Tapping the Brain Trust

Developing a list of “Best Practices” for PR & GR

AAPA PR/GR Seminar: The Port of Savannah

Robert Morris
Senior Director, External Affairs
Georgia Ports Authority
June 23, 2011
TAPPING THE BRAIN TRUST: Developing a list of “Best Practices” for PR & GR

PUBLIC RELATIONS + GOVERNMENT RELATIONS = RESULTS
TAPPING THE BRAIN TRUST: Developing a list of “Best Practices” for PR & GR

Harbor issues discussed
Atlanta mayor anticipates ‘significant’ funding

Also covered by:
• Associated Press
• Wall Street Journal
TAPPING THE BRAIN TRUST: Developing a list of “Best Practices” for PR & GR

Inside:
- Georgia Governor Sonny Perdue Tours Site of Future Container Berth
- G8 Summit: A $20 Billion Relationship
- New Silt Suspension System: Maintaining the Ecological Balance

Redefining the pace of trade.
TAPPING THE BRAIN TRUST: Developing a list of “Best Practices” for PR & GR
Headlines Speak Louder than Words

Panama's U.S. Ambassador: Savannah Harbor Deepening 'Vital'
- Global Atlanta, 5/4/10

Isakson Says Savannah Harbor a Priority
- Morris News Service, 1/25/11

Deal, Chambliss Urge Federal Port Dollars
- Georgia Public Broadcasting, 1/28/11

Deal OKs Crucial Port Road Work
- Savannah Morning News, 5/16/11
TAPPING THE BRAIN TRUST: Developing a list of “Best Practices” for PR & GR

Where PR & GR Meet

- Events
- Press Conferences
- Clip Circulation (Just in Time)
- Infrastructure/Grant/Result Announcements
Tools to Merge PR & GR

• Include Staff from Both Departments in Planning

• Develop Proactive Story/Events that Include Elected Officials

• Out of the Box Thinking
Thank You for Your Time!