



**Televising
Port Commission Meetings:**

Good Idea or Bad Idea?

Yes!

Port Commission Meetings:

TV or Not TV?

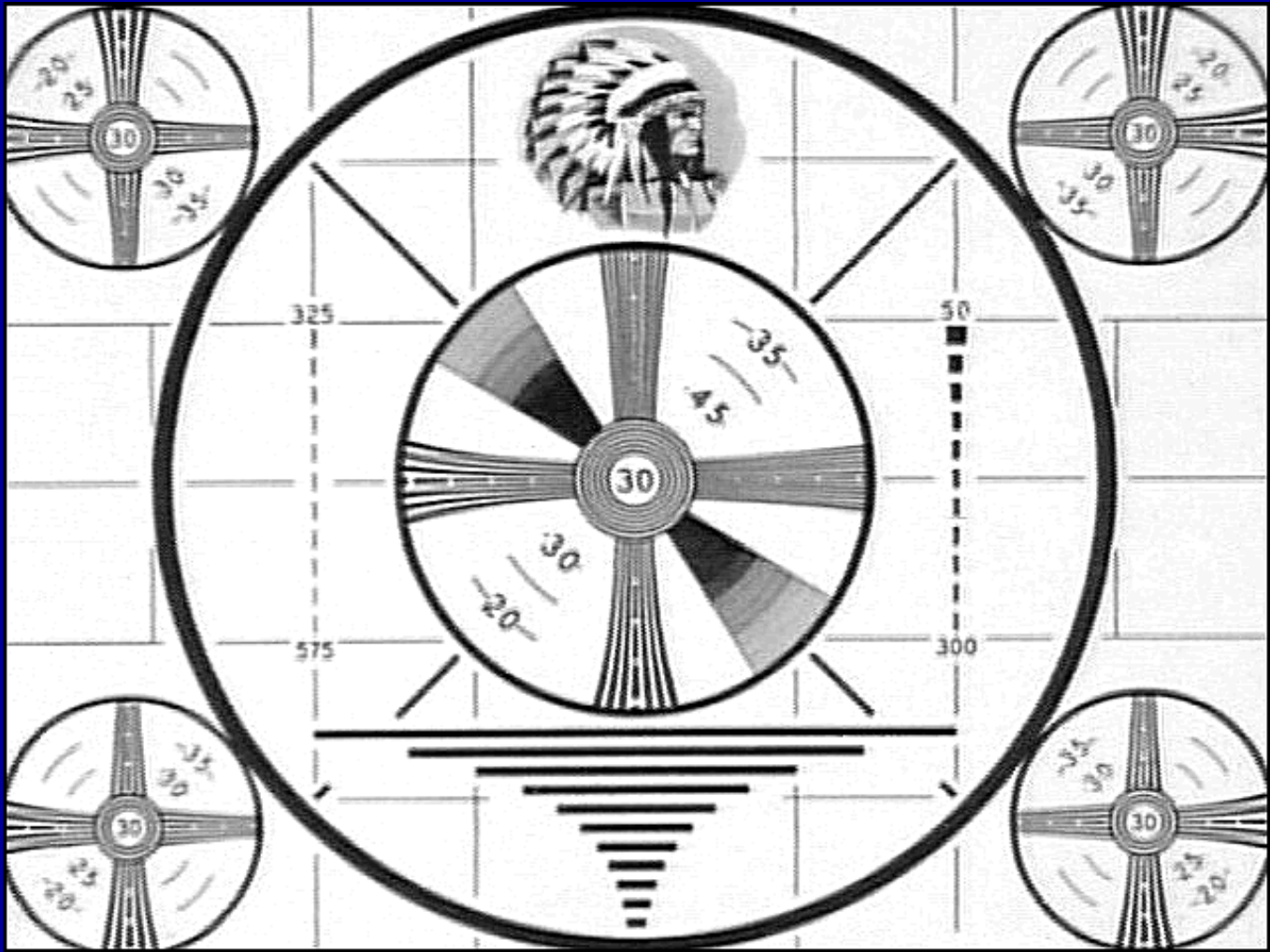
Presented to the AAPA PR Committee Mid-Year
Meeting in Corpus Christi, Texas

June 12, 2008

Rod Koon

Director, Communications

Port of Tacoma



The issue **IS NOT**
about Meetings and TV

The issue **IS ABOUT**
Transparency and
Communication Technology

***Some Media Clips to highlight
the evolution of the
issue at the Port of Tacoma***

Op-Ed in Local Paper (*August 2007*)

- Written by *Fiends of the Port*
- Port should televise/webstream its meetings
- Good step towards letting public know what's going on at the Port

Inside the Editorial Page (TNT BLOG)— August 22, 2007

Watching the Port

The TNT's **BIZZ BLOG** has the story.

Among other things, the group wants the port to put video of all port commission meetings on the Internet. The Tacoma City Council already does that for its regular council meetings, but not for study sessions (I wish it would).

Seems to me it should be a no-brainer for the port.

--David Seago, Editorial Page Editor

Inside the Editorial Page (TNT BLOG)— August 22, 2007

Put port meetings on TV

- **What's the Tacoma Port Commission afraid of?**

Inside the Editorial Page (TNT BLOG)— August 22, 2007

Put port meetings on TV

- **What's the Tacoma Port Commission afraid of?**
- **There's no good reason for the commission not to televise its public meetings, or at least put them on the Web.**

Inside the Editorial Page (TNT BLOG)— August 22, 2007

Put port meetings on TV

- **What's the Tacoma Port Commission afraid of?**
- **There's no good reason for the commission not to televise its public meetings, or at least put them on the Web.**
- **The problem is that these commissioners just aren't used to doing business with the public watching.**

TNT Editorial—September 20, 2007

What's with port officials' bad case of stage fright?

- The commissioners who oversee the Port of Tacoma welcome the prospect of televising their public meetings the way kids welcome measles shots. They'd rather just skip it.

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- The commissioners who oversee the Port of Tacoma welcome the prospect of televising their public meetings the way kids welcome measles shots. They'd rather just skip it.
- That's a silly attitude, and way behind the times. The commissioners are squirming because a small citizen group called Friends of the Port wants the port to televise its meetings.

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What's with port officials' bad case of stage fright?

- The commissioners who oversee the Port of Tacoma welcome the prospect of televising their public meetings the way kids welcome measles shots. They'd rather just skip it.
- That's a silly attitude, and way behind the times. The commissioners are squirming because a small citizen group called Friends of the Port wants the port to televise its meetings.
- The group notes that the ports of Olympia and Seattle televise their commission meetings; the Seattle port also puts its meetings on the Internet with streaming video.

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What's with port officials' bad case of stage fright?

- The commissioners need to remember what the word “public” means.
- In this day and age, the best public relations strategy for local government is being as open and transparent as possible. Go the extra mile, even if it costs a bit.

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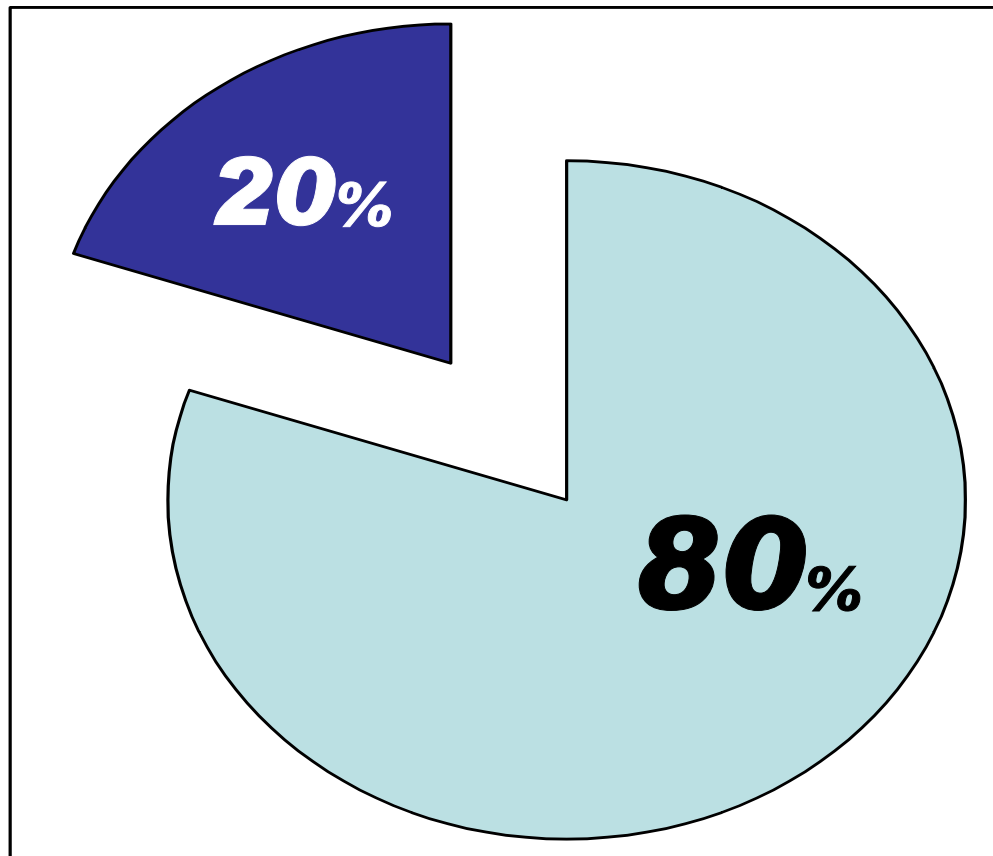
- The commissioners need to remember what the word “public” means.
- In this day and age, the best public relations strategy for local government is being as open and transparent as possible. Go the extra mile, even if it costs a bit.
- It helps build ***public trust***.

TNT Online Poll--*September 2007*

A citizens group is calling for the
Port of Tacoma to televise its meetings.

***Should the port broadcast
its meetings on TV?***

TNT online poll results

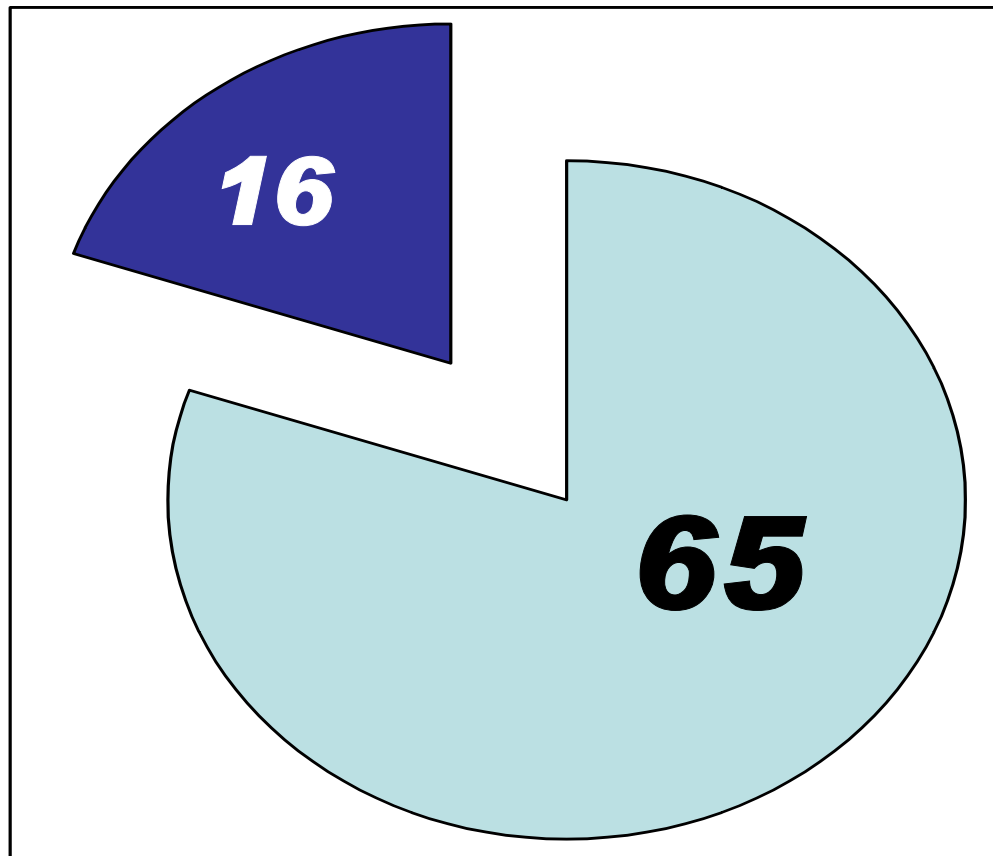


The TNT has a readership of
more than

120,000

*How many people voted in the
online poll?*

A total of **81 votes** were cast.



October 25: Study Session

What would **YOU** recommend?

- It will cost about \$170,000
- At least one of your Commissioners is “luke warm” on the idea
- What would **YOU** recommend?

October 25, 2007

Commission study session on web streaming

- Presented highlights of concept
- Outlined cost ranges/staff impacts
- Research and experiences of other ports and government agencies
- Showed Port of Los Angeles web streaming
- Benefits and considerations

Public comment at study session

- Appreciate public access to Port of Tacoma meetings and minutes (*on the Port's website*)
- Webstreaming of meetings would be very helpful for citizens outside of the Tacoma area to gain understanding of how the Port of Tacoma may impact their communities.

December 20: Commission Vote

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

The commission voted **4-1** this week to Web stream and televise its meetings.

The approval came after some discussion over the cost and whether there's much of an audience for such programming.

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

- “This is wonderful. This is exactly the direction we should be going in,” said port Commissioner Clare Petrich.

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- “This is wonderful. This is exactly the direction we should be going in,” said port Commissioner Clare Petrich.
- “This will help us in our goal of communicating more effectively,” Koon said

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

- “This is wonderful. This is exactly the direction we should be going in,” said port Commissioner Clare Petrich.
- “This will help us in our goal of communicating more effectively,” Koon said
- “Our interest is delivering it so that people who want to watch it can watch it. If you don’t want to watch it, don’t watch it,” Bacon said.

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

- Commissioner Ted Bottiger was the rare dissenting vote. Bottiger remained skeptical about spending \$170,000 for the small number of people he anticipates will watch the meetings.

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

- Commissioner Ted Bottiger was the rare dissenting vote. Bottiger remained skeptical about spending \$170,000 for the small number of people he anticipates will watch the meetings.
- “We have all kinds of public relations efforts, we have a newsletter, we have a monthly report, you can get all the same information for 37 cents by being on a mailing list,” Bottiger said.

Port business: Must-see TV?--December 20, 2007

Commission to broadcast regular meetings on Web, television

Friends of the Port leader said:

I thank the commission very much for their attempt to what is obviously the public's right to access a governmental body whose business should be made public. Televising and Web streaming is a good strategy for that.

Web Streaming Timeframe

- Signed contract with Granicus in early 2008
- Two months of equipment purchase and installation
- First meeting successfully web streamed live on March 20, 2008

Other Partnerships

- County cable TV commission
 - Plays each meeting two times on cable
 - CLICK!
 - COMCAST
- CLICK!—City cable—has 25,000 subscribers for Video on Demand (VOD)
\$1,200 per month for Port
 - 250 spots promoting Port content on *CLICK!* (30-second spots)—started in April

Do you get more viewers than
Dancing with the Stars?



CLICK! By the Numbers

- **Viewership for May was up 46%**
- **What shows could people watch?**

CLICK! Shows on Port

- Six hours of content, including:
 - Port history video (1993)
 - Tall Ships show from 2005
 - Past episodes of Port Report TV show
 - What's in a Container?
 - Most recent Port Commission meeting

CLICK! Numbers

<i>Title</i>	<i>Views</i>
• Port history video	143
• Tall Ships 2005	99
• What's in a Container?	70
• Port Report 9/07	27
• 4/17 Meeting	24
• 4/17 Meeting	24
• Port Report 6/07	20
• 4/22 Meeting	<u>6</u>
<i>Total:</i>	412

Numbers from our Port Website

Name	Date	Requests
Commission Meeting 3-20-08	03/20/2008	611
Commission Meeting	05/29/2008	528
Commission Meeting - April 3, 2008 (Auto-Generated Trim	04/03/2008	380
Commission Meeting 3-20-08 (Copy)	03/20/2008	229
Special Commission Meeting	04/22/2008	204
Commission Meeting April 17, 2008	04/17/2008	194
Commission Meeting - May 5, 2008	05/05/2008	150
Commission Meeting	06/05/2008	133
Day 2 Training	04/03/2008	130
Tall Ships Tacoma - Parade of Sail	06/30/2005	124
State of the Port (Copy)	04/23/2008	113
Commission Meeting	04/17/2008	97
A Proud Past, A Promising Future	03/21/1993	79
Pierce County Port Report - May 2008	06/05/2008	79
Northwest Intermodal Conference Day 1 Morning Session	05/28/2008	65
Northwest Intermodal Conference Day 2, Morning Session	05/27/2008	25
TEFRA Hearing - Friday May 30, 2008	05/30/2008	22
In a Box	03/21/2008	21
Blair-Hylebos Redevelopment Project-Lou Paulsen	06/02/2008	15
Pierce County Port Report	09/01/2007	13
Pierce County Port Report	06/01/2007	11

TNT article--May 14, 2008

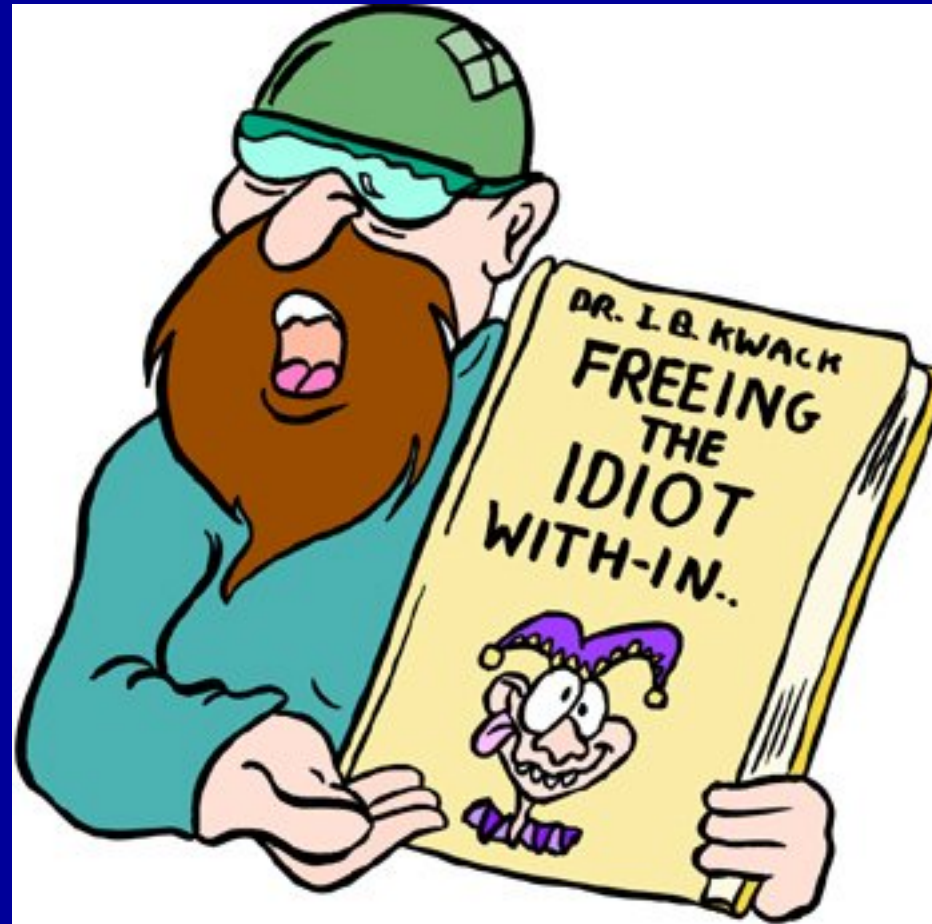
Port of Tacoma broadcast viewing data released

- Rod Koon, port spokesman, said he's encouraged that people are watching commission meetings and other content produced by the port.

Did the tone of meetings change?



Do more people show up at your meetings just to be on TV?



Do people *grandstand* for TV?

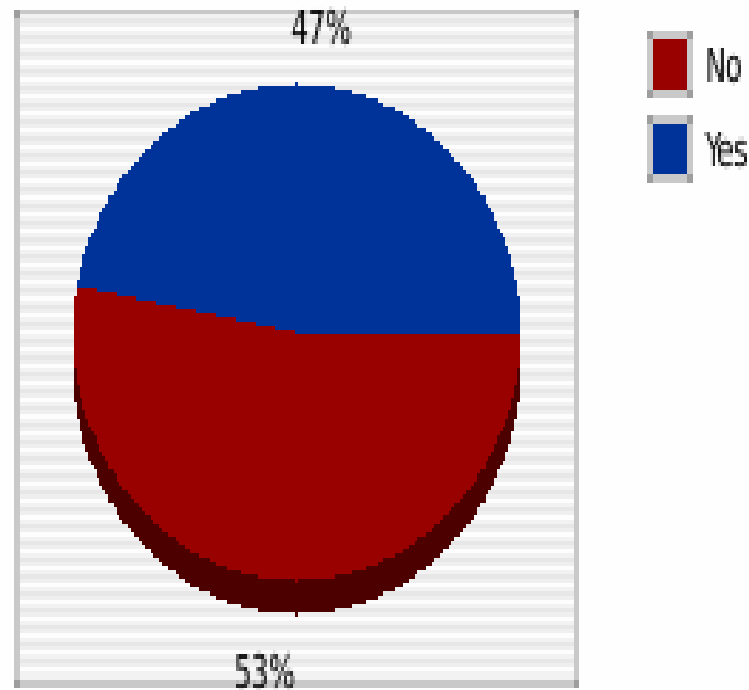


And the AAPA Survey Says....

A total of 15 PR Port professionals
responded...

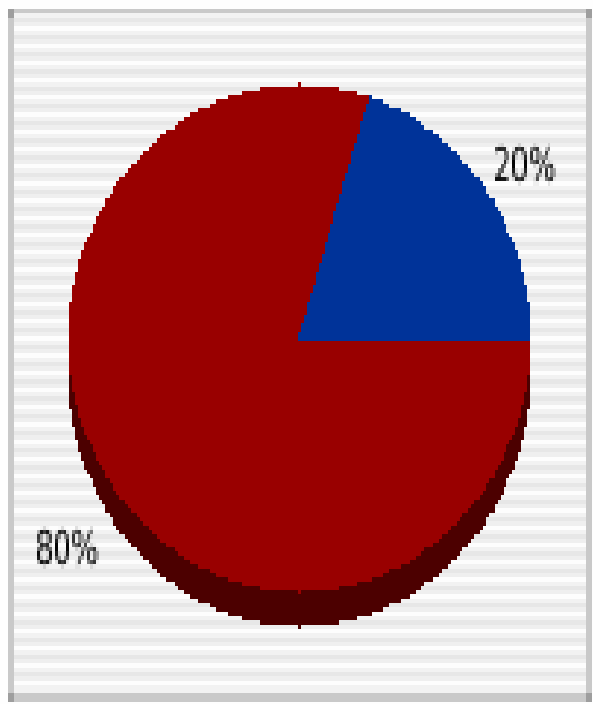
...many are in THIS ROOM!!

Are your port commission meetings televised?



Yes	7	46.67%	<div style="width: 46.67%;"></div>
No	8	53.33%	<div style="width: 53.33%;"></div>
Total	15	100.00	<div style="width: 100%;"></div>

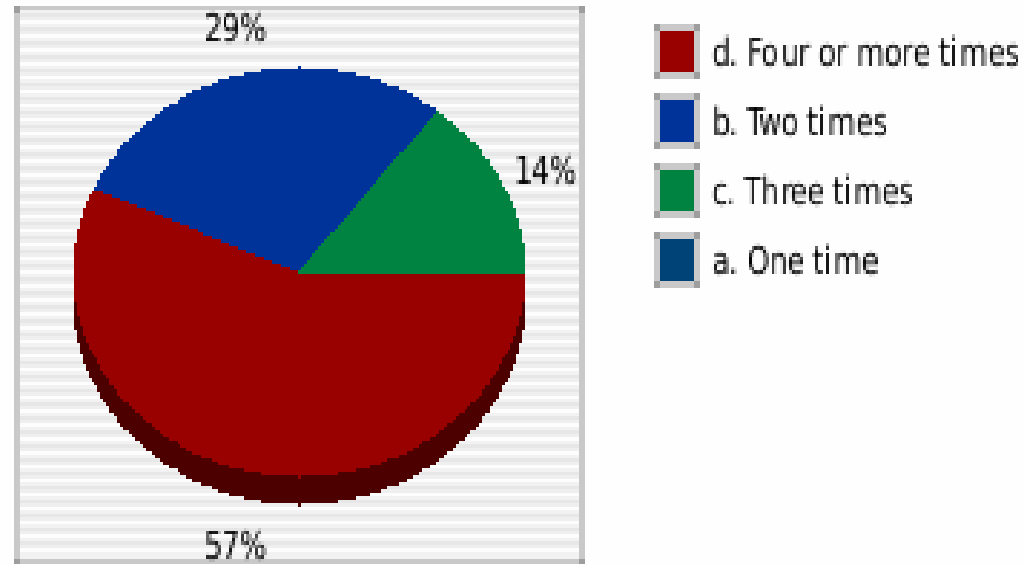
Are your port commission meetings "web streamed" on your website?



No
Yes

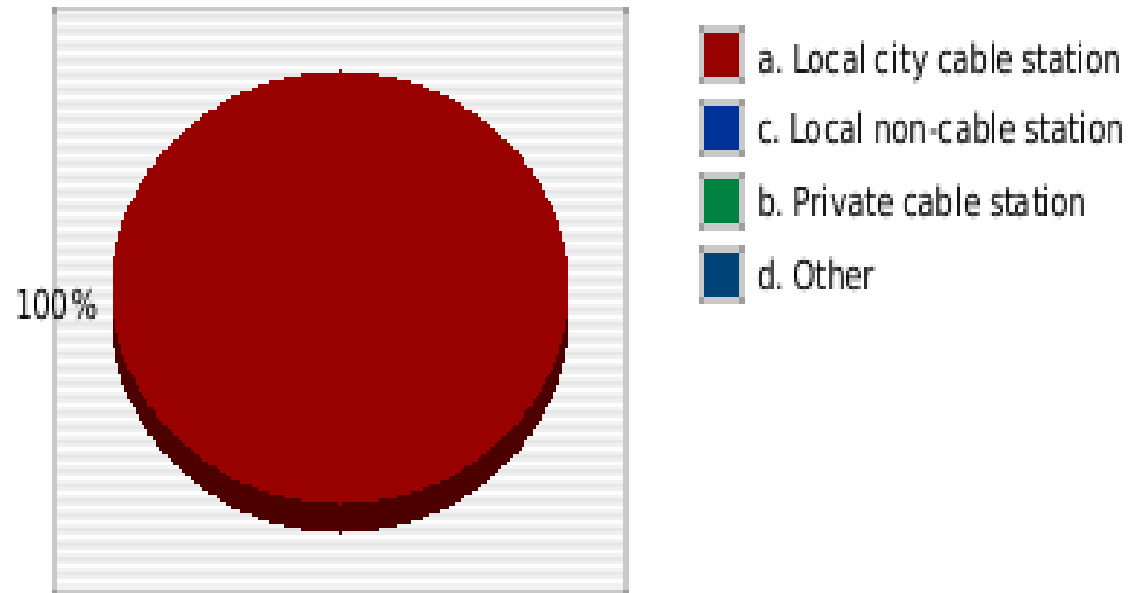
Yes	3	20.00%	<div style="width: 20%;"></div>
No	12	80.00%	<div style="width: 80%;"></div>
Total	15	100.00	<div style="width: 100%;"></div>

If you are currently televising your commission meetings, how often does the meeting get shown?



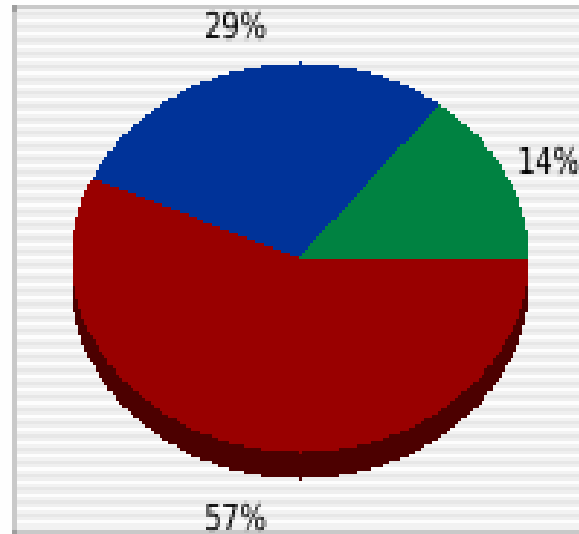
a. One time	0	0.00%	
b. Two times	2	28.57%	
c. Three times	1	14.29%	
d. Four or more times	4	57.14%	
Total	7	46.67	

If your commission meetings are televised, what station are they on?



a. Local city cable station	8	100.00%	<div style="width: 100%; height: 10px; background-color: #1f4e79;"></div>
b. Private cable station	0	0.00%	<div style="width: 0%; height: 10px; background-color: #1f4e79;"></div>
c. Local non-cable station	0	0.00%	<div style="width: 0%; height: 10px; background-color: #1f4e79;"></div>
d. Other	0	0.00%	<div style="width: 0%; height: 10px; background-color: #1f4e79;"></div>
Total	8	53.33	<div style="width: 53.33%; height: 10px; background-color: #1f4e79;"></div>

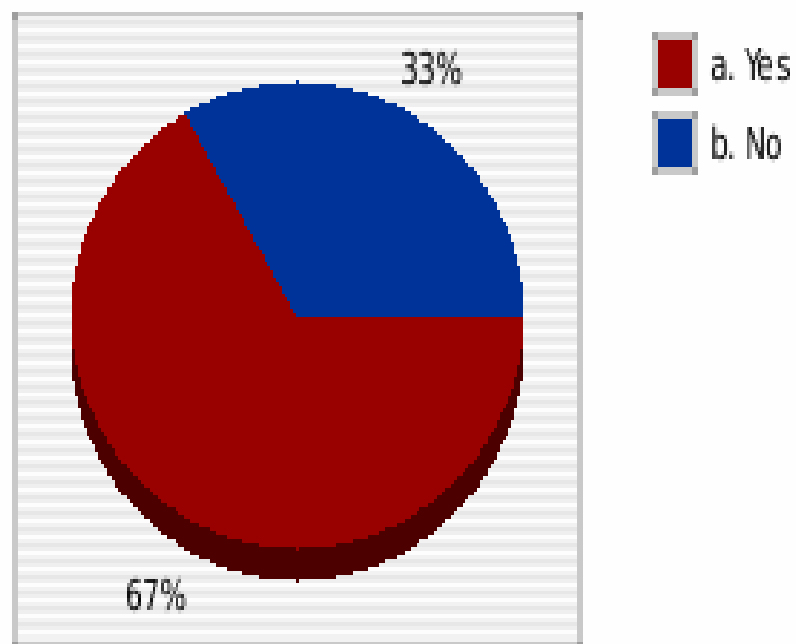
If you are televising your commission meetings, what is your approximate annual budget for doing so (not including any equipment purchases)?



- a. Under \$30,000
- b. \$31,000 to \$80,000
- d. \$140,001 to \$200,000
- c. 80,001 to 140,000
- e. More than \$200,000

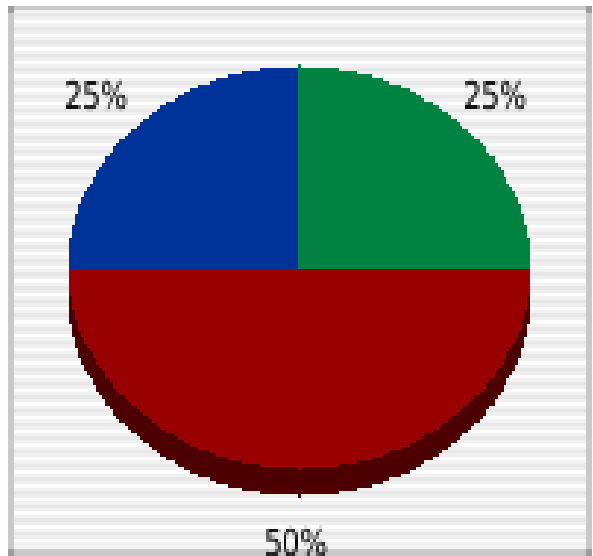
a. Under \$30,000	4	57.14%	<div style="width: 57.14%;"></div>
b. \$31,000 to \$80,000	2	28.57%	<div style="width: 28.57%;"></div>
c. 80,001 to 140,000	0	0.00%	<div style="width: 0%;"></div>
d. \$140,001 to \$200,000	1	14.29%	<div style="width: 14.29%;"></div>
e. More than \$200,000	0	0.00%	<div style="width: 0%;"></div>
Total	7	46.67	<div style="width: 46.67%;"></div>

If you televise your commission meetings, do you have equipment permanently installed in your meeting room?



a. Yes	6	66.67%	<div style="width: 66.67%;"></div>
b. No	3	33.33%	<div style="width: 33.33%;"></div>
Total	9	60.00	<div style="width: 60.00%;"></div>

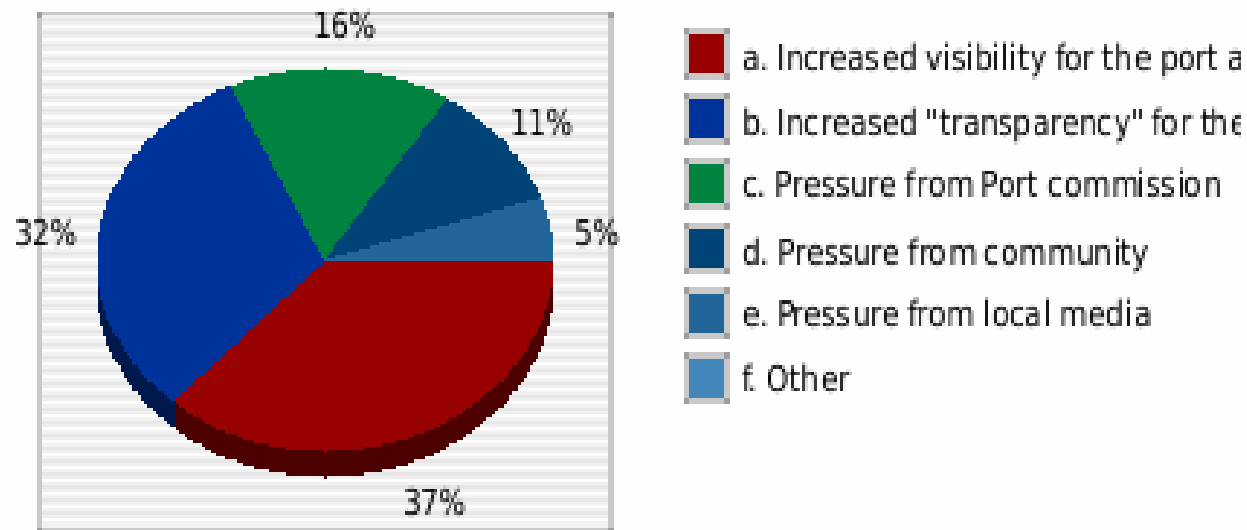
If YES to the last question, what was the cost of installing that equipment?



- a. Under \$30,000
- c. 80,001 to 140,000
- d. \$140,001 to \$200,000
- b. \$31,000 to \$80,000
- e. \$200,001 or more

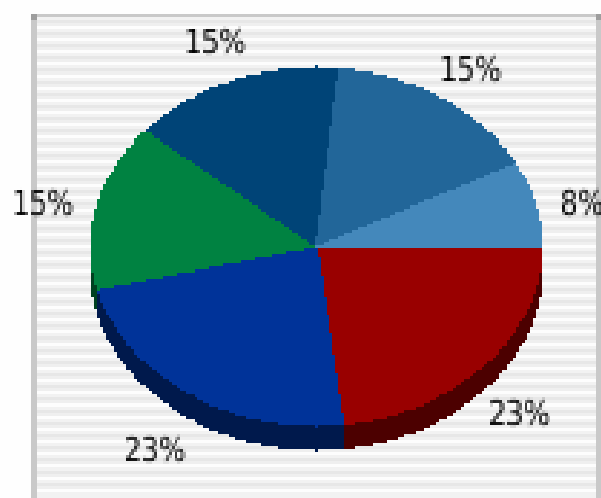
a. Under \$30,000	2	50.00%	<div style="width: 50%; height: 10px; background-color: #0056b3;"></div>
b. \$31,000 to \$80,000	0	0.00%	<div style="width: 0%; height: 10px; background-color: #0056b3;"></div>
c. 80,001 to 140,000	1	25.00%	<div style="width: 25%; height: 10px; background-color: #0056b3;"></div>
d. \$140,001 to \$200,000	1	25.00%	<div style="width: 25%; height: 10px; background-color: #0056b3;"></div>
e. \$200,001 or more	0	0.00%	<div style="width: 0%; height: 10px; background-color: #0056b3;"></div>
Total	4	26.67	<div style="width: 26.67%; height: 10px; background-color: #0056b3;"></div>

If you are televising your commission meetings, what were the major factors that influenced that decision?



a. Increased visibility for the port and the commission	7	87.50%	<div style="width: 87.5%;"></div>
b. Increased "transparency" for the port	6	75.00%	<div style="width: 75%;"></div>
c. Pressure from Port commission	3	37.50%	<div style="width: 37.5%;"></div>
d. Pressure from community	2	25.00%	<div style="width: 25%;"></div>
e. Pressure from local media	1	12.50%	<div style="width: 12.5%;"></div>
f. Other	0	0.00%	<div style="width: 0%;"></div>
# of people who answered question	8		

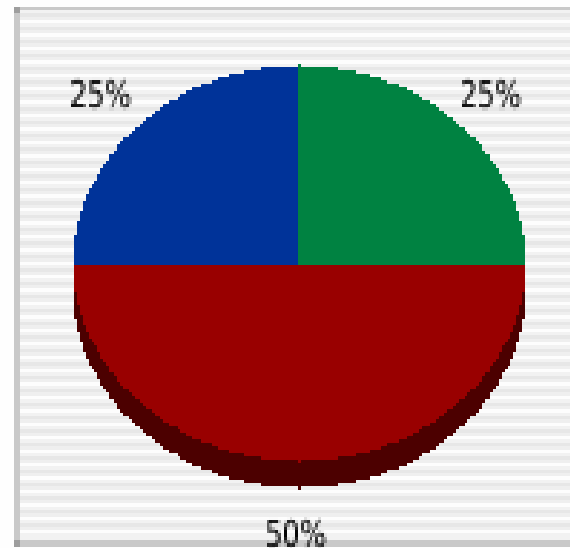
If you currently DO NOT televise your commission meetings, what factors influenced that decision?



- g. Other
- c. Did not see the value
- f. Lack of senior management support
- a. Cost
- e. Lack of Commission support
- d. Lack of staff time
- b. Technology challenges

a. Cost	2	33.33%	<div style="width: 33.33%;"></div>
b. Technology challenges	0	0.00%	<div style="width: 0%;"></div>
c. Did not see the value	3	50.00%	<div style="width: 50%;"></div>
d. Lack of staff time	1	16.67%	<div style="width: 16.67%;"></div>
e. Lack of Commission support	2	33.33%	<div style="width: 33.33%;"></div>
f. Lack of senior management support	2	33.33%	<div style="width: 33.33%;"></div>
g. Other	3	50.00%	<div style="width: 50%;"></div>
# of people who answered question	6		

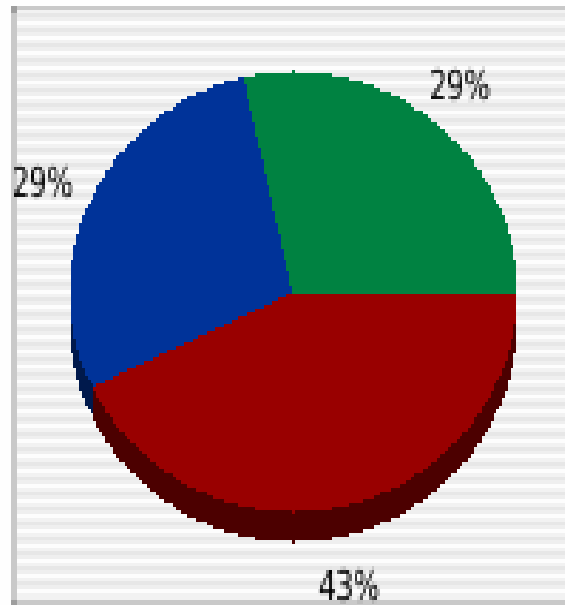
If YES to above, how many people watch each of your meetings?



- b. 101 to 300
- a. 1 to 100
- c. 301 to 500
- d. 501 to 1,000
- e. More than 1,000

a. 1 to 100	1	25.00%	■
b. 101 to 300	2	50.00%	■
c. 301 to 500	1	25.00%	■
d. 501 to 1,000	0	0.00%	
e. More than 1,000	0	0.00%	
Total	4	26.67	■

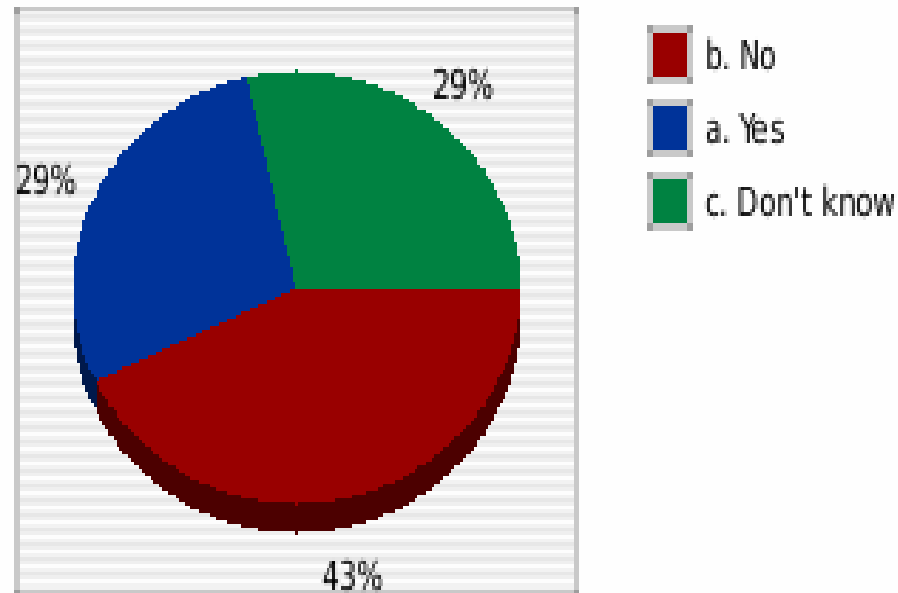
If you are televising your commission meetings, how long have you been doing so?



- c. Four to six years
- a. Less than one year
- b. One to three years
- d. Seven years or more

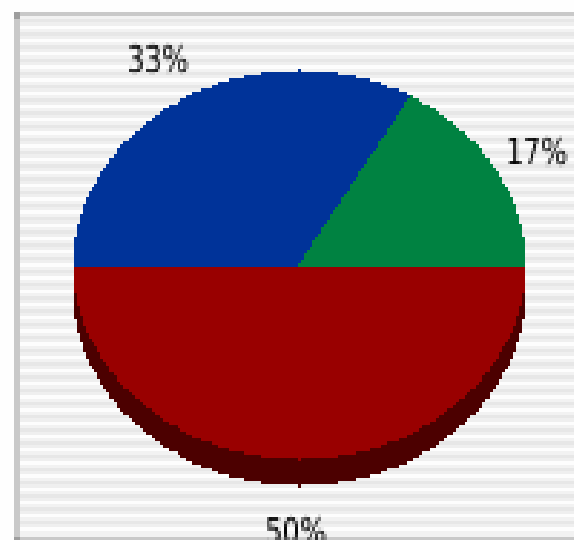
a. Less than one year	2	28.57%	■
b. One to three years	2	28.57%	■
c. Four to six years	3	42.86%	■
d. Seven years or more	0	0.00%	
Total	7	46.67	■

If you are NOT currently televising your commission meetings, do you think it is something your port will consider in the future?



a. Yes	2	28.57%	<div style="width: 28.57%;"></div>
b. No	3	42.86%	<div style="width: 42.86%;"></div>
c. Don't know	2	28.57%	<div style="width: 28.57%;"></div>
Total	7	46.67	<div style="width: 46.67%;"></div>

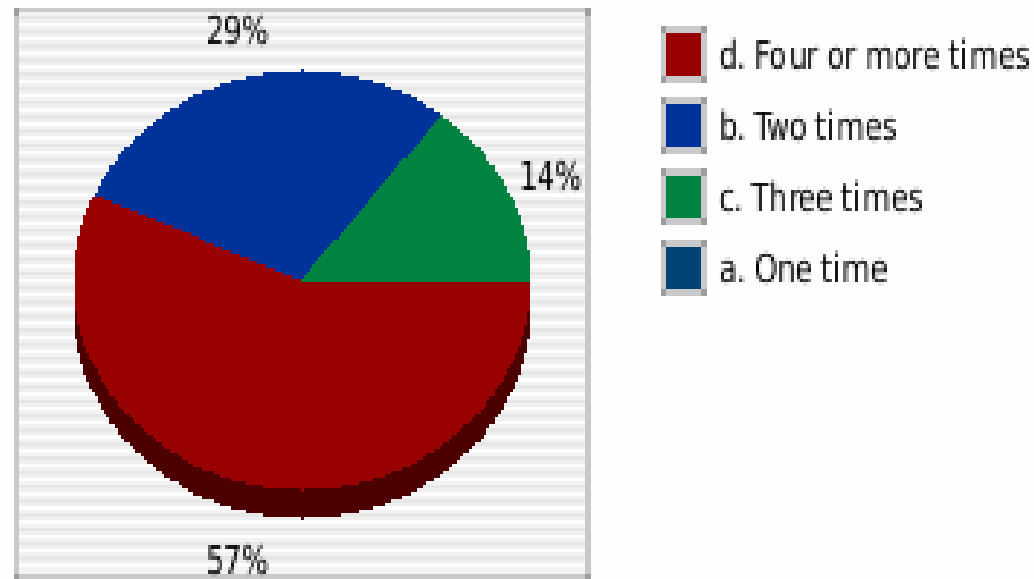
If your meetings are available on your website, who do you think finds that valuable?



- f. ALL OF THE ABOVE
- a. The public
- e. Port employees
- b. The media
- d. Potential port customers
- c. Port customers

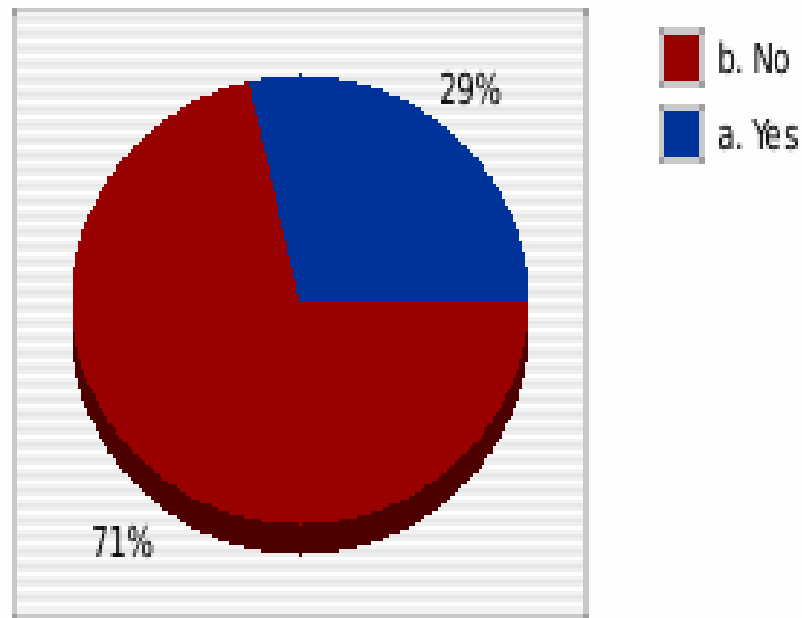
a. The public	2	40.00%	<div style="width: 40%;"></div>
b. The media	0	0.00%	<div style="width: 0%;"></div>
c. Port customers	0	0.00%	<div style="width: 0%;"></div>
d. Potential port customers	0	0.00%	<div style="width: 0%;"></div>
e. Port employees	1	20.00%	<div style="width: 20%;"></div>
f. ALL OF THE ABOVE	3	60.00%	<div style="width: 60%;"></div>
# of people who answered question	5		

If you are currently televising your commission meetings, how often does the meeting get shown?



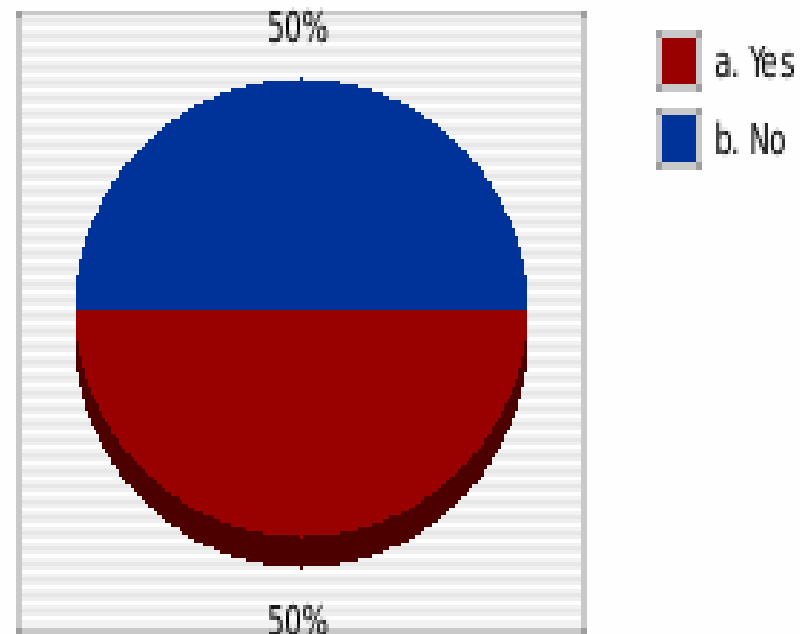
a. One time	0	0.00%	
b. Two times	2	28.57%	■
c. Three times	1	14.29%	■
d. Four or more times	4	57.14%	■
Total	7	46.67	■

If you are televising your meetings, do you find that changed what members of the public attend and speak at your meetings?

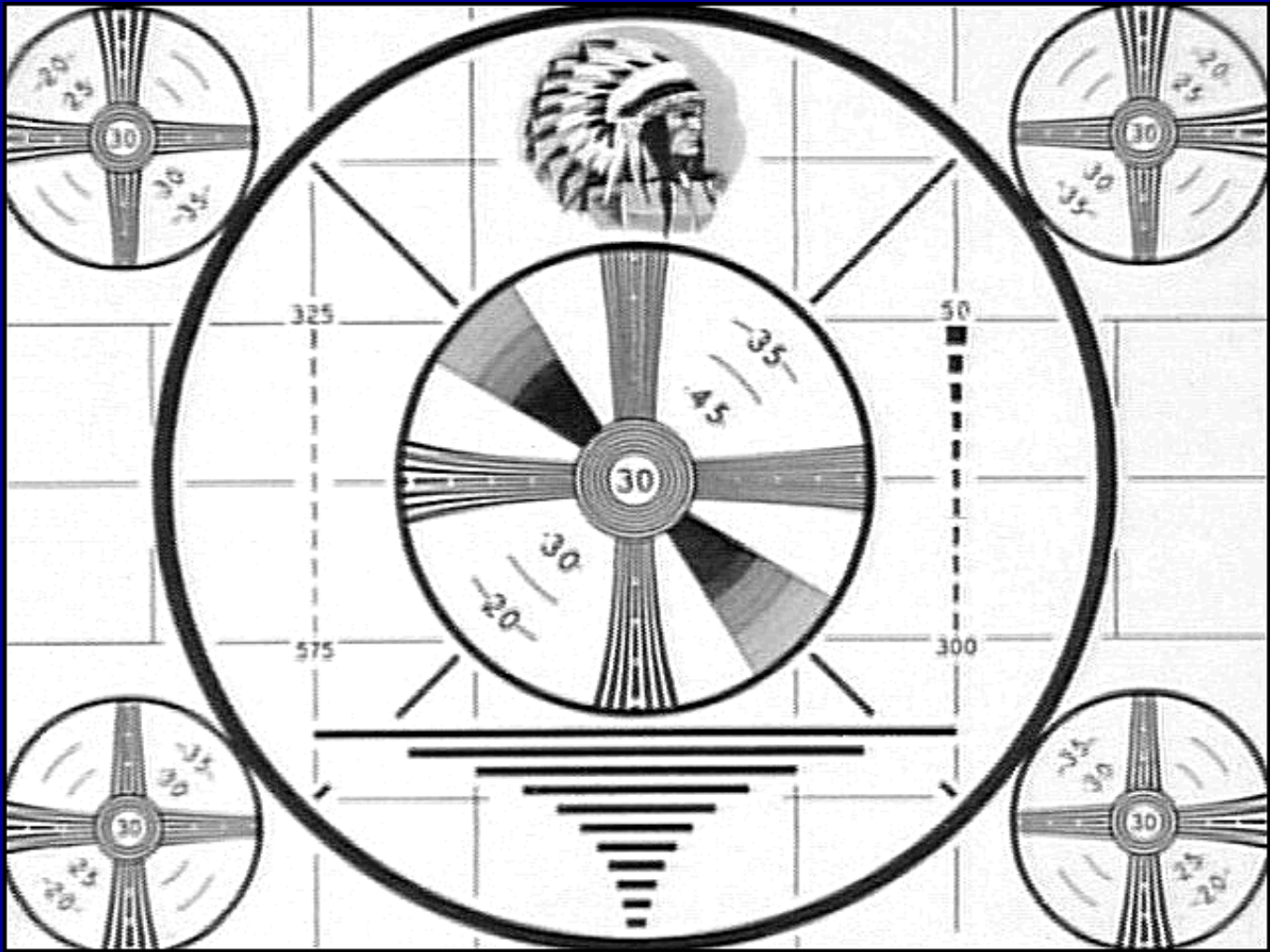


a. Yes	2	28.57%	<div style="width: 28.57%;"></div>
b. No	5	71.43%	<div style="width: 71.43%;"></div>
Total	7	46.67	<div style="width: 46.67%;"></div>

If you are televising and/or web streaming your meetings, are you also using that technology for other non-Commission meeting purposes?



a. Yes	3	50.00%	<div style="width: 50%;"></div>
b. No	3	50.00%	<div style="width: 50%;"></div>
Total	6	40.00	<div style="width: 40%;"></div>



Points to Ponder

- More emphasis on “transparency” is coming.
- Outside forces set the standard for transparency. Your port does not.
- Utilize video technology in your overall communications strategy

Port Commission Meetings: *TV or Not TV?*

Rod Koon

Director, Communications

Port of Tacoma

For more information, contact:

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