Seaports Deliver Prosperity

AAPA Seaport Industry Awareness Initiative

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The AAPA Awareness Initiative ... A Review

Emphasizing the value of seaports...

- There’s still need for big-picture messages and more global understanding of seaports as vital part of economy.
- A hemispheric campaign lends credibility, cachet to individual port efforts.
- A better public understanding of seaports — more support — more infrastructure investment, trade and local collaboration.
- With current economic pressures, policymakers, influencers and by extension, the public, need to know seaports deliver the goods — in good times and bad.
- Better understanding and appreciation for seaports can achieve great results.
- AAPA member seaports demand results!!
What Are The Benefits?

We all have a GREAT story to tell!

- Seaports are at the heart of a nation’s trade and transportation system and play a significant role in the world economy.
- Port authorities have a stake in the game and must be heard.
- We are a unique industry with a compelling, emotive story to tell. Our brand is unique.
- When we all “sing off of the same sheet of music,” the message will begin to resonate. Seaports, individually and collectively, will receive more attention!
- Seaports will benefit when we get votes, funding, favorable policies, community support, less red tape.
How Will We Get More Attention For Ports?

_A coordinated awareness campaign positions us to be heard!_

- News travels quickly these days… we must be prepared.
- Our messages (which are tweaked and updated regularly) prepare us to speak articulately about the value of our industry… even in a pinch!
- We must be smart and strategic in our communications.
- It’s a partnership… AAPA story is your story and vice versa.
- Our member seaport stories and case studies illustrate the value of our industry better than anything we can say independently.
Key Messages

Awareness initiative based on three ‘pillars’

- **Economy** – Modern, navigable seaports bolster the economy by fostering trade, business opportunities and jobs, which are vital to economic prosperity.

- **Security** – Safe and secure seaport facilities are fundamental to both protecting our borders and moving goods.

- **Environment** - Seaports invest millions of dollars annually to enhance the coastal environment and reduce their impacts on surrounding communities and natural resources.
• In every strategic information campaign, key messages create the foundation for the program. In AAPA’s “Seaports Deliver Prosperity” initiative, the key messages reflect seaports’ achievements with the economy, environment and security.

• AAPA’s positioning statement reads as follows:

For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world.

Seaports continue to be a critical link for access to the global marketplace. Each year, seaports throughout the Western Hemisphere generate trillions of dollars of economic activity, support the employment of millions of people and import and export more than 7.8 billion tons of cargo including food, 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 through our seaports will continue to grow. To meet these demands, the American Association of Port Authorities (AAPA) and its members are committed to keeping seaports navigable, secure and sustainable.
Accomplishments

Highlights:

- Began working with Edelman in April 2008…
  - Created messaging.
  - Developed collateral materials.
  - Built relationships with influencers and elite media.
- In 2009/2010, we:
  - Launched microsite;
  - Strengthened relationships with elite media and influencers;
  - Revised environmental platform/messaging;
  - Encouraged members to use “Prosperity” platform messages, graphics;
  - Used AAPA Seaports Magazine as vehicle for infrastructure case studies.
Where We’ve Been

Using elite media to influence the influencers

- For example, we drafted, pitched and placed an opinion editorial in *The Hill* and repurposed it for local use by AAPA members.
- We want to do more of this AND are looking at developing feature stories in elite media like *The NY Times*, *USA Today* and *The Washington Post*. 
• The most effective use of the *Seaports Deliver Prosperity* messaging is when AAPA and its member ports team up to communicate the local and regional/national/international situation, as in the case in Charleston, SC, in May 2010 for AAPA’s Harbors, Navigation and Environment seminar.
Where Are We Now?

SeaportsDeliverProsperity.org: You can help us make the microsite more robust!

- Use the graphics, messages in your communications.
- When telling your port’s story, emphasize impact of entire industry.
- Share your stories with AAPA to provide critical “local” examples.

AAPA’s Awareness initiative microsite can be accessed at www.seaportsdeliverprosperity.org.
Example Uses By Member Ports

Several ports already using “Prosperity” logo, messages

- Dominica, Tampa port authorities using links in all press release boilerplates.
- Port of Ponce using “Prosperity” graphic as part of corporate letterhead.
- Québec Port Authority using messages in PowerPoint presentations.
- Ports of Longview, Portland, Philadelphia using graphics, messages in newsletters, magazines.
- Philadelphia, Wilmington (DE), Mobile, Toledo/Lucas County linking from port’s website to AAPA microsite.
- Port of Los Angeles using graphics, factoids in Leasing and Development info brochure & Jobs brochure.
- Port Everglades using graphics as part of business directory copy.
- Everett, Tacoma ports include multiple “Prosperity” factoids in magazines.
- PRPA repurposing AAPA news releases to raise industry awareness.
- South Louisiana port adding linked “Prosperity” logo to all email signatures.
Example Uses By Member Ports

Security, Economy, Environment: Seaports Deliver Prosperity

For more information on how seaports deliver prosperity by making trade and tourism, creating jobs and infrastructure, providing the local workforce and habitat diverse and valuable ecosystem, visit www.seaportsdeliverprosperity.org

Seaports Deliver Prosperity

Lorsque «Port» et «Prosperité» ne font qu’un...

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"Prosperity" Graphics Communicate A Brand

- AAPA has developed Identities & Standards document, downloadable at www.aapa-ports.org/awareness
- Provides guidelines for use of type size, fonts, colors, etc.
- As with any brand, readers get confused with brand inconsistency

Preferred use of “Prosperity” logo

Inconsistent uses of “Prosperity” logo
Where We Are Going

Outreach strategy to three key audience groups

- **External** – includes policymakers, influencers, academics, business & NGO leaders, print and broadcast media.
- **Internal** – primarily covers AAPA member organizations and staffs.
- **New Media** – establishment of social media policies and guidelines; promotion of AAPA news, events via microsite and through social media networking sites like Twitter.
How Can You Get More Involved?

Download, link, copy & share: You have a great story to tell!

- Go to www.aapa-ports.org/awareness.
- Download the graphics and info.
- Whether you’re a seaport or a support organization, you can play an active role in creating awareness for our industry.
- You can make a real difference no matter what your position.
- Whether you’re writing or speaking about the industry - for formal or informal purposes, there’s always an opportunity to be “on message.”
How Can You Get More Involved?

Send us links to your economy, environment & security stories

- “Prosperity” microsite will feature links to seaport stories, case studies focusing on economic development, environment, security.
- Stories are hyperlinked via port’s logo, ideally redirecting viewers to port’s website.
- Port stories, case studies will be updated every few months.
How Will We Know It’s Working?

Your ROI should be measurable, achievable, desirable

- Increased attention among target audiences for the vital role seaports play in our economy
- Positive news stories – print & electronic
- Votes in our favor – at local, national levels
- Less red tape – faster government approvals
- More community approval, support
- More allies and partners at local, regional and national government levels
- Favorable survey results
- Favorable social media “chatter”
Seaports and the waterways that serve them are our economic lifeline with the world.

They provide jobs, goods, product choices, security, environmental stewardship & more.

Port-related infrastructure investment will aid in our economic recovery and long-term prosperity.