PR for Port Commissioners

Because Perception IS Reality

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Wednesday, Feb. 10, 2016, 1:30 p.m.
AAPA Commissioners Seminar
West Palm Beach Marriott,
West Palm Beach, FL

AAPA American Association of Port Authorities
Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

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Three Questions to Answer

What is PR and who are these publics?

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How do these publics get their information?

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What is PR and who are these publics?

How do these publics get their information?

Why is all this important anyway?

Here's Why....

It's not always as easy as it sounds. Know the business of your port: Not only statistics, but business trends, infrastructure projects and needs, new customers, local and regional economic impacts. You don't want to be blind-sided.

Undertand the decision-making and administrative structures of your port. Work within the system.

Five Commandments for Commissioners

Thou shalt…

III. TAKE YOUR TIME

You're not obligated to give an on-the-spot interview. It's okay to take your time and get back to the reporter.

Five Commandments for Commissioners

Thou shalt…

IV. REMEMBER EVERYTHING IS "ON THE RECORD"

There is no such thing as "off the record." If you are providing information on background, that's fine, but it can and will be used.

Five Commandments for Commissioners

Thou shalt…

V. BECOME A RESOURCE

Develop a relationship with the journalists who cover the operations at your port. Don't wait for a crisis or big announcement to reach out and update them.

10 Tips to Nail that Interview

1. Respond Promptly

24-hours may be too late for a reporter on deadline. Failure to respond may also be perceived as avoiding the journalist. If you'r not prepared to answer the question, refer him or her to a spokesperson or professional staff.

10 Tips to Nail that Interview

1. *Respond Promptly*
2. *Ask for the Deadline*

If you can't speak immediately, ask the journalist for their deadline and respond

10 Tips to Nail that Interview

1. *Respond Promptly*
2. *Find Out the Deadline*
3. *Be Honest and Upfront*

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Reporters can tell if you're trying to skirt the issue. A relationship based on trust will make you a valuable source.

10 Tips to Nail that Interview

1. *Respond Promptly*
2. *Find Out the Deadline*
3. *Be Honest and Upfront*
4. *Disclose Any Conflicts of Interest*

Perception is reality. Avoid the appearance of conflict of interest.

10 Tips to Nail that Interview

1. *Respond Promptly*
2. *Find Out the Deadline*
3. *Be Honest and Upfront*
4. *Disclose Any Conflicts of Interest*
5. *Politics has its Time and Place*

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There is a time for discussion, but once a decision has been made don't undermine your port. Don't bad mouth opponents, it's unprofessional and reflects poorly on you.

ALL journalists are most interested on the bottom line, the impact on your local community.

10 Tips to Nail that Interview

6. *Understand the Local Angle*
7. *Avoid Jargon*

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Assume the journalist knows nothing about the business. His readers certainly don't.

10 Tips to Nail that Interview

6. *Understand the Local Angle*
7. *Avoid Jargon*
8. *Stay on Message*

Don't get distracted or veer off message. Answer the question and only the question.

10 Tips to Nail that Interview

6. *Understand the Local Angle*
7. *Avoid Jargon*
8. *Stay on Message*
9. *Correct Mistakes Immediately*

If you misspeak, inform the journalist as soon as possible. You may beat the story to print/broadcast. These things tend to snowball.

10 Tips to Nail that Interview

6. *Understand the Local Angle*
7. *Avoid Jargon*
8. *Stay on Message*
9. *Correct Mistakes Immediately*
10. *Build a Relationship*

Thank the reporter after the interview. If you liked the story, let them know. If there is a mistake, honesty is the best policy. A journalist will respect you for bringing his attention to a mistake.

So, What Do I Say?

HOW TO PREPARE FOR MEDIA INTERVIEWS

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Now it's Your Turn

QUESTIONS AND
ANSWERS