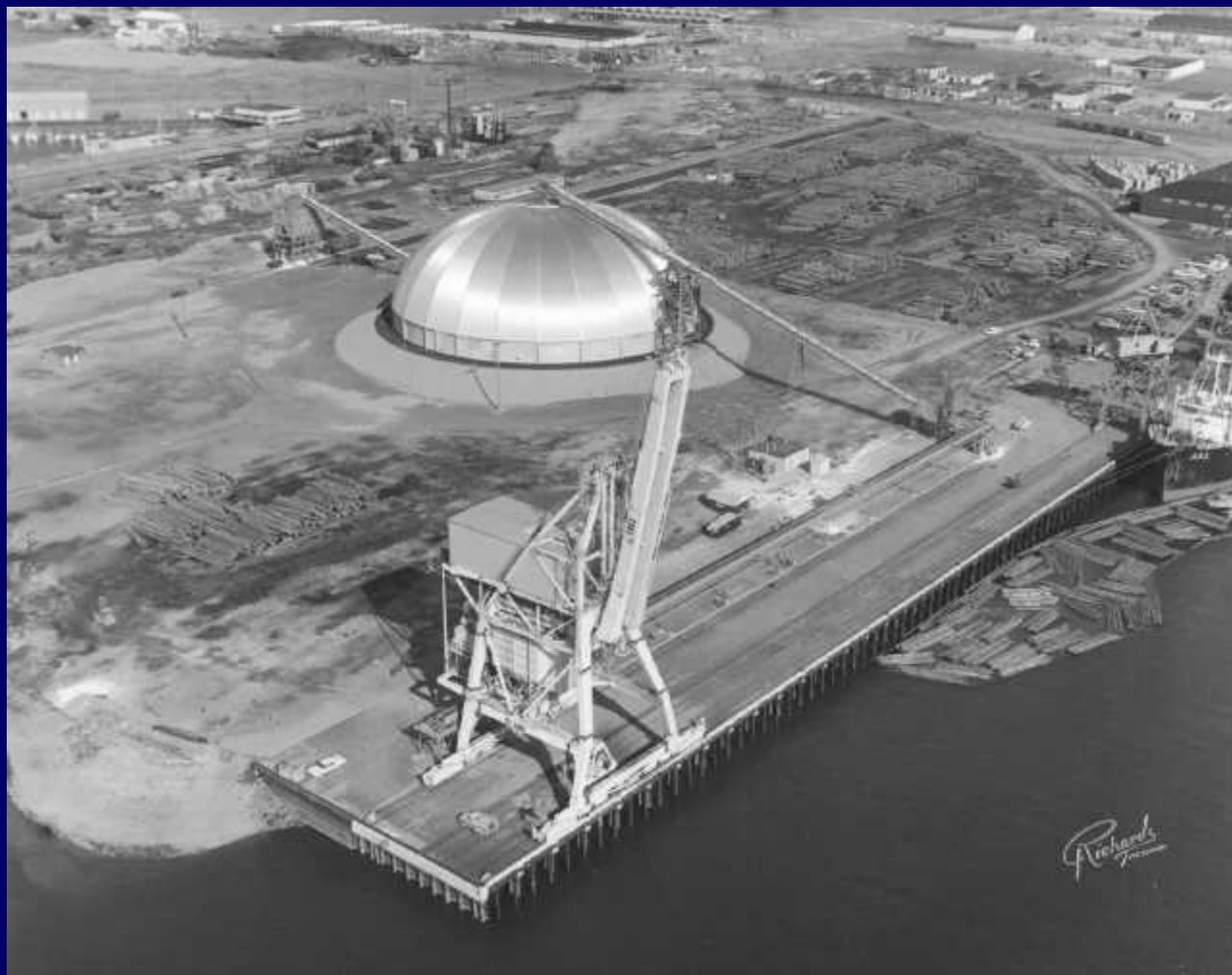
1956



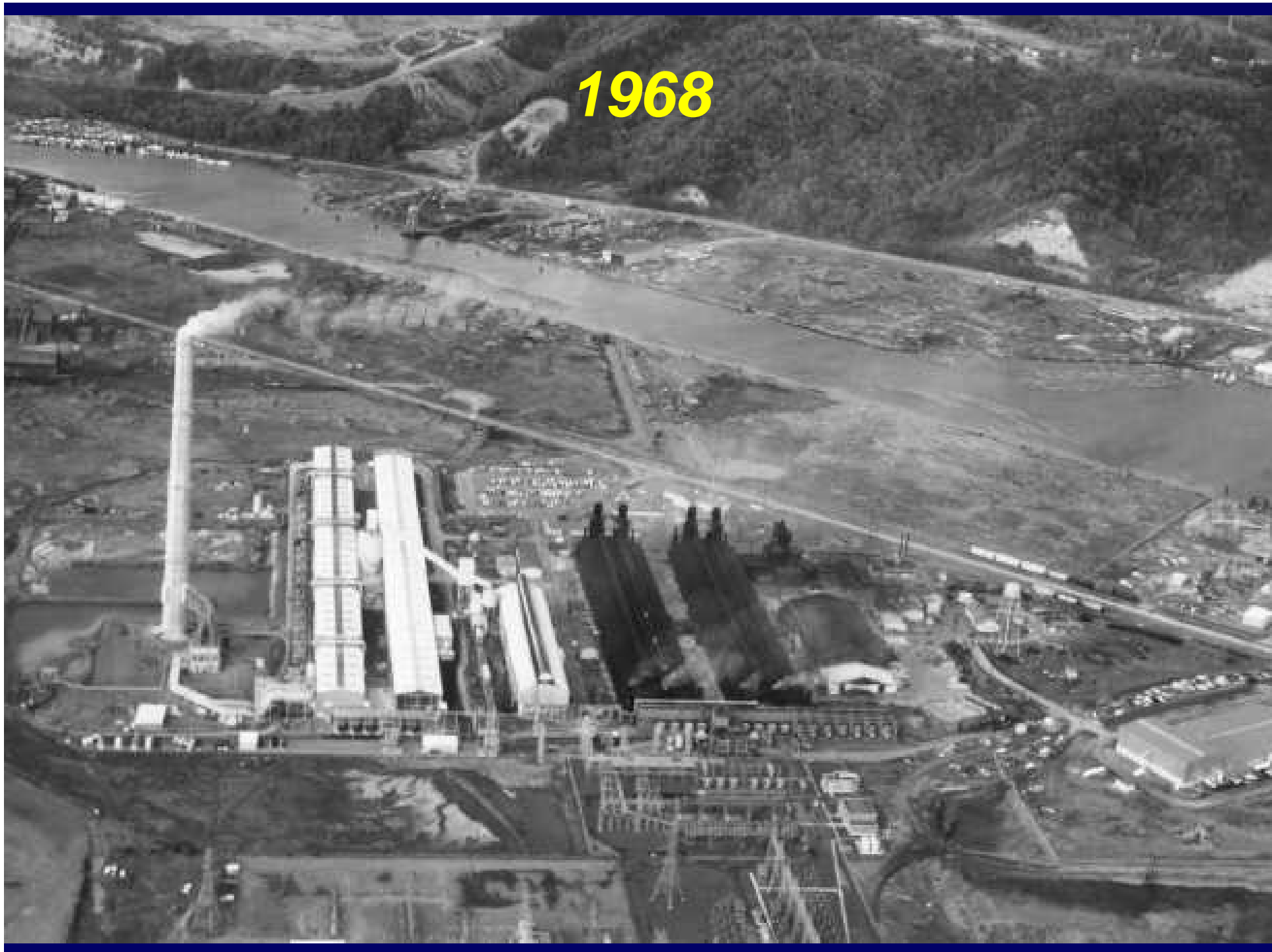
1967



1967



1968



Options

- Blow it up “secretly” in the dead of night?
- Make it a big public event?



Kaiser Special Event

Community Celebration Event

Key Messages

- Continued economic transformation
- Port's environmental stewardship
- Region's continued development, and job creation
- Background on the facility's history in Tacoma



Watch us blow our stack. GOING SOON!

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 Tideflats 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.



Watch us blow
our stack.



Watch us blow our stack. JULY 2ND

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals, 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 a boom of a different kind. Demolishing the 500-foot smoke stack at the former Kaiser Aluminum smelter is the TideGate will be a major step in transforming the unused 95-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.

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 253-283-9461. Or go to our Web site at www.portoftacoma.com to submit your name and phone number.

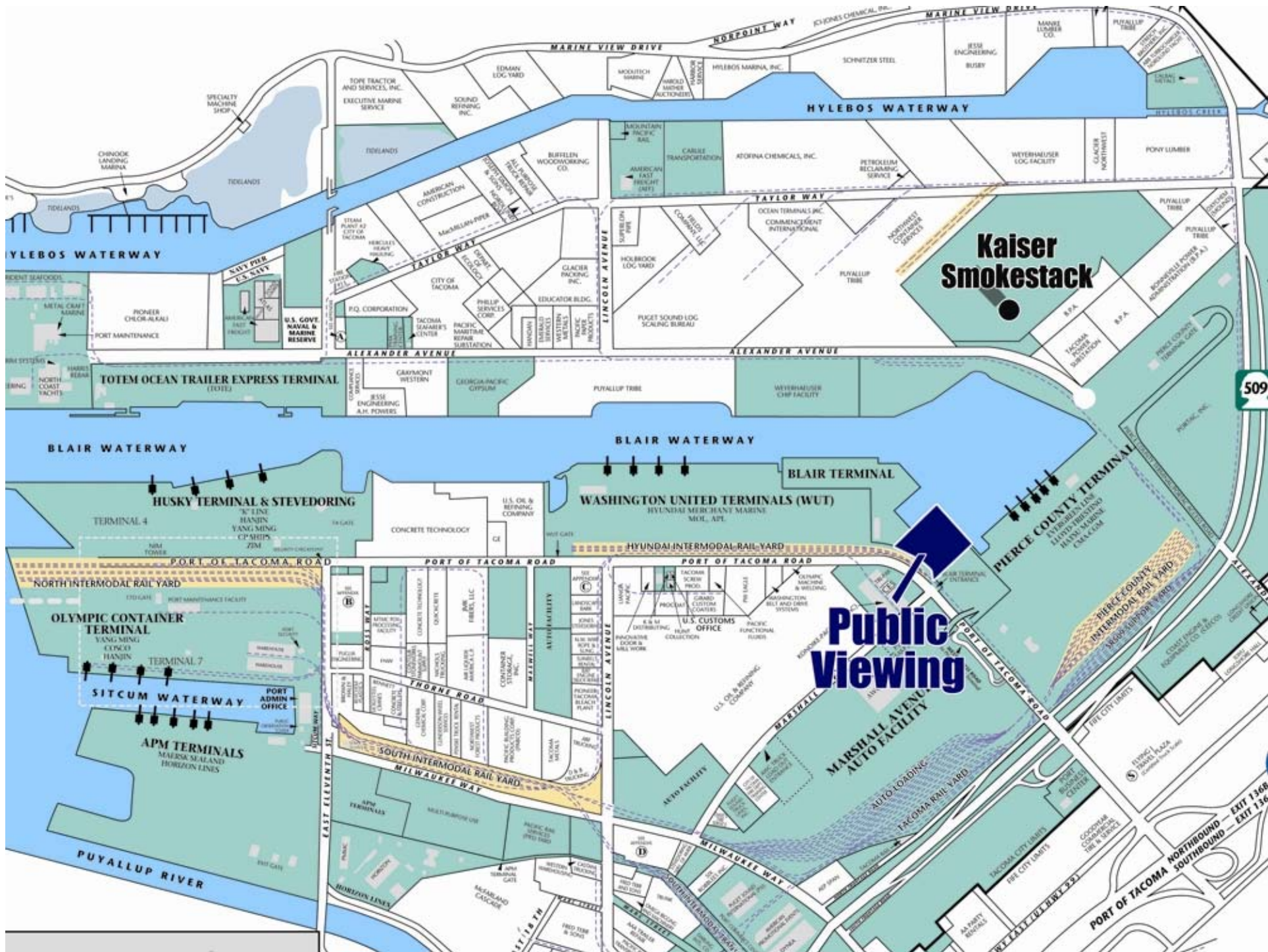


www.portoftacoma.com

PORT OF TACOMA

P.O. Box 1837
Tacoma, WA 98401









***How important do you think effective
communications is to the overall
success of your port?***





***How important do you think effective
communications is to the overall
success of your port?***

100 percent said:

VERY IMPORTANT



What You Can Do...

- Be an advocate for effective communications at your port

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- Be an advocate for effective communications at your port
- Get your port involved in AAPA's PR Committee (meeting in Corpus Christi June 11-13)

What You Can Do...

- Be an advocate for effective communications at your port
- Get your port involved in AAPA's PR Committee (meeting in Corpus Christi June 11-13)
- Go home and hug your communications staff

And now for a brief commercial...

July 3 to 7, 2008

TALL SHIPS

FESTIVAL

TACOMA







Ancora Imparo





I Am Still Learning



Communications:
What Works Well at Your Port?

Group Discussion Question One

Communications:
What Could Work Better at Your Port?

Group Discussion Question Two

Communications:
What is Your Port's MOST IMPORTANT
Issue?

Group Discussion Question Three

Communications:
Do You Have an Effective Communications
Plan in Place to Help Your Port Succeed on
that Issue?

Group Discussion Question Four

***Communications:
How is Technology Changing Your
Communications Efforts?***

Group Discussion Question Five



4:06 PM | February 21 | Tide Chart | Site Map



- What's New
- About Us
- Shipping
- Building the Future
- Real Estate
- Media Center**
- Publications
- Job/Business Opportunities
- Investor Relations
- Security
- Home

[Receive Port News](#)

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[News Release](#)

[Archive](#)

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SITE SEARCH

FIND >>

STREAMING MEDIA ARCHIVE

Port meeting videos are arranged by date, with the most recent at the top of the list. Click **Video** to watch the meeting with documents, or **Agenda / Minutes** to see just the documents. You can also search the archives by typing keywords into the Search box.

Windows Media Player is required to view the videos. This can be downloaded for free from the [Microsoft website here](#).

The minimum system requirements for watching the Archived video [are available here](#).

[Streaming video support](#)

Upcoming Events

Name	Date
Study Session	May 22, 2008 - 11:55 AM

Archived Videos

Search Archives:

Enter Keywords here

Search

Name	Date	Duration	View	Download
State of the Port	Apr 23, 2008	00h 52m	Video	MP3 Audio MP4 Video

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Effective Communications and Outreach

*Rod Koon
Director, Communications
Port of Tacoma*

*AAPA Executive Management Conference
Silverado, California
May 8, 2008*

Feedback Time: Rate this presentation

- Business card
- Rating on a scale of 1 to 5
 - 1—I wish I had golfed instead
 - 3—Fairly worthwhile
 - 5—Very worthwhile

Special BONUS prize....

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 serves numerous shipping lines, many of which are identified on this chart. The graphics below will help you to identify what types of ships you will see on Commencement Bay.

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



Abou Merhi Lines, SA



APL Ltd.



CONTAINER SHIPS: Containerized cargo is the fastest growing segment of the shipping industry. Containers are used to ship everything from apparel and home electronics to bicycles and auto parts. Refrigerated containers are used for shipping fresh fruits and vegetables as well as frozen meat and seafood. Shipping containers are typically 20 or 40 feet in length, eight feet high and eight feet wide.



BREAKBULK CARRIERS: Breakbulk vessels typically have permanent shipboard cranes and are capable of carrying a wide range of cargoes. Breakbulk cargo can be packaged and moved as individual parcels or consolidated on pallets. Typical breakbulk cargoes at the Port include boxed apples, bagged wheat seed and crude rubber.



Clipper Elite



CMA CGM SA



Cosco Container Lines, Ltd.



AUTO CARRIERS: These floating parking garages carry from 2,000 to 4,000 cars. Once the ships arrive at the dock, ramps are lowered and the vehicles are driven on or off the vessels.



BULK CARRIERS: A wide range of bulk cargoes are handled at the Port and at private facilities on Commencement Bay. Examples of bulk cargoes include grain, ore, salt, wood chips and petroleum.



CP Ships



Crowley Marine Services



Eastern Car Liner, Ltd. (ECL)



Eukor



Evergreen Line



FESCO
(Far Eastern Shipping Co.)



Foss Maritime



Gearbulk



Hamburg Sud



Hanjin Shipping Co., Ltd.



Hapag-Lloyd



Hatsu-Marine



Hoegh-Ugland



Horizon Lines



Hyundai



Indotrans



'K' Line



Lloyd Triestino



Maersk Line



Malaysian International



Maruba Lines



Matson Navigation Co.



Military Sealift Command



Mitsui O.S.K. Lines, Ltd.
(MOL)



MSC
(Mediterranean Shipping Co.)



Nippon Yusen Kaisha (N.Y.K.)



NOL
(Neptune Orient Lines Ltd.)



Norasia Line



Oldendorff Carriers



Orient Overseas Container Line
(OOCL)



P&O Nedlloyd



Rickmers-Line
(America), Inc.



Saga Forest Carriers



Senator Lines



Star Shipping



Stolt Tankers



TOTE
(Toshiba Ocean Trailer Express)



U.S. Army Corps of Engineers



U.S. Coast Guard



U.S. Maritime Association



Wallenius Lines



Wan Hai Lines



Westwood Shipping Lines



Wilhelmsen Lines



World Logistics



Yang Ming Line



Zim Container Service

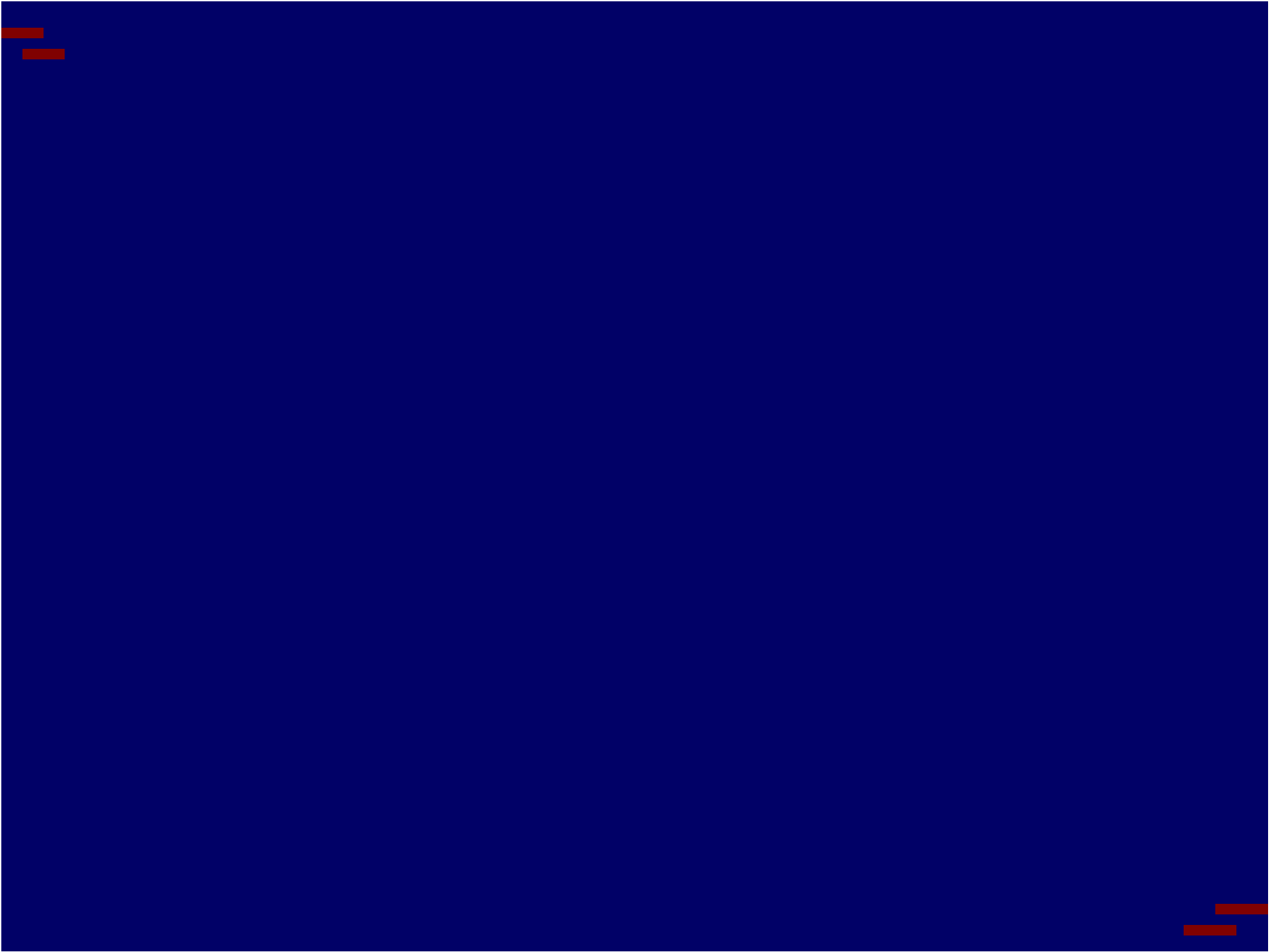


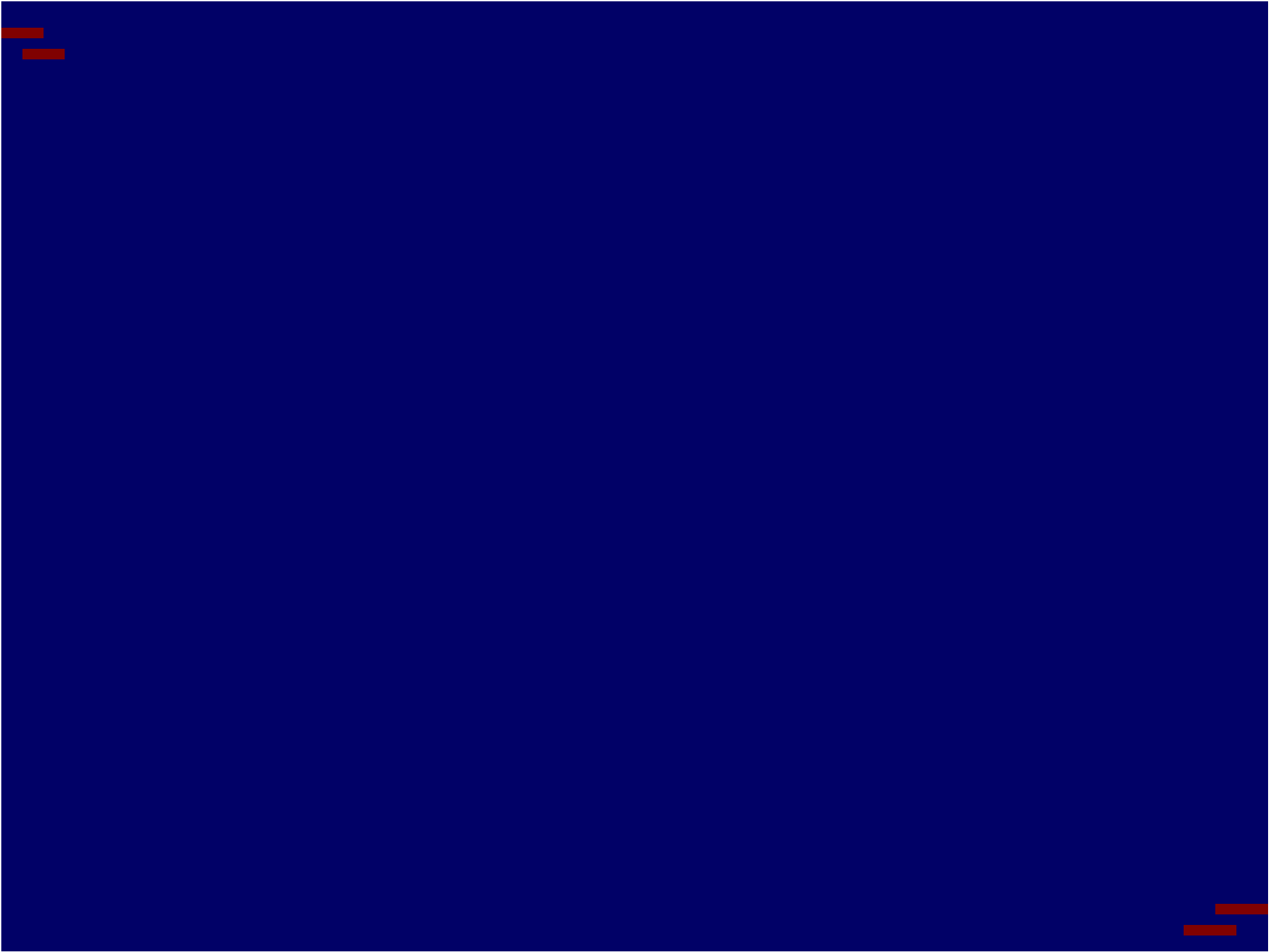
Rod Koon

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253-383-9462









***Communications:
What Works Well at Your Port?***

***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

TACOMA PIERCE COUNTY CHAMBER
BUSINESS EXPO
2007

Got Game?
Play **EXPO BINGO!**

October 9, 2007

9 a.m. to 6 p.m.

Greater Tacoma Convention & Trade Center

Free Admission

BE
BUSINESS EXPO

NEWS TALK
1300 AM
KOL

EMERALD CITY
EEO
HOTEL & CASINO

GRID SPONSORS

TACOMA

Southwest

SOUTHWEST

Action

SAVING

Wamu

NATIONAL

BANKING

LocalVision

GRID SPONSORS

WELLER

WELLER

LEXUS

St. Joseph Medical Center

CAR & TRUCK SPONSOR

Affiliated Healthcare System

WITT

WITT

WITT

Emerald

102.7

WITT

TITAN

Comcast

BRONZE SPONSORS

MEDIA SPONSORS



www.tacomachamber.org







Cargolaw.com

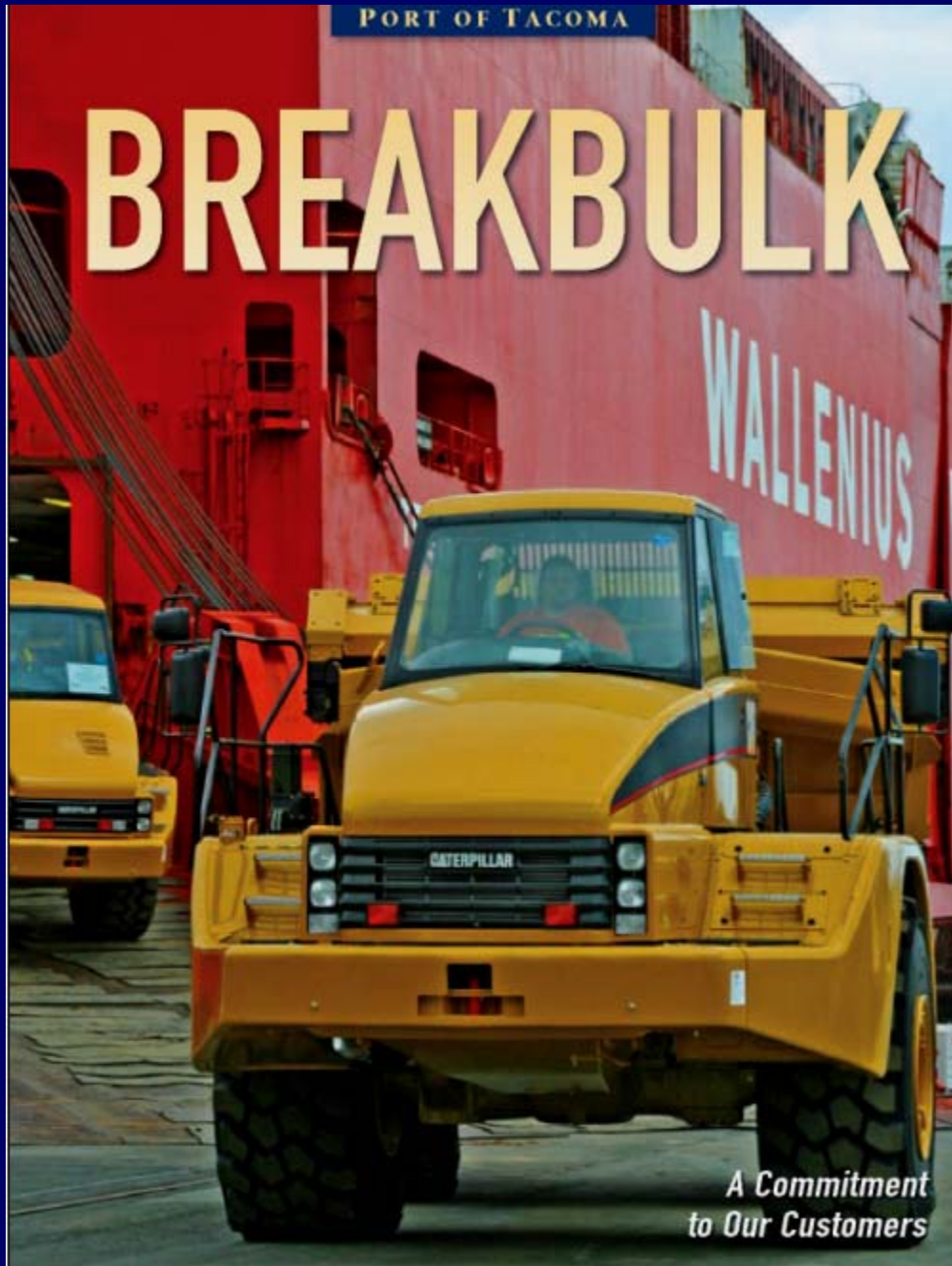


4. Breakbulk brochure

4. Breakbulk brochure

PORT OF TACOMA

BREAKBULK



*A Commitment
to Our Customers*