

TAPPING THE BRAIN TRUST: *Developing a list of “Best Practices” for PR & GR*

Tapping the Brain Trust

**Developing a list of “Best Practices” for PR & GR
AAPA PR/GR Seminar: The Port of Savannah**

Robert Morris
Senior Director, External Affairs
Georgia Ports Authority
June 23, 2011

Redefining the pace of trade.



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RESULTS

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Harbor issues discussed

Atlanta mayor anticipates 'significant' funding

Drinking water, fish mitigation

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Kazim Reed

The audience at the American Association of Port Authorities meeting at the Hyatt Regency Savannah listen to the mayor of Atlanta speak on the funding of the Savannah harbor.

The U.S. Army Corps of Engineers... two of its proposed solutions for... by harbor deepening.

Bill Bailey, chief of the planning division of the U.S. Army Corps of Engineers' Savannah district, on Tuesday presented to a stakeholder group updates for both a process to protect Savannah's drinking water and plans to assist an endangered fish, the shortnose sturgeon.

The river has been dredged to 42 feet, but the Georgia Ports Authority has pushed for Savannah to deepen it to 48 feet to accommodate larger vessels that will be more common with an expanded



Also covered by:

- Associated Press
- Wall Street Journal

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GEORGIA ANCHORAGE

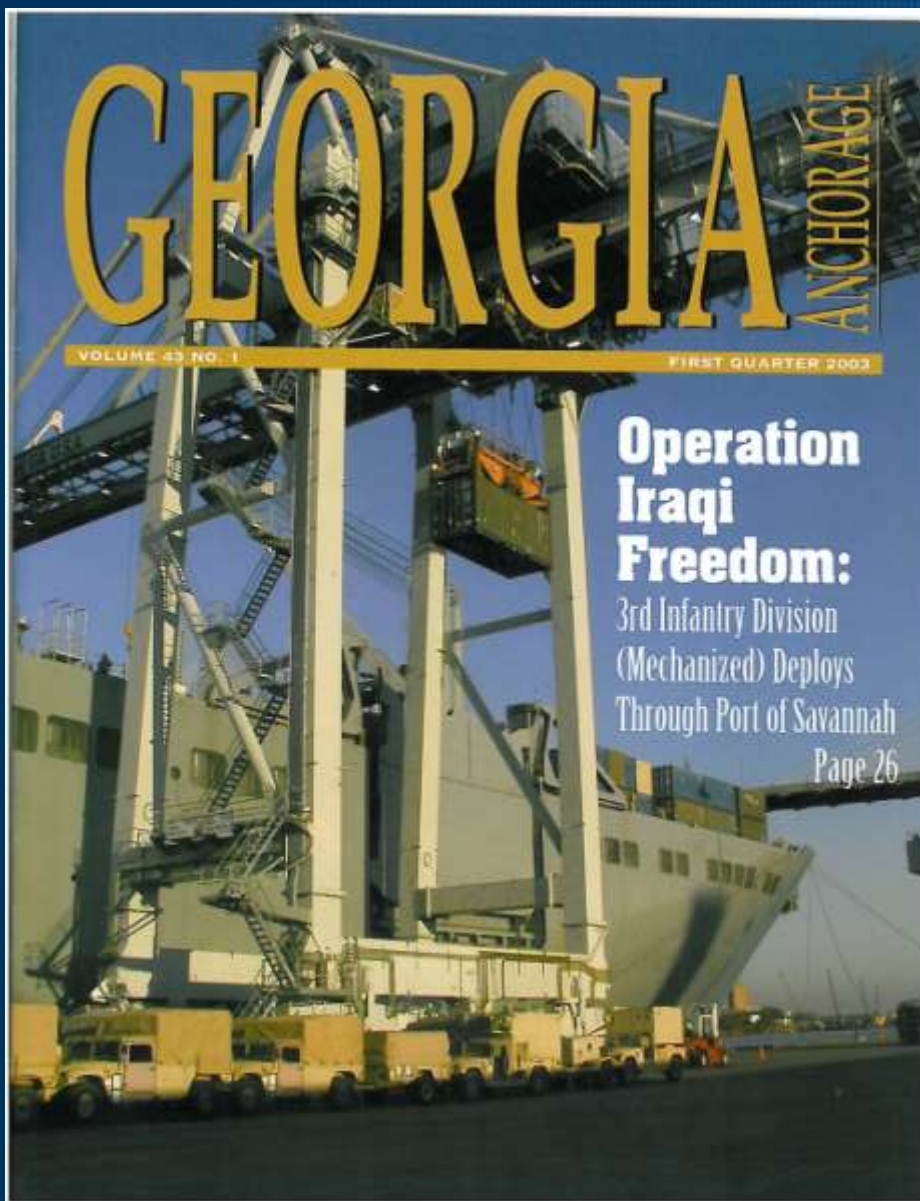
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Inside:

- Georgia Governor Sonny Perdue Tours Site of Future Container Berth
- G8 Summit: A \$20 Billion Relationship
- New Silt Suspension System: Maintaining the Ecological Balance



The USNS Mendocino sails from the Port of Savannah's Ocean Terminal.



Congressman Jack Kingston (1st District Ga.) visiting with crewmembers aboard the USNS Mendocino docked at the Port of Savannah's Ocean Terminal.

The Vessels

The USNS Mendocino and the USNS Giffland, two of the Navy's largest non-combatant ships, were the first to load out with military cargoes. They are large, medium-speed, roll-on/roll-off (RO-RO) ships usually docked in Newport News, Va. The third vessel to load out was the USNS Britain. All three vessels play a critical role in the Military Sealift Command and are considered fast sealift ships; loading and off-loading operations take only 96 hours per shipload.

When fully activated, each ship is crewed by civilians and has a team of 15 military personnel serving as cargo supervisors or monitor and maintain vehicles and equipment while at sea. All three vessels are part of a 19 ship, \$2.6 billion program begun in the mid-90s to improve the U.S. military's rapid response capabilities. Together, these ships can carry about 500,000 sq. ft. of cargo.

The ships' reinforced decks, large onboard cranes and multiple ramps make them ideal for loading, unloading and off-loading heavy combat equipment, especially wheeled and tracked vehicles. Each ship has a large slewing stern ramp and a removable ramp, which services two side docks.

Headlines Speak Louder than Words

Panama's U.S. Ambassador: Savannah Harbor Deepening 'Vital'

- Global Atlanta, 5/4/10

Isakson Says Savannah Harbor a Priority

- Morris News Service, 1/25/11

Deal, Chambliss Urge Federal Port Dollars

- Georgia Public Broadcasting, 1/28/11

Deal OKs Crucial Port Road Work

- Savannah Morning News, 5/16/11

Where PR & GR Meet

- Events
- Press Conferences
- Clip Circulation (Just in Time)
- Infrastructure/Grant/Result Announcements

Tools to Merge PR & GR

- Include Staff from Both Departments in Planning
- Develop Proactive Story/Events that Include Elected Officials
- Out of the Box Thinking

Thank You for Your Time!



