Effective Communications and Outreach

Rod Koon
Director, Communications
Port of Tacoma

AAPA Executive Management Conference
Silverado, California
May 8, 2008
“The greatest challenge of communication is the illusion that it has been accomplished.”

--George Bernard Shaw
In the old days, many port issues just impacted ports.
In the old days, many port issues just impacted ports.

Those days are GONE.
We’ve Got BIG Issues!
And they are making **BIG IMPACTS** on our **COMMUNITIES**!
9/11

Toxic Toys from China

Ports and Air Pollution

DP World

Global Warming
9/11
Toxic Toys from China
Ports and Air Pollution

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In many cases, effective communications is really effective issue management.
Communications is not a product.
Communications is not a product.

Communications is a process.
A Short Communications Quiz...
1. I would rather:

a. be interviewed by a TV reporter for the 6 o’clock news, or

b. have a root canal
2. Overall, I think our Port’s communications outreach efforts are:

a. Not very effective

b. Somewhat effective

c. Very effective
3. Senior management at my port considers “Port Communications”:

a. a high priority item

b. a low priority item

c. an oxymoron
4. **TRUE or FALSE:**

Our port visits local editorial boards at least once a year.
5. TRUE or FALSE

Our port has an active public speakers program.
6. **TRUE or FALSE**

Our port has a person or department devoted to community relations
7. How many people in your port work in communications, public relations, and community outreach?

a. One to four

b. Five to seven

c. Eight to ten
ALL of your port employees work in communications, public relations and community outreach.
Ten Keys to Effective Communications
Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audience.
3. Commit the Resources.
5. Build the Right Team.
Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.
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Ten Keys to Effective Communications

6. Get Creative.

7. Make it Real.

8. Have Others Help Deliver Your Message.


10. Thrive on Feedback.
Ports: The Myth
Ports: The Reality
Ports: The Reality
Ten Keys to Effective Communications

6. Get Creative.
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10. Thrive on Feedback.
8.4 million American jobs.

$2 trillion in economic output.
If your port is an economic engine...
..who are the pistons?
Ten Keys to Effective Communications

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If your only tool is a hammer... then every problem is a nail.
If your only tool is a hammer…
then every problem is a nail.
9/11
Toxic Toys from China
Ports and Air Pollution
DP World
Global Warming
The Media is Not the Only Way to Get Your Key Messages Out.
What are YOUR key messages to your community?
## Communications Matrix

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<td>• Business Opportunity</td>
<td>• Customers</td>
<td>• Community newsletter</td>
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<td>• History</td>
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<td>• Speakers program</td>
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<td>• Environment</td>
<td>• Schools</td>
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<td>• Environmental groups</td>
<td>• Port open house</td>
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1. Annual Report
2. Community Newsletter
STRONG 2006 CARGO PERFORMANCE:
PORT OF TACOMA FOCUSES ON BUILDING CARGO CAPACITY

Continuing its role as Pierce County’s economic engine, the Port of Tacoma recorded another banner year in 2006 with strong cargo performance in total tonnage, container cargo, breakbulk cargo, autos and grain.

Containerized Cargo

A year ago, the Port of Tacoma closed 2005 by expanding its international TEU volume by more than 20 percent. According to Port of Tacoma Executive Director Timothy J. Farrell, 2006 provided time for the Port to “catch its breath” and focus on increasing system-wide capacity to handle future growth.

“Over the past year, our Port Community authorized the investment of $132 million in capital projects to lay the foundation for the future of the Port of Tacoma,” said Farrell. “These projects will allow our customers to continue to grow and be successful in Tacoma.”

Breakbulk, Autos and Grain

At 179,259 short tons, the Port recorded its best breakbulk cargo performance since 1998. Handled at Port-operated Terminal 7, this business includes machinery, agricultural equipment, construction equipment, windmills, steel, military equipment and all types of heavy-lift and specialty cargoes.

The Port’s auto business also experienced a strong year, recording more than 166,000 vehicles - a 22 percent increase over 2005. And, following a record volume of nearly 7 million short tons in 2005, the Port’s grain volume rose by 13 percent.

Looking Ahead

Farrell says 2007 will see the Port’s growth and regional economic impact continue to expand. “We are a relatively small organization in a modestly-sized city, yet we are consistently among the top 10 container ports in North America,” he said. “The benefits of this to Pierce County residents are significant: Port activity generates more than 43,000 family-wage jobs in Pierce County, and those jobs pay 11 percent more than the average jobs.”
3. Quarterly Magazine
What did your port do about **DP WORLD?**
4. Supply chain security poster
FROM THERE TO HERE
Supply Chain Security to the Port of Tacoma

Every day, thousands of containers arrive at U.S. seaports from countries all around the world. Each shipment represents a specific supply chain, whether it is patio furniture from Thailand bound for a Kansas City retailer or as illustrated here—shoes shipped from China to a Spokane, Washington, athletic supply store. Every supply chain is subject to multiple layers of security processes, reducing the risk that something bad may arrive in our country. The supply chain shown to the right illustrates just a few of the security processes that scrutinize each container entering the United States. Other programs, such as the Customs Trade Partnership Against Terrorism (C-TPAT) and the Container Security Initiative (CSI), contribute to overall supply chain security by establishing security criteria for importers and carriers, as well as protecting the global commerce...and adding extra layers of security for our local communities.

The truck arrives at an import distribution center in nearby Summe, Washington, where the container is opened and the orders by individual stores are separated and prepared for shipment. The next day, the Spokane athletic supply store receives 500 pairs of the season's most popular athletic shoes.

Once delivered by U.S. Customs, longshore workers load the container on a truck chassis, which is picked up by a trucker. Leaving the Port, the container passes through a radiation portal monitor (RPM), which detects the presence of any radioactive material in the container. Once cleared, the truck and container leave the Port.

Up to 120 longshore workers arrive to work the ship. They include crane operators, Ishlers, clerks, and cargo equipment operators. A terminal operator directs the longshore workers as they unload each container.

Once cleared by U.S. Customs, a Chinese trucking company arrives at the factory, loads the order, along with orders from many other retailers, into a 40-foot container, which is bolted shut and fitted with a high-security seal. The container will not be opened again until it arrives at a U.S. distribution warehouse, unless U.S. or foreign customs officials decide to open and inspect it.

When the ship is 96 hours from Tacoma, the captain of the vessel prepares a report that includes details on each member of the 10- to 15-person crew, plus voyage, vessel, cargo, operational and safety information. This report is sent to the U.S. Coast Guard, which— if it believes anything to be suspicious — will board the ship at sea to investigate.

Loaded onto a container ship, the container of shoes is bound for the Port of Tacoma. The trip takes 12 days.

The freight forwarder determines it is most economical to truck the container to the Port of Tacoma for trans-Pacific shipment to the United States. The freight forwarder has contracted with a shipping line, which must submit documentation about the shipment at least 24 hours before the ship leaves port. This “manifest data” includes information such as exact contents, the exporter, the importer, and who is transporting the cargo.

This information is sent to the U.S. government, where officials from several federal agencies use intelligence data bases to rate and evaluate the risk level of each of the 11 million-plus containers that enter the United States each year. Risk-based analysis and intelligence is used to pre-screen and examine 100 percent of suspicious containers.

Note: More than 70 percent of international import containers entering the Port of Tacoma leave the Port by rail.
5. Port TV Show
The Pierce County
PORT REPORT
September 2006

Featured Stories:
World Harmony Run
Military on the Move
Tours/Maritime Fest
Environmentally Conscious Port
Kaiser Kaboom
Building Bridges
50 Years of the Box

Executive Producer & Host:
Rod Koon
Senior Director
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www.portoftacoma.com

Produced by:
Tacoma VideoWorks
1944 Pacific Avenue Suite 200
Tacoma, WA 98402
(253) 662-1221
www.tacomavideo.com

30 minutes  Stereo  NTSC DVD
6. Kaiser Special Event
KAISER ALUMINUM: ALUMINUM PRODUCTION IN THE TACOMA TIDEFLATS
Options

• Blow it up “secretly” in the dead of night?

• Make it a big public event?
Kaiser Special Event

Community Celebration Event

Key Messages

• Continued economic transformation
• Port’s environmental stewardship
• Region’s continued development, and job creation
• Background on the facility’s history in Tacoma
Watch us blow our stack.
GOING SOON!

Another step ahead for Tacoma/Pierce County

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals and set a record for container handling. Today, more than 43,000 family-wage jobs in Pierce County are connected to the Port.

Now we’re preparing for a boom of a different kind. Demolishing the 500-foot smokestack at the former Kaiser Aluminum smelter on Taylor Way in the Tidelands will be a major step in transforming the unused 96-acre industrial site into a productive Port shipping area.

The smokestack is scheduled to come down in late June or early July. Keep tabs on the progress by visiting our Web site, www.portoftacoma.com.

More capacity and more jobs

Our investment will further economic development in Pierce County. We’ll have room to move more cargo, and the Port’s continued growth will create additional jobs and business opportunities in our region.

Improving the environment

As we work to strengthen the economy, the Port is also committed to improving the environment. On this project, more than 50 million pounds of metal will be recycled. And concrete from the demolished smokestack and elsewhere onsite will be crushed and used as base for asphalt to cover the property.

Help us blow our stack
If you want to enter a free contest for a chance to push the symbolic button that will bring down the stack, call 253-383-9461 or go to the Port’s website at www.portoftacoma.com to submit your name and phone number.
Watch us blow our stack.

JULY 2ND

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals and set a record for container handling. Today more than 43,000 family-wage jobs in Pierce County are connected to the Port.

Now we’re preparing a cruise of a different kind. Demolishing the 500-foot smoke stack at the former Kaiser Aluminum site in Tidewater will be a major step in transforming the unused 94-acre industrial site into a productive Port shipping zone.

www.portoftacoma.com

Help us blow our stack

If you want to win a free concert for a chance to push the symbolic button that will bring down the stack, call 253-383-1461. Or go to our Website at www.portoftacoma.com to submit your name and phone number.

PORT OF TACOMA
P.O. Box 1427
Tacoma, WA 98401

www.portoftacoma.com
How important do you think effective communications is to the overall success of your port?
How important do you think effective communications is to the overall success of your port?

100 percent said:

VERY IMPORTANT
What You Can Do…

- Be an advocate for effective communications at your port
- Get your port involved in AAPA's PR Committee (meeting in Corpus Christi, June 11-13)
- Go home and hug your communications staff
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And now for a brief commercial...
July 3 to 7, 2008
TALL SHIPS
FESTIVAL
TACOMA
Ancora Imparo
I Am Still Learning
Communications: What Works Well at Your Port?

Group Discussion Question One
Communications: What Could Work Better at Your Port?

Group Discussion Question Two
Communications:
What is Your Port’s MOST IMPORTANT Issue?

Group Discussion Question Three
Communications:

*Do You Have an Effective Communications Plan in Place to Help Your Port Succeed on that Issue?*

Group Discussion Question Four
Communications:
How is Technology Changing Your Communications Efforts?

Group Discussion Question Five
STREAMING MEDIA ARCHIVE

Port meeting videos are arranged by date, with the most recent at the top of the list. Click Video to watch the meeting with documents, or Agenda / Minutes to see just the documents. You can also search the archives by typing keywords into the Search box.

Windows Media Player is required to view the videos. This can be downloaded for free from the Microsoft website here.

The minimum system requirements for watching the Archived video are available here.

Streaming video support

Upcoming Events

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Archived Videos

Search Archives:

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<td>Video  MP3 Audio  MP4 Video</td>
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Effective Communications and Outreach

Rod Koon
Director, Communications
Port of Tacoma

AAPA Executive Management Conference
Silverado, California
May 8, 2008
Feedback Time: Rate this presentation

• Business card

• Rating on a scale of 1 to 5
  – 1—I wish I had golfed instead
  – 3—Fairly worthwhile
  – 5—Very worthwhile

Special BONUS prize…. 
STACK IDENTIFICATION

The design on a ship's stack identifies the shipping line which owns that particular ship. The Port of Tacoma serves numerous shipping lines, many of which are identified on this chart. The graphics below will help you to identify the types of ships you will see on Commencement Bay.

For more information on shipping and the Port of Tacoma, visit us at www.portoftacomaweb.com.

CONTAINER SHIPS: Container ships are the fastest growing segment of the shipping industry. Containers are used to ship everything from apparel and home electronics to lighter and specialty goods. Unloaded containers are stacked for storage. They are loaded and unloaded in the same way as trains. Ships are usually 500 to 1,500 feet long and 100 to 200 feet wide.

BREAKBULK CARRIERS: Breakbulk vessels are typically larger and more heavily loaded than container ships. Breakbulk cargoes are typically loaded and discharged onto and from piers at the Port of Tacoma for correct handling. Typical breakbulk cargoes include automobiles, wood, iron, steel, and chemical products.

AUTO CARRIERS: These ships are known for their capacity to carry a wide range of cargo. Typical breakbulk cargoes include automobiles, wood, iron, steel, and chemical products.

BULK CARRIERS: A wide range of bulk cargoes are handled at the Port of Tacoma. Bulk cargoes include grains, coal, wood chips, and petroleum.

The Port of Tacoma, located in Washington, is a major gateway for international trade. The Port serves as a hub for the movement of goods and services, providing a critical link in the global supply chain.

For more information on shipping and the Port of Tacoma, visit us at www.portoftacomaweb.com.
Rod Koon

rkoon@portoftacoma.com

253-383-9462
Communications: What Works Well at Your Port?

EXTRA SLIDES…..
If your only tool is a hammer...
Never Produce a Single Communications Product.
9. Is the project a nominee for an episode of that hit TV show: **GRAPHIC DESIGNERS GONE WILD?**
Promotional Postcard—FUN…and logo madness

Tacoma Pierce County Chamber
BUSINESS EXPO 2007

Got Game?
Play EXPO BINGO!

October 9, 2007
9 a.m. to 6 p.m.
Greater Tacoma Convention & Trade Center
Free Admission

Presenting Sponsors
Columbia Bank

Contributing Sponsors
EQO Hotels & Resorts

Gold Sponsors
BE

Silver Sponsors
Wells Fargo

Bronze Sponsors
Emerald

Media Sponsors
Northwest

Thank You!
4. Breakbulk brochure
4. Breakbulk brochure
BREAKBULK

A Commitment to Our Customers