



Seaports Deliver Prosperity

*A Grassroots Initiative to Increase
Public & Policymaker Awareness of
Seaports*

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American Association of Port Authorities

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*Watercolor painted by
Robert Morris, Georgia Ports Authority*

Morris, R

The AAPA Awareness Initiative ... A Review

Research showed us that...

- Policymakers at all levels need a greater understanding of how seaports are economic drivers for their community, region and nation.
- A hemispheric campaign lends credibility, cachet to individual port efforts.
- A hemispheric campaign needs localized, grassroots examples as evidence of “**proof points.**”
- A better policymaker/public understanding of seaports = more support/collaboration = more infrastructure investment = more trade.
- With current economic pressures, policymakers, influencers and the public need to know how seaports directly affect them.
- Once they are aware of the impacts, they better understand the connection between [seaports](#) and [prosperity](#).

Materials Development

Conducted comprehensive audit of AAPA's communication materials and provided strategic recommendations

Developed fact sheets and talking points on noteworthy topics

- ✓ General overview of AAPA
- ✓ Economic impact
- ✓ Environment
- ✓ Infrastructure
- ✓ Security
- ✓ Seaport Myths vs. Facts
- ✓ Dredging/HMT



To Illustrate, Messages Are The Foundation...

Theme: Seaports Deliver Prosperity

Positioning Statement



Pillar/Key Messages

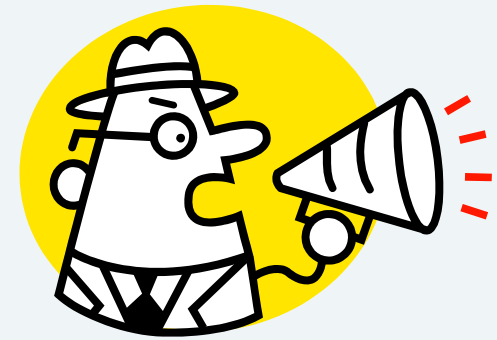
What Are The Benefits?

Ports all have a GREAT story to tell!

- **They're at the heart of a nation's trade and transportation** system and play a significant role in the world economy.
- They stimulate business development and jobs.
- They are stewards of the coastal environment.
- **They help ensure security of their nation's borders.**

Everybody 'wins' by working together!

- When industry members all “sing off of the same song sheet,” their message will begin to resonate. Individually and collectively, seaports will receive more attention.
- Ports will benefit when they get votes, funding, favorable policies, community support, less red tape.



Proactive Media Relations

THE WALL STREET JOURNAL

AP

Bloomberg

DOW JONES

National Journal

THE HILL
Roll Call

CQ CONGRESSIONAL QUARTERLY
The Nation's Leader in Political Journalism Since 1945

Secured interviews and coverage and established new relationships with national media and key trade publications

Penetrated a crowded media landscape to position AAPA and Kurt Nagle as a thought leader on seaport-related issues among elite media

- Stimulus Package
- Oberstar's Highway Bill
- BP Oil Spill
- TIGER II

“What we would hate to see is this debate be put on the back burner and just start up 18 months from now. It is a national priority that this process should move forward as quickly as possible, given the funding and the policy questions at hand.” ~ Kurt Nagle

Social Media Engagement and Microsite Development

- ✓ Developed Twitter page layout, launch strategy and timeline for implementation
- ✓ www.seaportsdeliverprosperity.org microsite developed and launched
- ✓ Created social media guidelines and protocols for AAPA staff

Achieved more than
350 Twitter followers in
about 9 months

- Provided best practices throughout development and launch of microsite
- Offered recommendations for site content and layout



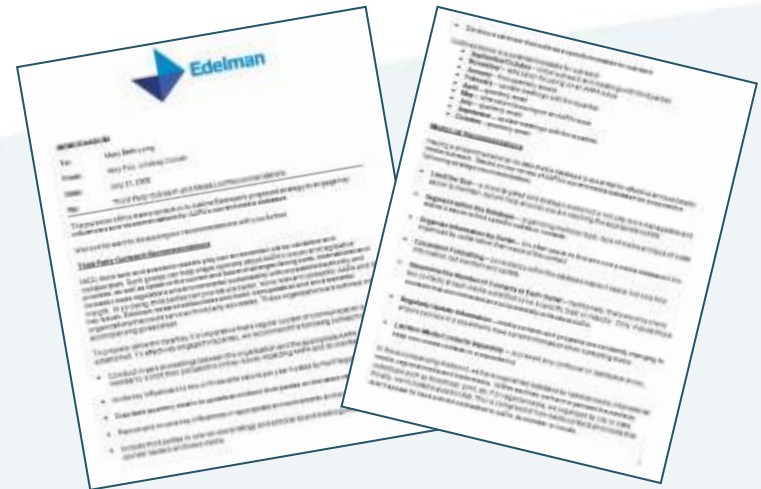
Influencer Outreach

Performed review of existing relationships and provided recommendations for ongoing engagement



BROOKINGS

Performed audit of competitors' environmental messages and provided recommendations for AAPA's environmental platform



Further established third-party relationships by pursuing meetings for Kurt Nagle

Union of Concerned Scientists
Citizens and Scientists for Environmental Solutions



Ocean Conservancy



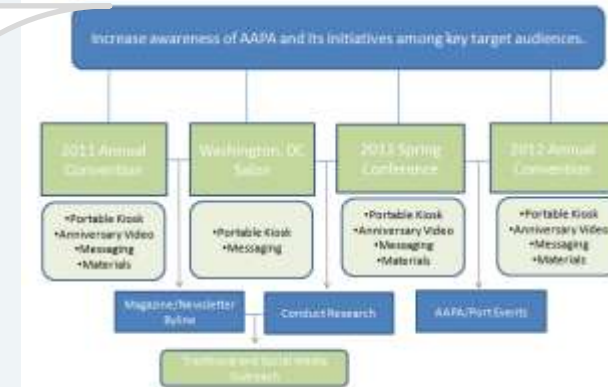
Member Engagement

Developed comprehensive member toolkit

- ✓ Availability and use of AAPA messaging
- ✓ Media guidelines and tips
- ✓ Customized templates
- ✓ Press conferences
- ✓ Third-party outreach
- ✓ Communications materials



Creative planning and strategic recommendations for year-long centennial anniversary celebration



How Will We Know It's Working?

Your ROI should be measurable & achievable

- Periodic communication audits reveal increased attention among target audiences for the vital role seaports play in our economy
- Content analyses reveal more positive than negative news stories – print & electronic
- More votes in our favor – at local, regional and national levels
- Less red tape – faster government approvals
- More community approval, support for ports
- More allies and partners at local, regional and national government levels
- Favorable social media “chatter” and retweets



Seaports Deliver Prosperity

- *Seaports and the waterways that serve them are our economic lifeline with the world.*
- *They provide jobs, goods, product choices, security, environmental stewardship & more.*
- *Port-related infrastructure investment will aid in our economic recovery and long-term prosperity.*

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