

# Panama Canal Workshop Media Planning & Response



TAMPA PORT AUTHORITY

## What Worked in Tampa

Andy Fobes  
Director of Public Relations  
June 13, 2008



# Background

## Port Director & CEO Richard Wainio

- Native of Panama
- Worked 23 years in executive/strategic positions with the Panama Canal Authority
- Rich knowledge base of canal history and insight into future development
- A foremost authority on canal issues, cited frequently in publications
- Grandfather worked in the construction of the Panama Canal



# Building up to a great PR opportunity

- After discussions about a Panama Canal-focused event, Tampa port director volunteered Tampa to be host site for workshop
- A forum on such global scale, with one of the industry's hottest topics, attended by a wide range of trade professionals
- Partners AAPA, MARAD and TPA provided the clout and resources necessary to put on an excellent workshop
- Registration well above expectations—this created more excitement and interest
- All factors combined for a winning combination
  - Resulting in media interest



# Background—PR Planning

- Assemble a realistic media schedule
  - Short workshop timetable and schedules an issue
  - Need to cover as much ground as possible
- Appeal to print and television
  - Grab what you can; not all media will find this worthwhile, even though you can't understand how that could be!
  - Try to meet with editorial boards for a lot of bang
- Lock in interviews—confirm and reconfirm
- Keep AAPA engaged and share resources
  - Initial AAPA press release, web/registration links
  - Talking points (Aaron Ellis' were wonderful)
  - Schedule assistance
    - AAPA president's and chairman's schedules

# Pre-Workshop

## AAPA Press Release

- Well-written, with all necessary details
- Established Tampa as host site for an event with global trade implications
- Used as initial 'bait' for local & regional media



### AAPA Workshop to Focus on Shifting Trade Routes Panama Canal Expansion Program Features Top Name Presenters

The administrator of the Panama Canal Authority, The U.S. Maritime Administration's (MARAD) top executive, Senior executives of major shipping lines such as Zim, CMA-CGM and Maersk. The U.S. Army's assistant secretary for civil works. These are just a few of the luminaries who will be leading discussions at the American Association of Port Authorities' (AAPA) Panama Canal Expansion Workshop in Tampa, Fla., Jan. 23-24, 2008. Cosponsored by MARAD and hosted by the Tampa Port Authority, this 1½ -day program will examine shifting international trade routes, anticipated waterside and terminal development needs, landside infrastructure requirements, financing opportunities and a host of other topics related to the \$5.25 billion expansion of the Panama Canal, which got underway in September.

"From cruise ships to container ships and bulk carriers to vessels that transport automobiles, for nearly a century the Panama Canal has played an increasingly vital role for moving people and cargo from one side of the globe to the other," said Kurt Nagle, AAPA's president and CEO. "Expanding this crucial trans-ocean shipping lane to accommodate more and larger ships presents a host of challenges and opportunities, ranging from increased trade to major new investments in water- and land-side transportation infrastructure. With a blue ribbon roster of presenters, our Panama Canal Expansion Workshop is a 'must' for just about everyone involved in the goods movement industry."

Day one of the program begins with a presentation on global trade pattern shifts predicted to result from an expanded Panama Canal, followed by a presentation from the Canal's administrator, Alberto Alemán Zubieta, and the host port's key executive, Tampa Port Authority CEO Richard Wainio, discussing the impacts and importance of this multi-billion dollar, globally-influential undertaking. Other presentations that day include: a discussion on how shipping line routing decisions are made and factors ports need to consider to compete; a session featuring future port infrastructure development expectations; and a look at the likely impacts that an improved Panama Canal route will have on highway and railroad capacity and congestion.

Day two will focus on some of the financing options available to meet the anticipated infrastructure needs of increased trade and recreational ship volume through the Panama Canal. It will be followed by a roundtable discussion on how best to address, and benefit from, the global changes that will occur when the improvement projects are completed in 2014—marking 100 years since the first ship transited the newly-opened Panama Canal locks and setting the stage for global shipping logistics in the 20<sup>th</sup> century and beyond. More information about AAPA's Panama Canal Expansion Workshop is available at <http://www.aapa-ports.org/> (click on the "Programs & Events" tab) or by calling AAPA's Ed O'Connell at 703-684-5700.

**WHO:** American Association of Port Authorities, cosponsored by the U.S. Maritime Administration

**WHAT:** Workshop covering shifting international trade routes and the global trade and infrastructure development implications resulting from an expanded Panama Canal

**WHEN:** Jan. 23-24, 2008 (Day 1, 8:30am-4:45pm; Day 2, 8:30am-noon)

**WHERE:** Sheraton Tampa Riverwalk Hotel, 200 N. Ashley Drive, Tampa, FL 33602; Tel: (813) 223-2222 The American Association of Port Authorities was founded in 1912 and today represents 160 of the leading public port authorities in the United States, Canada, Latin America and the Caribbean. In addition, the Association represents 335 sustaining and associate members, firms and individuals with an interest in the seaports of the Western Hemisphere. AAPA port members are public entities mandated by law to serve public purposes. Port authorities facilitate waterborne commerce and contribute to local, regional and national economic growth. The benefits of ports are immense for national economies throughout the Western Hemisphere. These ports are gateways to world trade and are a critical component in these nations economic health, national defense, and growing cruise industry. In the U.S., commercial seaport activities provide jobs for 8.4 million Americans, whose earnings and consumption totaled \$314.5 billion in 2006.

American Association of Port Authorities

1010 Duke Street, Alexandria, VA 22314-3589

T: 703.684.5700 F: 703.684.6321 E: [info@aapa-ports.org](mailto:info@aapa-ports.org)

# Pre-Workshop Event Ad

- Created in-house (yours truly)
- Published in AAPA journals
- E-mailed to selected recipients
- Just enough detail/graphics
- Built enthusiasm and credibility
- Encouraged registration with link
- Clearly credits AAPA/MARAD/TPA



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

**Coming in January 2008!**

**Shifting International Trade Routes—  
Planning for the Panama Canal Expansion**

January 23-24, 2008  
Sheraton Tampa Riverwalk Hotel  
Tampa, Florida

.....

**ACP** Association of Caribbean Ports Featuring  
Alberto Alenda, CEO  
Panama Canal Authority

**This** special one and a half day workshop will examine shifting international trade routes and the implications of the planned expansion of the Panama Canal. Speakers will address shifts in global trade patterns, provide an update on the planned expansion of the Panama Canal and discuss trade lane competition, impacts on waterside and terminal development, landside and inland infrastructure development, and financing for future infrastructure needs.

For details, including agenda, registration and sponsorship information see  
[www.aapa-ports.org/training](http://www.aapa-ports.org/training)

**Presented by**

**The American  
Association of Port  
Authorities  
and  
the U.S. Maritime  
Administration**

**Hosted by**

**TAMPA PORT AUTHORITY**  
[www.tampa-port.com](http://www.tampa-port.com)

# Pre-Workshop Centerpiece Article a Reflection of:

- Close communication with reporters
- Ample access to information, key contacts
  - Port PR person is conduit
- Clear understanding of project and context

TAMPA, FLORIDA **MONDAY** LIFE. PRINTED DAILY.

## THE TAMPA TRIBUNE

and The Tampa Times

---

### PANAMA CANAL

# THE GREAT EXPANSION

As the Panama Canal is improved, it could mean opportunity for Bay area businesses.

1-17-08

By TED JACKOVICS  
The Tampa Tribune


Tampa will benefit from a \$5.25 billion project to double the Panama Canal's capacity by 2014 and expand container cargo shipping for many U.S. seaports, industry officials agree.

A wider canal should help double the volume of cargo to East Coast and Gulf Coast seaports from the Far East, including China, and spur economic growth in Panama, which Tampa economic development officials seek as a major trade partner.

Tampa Bay businesses will get an opportunity on Jan. 23 and 24 to learn firsthand from officials involved in the Panama Canal expansion project about the potential effect on local trade in an event hosted by the Tampa Port Authority.

The sessions, open to the public for a \$300 registration fee, are scheduled to begin at 8:30 a.m. Jan. 23 in the Sheraton Tampa Riverwalk Hotel, 200 N. Ashley Drive, and conclude at noon on Jan. 24. Information is at [www.panama.com](http://www.panama.com).

See PANAMA CANAL, Page 2 ▶  
Panama's ambassador to talk here.



Associated Press file photo (2006)

A seminar this month will inform Bay area businesses about how the \$5.25 billion expansion of the Panama Canal could benefit them. Here, a container ship passes through Gatun Lock.

#### AT A GLANCE

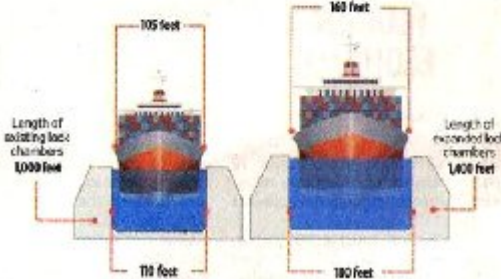
Shifting International Trade Routes — Planning For The Panama Canal Expansion

**WHERE:** Sheraton Tampa Riverwalk Hotel, 200 N. Ashley Drive

**WHEN:** Jan. 23-24, 116-day program

**REGISTRATION:** Begins at 8 a.m. Jan. 23; \$300 fee for the public; \$150 for federal government attendees; see [www.kapa-ports.org/training](http://www.kapa-ports.org/training) for information.

#### LOCKS: EXISTING VS. EXPANDED CANAL



Length of existing lock chambers: 1,000 feet

Length of expanded lock chambers: 1,400 feet

Width of existing lock chambers: 105 feet

Width of expanded lock chambers: 160 feet

SOURCE: Panama Canal Authority

*"Expanding this crucial transoceanic shipping lane ... presents a host of challenges and opportunities."*

KURT NAGLE  
American Association of Port Authorities



# Media Planning

- Met with port director to consider media opportunities and confirm approach
- Involved key media contacts early and often
  - Sent releases/advisories and sent again with friendly reminders
  - Invited local/regional media to attend; “free” is great incentive
- Confirmed/reconfirmed with schedulers on both sides
- Provided information in timely fashion
- Thanked everyone involved, especially the gatekeepers

***Make it EASY for media to pick up on GOOD news!***

# Media Exposure Schedule

Date	Opportunity*	Media	Contact*	Notes
<b>Early January; again January 21</b>	TPA media release TPA media advisory	All local/regional outlets; trade publications	Andy Fobes	Invite media coverage of workshop
<b>January 22 9:00 a.m. confirmed</b>	Morning meeting with editorial writer at 100 North Ashley Drive, Suite 700, Tampa	<u>St. Pete Times</u>	John Hill, editorial writer 226-3379	Nagle/Wainio/O'Hollaren
<b>January 22 10:30-11:30 a.m. confirmed</b>	Morning editorial board meeting at Tribune at 200 South Parker Street, 3 <sup>rd</sup> floor.	<u>Tampa Tribune</u>	Kathy Weeks 259-7675	Nagle/Wainio/O'Hollaren
<b>January 23 confirmed</b>	On-site interviews	WFLA TV 8 (NBC)	Jeff Patterson, reporter 221-5788	Nagle/Wainio
<b>January 23</b>	D.A. Brill, Ph.D. Office of the Governor, Office of Tourism, Trade & Econ. Development	Local TV/print	John Thorington	Invite media coverage of luncheon
<b>January 25</b>	Wrap-up release	All local/regional outlets; trade publications	Andy Fobes	With photos; quotes

# Setting a great tone



# 'PR'esenters Involved in the 'PR'ocess

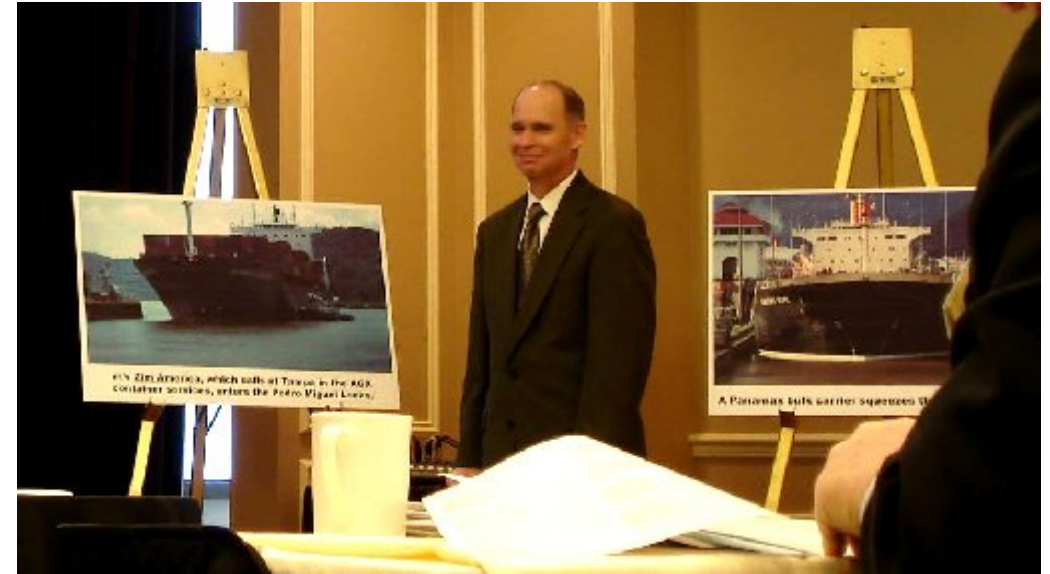
- Guest speakers were prepared with meaningful information, solidifying the workshop as a tour de force
- Speakers were receptive to meeting with press to lend further insight and quotes and to pose for photos on site
- Speakers offered to e-mail presentations to those interested



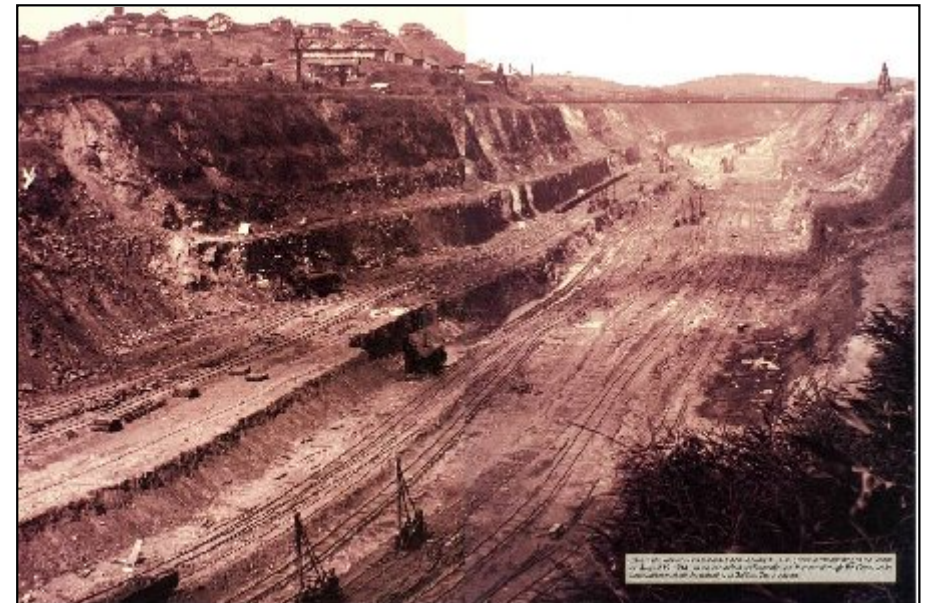
# A Little *Lagniappe*: Posters on Easels



**m/v Zim America, which calls at Tampa in the AGX container service, enters the Pedro Miguel Locks.**



- Created from RW's collection
- Added uniqueness
- Added historical context
- Added color & dimension



**Construction of Gaillard Cut, January 12, 1913**

# Photos of Key Presenters



- Quality photo images helped to promote a successful workshop
- Providing publications with hi-res images *and complete cutlines* means a better chance of coverage and good story placement



# Post-workshop PR

- Wrap-up press release
  - Concise synopsis
  - Highlights & key messages
  - Interesting quotes
  - Distribute immediately
- Quality photos available
- Keep record of media coverage
- Look for 'bonus' coverage
  - Unexpected articles may appear on web

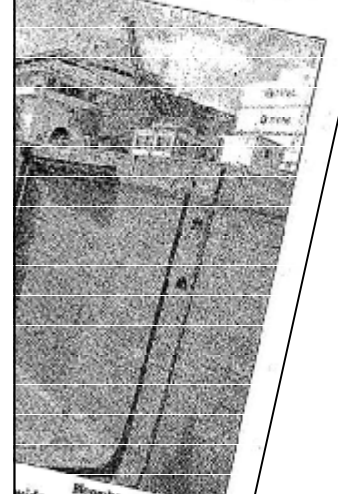


# Post-Workshop Coverage

## Tide Of Change Is On Horizon



Port Channel & the photo by PAUL LARSEN (2008)  
Tampa's efficient truck access to highways could  
give it a competitive edge over South Florida ports.



Bloomberg News file photo  
widened and deepened it to allow  
for larger ships. The project will be  
a major trade lane competition.

...business officials who spoke  
at the conference on  
...Planning for the  
...expansion." The workshop  
...to the Secretary Tampa  
...and concludes it.  
...shipping industry call  
...the completion of the  
...canal expansion will  
...way's capacity  
...country's economy.

### TAMPA BAY Business Journal

Wednesday, January 23, 2008 - 2:52 PM EST

## Panama Canal expansion gives market opportunity to Tampa

Tampa Bay Business Journal

Sean Connaughton  
on the P  
Tampa n  
the proje  
Connaughton

## US not ready to handle boom from Panama Canal expansion

By Paul Scott Abbott, AJOT

While the  
industry w  
be ready to

The canal e  
that will do  
equivalent)  
port can cur

Richard Wainio  
control of the  
Panama to m

In the United  
projects, some  
is changed, W  
funding and m

The major grow  
and continues t  
tonnage shipped

Currently 40 per  
Long Beach. The  
the proper expan

US ports and inland transportation networks aren't ready to handle trade growth associated with Panama Canal expansion — and they won't be unless there are swift changes to governmental processes.

That urgent message was repeated throughout a day-and-a-half gathering of 200 officials Jan. 23-24 in Tampa.

"Our first obligation is to recognize that the decision-making process that we have for making improvements is not working, is not good, is not a good system," John Paul Woodley, Jr., the civilian head of the US Army Corps of Engineers, told attendees of the *Shifting International Trade Routes: Planning for the Panama Canal Expansion* workshop, co-sponsored by the American Association of Port Authorities and the US Maritime Administration.

Woodley, assistant secretary of the US Army for civil works, was far from the only high-level speaker to express concerns that US ports are ill prepared for Panama Canal expansion, which is set for completion in 2014, the 100-year anniversary of the original canal opening.

"This is an incredible opportunity for us," said MARAD Administrator Sean Connaughton, referring to the opening of a

third set of Panama Canal locks that will double annual transit capability. "The question is, are we ready for it?"

"It is becoming a national concern, something that we, as a federal government, have been slow to come to grips with," Connaughton said later in the conference.

Insufficiencies exist in US port channel depths, on port infrastructure and intermodal connections, as well as highways and railways, Connaughton and others noted.

Connaughton and Woodley both called for a federal system that efficiently facilitates projects to deepen channels and to improve transport capabilities on land.

Woodley said the system must be "nimble, agile and entrepreneurial," as opposed to the current slow moving "bureaucratic" process that he said is based on "all the reasons why not to do a project."

Richard A. Wainio, port director and chief executive officer of the Tampa Port Authority, which hosted the workshop, said deeper channels and other improvements will remain mired in bureaucracy for 10 to 20 years unless there are fundamental changes in the process to "fast-track" funding and move projects

(EXPANSION — continued on page 19)



John Paul Woodley, Jr. — Assistant Secretary of the US Army for Civil Works (Photos by Paul Scott Abbott)



US Maritime Administration Administrator Sean Connaughton

## Panama Open To Area

By DAN'S SEMANOFF  
The Tampa Tribune

TAMPA — Engage

FEBRUARY 4, 2008

## Panama Canal workshop draws

By Paul Scott Abbott, AJOT



The Tampa Port Authority has had a busy week. Why do you see for Florida but canal expansion is complete

What role does Panama's growth and do you see for Florida but canal expansion is complete

The proximity between Panama is very important. Our geographic position in the



# WFLA—NBC Spot

- WFLA reporter Jeff Patterson—on-site interviews
- Interviewed RW in past Panama Canal-related story—good ‘follow up’ for both of them



# Favorable Editorials

- Schedule meetings with editorial boards
  - Do it early
  - Be gracious to scheduler/gatekeeper
- Provide proper back up/history to editors who will be present
- Be sure all are on the same page

TAMPA, FLORIDA MONDAY LIFE. PRINTED DAILY.

## THE TAMPA TRIBUNE

and The Tampa Times

## OUR OPINION

### Budget Deficit Soaks Up Taxes Collected To Maintain Harbors

**Y**our paycheck and your new TV made in China have one thing in common. Both are taxed for a specific, essential purpose, yet a big part of the money is being drained away for other things.

That diversion could mean future problems for the Tampa shipping channel.

Both the payroll deduction for Social Security and the import tax for harbor maintenance have built up huge surpluses, on paper, in their respective trust funds. The federal government can tell you to the penny how much is owed to these funds.

The accurate accounting doesn't mean the money is available to spend. The bigger the debt in the Social Security Trust Fund, the bigger the obligation faced by future taxpayers.

A similar switcheroo has been happening in recent years with the Harbor Maintenance Trust Fund. Your new TV and everything else imported by ship is assessed a tax of 0.125 percent of its value. The tax is to pay for port maintenance.

The concept is sound. Those who use the ports are charged a tax to maintain them. This tax adds to the retail cost of merchandise, and we consumers ultimately pay the bill. Still, it's fair that the more products you buy that arrive by ship, the more you pay to help keep the shipping channels safe and deep.

Shippers are pumping about \$1.3 billion a year into the fund, but only about

\$750 million is being spent on maintenance. For 2009, the Army Corps of Engineers is getting less maintenance money than Tampa and many other ports need.

Port officials around the country complain that maintenance schedules are falling behind and some channels are in need of dredging. While the Army Corps of Engineers is getting less money than it is asking for to keep up with dredging, more than \$4 billion has built up in the

Harbor Maintenance Trust Fund.

That big balance makes the federal deficit seem smaller.

Even though Tampa this year is getting less maintenance money than engineers think is

needed, so far, the 70 miles of channels serving the Port of Tampa are in good shape. A port spokesman says no ships here have had to reduce their loads. Its current dredging project to add passing lanes is classified as an improvement, not maintenance, so will be paid from general revenue, not the import tax.

But some other ports have reported maintenance problems, such as not being able to handle fully loaded ships because channels aren't as deep as they should be.

With ships increasing in size and draft and the pace of trade increasing, now is the wrong time to skimp on harbor maintenance. Congress should either begin spending all the revenue on authorized projects or else lower the tax.

*While the Army Corps of Engineers is getting less money than it is asking for to keep up with dredging, more than \$4 billion has built up in the Harbor Maintenance Trust Fund.*

# Favorable Editorials

- Because we met with both of the large, competitive papers in the Tampa market and shared discourse about the significance of Panama Canal expansion. . .

***We scored twice!***

## St. Petersburg Times



## Wider canal will widen U.S. trade

A Times Editorial

Published January 24, 2008

The people who run shipping lines and ports in the American hemisphere are meeting in Tampa this week to explore the enormous business opportunities from the ongoing expansion of the Panama Canal. When completed in 2014, the project will enable more and larger ships to pass through this transoceanic shipping lane. The work promises to remake the face of shipping, scrambling everything from sea and trade routes to inland transportation as communities serve their growing ports.

The two-day workshop ends today. U.S. and Panamanian government officials, port directors and the maritime industry hope to achieve two goals: to grasp the scope of the coming changes to shipping, trade routes and new business opportunities to ports throughout the Americas; and to plan the financing of dredging, other maintenance and capital projects so that U.S. ports can absorb the business.

The new locks will open another lane of traffic, double capacity and allow wider, longer ships through the canal. Directors of U.S. ports say it will bring new business and demands alike throughout the nation's seaport system. The ports will need to divvy up federal dredging dollars and consider how communities can make most efficient use of capital improvements. Ports will need to balance competing with each other against the practical need to make the best use of taxpayer-financed improvements.

This meeting is a good chance for the industry and government to settle on a strategy that must involve cooperation. It also serves to remind how vital the ports are to local economies and U.S. trade. With the volume of international traffic expected to double by 2020, the nation cannot take this trade route for granted. It must invest in terminals and transport facilities, spend more to maintain the shipping lanes and look for new ways to market the ports as places for moving goods and people. The canal's expansion is an opportunity and a lesson in what America needs to remain competitive in an increasingly global marketplace.

# The Dallas Morning News

- Surprised to see a major, out-of-market newspaper
- Example of how this workshop held interest to even non-port communities
- They must have a big travel budget!



## The Dallas Morning News Jim Landers Column: Dallas Should Get on Board With Corpus Seaport

By Jim Landers, The Dallas Morning News

Jan. 29--TAMPA, Fla. -- Commercial real estate companies risk private capital by building on speculation all the time. But building ports and highways with public money in the hope that economic development will follow is getting a lot harder in the face of voter skepticism and tight budgets.

A recent conference here of port directors glumly looking at capacity constraints ended with a session on attracting private equity for public projects. One of the examples cited was Corpus Christi's proposed container port.

Corpus Christi still has lots of "if you build it, they will come" enthusiasm. The city, its port authority and its transportation planners have promoted trade with Cuba, a 100-mph truckers' toll road, a huge dockside warehouse and, now, a terminal for mammoth container ships called the La Quinta Trade Gateway.

"We don't have the problems inhibiting expansion at other ports," said Judy Hawley, a Corpus Christi port authority commissioner. "We're positioned, we're permitted, and we can offer optimal productivity."

But this isn't going to happen through taxpayer money or bond issues. Corpus Christi is planning an auction for the La Quinta terminal to see who wants to design, finance, build and run a multimillion-dollar facility under a long-term lease.

This matters to Dallas because of the economic energy of international trade. North Texas is a hub -- very much like a seaport -- of distribution centers, transportation arteries and global shipping routes that provide employment for hundreds of thousands of people.

The containers arriving in North Texas today are largely coming from Asia by way of Southern California ports and double-stacked trains.

Some container cargoes arriving at Houston surge into Dallas truck and rail yards, airports and distribution centers. A great many more may be coming, thanks to an expanding Panama Canal and container terminals in Houston and possibly Corpus Christi.

Ms. Hawley said Dallas could be an important partner for Corpus Christi's container port.

Dallas/Fort Worth International Airport is North Texas' premier example of public "building on spec," and it has paid off hugely for the economy.

That model is still alive.

# The Dallas Morning News

**Heck! They even  
did a follow-up  
story a few days  
later!**



## U.S. may not be ready for Panama Canal's expansion

08:34 AM CST on Friday, February 1, 2008

By JIM LANDERS / The Dallas Morning News  
landers@dallasnews.com

TAMPA, Fla. — Port directors say the United States is not ready for the shake-up in trade patterns across the Western Hemisphere that is likely to follow the expansion of the Panama Canal, which is now under way.

That lack of preparedness could mean higher prices than necessary for imported goods, costly delays in moving U.S. exports out of the country — and economic benefits for Caribbean seaports that might otherwise flow to Houston, Corpus Christi and inland to Dallas. Port directors, shipping company managers, government leaders and financiers at a conference in Tampa, Fla., last week described a slew of problems facing the ports and transportation companies on the Gulf and East coasts as they seek to capitalize on what should be a golden opportunity.

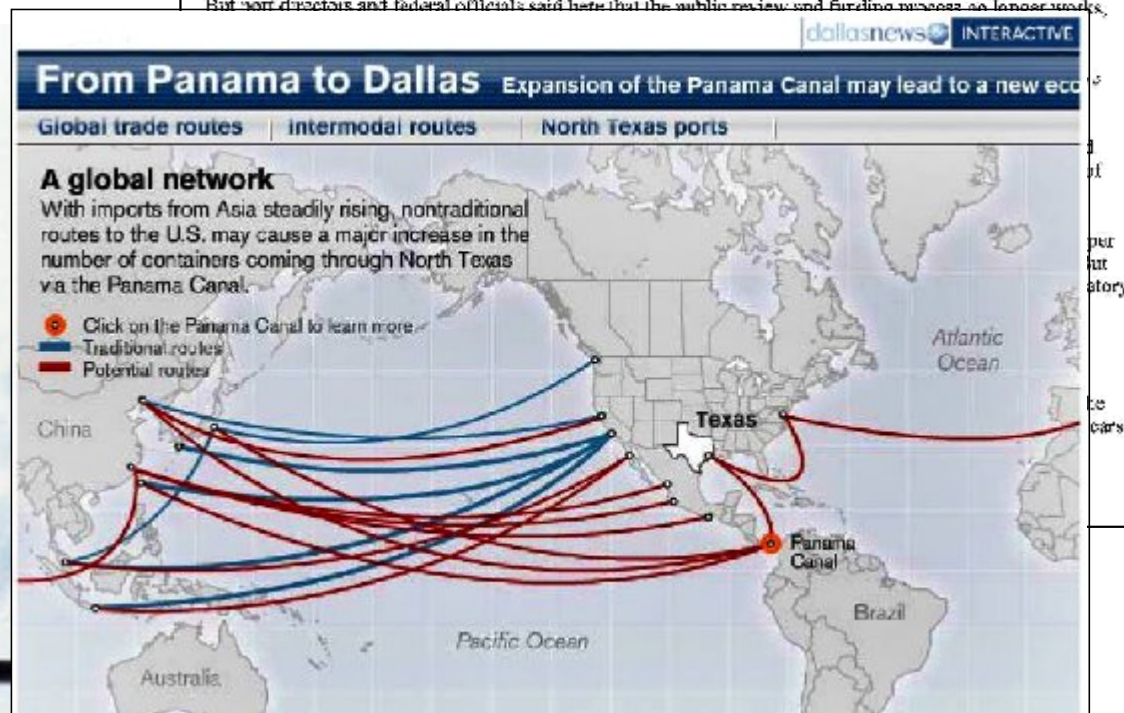
### Also Online

[Map: See how expansion of the Panama Canal may lead to a new economic future for North Texas.](#)

### N. Texas benefits

Backers of the Dallas Logistics Hub in southern Dallas County hope the canal's expansion will bring vast numbers of containers to North Texas distribution centers and rail yards, along with tens of thousands of new jobs and other businesses.

But port directors and federal officials said here that the public review and funding process is longer work,



# ***Thank You!***



**Andy Fobes**  
**[afobes@tampaport.com](mailto:afobes@tampaport.com)**



**TAMPA PORT AUTHORITY**

