The background image is a composite scene. On the left, a large white ship is docked at a pier. In the center, there is a large, neat stack of cut logs. On the right, the Washington State Capitol building is visible, featuring a prominent dome and classical architectural elements. The entire scene is overlaid with a semi-transparent dark blue filter.

BRAD JURKOVICH, FISHER/JURKOVICH PUBLIC AFFAIRS

LAURA PETTITT, WASHINGTON PUBLIC PORTS ASSOCIATION

**HOW ARE YOUR CITIZENS
COMMUNICATING?**

HOW DO YOU COMMUNICATE BACK?

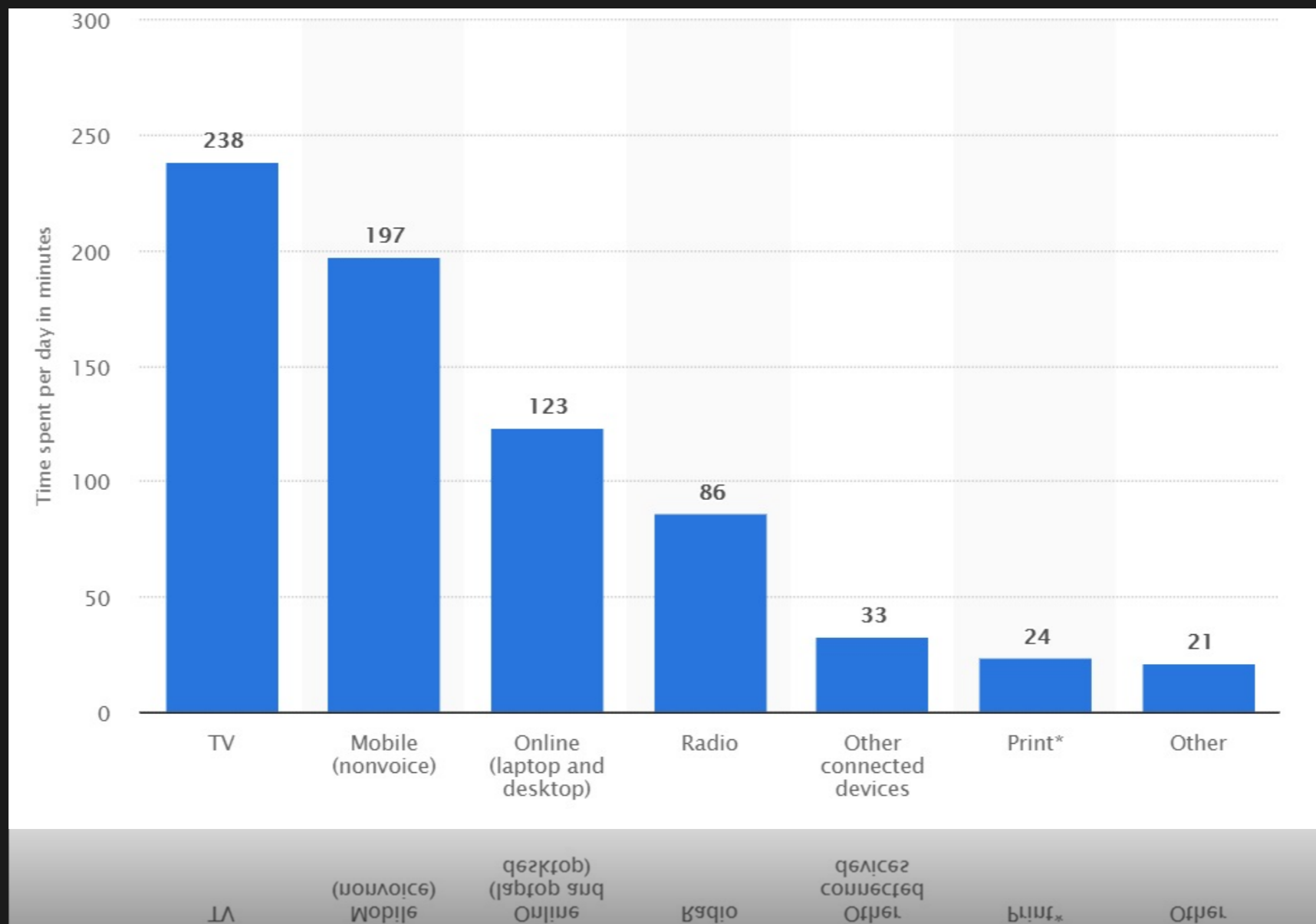
COMMUNICATIONS: AN EDUCATION PROCESS

▶ ASSUME NOTHING

- ▶ Your port's communications program is your opportunity to educate both internal audiences (first) and external audiences .
- ▶ Continuity is key in a successful messaging campaign
- ▶ When crafting the message, assume nothing. Your audience is most likely:
 - ▶ Busy
 - ▶ Less informed on an issue than you think
- ▶ Hit the key background points (the why) before telling your audience HOW.

THE CHANGING MEDIA LANDSCAPE

▶ U.S. MEDIA CONSUMPTION BY OUTLET



THE CHANGING MEDIA LANDSCAPE

- ▶ Adults spent an average of 123 minutes (two hours and three minutes) on laptop and desktop activities every day.
- ▶ The average American spent 721 minutes per day with media.

THE CHANGING MEDIA LANDSCAPE

▶ FACEBOOK

▶ YOUTUBE

Remain the most active forums

SOCIAL MEDIA USE BY AGE

▶ 88% of 18- to 29- year- olds

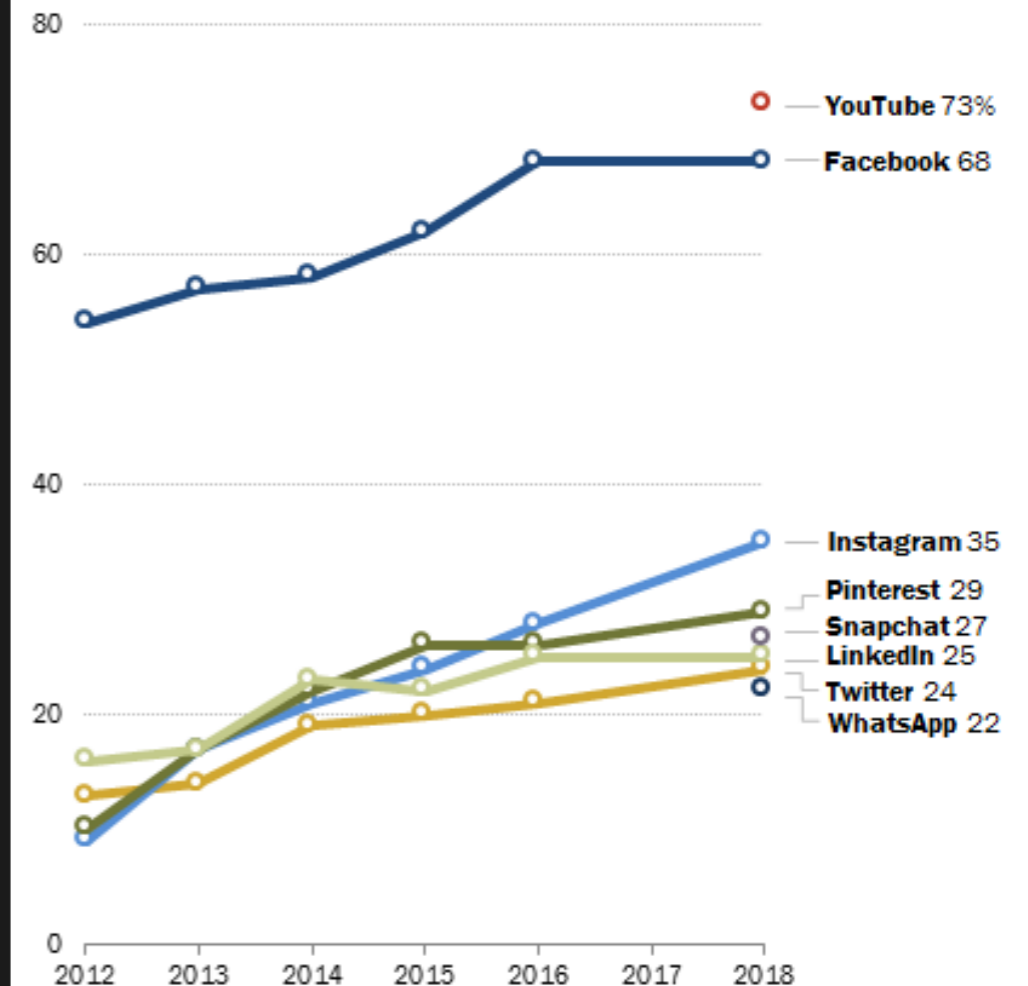
▶ 78% among those 30 to 49

▶ 64% among those 50 to 64

▶ 37% among those 65 and older

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

WHAT IS YOUR NEWSPAPER GOOD FOR?

- ▶ Interactive / Online
 - ▶ The Rise of BuzzFeed-Style Journalism
 - ▶ Associated Press Re-posting
- ▶ Editorial Boards
 - ▶ Validate position and messages
 - ▶ Provides great leave-behind
 - ▶ Opportunity for on-going communication

SOCIAL

- ▶ TWITTER:

- ▶ Media often use this as a source, any division of opinion is fuel to a story
- ▶ Much like the weather, if you don't like it, wait a minute

- ▶ LINKEDIN:

- ▶ Use the Port's official page for any issue messaging, recruiting, sharing positive progress

SOCIAL

- ▶ FACEBOOK:

- ▶ This is a forum for activating a pre-qualified interest base

- ▶ INSTAGRAM:

- ▶ Fast-growing, interaction opportunities are smaller, image-drive, audience is

- ▶ WEB: your strongest tool

- ▶ Measurement of referrals

- ▶ What content resonates with your citizens?

BLOGGERS / INFLUENCERS

- ▶ Identifying "Advocates"
- ▶ Getting messages to the impacted communities to motivate action
 - ▶ Keep in mind, this is a forum you have less messaging control over - advocates have their own opinion/bias filter

AM LOCAL RADIO

- ▶ EXAMPLES:

- ▶ Grays Harbor - KXRO

- ▶ (online news distribution as well)

- ▶ Shelton

- ▶ Call-in "ask your port" Q &A sessions

LOCAL CABLE

- ▶ Small but informed audience
- ▶ Allows for more in-depth issue coverage
- ▶ Another tool for transparency and education
- ▶ Useful for history of Port and community benefits

PUBLIC OPINION RESEARCH

- ▶ Polls, online surveys, community meetings should be used.
- ▶ But, the loudest voices aren't always the most representative.
- ▶ Helpful to understand community view of policy options.
- ▶ Possible to help with understanding Port district rural versus urban divides on issues.
- ▶ Others may complete, share results with the Port as another point of view.
- ▶ Either it is valid or it is not - don't confuse the two

TALK VS. EXECUTION

- ▶ How to harness your audience into action (or dissuade them from it)
 - ▶ Encourage/facilitate discussion around common issues
 - ▶ Ex: business, labor, environmental stakeholders on a dirty property clean-up issue a win-win.
 - ▶ Do not allow myths and untruths to linger - take them on by communicating the facts
 - ▶ Never apologize for your mission - repeat it often

TALK VS EXECUTION

- ▶ Ask supporters to help with issues that are complex and easily twisted
- ▶ Get expert opinion-leaders to validate with op-eds, blog posts or other public statements
- ▶ Talk to your Chambers, Rotary Clubs, PTA groups
- ▶ Your work is a big part of how a local economy thrives
- ▶ Never stop reminding people of the positive impacts you have on local quality of life

MAKE IT EFFICIENT: WORK WITH YOUR ED + COMMS STAFF

- ▶ Internal communications comes first
- ▶ Ensure unified messaging
 - ▶ This includes you. And your social media presence.
 - ▶ Together we are stronger and more effective.

MAKE IT EFFICIENT: WORK WITH YOUR ED + COMMS STAFF

- ▶ With the dramatic changes in media consumption, one thing still resonates with journalists:
 - ▶ The Press Release
 - ▶ Follow-up Press Releases are crucial as a proactive education strategy

▶ Press releases are the #1 most valuable content

63%

When it comes to what journalists want from their PR contacts, 63% said news announcements and press releases

▶ Press releases are the #1 most trusted brand source

44%

Journalists also trust press releases the most, with 44% saying that it's their most trustworthy source of brand-related information

BE PROACTIVE.

- ▶ Old adage - "it's less work to keep up than catch up."
- ▶ Undercutting staff / commissioner
- ▶ Establish a News Bureau
 - ▶ For Large ports, defer to your comms team
 - ▶ For Small ports, identify a spokesperson + be ready with agreed verbiage, images, video to provide
 - ▶ For all ports - use WPPA resources to assist in developing proactive news content.
- ▶ Ensure unified messaging

QUESTIONS?

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