Super-size Me!

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

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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
  – Job generator/economic engine, largest tonnage port, etc.
• 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
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
Media Relations—Keeping them Fed

- Press releases, media alerts, press conferences for timely stories/events
- Ongoing, positive relationship building with reporters is critical
- Good relationships = increased likelihood of positive and frequent media coverage
- Work with department directors & legal team to be sure message is clear, consistent and well documented
- Government In the Sunshine Law
Sample Press Release With AAPA and ‘Seaports Deliver’ Branding

FOR IMMEDIATE RELEASE

Date: April 9, 2009
Contact: Andy Folkers, TPA PR Director 813.965.5132 or afolkers@tampaport.com

Port of Tampa loads bridge project for New York City

(Tampa)—Twelve sections of a new bridge to be delivered and assembled in New York City were loaded at the Port of Tampa today. Tampa Steel Erecting Co. was the fabricator of the components, or tub girders, which had a combined total weight of 1000 tons, the largest piece weighing in at 98 tons. The bridge sections are destined for the Linden Avenue Exit off the Whitestone Expressway. Tampa Steel Erecting Co., in business since 1945, has participated in a number of important bridge construction projects. Utilizing the Port of Tampa for shipment, such past projects have included Boston’s Smorrow Drive, and Casco Bay drawbridge, in Portland, Maine. Terminal and stevedoring work was performed by Ports America, utilizing the port’s new heavy-lift Gottwald mobile harbor crane, with LA Carriers providing tug and barge service to deliver the sections to New York.

Tampa Port Authority (www.tampaport.com) administers Florida’s largest and one of the nation’s most diversified ports. With more than 8 million people within 100 miles, the Port of Tampa has a local consumer market that is among the largest in the Southeast U.S.

AAPA
American Association of Port Authorities

For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world. Today, approximately 95% of all goods come into the United States by ships, and seaports continue to be a critical link for access to the global marketplace. Seaports throughout the Western Hemisphere generate trillions of dollars of economic activities, support the employment of millions of people, and import and export more than 4.5 billion tons of cargo, including goods, clothing, medicine, fuel and building materials, as well as consumer electronics and toys. The volume of cargo shipped by water is expected to dramatically increase by 2020, and the number of passengers traveling throughout our seaports will also continue to grow. To meet these demands, the American Association of Port Authorities and its members, including the Tampa Port Authority, are committed to keeping seaports navigable, secure and sustainable.

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

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

Wade Elliott, senior director of Tampa Port Authority’s marketing division, told CI that, over the next five years (sooner if required), this 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 impact 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 centres (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
- Public records requests
- Swine Flu
Publications—Content & Design

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

- Concepts, Designs, Deadlines
- PR Teams with Marketing Department to creatively promote
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
Special Events/Outreach

- Customer Functions
- State of the Port
- New Port Services
- Maiden Vessel Calls
- Openings/Dedications
- Public Harbor Tours
- Host Conferences & Receptions
  - AAPA, Industry Events, Dignitaries
Panama Canal 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! Thank You! Thank You! Thank You!

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