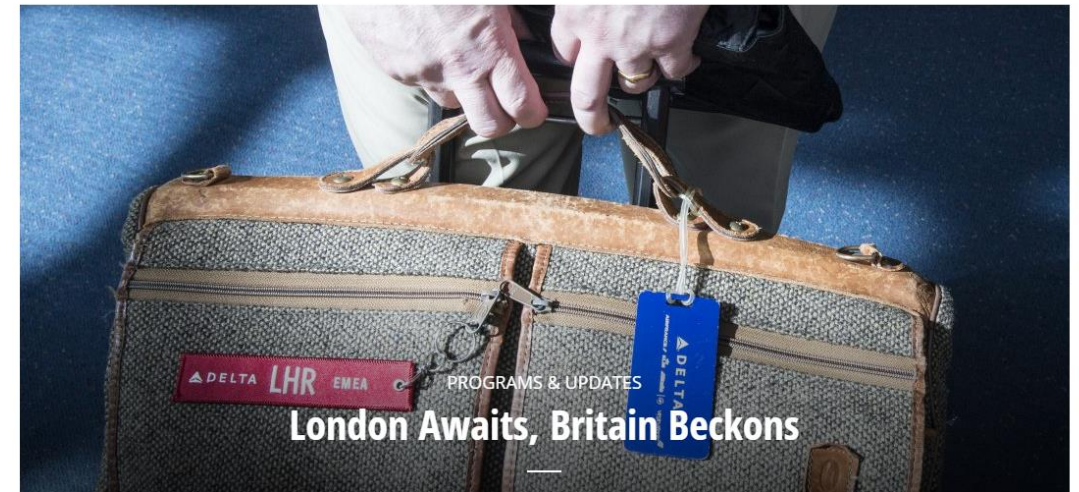
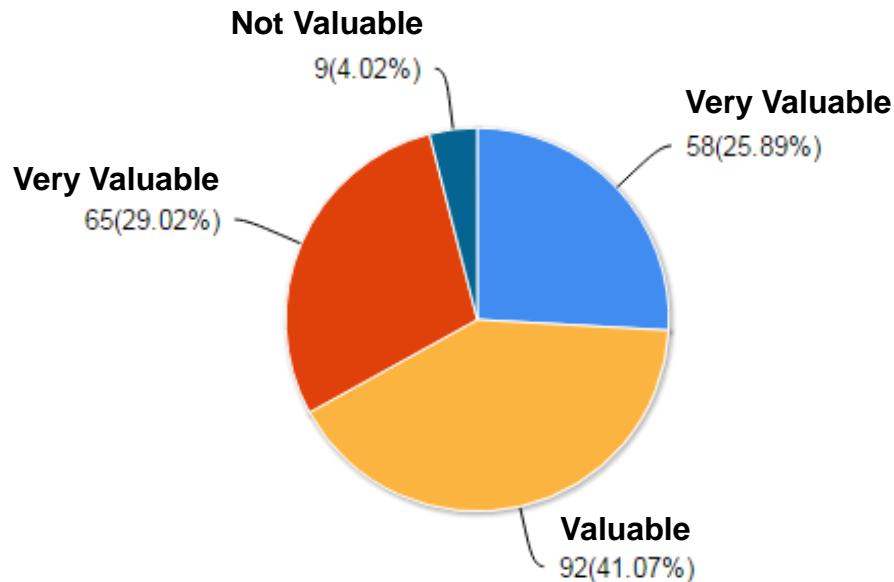


Port of Portland launches new digital newsletter

First surveyed readers

- Almost half didn't receive the printed version (reading online PDF)
- Over 50 percent found online content more valuable

How valuable do you find the electronic version of Portside?

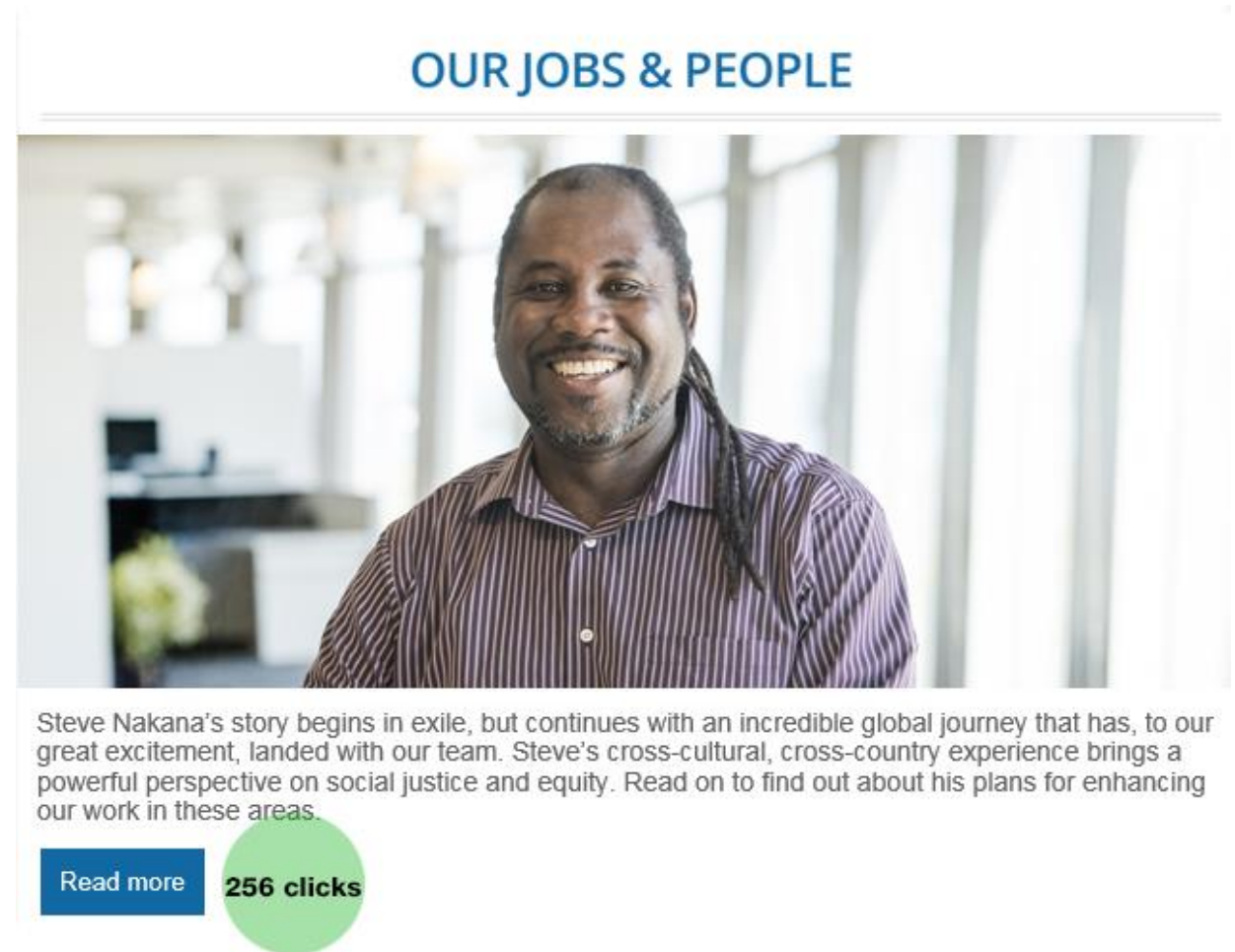


Approach with measuring success of new digital format


Track click rates:

- Assess what types of content are popular (video, photo slide shows, topics)
- Testing subject lines with our audience
- Tracking Opt outs

Google Analytics offers demographics and trends.



OUR JOBS & PEOPLE



Steve Nakana's story begins in exile, but continues with an incredible global journey that has, to our great excitement, landed with our team. Steve's cross-cultural, cross-country experience brings a powerful perspective on social justice and equity. Read on to find out about his plans for enhancing our work in these areas.

[Read more](#) **256 clicks**

