MESSAGING FOR PORT AND BRAND AWARENESS

DEB CALHOUN
AAPA PR WORKSHOP
MARCH 1, 2018
MOBILE, AL
Editorials

Herald-Whig, January 29, 2018

- Allegheny River Locks and Dams Sorely Need Proposed Funding Boost” (Pittsburgh Tribune Review, February 19)

- “Reduced Inland Waterways Support Will Spawn New Costs” (The Gazette (Cedar Rapids, Iowa) February 16)

- View: “Congress Should Invest in River Upgrades” (Herald Whig (Quincy, Illinois) January 28)


- Editorial: “Infrastructure Negotiations Loom in Congress” (Waterways Journal, January 8)


- “Lock Closure Study is Essential Reading for Congress,” Waterways Journal (November 13)
Op-Eds/Commentaries

- “State of the Waterways,” Marine Log Commentary by Mike Toohey (February issue)

- “Help the Corps to Tell Our Story!,” Waterways Journal Guest Editorial by Deb Calhoun and others from the Corps of Engineers (January 1)

- Review and Outlook 2018, Journal of Commerce Commentary by Mike Toohey (January issue)

- “Real-World Infrastructure Needs”, Marine News Op-ed by Mike Toohey (December issue)

- “The Impacts of Unscheduled Lock Outages,” Marine Log Op-Ed by Dan Mecklenborg (December issue)
Broad Range of Media Outlets
Washington Post feature

WCI is currently assisting with an infrastructure article and video story by The Washington Post is expected any day
HBO Vice

WCI is assisting with the producers of the Emmy-award winning news show, Vice, on a segment on infrastructure that will feature the inland waterways. The premise is, what if we don’t invest a trillion dollars on American infrastructure? What we will lose as a nation?
We are currently working on a new WCI TV commercial to educate audiences about the economic and competitive value of the waterways.