Panama Canal Workshop
Media Planning & Response

What Worked in Tampa

Andy Fobes
Director of Public Relations
June 13, 2008
Background
Port Director & CEO Richard Wainio

- Native of Panama
- Worked 23 years in executive/strategic positions with the Panama Canal Authority
- Rich knowledge base of canal history and insight into future development
- A foremost authority on canal issues, cited frequently in publications
- Grandfather worked in the construction of the Panama Canal
Building up to a great PR opportunity

- After discussions about a Panama Canal-focused event, Tampa port director volunteered Tampa to be host site for workshop
- A forum on such global scale, with one of the industry’s hottest topics, attended by a wide range of trade professionals
- Partners AAPA, MARAD and TPA provided the clout and resources necessary to put on an excellent workshop
- Registration well above expectations—this created more excitement and interest
- All factors combined for a winning combination
  - Resulting in media interest
Background—PR Planning

- Assemble a realistic media schedule
  - Short workshop timetable and schedules an issue
  - Need to cover as much ground as possible

- Appeal to print and television
  - Grab what you can; not all media will find this worthwhile, even though you can’t understand how that could be!
  - Try to meet with editorial boards for a lot of bang

- Lock in interviews—confirm and reconfirm

- Keep AAPA engaged and share resources
  - Initial AAPA press release, web/registration links
  - Talking points (Aaron Ellis’ were wonderful)
  - Schedule assistance
    - AAPA president’s and chairman’s schedules
AAPA Workshop to Focus on Shifting Trade Routes
Panama Canal Expansion Program Features Top Name Presenters

The administrator of the Panama Canal Authority, the U.S. Maritime Administration’s (MARAD) top executive, senior executives of major shipping lines such as Zim, CMA CGM, and Maersk, the U.S. Army’s assistant secretary for civil works. These are just a few of the luminaries who will be leading discussions at the American Association of Port Authorities’ (AAPA) Panama Canal Expansion Workshop in Tampa, Fla., Jan. 23-24, 2008. Cosponsored by MARAD and hosted by the “Tampa Port Authority, this 1½-day program will examine shifting international trade routes, anticipated water-side and terminal development needs, landside infrastructure requirements, financing opportunities and a host of other topics related to the $5.25 billion expansion of the Panama Canal, which will go underway in September." "From cruise ships to container ships and bulk carriers to vessels that transport automobiles, for nearly a century the Panama Canal has played an increasingly vital role for moving people and cargo to the one side of the globe to the other,” said ACPA president and CEO. "Expanding this crucial trans-ocean shipping lane to accommodate more and larger ships presents a host of challenges and opportunities, ranging from increased trade to major new investments in water- and land-side transportation infrastructure. With a blue ribbon roster of presenters, our Panama Canal Expansion Workshop is a ‘must’ for anyone interested in the logistics industry.”

Day one of the program begins with a presentation on global trade pattern shifts predicted to result from an expanded Panama Canal, followed by a presentation from the Canal’s administrator, Alberto Aleman Zubibia, and the host port’s key executive, Tampa Port Authority CEO Richard Whitman, discussing the impacts and importance of this multi-billion dollar, globally influential undertaking. Other presentations that day include: a discussion on how shipping the racing decisions are made and factors ports need to consider to accommodate a session featuring future port infrastructure development; and a look at the likely impacts that an improved Panama Canal route will have on highway and railroad capacity and congestion.

Day two will focus on some of the financing options available to meet the anticipated infrastructure needs of increased traffic and recreational ship volumes through the Panama Canal. It will be followed by a roundtable discussion on how best to address, and benefit from, the global changes that will occur when the improvement projects are completed in 2014—marking 100 years since the first ships transited the newly-opened Panama Canal locks and setting the stage for global shipping logistics in the 21st century and beyond.

More information about AAPA’s Panama Canal Expansion Workshop is available at http://www.aapa-ports.org (click on the “Programs & Events” tab) or by calling AAPA’s Ed O’Connell at 703-684-5700.

WHO: American Association of Port Authorities, cosponsored by the U.S. Maritime Administration

WHAT: Workshop covering shifting international trade routes and the global trade and infrastructure development implications resulting from an expanded Panama Canal

WHEN: Jan. 23-24, 2008 (Day 1, 8:30am-11:15pm; Day 2, 8:30am-noon)

WHERE: Sheraton Tampa Riverwalk Hotel, 200 N. Ashley Drive, Tampa, FL 33602; Tel: (813) 223-3122

The American Association of Port Authorities was founded in 1912 and today represents 150 of the leading public port authorities in the United States, Canada, Latin America and the Caribbean. In addition, the Association comprises 350 sustaining and associate members, firms and individuals with an interest in the seaports of the Western Hemisphere. AAPA port members are public entities mandated by law to serve the public purpose. Port authorities facilitate waterborne commerce and contribute to local, regional and national economic growth. The benefits of ports are immense for national economies throughout the Western Hemisphere. These ports are gateways to world trade and serve a critical component in these nations economic health, national defense, and growing cruise industry. In the U.S., commerce export activities provide jobs for 4 million Americans, where earnings and consumption totaled $514.5 billion in 2006.

American Association of Port Authorities
1901 Dale Street, Alexandria, VA 22314-3590
Tel: 703-684-5700 F: 703-684-6521 E: info@aapa-ports.org
Pre-Workshop Event Ad

- Created in-house (yours truly)
- Published in AAPA journals
- E-mailed to selected recipients
- Just enough detail/graphics
- Built enthusiasm and credibility
- Encouraged registration with link
- Clearly credits AAPA/MARAD/TPA
Pre-Workshop Centerpiece Article a Reflection of:

- Close communication with reporters
- Ample access to information, key contacts
- Port PR person is conduit
- Clear understanding of project and context
Media Planning

- Met with port director to consider media opportunities and confirm approach

- Involved key media contacts early and often
  - Sent releases/advisories and sent again with friendly reminders
  - Invited local/regional media to attend; “free” is great incentive

- Confirmed/reconfirmed with schedulers on both sides

- Provided information in timely fashion

- Thanked everyone involved, especially the gatekeepers

*Make it EASY for media to pick up on GOOD news!*
# Media Exposure Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Opportunity*</th>
<th>Media</th>
<th>Contact*</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Early January; again</td>
<td>TPA media release TPA media advisory</td>
<td>All local/regional outlets; trade publications</td>
<td>Andy Fobes</td>
<td>Invite media coverage of workshop</td>
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<tr>
<td>January 21</td>
<td></td>
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<td></td>
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<tr>
<td>January 22 9:00 a.m.</td>
<td>Morning meeting with editorial writer at 100 North</td>
<td>Morning meeting with editorial writer at 100</td>
<td>John Hill, editorial writer</td>
<td>Nagle/Wainio/O’Hollaren</td>
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<tr>
<td>confirmed</td>
<td>Ashley Drive, Suite 700, Tampa</td>
<td>editorial writer at Tribune at 200 South</td>
<td>editorial writer at Tribune at</td>
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<tr>
<td></td>
<td></td>
<td>Parker Street, 3rd floor.</td>
<td>Tribune at 200 South Parker Street</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>3rd floor.</td>
<td></td>
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<tr>
<td>January 22 10:30-11:30</td>
<td>Morning editorial board meeting at Tribune at 200</td>
<td>Morning editorial board meeting at Tribune</td>
<td>Kathy Weeks 259-7675</td>
<td>Nagle/Wainio/O’Hollaren</td>
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<tr>
<td>a.m. confirmed</td>
<td>South Parker Street, 3rd floor.</td>
<td>at Tribune at 200 South Parker Street,</td>
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<tr>
<td></td>
<td></td>
<td>3rd floor.</td>
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<tr>
<td>January 23 confirmed</td>
<td>On-site interviews</td>
<td>WFLA TV 8 (NBC)</td>
<td>Jeff Patterson, reporter</td>
<td>Nagle/Wainio</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>221-5788</td>
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<tr>
<td>January 23</td>
<td>D.A. Brill, Ph.D. Office of the Governor, Office</td>
<td>Local TV/print</td>
<td>John Thorington</td>
<td>Invite media coverage of luncheon</td>
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<td>of Tourism, Trade &amp; Econ. Development</td>
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<tr>
<td>January 25</td>
<td>Wrap-up release</td>
<td>All local/regional outlets; trade</td>
<td>Andy Fobes</td>
<td>With photos; quotes</td>
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<td>publications</td>
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Setting a great tone
‘PR’esenters Involved in the ‘PR’ocess

- Guest speakers were prepared with meaningful information, solidifying the workshop as a tour de force.
- Speakers were receptive to meeting with press to lend further insight and quotes and to pose for photos on site.
- Speakers offered to e-mail presentations to those interested.
A Little *Lagniappe*: Posters on Easels

- Created from RW’s collection
- Added uniqueness
- Added historical context
- Added color & dimension

*m/v Zim America*, which calls at Tampa in the AGX container service, enters the Pedro Miguel Locks.

*Construction of Gaillard Cut, January 12, 1913*
Photos of Key Presenters

- Quality photo images helped to promote a successful workshop
- Providing publications with hi-res images and complete cutlines means a better chance of coverage and good story placement
Post-workshop PR

- Wrap-up press release
  - Concise synopsis
  - Highlights & key messages
  - Interesting quotes
  - Distribute immediately

- Quality photos available

- Keep record of media coverage
  - Unexpected articles may appear on web
Post-Workshop Coverage

Panama Canal expansion gives market opportunity to Tampa

Panama Canal workshop draws praise from future users

US not ready to handle boom from Panama Canal expansion

Tide of Change Is On Horizon
WFLA—NBC Spot

- WFLA reporter Jeff Patterson—on-site interviews
- Interviewed RW in past Panama Canal-related story—good ‘follow up’ for both of them
Favorable Editorials

- Schedule meetings with editorial boards
  - Do it early
  - Be gracious to scheduler/gatekeeper
- Provide proper back up/history to editors who will be present
- Be sure all are on the same page

OUR OPINION

Budget Deficit Soaks Up Taxes Collected To Maintain Harbors

Your paycheck and your new TV made in China have one thing in common. Both are taxed for a specific, essential purpose, yet a big part of the money is being drained away for other things.

That diversion could mean future problems for the Tampa shipping channel.

Both the payroll deduction for Social Security and the import tax for harbor maintenance have built up huge surpluses, on paper, in their respective trust funds. The federal government can tell you to the penny how much is owed to these funds.

The accounting doesn’t mean the money is available to spend. The bigger the debt in the Social Security Trust Fund, the bigger the obligation faced by future taxpayers.

A similar switcheroo has been happening in recent years with the Harbor Maintenance Trust Fund. Your new TV and everything else imported by ship is assessed a tax of 0.125 percent of its value. The tax is to pay for port maintenance.

This concept is sound. Those who use the ports are charged a tax to maintain them. This tax adds to the retail cost of merchandise, and we consumers ultimately pay the bill. Still, it’s fair that the more products you buy that arrive by ship, the more you pay to keep the shipping channels safe and deep.

Shippers are pumping about $1.3 billion a year into the fund, but only about $750 million is being spent on maintenance. For 2009, the Army Corps of Engineers is getting less maintenance money than Tampa and many other ports need.

Port officials around the country complain that maintenance schedules are falling behind and some channels are in need of dredging. While the Army Corps of Engineers is getting less money than it is asking for to keep up with dredging, more than $4 billion has built up in the Harbor Maintenance Trust Fund.

That big balance makes the federal deficit seem smaller. Even though Tampa this year is getting less maintenance money than engineers think is needed, so far, the 70 miles of channels serving the Port of Tampa are in good shape. A port spokesman says no ships here have had to reduce their loads. Its current dredging project to add passing lanes is classified as an improvement, not maintenance, so will be paid for from general revenue, not the Harbor Trust Fund.

But some other ports have reported maintenance problems, such as not being able to handle fully loaded ships because channels aren’t as deep as they should be.

With ships increasing in size and draft and the pace of trade increasing, now is the wrong time to skimp on harbor maintenance. Congress should either begin spending all the revenue on authorized projects or else lower the tax.
Favorable Editorials

Because we met with both of the large, competitive papers in the Tampa market and shared discourse about the significance of Panama Canal expansion. . .

We scored twice!

St. Petersburg Times

Wider canal will widen U.S. trade

A Times Editorial
Published January 24, 2008

The people who run shipping lines and ports in the American hemisphere are meeting in Tampa this week to explore the enormous business opportunities from the ongoing expansion of the Panama Canal. When completed in 2014, the project will enable more and larger ships to pass through this transocean shipping lane. The work promises to remake the face of shipping, scrambling everything from sea and trade routes to inland transportation as communities serve their growing ports.

The two-day workshop ends today. U.S. and Panamanian government officials, port directors and the maritime industry hope to achieve two goals: to grasp the scope of the coming changes to shipping, trade routes and new business opportunities to ports throughout the Americas; and to plan the financing of dredging, other maintenance and capital projects so that U.S. ports can absorb the business.

The new bets will open another lane of traffic, double capacity and allow wider, longer ships through the canal. Directors of U.S. ports say it will bring new business and demands alike throughout the nation’s seaport system. The ports will need to divvy up federal dredging dollars and consider how communities can make most efficient use of capital improvements. Ports will need to balance competing with each other against the practical need to make the best use of taxpayer-financed improvements.

This meeting is a good chance for the industry and government to settle on a strategy that must involve cooperation. It also serves to remind how vital the ports are to local economies and U.S. trade. With the volume of international traffic expected to double by 2020, the nation cannot take this trade route for granted. It must invest in terminals and transport facilities, spend more to maintain the shipping lanes and look for new ways to market the ports as places for moving goods and people. The canal’s expansion is an opportunity and a lesson in what America needs to remain competitive in an increasingly global marketplace.
Surprised to see a major, out-of-market newspaper

Example of how this workshop held interest to even non-port communities

They must have a big travel budget!

The Dallas Morning News Jim Landers Column: Dallas Should Get on Board With Corpus Seaport

By Jim Landers, The Dallas Morning News

Jan. 29--TAMPA, Fla. -- Commercial real estate companies risk private capital by building on speculation all the time. But building ports and highways with public money in the hope that economic development will follow is getting a lot harder in the face of voter skepticism and tight budgets.

A recent conference here of port directors glumly looking at capacity constraints ended with a session on attracting private equity for public projects. One of the examples cited was Corpus Christi’s proposed container port.

Corpus Christi still has lots of “if you build it, they will come” enthusiasm. The city, its port authority and its transportation planners have promoted trade with Cuba, a 100-mph truckers’ toll road, a huge dockside warehouse and, now, a terminal for mammoth container ships called the La Quinta Trade Gateway.

“We don’t have the problems inhibiting expansion at other ports,” said Judy Hawley, a Corpus Christi port authority commissioner. “We’re positioned, we’re permitted, and we can offer optimal productivity.”

But this isn’t going to happen through taxpayer money or bond issues. Corpus Christi is planning an auction for the La Quinta terminal to see who wants to design, finance, build and run a multimillion-dollar facility under a long-term lease.

This matters to Dallas because of the economic energy of international trade. North Texas is a hub -- very much like a seaport -- of distribution centers, transportation arteries and global shipping routes that provide employment for hundreds of thousands of people.

The containers arriving in North Texas today are largely coming from Asia by way of Southern California ports and double-stacked trains.

Some container cargoes arriving at Houston surge into Dallas truck and rail yards, airports and distribution centers. A great many more may be coming, thanks to an expanding Panama Canal and container terminals in Houston and possibly Corpus Christi.

Ms. Hawley said Dallas could be an important partner for Corpus Christi’s container port.

Dallas/Fort Worth International Airport is North Texas’ premier example of public “building on spec,” and it has paid off hugely for the economy.

That model is still alive.
Heck! They even did a follow-up story a few days later!
Thank You!

Andy Fobes
afobes@tampaport.com