

June 12, 2008

To: AAPA Public Relations Committee

Fm: SEAPORTS ADVISORY SUBCOMMITTEE

Ray Venturino, Publisher/Paul Scott Abbott, Editor <i>Subcommittee chair</i> - Duane Sandul, Port of Redwood City	AAPA staff, coordinated by Aaron Ellis Judith Adams, Alabama Port Authority
Carolyn Casey, Port of Bellingham Rod Koon, Port of Tacoma	Frank Martini, Montreal Port Authority Joe Menta, Philadelphia Regional Port Authority
Paula Schouest, Port Fourchon	Jody Peacock, Ports of Indiana

1. UPCOMING 2008 ISSUES OF SEAPORTS MAGAZINE

- A. **September 2008. Theme:** "Port Environmental Achievements," including features on award-winning port environmental projects and major milestones in port projects designed to improve the local and regional coastal environment. This will be an especially attractive focus area for our 2008-2009 AAPA Chairman, Port of Los Angeles Executive Director Geraldine Knatz, who will submit a by-lined Guest Feature on the Port of Los Angeles' environmental initiatives. This issue will come out just in time for AAPA's Annual Convention in Anchorage.
- **Viewpoint columns:** from AAPA President/CEO Kurt Nagle and our outgoing chairman, Ken O'Hollaren. (*in English and Spanish*)
 - **One page environmental Case Studies from:** Port of Seattle (USA), Hamilton Port Authority, Ontario (Canada), Port of the Americas, Puerto Rico (Caribbean) and (??) JAPDEVA - Atlantic Port Authority, Costa Rica (Latin America).
 - **Guest Articles from:**
 1. Noeleen Tillman, GETF (talking about their work with AAPA member ports on developing Environmental Management Systems);
 2. a grant recipient of the Diesel Emissions Reduction Act (DERA) to talk about what their port plans to do with the grant money they receive to reduce diesel emissions;
 3. a contractor with the Port of Long Beach talking about commercial beneficial re-use of dredged materials, such as for making concrete and for construction fill material;
 4. Steve Fisher, executive director of American Great Lakes Association, talking about ballast water management as part of the Great Ships Initiative;
 5. a representative of the Port of Houston Authority discussing their successful community outreach program to raise awareness and attract volunteers to help clean up Buffalo Bayou, surrounding the Houston Ship Channel;
 6. a guest writer from the National Oceanic and Atmospheric Administration (NOAA) contributing an article about how they have developed technologies for their research ships in the Great Lakes to run on cooking oil and other plant-based oils rather than petroleum.

- **Feature Article** (by Paul Scott Abbott): Report on air, land and sea environmental measures being taken by AAPA member ports, covering a broad range of specific strategies being employed. *(In English and Spanish)*
- **Environmental Award Winners:** Synopses of the winning entries in AAPA’s 2008 Environmental Improvement Awards program.

B. **December 2008. Theme:** “Public (mis)Perceptions About Seaports,” including a look at AAPA's port industry Awareness Initiative and the work that other member ports are engaged in to enhance the public image and perception about the importance of seaports.

2. DOES THE PR COMMITTEE HAVE SUGGESTIONS FOR THEMES FOR 2009/READERSHIP SURVEY RESULTS

Before we delve into that, it would be best to review the results of a readership survey, which is included in the packet.

4,500 Total Circulation Breakdown for the Directory & Magazines:

Port Authorities40%
Congressional Staffers & Lobbyists9%
U.S. Senators & House of Representatives3%
Loading Retailers13%
Industry Product & Service Providers (Same category listings from AAPA Directory)30%
Shipping Lines, Terminal & Rail Operators, Trucking Companies, and Stevedores5%

Bonus Magazine Distribution at all AAPA Events and Seaports conferences including:

Shifting International Trade Routes & Planning for Panama Canal Expansion	Special Seminar for Public Port Authority Port Directors
Cruise Seminar	Port Security Seminar & Expo
Partnerships in Plannings & Development	Annual AAPA Convention
Spring Conference	Marine Terminal Management Training
Special Seminar for Members of Port Authorities Governing Boards & Commissions	Facilities Engineering Seminar
Executive Management Conference	Annual AAPA Conference
Harbors Navigation & Environmental	IOC Events (Americas, Asia & Europe)
Latin America Ports Congress	Maritime Security Expo
Port Finance	Transcomp-NITL/IANA
Port Property Management & Pricing	Seatrade Cruise Shipping Convention
...as well as the many of the IOC conferences (i.e., TPM - Trans Pacific Maritime, Breakbulk, Canada-Asia Maritime, Breakbulk Europe, Short Sea Shipping, & CTL - China Trade & Logistics)	PANYNJ Port Industry Day
	Intermodal South America

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