



Telling the Maritime Story: Producing a TV Commercial and Video from Fundraising to Distribution



Debra Colbert
Waterways Council, Inc.



WCI's Strategic Goal ...

Waterways Council, Inc.'s goal is to promote positive public awareness of the economic, societal and environmental benefits of a modern and well-maintained infrastructure system.



WCI's Key Messages ...

America's waterways :

- Attract Billions of Investment Dollars in Landside Plants and Equipment**
- Create and Support Millions of Family Wage Jobs**



WCI's Key Messages ...

- Transport “Building Block Commodities”
- Flow Along Critical Energy Supply Lines
- Keep U.S. Industries Competitive in a Global Market
- Facilitate Exports
- Waterways transport is environmentally superior, reduces pollution by relieving congestion, saves fuel



WCI's Approach to the Media ...

- **Be assertive, aggressive even, about telling the WCI story. It is a great one to tell!**



A34 Final Edition 11/11/2002

The Washington Post

AN INDEPENDENT NEWSPAPER

The Washington Post

GAO Details Errors in Army Corps Project; Miscalculations Made in Delaware River Analysis, Report Says

June 11, 2002

Hold the Pork

AP Associated Press

DASCHLE, JOHNSON CALL FOR REVIEW OF CORPS

The Associated Press Staff & Local Wire
October 3, 2002, Thursday

The Miami Herald

Environmentalists Sue Army Corps to Stop Expansion of Mining Glades

August 21, 2002

Rotten to the Corps



INVESTIGATIVE REPORT — But underwater lies the truth and the Army Corps of Engineers is squandering our money. It's already doing everything it can to stop it. BY JACKSON



Missoulian

Waterways urgently need updates

Missoulian editorial | Posted: Wednesday, June 8, 2011 8:15 am

The rivers that run through western Montana are prized for many reasons, not least of which is their value as an economic driver for tourism and recreation-related businesses. Yet most Missoulians probably don't give much thought to the importance of the nation's larger waterways which, while not located right in our backyard, have a major impact on Montana's economy - especially farms, coal producers and consumers.

These waterways help move some 625 million tons of goods each year, and are an essential part of the U.S. commodities transportation system, alongside the interstate road and rail systems. According to Waterways Council Inc., more than 60 percent of the nation's grain exports travel along an inland waterway at some point, as well as 20 percent of the nation's coal. That includes grain from Montana farms and coal from Montana mines.

Unfortunately, much of the nation's inland waterways infrastructure, such as locks and dams, has exceeded its "economic design life," Waterways Council board president Richard Calhoun told the Missoulian editorial board recently. This means that many of the locks and dams built in the 1930s have not been updated; some are literally crumbling into the water, many are unable to handle severe weather and floods, and others simply cannot accommodate the more modern barges, which are longer than older models, without significant delays.

Calhoun, who is also president of Minnesota-based Cargill Cargo Carriers, said that the list of needed improvement projects has only grown longer and more expensive with time, and the Army Corps of Engineers is increasingly challenged to find more efficient ways of funding these projects.

He noted that Montana's senior U.S. senator, as chairman of the Senate Finance Committee, is a key supporter of the push to improve the nation's inland waterways infrastructure. Sen. Max Baucus is among the supporters of a plan that would provide up to \$380 million a year for 20 years, for a total cost of \$7.6 billion. That



THE WALL STREET JOURNAL.

Old Locks Jam River Traffic

Delays on the Water Hurt Shippers, Push Prices Up as Renovation Efforts Stall, January 6, 2010, A3

Bloomberg

**Brawn of 16 Men Ensures \$17
Billion in U.S. Waterways
Shipments, March 17, 2011**



WCI's Approach to the Media ...



"We haven't gone to court yet, but we're winning your case in the media."



WCI's Challenge ...

- To create an effective TV commercial extolling the “virtues” of the waterways ... with strong research and facts ... that was affordable.





WCI's Strategy ...

- Complement the American Waterways Operators' successful radio commercial.



AMERICAN WATERWAYS OPERATORS

:60 second Radio ad (Paid Media)

“Economy and Environment”



Sound effects: Sounds of the waterfront, horns.

Click speaker icon to hear the radio ad:

PILOT: I’ve been a towing vessel captain on these waters for over 20 years. I’m proud that my company’s a member of The American Waterways Operators. Waterways transportation is the safest, most economical and environmentally friendly way to move the goods our economy depends on.

One towboat can move a ton of freight nearly 600 miles on just a gallon of fuel – taking over 1,000 trucks off the roads. That reduces pollution, traffic congestion, and keeps prices down, too.

And the barge industry offers good paying, family-wage jobs for American workers.

The demand for waterways transportation will more than double in the next 15 years.

Our locks and dams need modernizing to handle that increase. Let’s invest now in America’s waterways infrastructure.

The American Waterways Operators. Doing Our Part for America’s Economy, Environment, and Quality of Life.



WCI's Strategy ...

- **Target Capitol Hill/“Inside the Beltway” to help educate decision-makers about the industry, in advance of legislative action.**



WCI's Strategy ...

- **Seek a more affordable option for airing the commercial than nationally.**



WCI's Strategy ...

- **Get member buy-in and then raise money.**



WCI's Strategy ... Step 1

- Use research and facts for the storyboard we would create.



WATERWAYS: Working for America

Waterways transportation keeps commerce on the move with fewer adverse societal impacts than truck or rail.

Highlights of “A Modal Comparison of Freight Transportation Effects on the General Public”

Easing Rail and Highway Congestion in Our Communities

Units to Carry
1,750 Short Tons of Dry Cargo



1 barge



16 rail cars



70 trucks



One loaded covered hopper barge carries 58,333 bushels of wheat, enough to make almost 2.5 million loaves of bread.

One 15-Barge Tow Equals 216 Rail Cars or 1,050 Trucks

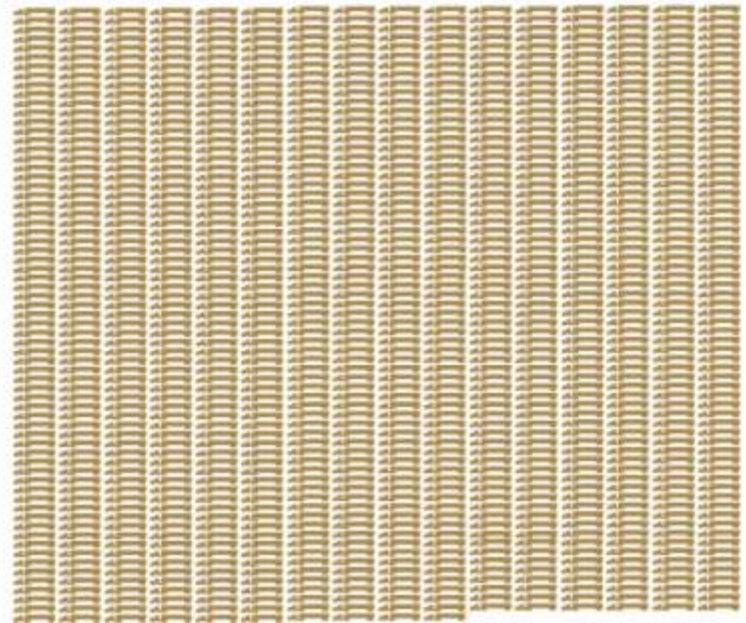
One 15-Barge Tow



216 Rail Cars + 6 Locomotives



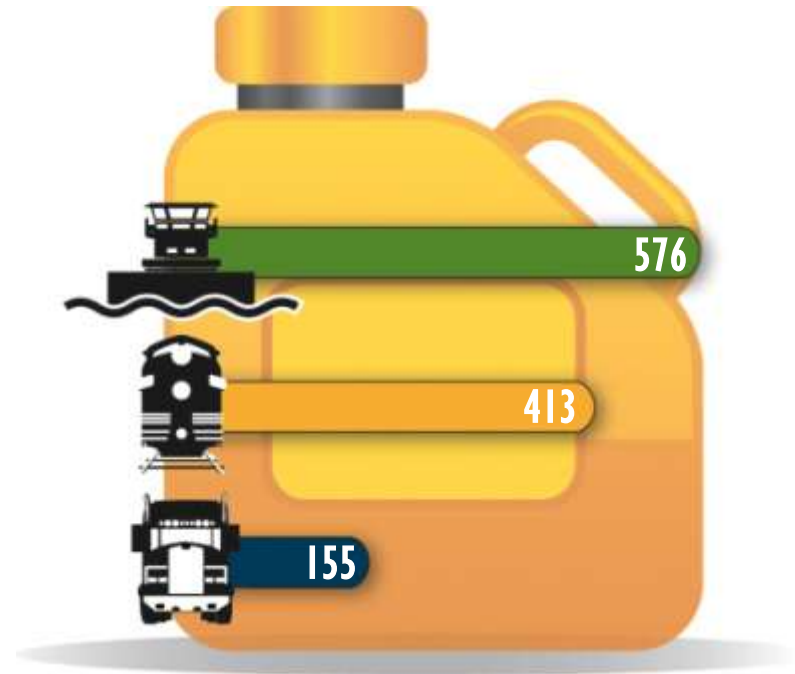
1,050 Large Semi Tractor-Trailers



Moving Freight Efficiently Throughout America

Transporting freight by water is also the most energy-efficient choice.

Barges can move one ton of cargo 576 miles per gallon of fuel. A rail car would move the same ton of cargo 413 miles, and a truck only 155 miles.

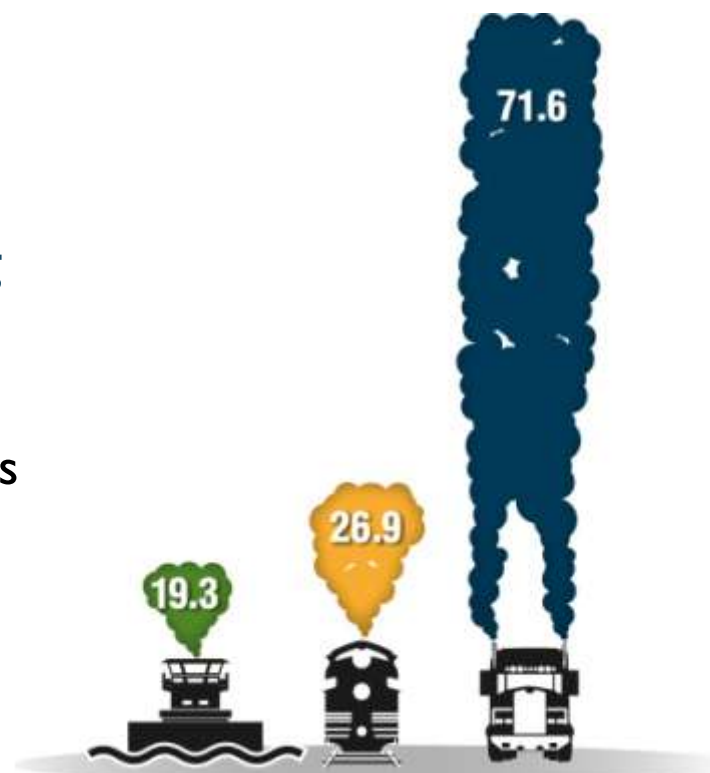


Ton-miles Traveled per Gallon of Fuel

The Greener Way to Go

Inland barges produce less carbon dioxide while moving America's cargoes.

In terms of CO₂ produced per ton of cargo moved, inland barges have a significant advantage over trains and trucks.



Tons of CO₂ per Million Ton-miles



WCI's Strategy ... Step 2

- **Develop, internally, the storyboard/script.**



- We created a Public Affairs Committee to develop the “Keep America Moving” concept for a 30-second TV spot and 3-minute video.



- We vetted the script to WCI members, retained a focus group to be sure what we thought were our key messages really were those that would resonate with target audiences.



WCI's Strategy ... Step 3

- Interview and hire a focus group.



WCI's Strategy ... Step 4

- Find a way to create and produce the commercial inexpensively.





WCI's Result ...

- Voila...WCI's 30-second TV commercial



WCI's Result ...

- and...WCI's 3-minute videotape presentation.



WCI's Strategy ... Step 5

- **Ascertain where to air, for how much and for how long.**



WCI's Strategy ... Step 6

- **Develop the Ask...getting members and stakeholders to support it.**



WCI's Strategy ... Step 7

- Use grassroots marketing & social networking marketing to spread the message.





WCI's Strategy ... Step 7

- Use Politico's popular web site to air the video



POLITICO



WCI's Strategy ... Step 8

- Assess feedback. Was it a success? Was it worth the ... ?





WCI's Strategy ... Step 9

- Consider print advertisements in Hill publications.



SUPPORT INVESTMENT IN WATERWAYS INFRASTRUCTURE

IT IS CRITICAL TO OUR NATION'S JOBS AND EXPORTS AND IS THE
GREENER WAY TO GO!



Waterways transportation is the most environmentally friendly, congestion-relieving, energy efficient, safest way to move bulk commodities such as grain, petroleum, coal, steel, and aggregate materials for domestic consumption and export.

Invest in our nation's lock and dam infrastructure today for a stronger tomorrow.

LET'S KEEP AMERICA MOVING!



WATERWAYS
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Waterways Council, Inc. is the national public policy organization advocating a modern and well-maintained national system of ports and inland waterways. The group is supported by waterways carriers, shippers, port authorities, shipping associations, and waterways advocacy groups from all regions of the country.



... Step 10

- Questions?





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