Super-size Me!

(...or Why You Need a Port PR/GR Combo to go)

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Tampa Port Authority
PR/GR Combo Functions

• Develop and convey key industry messages to constituents, community and media
• Monitor legislative activity/policy
• Advocate for port industry issues
• Ongoing research and industry education
• Encourage and enlist support of regional economic development groups to develop cohesive, collaborative industry messages
• Utilize technologies to the port’s advantage
• Wear many hats= Team Work Extraordinaire
• Work with AAPA closely—powerful resource
PR/GR—Things We Do

• Build an Image—Image is the Bottom Line
• Reinforce and further the Port’s reputation
• Raise awareness of Port & Industry Activities
• Feed (educate) the Public and Key Audiences
• Increase Understanding and Demonstrate Relevance to Community, Economy and Individual Well Being
• Influence Opinion Leaders, Industry Leaders and Policy Makers
• Motivate Audiences to Action
Key Audiences

- Media—local, regional, national, trade pubs
- Community Leaders
- Business Partners
- Trade Associations
- Port/Maritime Community
- Legislators/Elected Officials
Large Tenant & Customer Base
Industry—Economic—Government
A Buffet of Areas Covered
A.K.A. Tools that help us share our message…

• Media Relations
• Press Releases & Media Advisories
• Speeches and Presentations
• Port Publications & Videos
• Branding & Advertising
• Website Content
• Special Events
• Public Port Tours/Hosting of Guests
• Internal Departmental Assistance
Media Relations—Keeping them Fed

• Press releases, media alerts, press conferences for timely stories/events
• Ongoing, positive relationship building with reporters is critical
• Meetings with editorial boards
• Good relationships = increased likelihood of positive and frequent media coverage/editorials
• Work with department directors & legal team to be sure message is clear, consistent and well documented
• Government In the Sunshine Law
FOR IMMEDIATE RELEASE

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Tampa Port Authority awarded $2.2 million federal grant to assist in rehab of major petroleum terminal

TAMPA, Fla.—The Tampa Port Authority proudly announces the award of a $2.2 million federal grant it has received that will aid the authority in modernizing the REK Pier, a petroleum terminal at the Port of Tampa that imports nearly 40% of all petroleum and fuel needs for all of westcentral Florida.

The grant will provide $2.2 million to modernize and rehabilitate the REK Pier, which is responsible for the importation of nearly 40% of the petroleum needs for all of westcentral Florida.

The Tampa Port Authority received strong support from the local congressional delegation and Florida’s two U.S. Senators.

“Quote,” said Congresswoman Kathy Castor (D-Tampa), whose district includes the Port of Tampa.

The Tampa Port Authority (www.tampaport.com) administers Florida’s largest and one of the nation’s most diversified ports, serving some of the largest markets in the Southeast with eight million people within 100 miles of the port.

Aerial image of the REK Pier at the Port of Tampa, which is responsible for the importation of nearly 40% of the petroleum needs for all of westcentral Florida.

Utilize AAPA’s logos and develop boilerplate language...
Other Awareness Ideas

- Promotional items
- Banners and flags for events/openings
Media Clips

Ships Ahoy! State Is Tops For Cruises

Major expansion planned for Floridian port of Tampa

With buoyant container growth forecast at the US Gulf Coast (USGC) port of Tampa over the next few years, major expansion of its Hooker’s Point Container Terminal is planned.

Tampa’s container volume is currently low (28,000TEU in 2006), but it grew by 116% from October 2006 to June 2007. Meanwhile, the port’s throughput is forecast to reach 45,000TEU this year, with cargoes including furniture, tiles and refrigerated food products.

The annual capacity of the Hooker’s Point facility, operated by Port America (now owned by AIG Global Investment Group), is around 200,000TEU.

Wade Elliott, senior director of Tampa Port Authority’s marketing division, told CF that, over the next five years (sooner if required), this will increase to about 800,000TEU. He added: ‘We’re in the process of extending the berth by 300ft, to 2,100ft, due for completion by June 2008. Further expansion will include additional paved storage area, new reefer plugs, a new gate and [more] terminal-handling equipment.’

According to Elliott, the cargo growth is primarily from the Asia-Gulf Express (AGX) service, launched in August 2006 by Zim Integrated Shipping Services and Emirates Shipping Line.

He expanded: ‘A lot of the impetus for the growth has come from importers and exporters in the Tampa-central Florida region, who, until the launch of the AGX, had no choice but to truck or rail their goods to more distant and congested ports.’

Elliott added that several major retailers have recently constructed or expanded their distribution centre (DC) capacity in the region. These include Wal-Mart, Lowes, Havertys Furniture and Room to Go, as well as the distributor Southern Wines and Spirits of America.

He explained that Rooms to Go, the largest furniture retailer in the US, has over 2 million ft² of DC space located within 20 miles of the port of Tampa.
Media Frenzy--AKA Gluttony

- DP World issue
- Vessel related incidents
- HAZMAT issues/public safety
- Environmental issues
- Balancing industry and community needs
- Swine Flu
- Public records requests
- Cuba trade
Publications & Web

Content & Design

- Port Directory, News Magazine, Map, Invitations, Brochures, Handouts, etc.
- Photography (field shots/scheduling of aerials)
Port Advertising/Promotion

- Concepts, Designs, Deadlines
- PR Teams with Marketing Department to develop ad concepts
- In-house creative and design = HUGE cost savings

Cruise Ad

Cruise Tampa!

- Only minutes from top U.S. airport
- 3 Efficient terminals located in the heart of Tampa's entertainment and dining district
Florida's Largest Port

Huge Local Market ~ 8 Million People Within 100 Miles

Diverse Cargo Base

One Million Square Feet of Warehouse Space

On-Deck Rail

80 Acres of General Cargo Laydown & 8500' of Dock Length

Break bulk Cargo Ad
Promotion—Tradeshow Display

TAMPA-FLORIDA’S LARGEST PORT

- Huge Local Market
- Expanding Distribution Center Gateway
- Global Container Connections
- Deep Water - 43 Feet
- Significant Room for Expansion

Seaports Deliver Prosperity
Special Events/Outreach

- Customer Functions
- State of the Port
- New Port Services
- Maiden Vessel Calls
- Openings/Dedications
- Public Harbor Tours
- High-level government “town hall” meetings
- Host Conferences & Receptions
  - AAPA, Industry Events, Dignitaries
  - Hope to see you at the Tampa Steel Conference and AAPA Shifting International Trade Routes Conference!
Build up to a big success

- After discussions about a Panama Canal-focused event, Tampa port director volunteered Tampa to be host site for workshop—Richard Wainio a foremost PC expert.
- 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
Well-Attended Conference—Engaging Topics
Thank You!

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