



PORT OF OAKLAND

CRISIS!!!

Advocacy

And “**Media**” “Management”

In the Digital Age

Welcome to the Port of Oakland

AVIATION



CRE

(Commercial Real Estate)

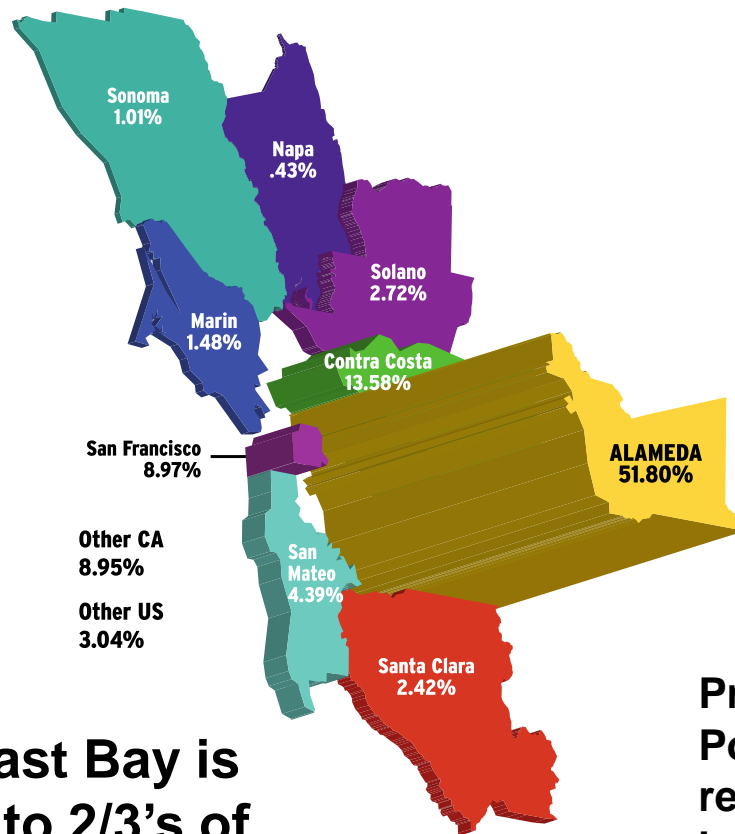


MARITIME



Oakland Delivers Prosperity

GENERATES OVER 73,000 JOBS ACROSS THE REGION



The East Bay is home to 2/3's of Port-related jobs.



Enough jobs to fill the coliseum at an A's game – twice.

Proximity to the Port of Oakland is one reason why jobs-creating businesses locate themselves in the region.

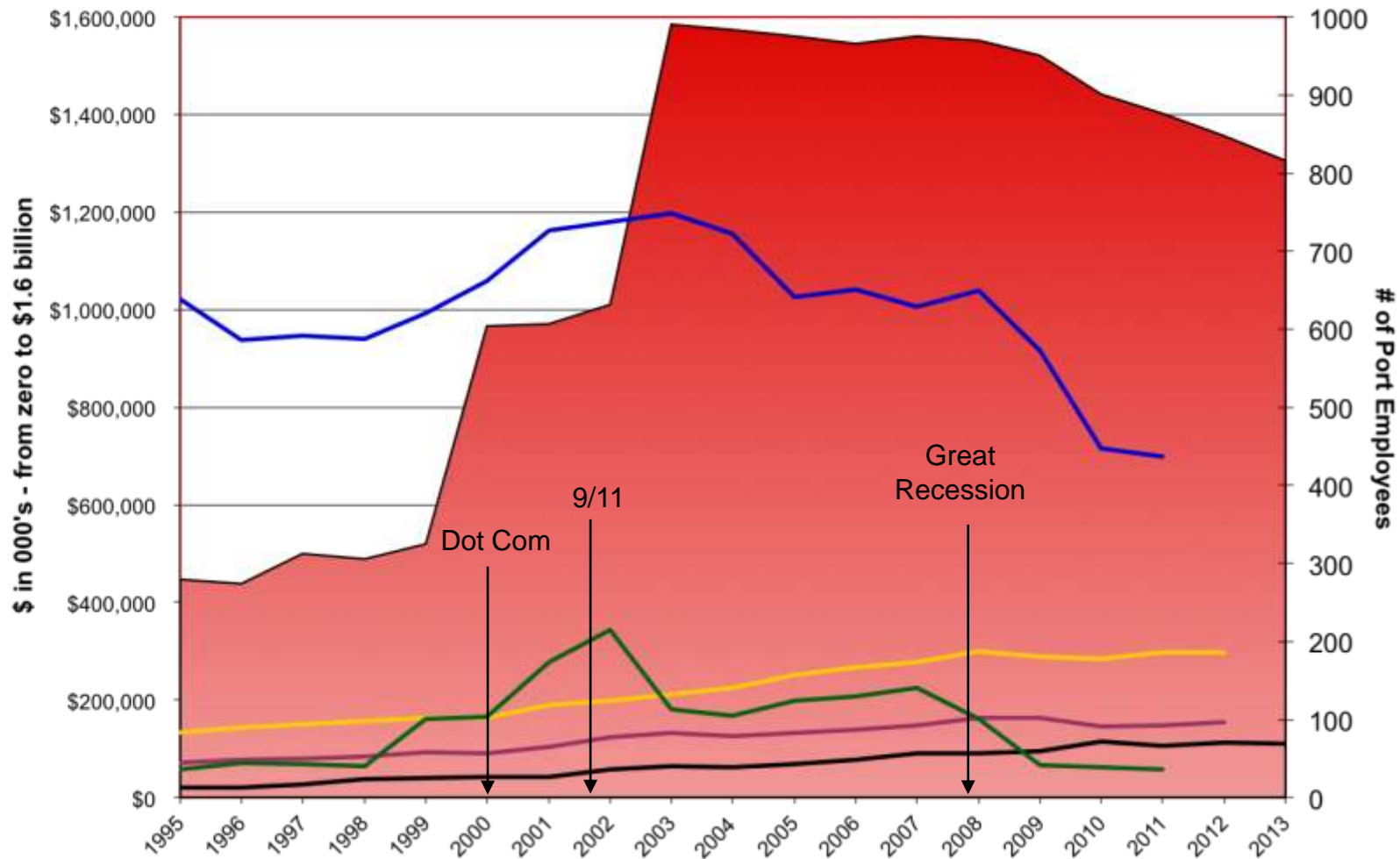


But the Port Faces Challenges

Port of Oakland Marine Terminals



BIG Challenges



Anchor Yourself in Facts



To be **persuasive**,
we must be believable;
to be **believable**,
we must be credible;
to be **credible**,
we must be **truthful**.

*"Hold everything! The P.R. department just
sent over this chart."*

- by Edward R. Murrow

In 2011, Oakland was not ready for the digital age

- Half the communications staff of four years prior
- No communications-focused division
- Website still listed people who had not been working there for two years
- No electronic newsletter (or any for that matter)
- Some Twitter, but no Facebook (except at the airport)
- Silos with almost no internal communication
- Not a single senior manager or commissioner on social media

Get Your Tools in Place

govDEL
get the

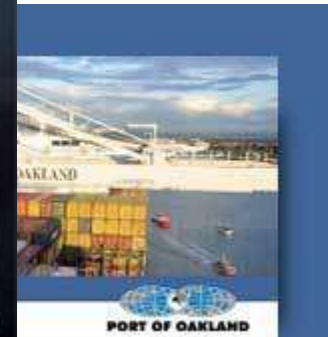

PORT OF OAKLAND



CONNECTED:



I  OAK
The best way to San Francisco Bay.



Has it Worked?

We've got analytics that say it's working – but what's the benchmark?

Bulletin Subject	To	Total Recipients	Percent Delivered	Unique Email Opens	Unique Email Open Rate
Update from Acting Executive Director Ale Filini	Subscribers of Port Courier	529	100.0	147	27.8
Big Ships, Big Planes - Courier from Deborah Ale Filini	Subscribers of Port Courier	529	100.0	120	22.7

Anecdotaly, the feedback has been 90% positive, but I'm not happy with a low "A".

What about the crises?

Occupy Oakland:

What went right:

- Communicated frequently, honorably, and effectively
- Declined from 30,000 to 3,000 to maybe 300 (11/2, 12-12, and 5-1)
- No major damage, injury, security breach – or diversion!

What went wrong:

- Over-estimated the influence we had – manage expectations!!!

Expenditures “Plus”:

What went right:

- Communicated frequently, honorably, and effectively
- Avoided a major external audit or crackdown

What went wrong:

- Struggled to balance legal vs. HR vs. PR challenges
- Did not pivot quickly enough
- Leaks!

So What Have We Learned

- Know your story, tell it often, and tell it honestly and visually
- NEVER overestimate how much people know
- Know your audience – and that not all are created equal
- Get your **TOOLS** to **COPE**: Create Once, Publish Everywhere
- Keep it fresh
- Old media still matters – especially to key influencers
- Front page rule is now the Google rule



And don't do it again!!!

Thank You! Questions?



Visit www.portofoakland.com/poweringjobs for information on how you can find employment, do business with the Port, lease commercial or airport space, or voice your support for us.



Port of Oakland



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