



MINUTES

PUBLIC RELATIONS COMMITTEE

INTERMODAL ASSOCIATION OF NORTH AMERICA

SATURDAY, NOVEMBER 10, 2007

8:00 a.m. – 9:30 a.m.

ROOM A403

GEORGIA WORLD CONGRESS CENTER

ATLANTA, GEORGIA

The Public Relations Committee meeting was called to order at 8:06 a.m. In the absence of Chairman Suann Lundsberg, IANA Staff member Rip Watson conducted the meeting on her behalf.

After self-introductions, the antitrust guidelines were read. The minutes of the most recent meetings (in the form of conference calls) from May and June 2007 were approved through a motion by Jerry Wilson of Georgia Southern University and a second by Dennis Grim of Business to Business Communications.

An update regarding the Association's publications was then given. Changes to *Intermodal Insights* were described, including the introduction of the four-color process, the increased size of the newsletter and the creation of a 2008 media kit and editorial calendar as a method of increasing advertising and creating a topical focus for each issue. In addition, a general description was given of a three-year agreement with Commonwealth Business Media to publish the IANA Membership Handbook and the Product & Supplier Directory as a combined publication. IANA Staff member Tom Malloy provided additional detail about the agreement, which is intended to upgrade and refresh the appearance of the publications, redirect staff efforts to increase Internet advertising activity and improve the financial performance of these publications.

Committee members then discussed specific publications. Wilson said *Intermodal Insights* was very informative and was regularly used in his classes. He recommended that the newsletter be sent on a routine basis to the academic community. Watson said that could be done by creating a contact list from a directory of universities and colleges that is published by Commonwealth. Grim said the audience also could be expanded by sending it to Transportation Marketing Communications Association members. Prime Focus' Libby Ogard recommended sending to members of Congress as well.

Discussion continued regarding other potential activities that the Committee could pursue. Ogard suggested that IANA publications could be used to support National Transportation Week activities in May. Grim suggested that a Speakers' Bureau be created. He also advocated more active IANA involvement in the trade show press relations, which now are handled under mutual agreement by The National Industrial Transportation League. Particularly, Grim suggested that NITL/IANA and TIA should jointly host the press reception now under NITL's control.

Several members agreed that IANA could revive the Industry Resource Network, which is a collection of local contacts for presentations and general questions about intermodal. The Network was created several years earlier, but has not been used recently due to a lack of requests for local speakers or experts to speak about intermodal. Julie Long of CSX noted that there was clearly a need to disseminate more information about intermodal, especially in the coming year as organizations and companies prepare for the 2009 federal transportation funding legislation. Wilson illustrated the need for raising the profile of freight intermodal by noting that the bricks on sidewalks in the downtown area of the city where he lives were paid for with federal dollars appropriated under the Intermodal Surface Transportation Efficiency Act.

Wilson then led a discussion to review a draft of a PowerPoint presentation that was created by IANA staff. It is intended to inform civic groups and other local audiences about the need to support the efforts on the national level of IANA and the Freight Stakeholders Coalition in order to develop more support for infrastructure improvements. This 17-slide presentation is intended to be an updated version of the Intermodal 101 presentation that Wilson developed seven years ago. The current PowerPoint that was reviewed by the Committee was intended to be a more general presentation for non-expert audiences than Intermodal 101.

Committee members observed that the presentation, while it contained valuable information, would benefit from more use of statistics and facts to demonstrate intermodal freight's economic value and the severity of capacity issues, as well as additional visuals such as slides and/or charts to illustrate the same points. A slide to more fully introduce the concept of containerization was recommended, along with different graphical representations of intermodal's growth relative to the U.S. economy.

Further, it was recommended by Grim that alternative delivery mechanisms should be considered, such as Podcasts or other audio options to widen the distribution of the intermodal message perhaps to include a DVD or video version that could be used in a televised "sound bite" format. Ogard observed that the presentation would also benefit from illustrations of the economic development impact of intermodal facilities. Wilson agreed, saying there is a very substantial body of academic work regarding intermodal's impact on a community.

There was a further discussion that concluded with a recommendation from all members present that a second version of the PowerPoint be developed for a more knowledgeable industry audience.

Watson then described IANA's public relations and other communications activities. He noted multiple efforts to inform members about IANA's activities during 2007. Those initiatives included regulatory filings with regard to roadability, the sending of a position paper to California ports that are expanding clean air initiatives and a multi-channel effort to explain the importance of the Transportation Worker Identification Credential program to members. In addition, it was noted that IANA has compiled a report that includes news releases, speaking engagements and articles in which the Association is mentioned.

Proceeding to the potential committee initiatives section of the agenda, attendees discussed additional efforts that could be exerted in order raise intermodal's profile. Ogard observed that IANA should not be headed down a different path than other organizations, and advocated coordinated efforts with other organizations on a national level to accomplish broad goals. Alternative initiatives such as CSX's national media advertising campaign were discussed. It was decided that a logical next step would be to develop an action plan based on the creation of two Power Point presentations that would be in concert with IANA's national activities and consistent with its policy direction.

Members felt it would be valuable to have a goal of presenting one of the PowerPoints to at least five public agencies, such as Metropolitan Planning Organizations, or other local groups by the middle of 2008.

Next Meeting/Adjournment

The next meeting will be scheduled during the Operations & Maintenance Seminar that begins April 30 in Oak Brook, Illinois. Committee members expressed a very strong desire to request that future meetings during the Expo be conducted on Sunday, rather than early Saturday morning, in order to increase participation. Since all matters on the agenda had been discussed, a request for a motion to adjourn was made. Grim made the motion, which was seconded by Long. The meeting was adjourned at 10:38 a.m.

Public Relations Committee Action Items

Subject	Item Description	Name	Due
Mailing list	Expand mailing of Insights to academic, professional and government audiences	Rip Watson	January 7, 2007
PowerPoint	Revise PowerPoint for general audiences and create a second one for groups that have knowledge of transportation	Rip Watson	January 21, 2007