

Seaports Deliver Prosperity

The AAPA Awareness Initiative

June 23, 2009



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

Seaports
Deliver
Prosperity

American Association of Port Authorities
703.684.5700 • www.aapa-ports.org

Why an Awareness Initiative?

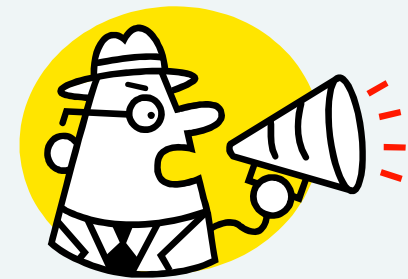
Seaports are not on the radar...

- There was a need for national messages and a more global understanding for seaports as vital part of economy
- A Western Hemispheric campaign lends credibility to current member efforts
- A better public understanding for Seaports = more support
- With current economic pressures the public needs to know that in good times and in bad, seaports deliver the goods.
- Can achieve great results
- Members want results

What are the Benefits?

We have a GREAT Story to Tell!

- Seaports are at the heart of our nation's trade and transportation system and play a significant role in the world economy. We have a stake in the game and must be “heard”
- We are a unique industry with a compelling, emotive story to tell. Our “brand” is unique.
- When we all “sing off of the same sheet of music” the message will begin to resonate. Seaports will receive more attention!
- Seaports will benefit when we get votes, funding, community support, less red tape.



How Will We Get More Attention for Ports?

An Awareness Campaign Positions AAPA to be Heard!

- In the era of the 7 second sound byte we are competing to be heard
- Delivering clear, concise, jargon free messages is essential
- We must communicate the smartest
- If we believe it they will believe it
- Now more than ever we need to be more strategic and combine our efforts

What are the Messages?

- “Seaports Deliver Prosperity” clearly and concisely sums up the importance of seaports
- Our theme/tagline conveys the economic importance that seaports play in the global economy.

The logo features the word "Seaports" in a teal, sans-serif font at the top. Below it, the word "Deliver" is written in a smaller, teal, sans-serif font. The word "Prosperity" is written in a large, blue, serif font, with the "P" being significantly larger than the other letters.

The Messages...

Positioning Statement:

For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world.

Seaports continue to be a critical link for access to the global marketplace. Each year, seaports throughout the Western Hemisphere generate trillions of dollars of economic activity, support the employment of millions of people and import and export more than 4.5 billion tons of cargo including food, 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 through our seaports will continue to grow. To meet these demands, the American Association of Port Authorities (AAPA) and its members are committed to keeping seaports navigable, secure and sustainable.

Why a Positioning Statement?

It is the Basis for AAPA's Messaging Platform

- Emotive overview of the purpose of the Association
- It shows why AAPA is important and highlights key issues
- Includes (somewhat) measurable proof points and metrics
- It is something that can be used when writing and speaking about the Association

Pillar (Key) Messages:

- Economic Impact – Modern, navigable seaports are vital to international trade and economic prosperity.
- Security – Safe and secure seaport facilities are fundamental to both protecting our borders and moving goods.
- Environment - Seaports are investing millions of dollars to significantly reduce the environmental impact on surrounding communities and natural resources.

Pillar Messages Cont'd

Pillar Messages Elaborate on the Positioning Statement...

- Focusing on three key issues is critical to shaping the perceptions of your target audience.

To Illustrate, Messages are the Foundation...



Accomplishments

Highlights:

- Began Working with Edelman April 1, 2008
- Conducted a Communications Audit
- Completed a messaging workshop and message development
- Created collateral materials
- Identified and reached out to third party influencers
- Actively reached out to new media contacts
- Conducted a salon with key influencers focusing on Infrastructure
- Contribute to National Journal Transportation Experts Blog

Accomplishments

We drafted, pitched and placed an opinion editorial in *The Hill* and repurposed it for local use by our members



Accomplishments

Today we launch a new website: SeaportsDeliverProsperity.org

The screenshot shows the homepage of the Seaports Deliver Prosperity website. At the top left is the logo "Seaports Deliver Prosperity". To the right are navigation links: "American Association of Port Authorities | [AAPA Press Room](#) | [Members](#)". Below the navigation are three main content areas: "SECURITY" with an image of a person in a hard hat, "ECONOMY" with an image of produce, and "ENVIRONMENT" with a landscape image. A large green graphic on the left contains the text: "Each of the 50 states in the U.S. rely on 13-15 seaports to handle its imports and exports" with "50 states" in large letters. Below this is a blue button: "Download Myth vs. Facts Download About AAPA". On the right is a text block: "For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world. Seaports continue to be a critical link for access to the global marketplace. They generate trillions of dollars of economic activity and support the employment of millions of people. Seaports import and export more than 4.5 billion tons of cargo including food, clothing, medicine, fuel and building materials, as well as consumer electronics and toys throughout the Western Hemisphere each year. The American Association of Port Authorities (AAPA) and its members are committed to ensuring that seaports deliver prosperity and remain navigable, secure and sustainable." At the bottom right is the AAPA logo and text: "AAPA American Association of Port Authorities Alliance of the Ports of Canada, the Caribbean, Latin America and the United States".

Plans for 2009 - 2010

Scope of Work

- Repurposing Op Ed to be used by members locally
- Developing stump speech (almost complete)
- Developing materials and pitching media on surface transportation legislation – BIG PRIORITY
- Identify and speak in front of new audiences
- Set up seaport media tour
- Identify and create 2 – 3 bylined articles/guest columns opportunities
- Continue media and influencer outreach

How Can Seaports Get Involved?

You Have a Great Story to Tell!

- Whether you are one of our seaport members or come from another organization you can play an active role in creating awareness for your industry.
- You can make a real difference no matter what your position. Whether you are writing or speaking about the industry, for formal or informal purposes, there is always an opportunity to be “on message”

How Will We Know it is Working?



- Increased attention for the vital role seaports play in our economy
- Positive news stories
- Votes in our favor
- Less red tape
- More community support
- More allies and partners in our local, regional and Federal governments
- Survey results

Example: Port of Los Angeles



- Southern California’s vast and distracted population base needs to be continually educated
- “Ports Deliver Prosperity” is the right regional message right now
 - All sectors are struggling
 - POLA and POLB are moving forward with major “green growth” initiatives that are putting people to work
- POLA collateral pieces underscore jobs, diversity of operations, and capital development initiatives underway now and in the future

Example: Port of Los Angeles



- In Washington DC, Southern California is a prime example of how “Ports Deliver Prosperity”
- MESSAGE TRACK #1 -- Putting people to work, rebuilding our infrastructure, and developing clean technology have been drivers of Economic Stimulus funding, but competition is tough
- MESSAGE TRACK #2 -- Ports Deliver Prosperity is a unified message for carving out Freight Movement and Intermodal funding programs in next Federal Surface Transportation Reauthorization Bill. -- KEYS TO NORTH AMERICA’S LONG-TERM VIABILITY IN GLOBAL TRADE AND COMMERCE.