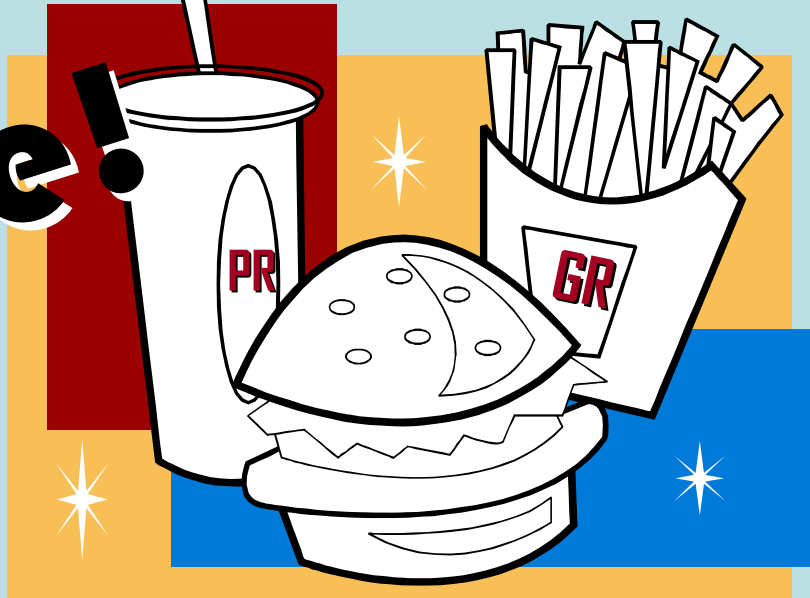


# Supersize me!



**AAPA Executive  
Management Conference  
Tampa, Florida  
May 4-8, 2009**

***(...or Why You Need a Port PR/GR Combo to go)***

**John Thorington**

Senior Director of Communications  
& Board Coordination

**Andy Fobes**

Director of Public Relations



**TAMPA PORT AUTHORITY**



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

# PR/GR Combo Functions

- Develop and convey key industry messages to constituents, community and media
- Monitor legislative activity/policy
- Advocate for port industry issues
- Ongoing research and industry education
- Encourage and enlist support of regional economic development groups to develop cohesive, collaborative industry messages
- Utilize technologies to the port's advantage
- Wear many hats= Team Work Extraordinaire
- Work with AAPA closely—powerful resource



# PR/GR—Things We Do

- Build an Image—Image is the Bottom Line
- Reinforce and further the Port's reputation
  - Job generator/economic engine, largest tonnage port, etc.
- Raise awareness of Port & Industry Activities
- Feed (educate) the Public and Key Audiences
- Increase Understanding and Demonstrate Relevance to Community, Economy and Individual Well Being
- Influence Opinion Leaders, Industry Leaders and Policy Makers
- Motivate Audiences to Action



# Key Audiences

- Media—local, regional, national, trade pubs
- Community Leaders
- Business Partners
- Trade Associations
- Port/Maritime Community
- Legislators/Elected Officials



# Large Tenant & Customer Base



MARINE TOWING OF TAMPA LLC



onesteel



Tarmac  
A Fitem America Business

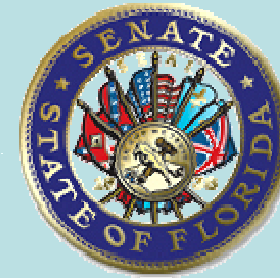


OCF Industries™



PORTS AMERICA

# Industry—Economic—Government



**PROPELLER CLUB  
PORT OF TAMPA**



**Executive  
Shippers  
Council**





# A Buffet of Areas Covered

A.K.A. Tools that help us share our message...

- Media Relations
- Press Releases & Media Advisories
- Speeches and Presentations
- Port Publications & Videos
- Branding & Advertising
- Website Content
- Special Events
- Public Port Tours



# Media Relations—Keeping them Fed

- Press releases, media alerts, press conferences for timely stories/events
- Ongoing, positive relationship building with reporters is critical
- Good relationships = increased likelihood of positive and frequent media coverage
- Work with department directors & legal team to be sure message is clear, consistent and well documented
- Government In the Sunshine Law





# Sample Press Release With AAPA and 'Seaports Deliver' Branding



## FOR IMMEDIATE RELEASE

Date: April 9, 2009

Contact: Andy Fobes, TPA PR Director, 813.905.5132 or [afobes@tampaport.com](mailto:afobes@tampaport.com)



(Photo 1): The first of 12 bridge girder sections, fabricated by Tampa Steel Erecting Co., being loaded at the Port of Tampa on April 6, with the port's new Gottwald mobile harbor crane. (Photo 2): Sections of a bridge, fabricated by Tampa Steel Erecting Co., destined for New York City, are secured about a barge at the Port of Tampa on April 8. (Photos by Tampa Port Authority and Ports America—Tampa)

## Port of Tampa loads bridge project for New York City

TAMPA— Twelve sections of a new bridge to be delivered and assembled in New York City were loaded at the Port of Tampa today. Tampa Steel Erecting Co. was the fabricator of the components, or tub girders, which had a combined total weight of 1000 tons, the largest piece weighing in at 98 tons. The bridge sections are destined for the

Linden Avenue Exit off the Whitestone Expressway. Tampa Steel Erecting Co., in business since 1945, has participated in a number of important bridge construction projects. Utilizing the Port of Tampa for shipment, such past projects have included Boston's Storrow Drive, and Casco Bay drawbridge, in Portland, Maine. Terminal and stevedoring work was performed by Ports America, utilizing the port's new heavy-lift Gottwald mobile harbor crane, with LA Carriers providing tug and barge service to deliver the sections to New York.

Tampa Port Authority ([www.tampaport.com](http://www.tampaport.com)) administers Florida's largest and one of the nation's most diversified ports. With more than 8 million people within 100 miles, the Port of Tampa has a local consumer market that is among the largest in the Southeast U.S.

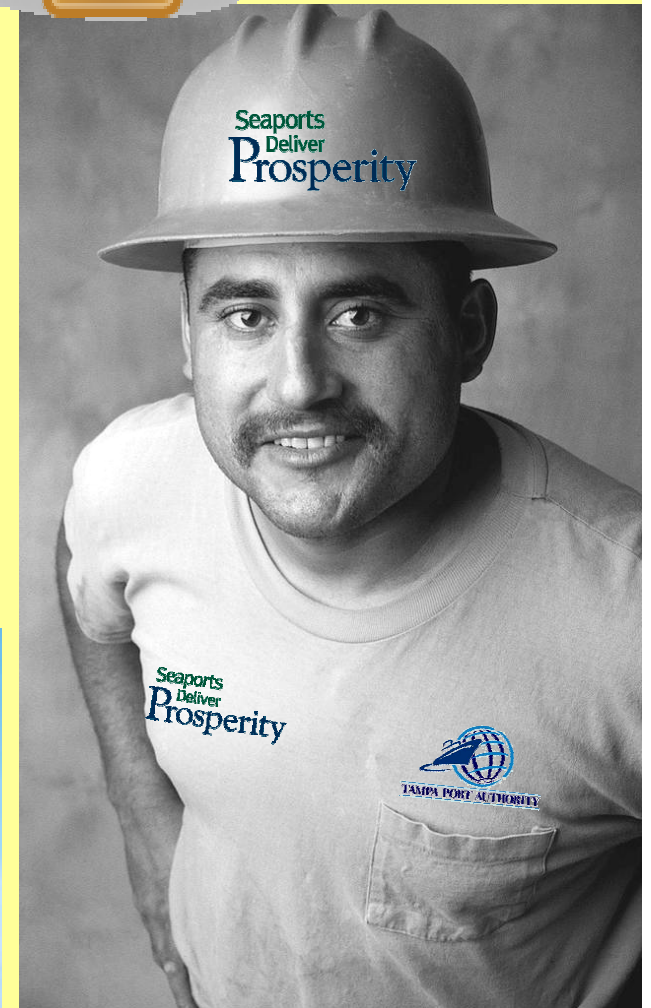


For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world. Today, approximately 99% of all goods come into the United States by ships, and seaports continue to be a critical link for access to the global marketplace. Seaports throughout the Western Hemisphere generate trillions of dollars of economic activities, support the employment of millions of people, and import and export more than 4.5 billion tons of cargo, including goods, clothing, medicine, fuel and building materials, as well as consumer electronics and toys. The volume of cargo shipped by water is expected to dramatically increase by 2020, and the number of passengers traveling throughout our seaports will also continue to grow. To meet these demands, the American Association of Port Authorities and its members, including the Tampa Port Authority, are committed to keeping seaports navigable, secure and sustainable.

### END ###

# Other Awareness Ideas

- Promotional items
- Banners and flags for events/openings





# Media Clips

Port of Tampa to be  
fuel source for  
Wednesday, April 11, 2007

## Ships Ahoy! State Is Tops For Cruises

Miami  
Nation  
Depa  
Tamp  
No.



### TOP 10 PORTS

Port	2006 Passengers
1. Miami	1,890,000
2. Port Canaveral	1,145,000
3. Port Everglades	617,000
4. Galveston	592,000
5. Los Angeles	536,000
6. New York	457,000
7. Tampa	378,000
8. Long Beach	373,000
9. Seattle	318,000
10. Honolulu	318,000

Source: Cruise Lines International Association

By TED JACKOVICH  
The Tampa Tribune

**TAMPA** — Florida's nation in passenger cruises out of state and the Port of Tampa ranked seventh nationwide in the people boarding a new study says. The study by Lines International trade group, about 5 million percent of the cruise ship States last year, one of Florida's ports. Among

## TERMINAL UPDATE

### Major expansion planned for Floridian port of Tampa

With buoyant container growth forecast at the US Gulf Coast (USGC) port of Tampa over the next few years, major expansion of its Hooker's Point Container Terminal is planned.

Tampa's container volume is currently low (28,000TEU in 2006), but it grew by 116% from October 2006 to June 2007. Meanwhile, the port's throughput is forecast to reach 45,000TEU this year, with cargoes including furniture, tiles and refrigerated food products.

The annual capacity of the Hooker's Point facility, operated by Ports America (now owned by AIG Global Investment Group), is around 200,000TEU.

Wade Elliott, senior director of Tampa Port Authority's marketing division, told *CT* that, over the next five years (sooner if required), this

will increase to about 800,000TEU.

He added: 'We're in the process of extending the berth by 300ft, to 2,100ft, due for completion by June 2008. Further expansion will include additional paved storage area, new reefer plugs, a new



The Hooker's Point Container Terminal at the US port of Tampa

gate and [more] terminal-handling equipment.'

According to Elliott, the cargo growth is primarily from the Asia-Gulf Express (AGX) service, launched in August 2006 by Zim Integrated Shipping Services and

Emirates Shipping Line.

He expanded: 'A lot of the impetus for the growth has come from importers and exporters in the Tampa/central Florida region, who, until the launch of the AGX, had no choice but to truck or rail

their goods to more distant and congested ports.'

Elliott added that several major retailers have recently constructed or expanded their distribution centre (DC) capacity in the region.

These include Wal-Mart, Lowe's, Havertys Furniture and Room to Go, as well as the distributor

Southern Wines and Spirits of America.

He explained that Rooms to Go, the largest furniture retailer in the US, has over 2 million ft<sup>2</sup> of DC space located within 20 miles of the port of Tampa.

### Tampa officials see container growth

Hooker's Point  
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# Media Frenzy--AKA *Gluttony*

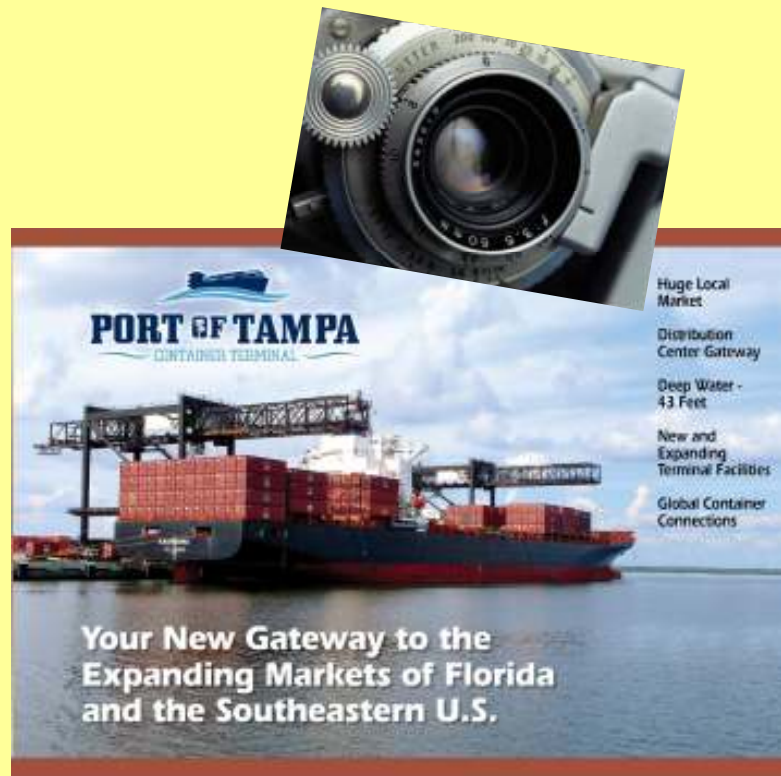
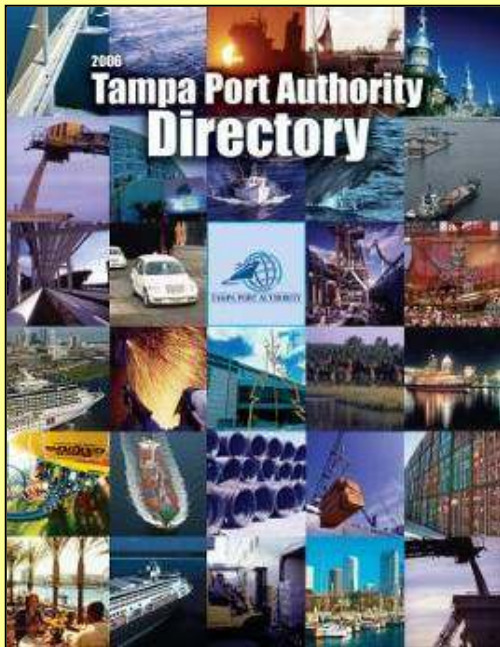
- DP World issue
- Vessel related incidents
- HAZMAT issues/public safety
- Environmental issues
- Balancing industry and community needs
- Public records requests
- Swine Flu





# Publications—Content & Design

- Port Directory, News Magazine, Invitations, Brochures, Handouts, etc.
- Photography (field shots/scheduling of aerals)



# Port Advertising/Promotion

- Concepts, Designs, Deadlines
- PR Teams with Marketing Department to creatively promote



**Cruise Tampa!**

*• Only minutes from top U.S. airport*

*• 3 Efficient terminals located in the heart of Tampa's entertainment and dining district*



**TAMPA PORT AUTHORITY**

info: 800.741.2297 info@tampaport.com www.tampaport.com



**TAMPA**  
FLORIDA'S BREAK BULK PORT

**Florida's Largest Port**

**Huge Local Market -**  
8 Million People  
Within 100 Miles

**Diverse Cargo Base**

**1 Million Square Feet**  
Warehouse & Cold  
Storage Space

**On-Deck Rail**

**80 Acres of General**  
Cargo Laydown &  
8800' of Dock Length

**PORTS AMERICA**

**TAMPA PORT AUTHORITY**

WWW.TAMPAPORT.COM  
800.741.2297



# Promotion—Tradeshow Display



The graphic is a promotional display for the Tampa Port Authority. It features a large aerial photograph of the port with a ZIM container ship docked. At the top, a navigation bar lists port services: LIQUID BULK, SHIP REPAIR, PROJECT CARGO, CONTAINERS, RO/RO, BREAKBULK, DRY BULK, and CRUISE. The main title 'TAMPA-FLORIDA'S LARGEST PORT' is prominently displayed in the upper center, with the 'TAMPA PORT AUTHORITY' logo to its left. On the right side, a map of the Caribbean and surrounding regions shows various ports, with Tampa highlighted as a central hub. The slogan 'Seaports Deliver Prosperity' is positioned next to the map. In the bottom left, there is an image of a worker in a hard hat. The bottom right shows a large parking lot filled with cars. A central list of five bullet points highlights the port's key features.

LIQUID BULK   SHIP REPAIR   PROJECT CARGO   CONTAINERS   RO/RO   BREAKBULK   DRY BULK   CRUISE

**TAMPA-FLORIDA'S  
LARGEST PORT**

TAMPA PORT AUTHORITY

Seaports  
Deliver  
Prosperity

- HUGE LOCAL MARKET
- EXPANDING DISTRIBUTION CENTER GATEWAY
- GLOBAL CONTAINER CONNECTIONS
- DEEP WATER-43 FEET
- SIGNIFICANT ROOM FOR EXPANSION

# Special Events/Outreach

- Customer Functions
- State of the Port
- New Port Services
- Maiden Vessel Calls
- Openings/Dedications
- Public Harbor Tours
- Host Conferences & Receptions
  - *AAPA, Industry Events, Dignitaries*



# **Panama Canal Conference— Build up to a big success**

- After discussions about a Panama Canal-focused event, Tampa port director volunteered Tampa to be host site for workshop—Richard Wainio a foremost PC expert.
- 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



# Well-Attended Conference—Engaging Topics







**TAMPA PORT AUTHORITY**

***Thank You!***

**John Thorington**

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**Andy Fobes**

[afobes@tampaport.com](mailto:afobes@tampaport.com)