

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
 Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | | |
|---|--|---|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | | <p>8. Overall Campaign _____</p> <p>9. Periodicals <u> X </u></p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|---|

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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EntryTitle: Braking Waves

Name of Port: The Port Of New York & New Jersey

Port Address: 4 World Trade Center, 150 Greenwich Street, 23rd Floor, New York, New York 10007

Contact Name/Title: Lourde Michel Senior B2B Marketing Specialist

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

– Identify your primary and secondary audiences in order of importance.

- 1. What are/were the entry’s specific communications challenges or opportunities?**
 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- 2. How does the communication used in this entry complement the organization’s overall mission?**
 - Explain the organization’s overall mission and how it influenced creation of this entry.
- 3. What were the communications planning and programming components for this entry?**
 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.

OFFICIAL ENTRY LABEL
AAPA 2015 Communications Awards

Port Port Authority of NY + NJ

Contact Person Laurde Michel.

Entry Classification Periodicals

Port Authority of NY & NJ Building the Region Commuting & Traveling Transporting Cargo

THE PORT AUTHORITY
OF NEW YORK & NEW JERSEY

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- > Customer Library

Breaking Waves



(From l to r): Mr. S.W.Yong, Director of Operations for Hanjin; Cory Wyatt of the Marine Operations Department of Global Terminals (GCT Bayonne); Ho Lee, Master of the Hanjin Shenzhen; Kevin McGee, from the Port Authority's Port Commerce Department. A number of staff members from Hanjin Shipping's corporate offices in Paramus also attended the ceremony.

HANJIN SHENZHEN MAKES INAUGURAL PORT CALL AT GCT BAYONNE

Staff from The Port Authority of New York and New Jersey presented a plaque to Captain Ho Lee, Master of the *Hanjin Shenzhen*, to commemorate the vessel's inaugural port call at Global Terminals on Thursday, April 23, 2015.

The *Shenzhen* is part of the Vessel Sharing Agreement with United Arab Shipping of Atlanta, GA; China Ocean Shipping Company of Montvale, NJ; and CMA-CGM of East Rutherford, NJ. Hanjin is headquartered in Paramus, NJ.

The IMU Service (India/Mediterranean/USA, also known as the MINA Service) calls ports in India, Pakistan, Dubai, Saudi Arabia, Egypt, Italy, and Spain, offering weekly first port of call service to the Port of New York and New Jersey.

The four partners recently increased the number of ships in the service from nine to twelve vessels. The IMU routing offers shippers increased coverage throughout the three regions served (India, the Middle East, and the Mediterranean) and has resulted in a growing commitment by these four carriers in serving the Port, while increasing intermodal connections nationwide.

The *Shenzhen* had 3000 container moves while berthing at Global. This service is one of many calling New York and New Jersey as its first port of call. Record volumes in the Port of New York and New Jersey for the last six consecutive months plus growing trade in all markets have resulted in carriers adding ships and increasing capacity with ships already deployed.

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CATEGORY	3
CATEGORY TITLE	NEWSLETTER
ENTRY TITLE	BREAKING WAVES

PROJECT DESCRIPTION

To compete in today’s fast-paced digital world, communications need to be rapid, relevant, easy to access, and able to break through the clutter. That’s the idea behind “Breaking Waves,” the Port of New York and New Jersey’s new business-to-business digital publication launched in June 2014.

see link on computer



Breaking Waves is not restricted by timelines, dated material, or lengthy articles. Instead, it gets into customers’ inbox the latest advisories, updates, news, and profiles when they need and want it most: right away. In addition to eblast distribution, *Breaking Waves* is archived on our website at [Breaking Waves Posts](#).

COMMUNICATIONS CHALLENGES OR OPPORTUNITIES

Prior to *Breaking Waves*, the Port of New York and New Jersey published *Port Views*. *Port Views* began in 2001 as a printed quarterly with the purpose of building community and disseminating news to port constituencies. In spring 2006, *Port Views* moved to an online publication. This switch increased ease of production and distribution while satisfying the needs of an increasingly technology-capable audience.

The port performs readership surveys of its newsletter every two years to ensure the sustained product quality. A May 2013 survey, using Survey Monkey, showed that the majority of respondents, 83.7 percent, wanted to see a shift away from the current quarterly model to one that was “tied to breaking news.” The survey was disseminated to our subscriber base of 6,376 port professionals with a return rate of 3.5 percent. Based on these results, *Port Views* was retired and *Breaking Waves* was born.

The challenges in the transition to *Breaking Waves* were minimal. The greatest external risk was loss of readership as the result of a format change. But this posed little danger as the majority of those surveyed wanted the change.

The opportunities of the new format were immense. With its increased frequency and short to the point articles, *Breaking Waves* could:

- Increase readership
- Build a more informed customer
- Create excitement around news
- Be more user friendly and accessible
- Keep positive messages top-of-mind
- Reduce staff production time. (*Port Views* required a production schedule of two to three months. With the new breaking news format, staff could easily incorporate an eblast into their daily activities.)

ALIGNMENT TO THE ORGANIZATION'S OVERALL MISSION

Breaking Waves aligns with The Port Authority of New York and New Jersey in these key ways:

- Informs and educates port constituencies on industry news that is important to it, including the agency's stewardship of and development for the port region
- Builds transparency and accessibility around agency operations
- Supports the agency's environmental initiatives and commitments

PLANNING AND PROGRAMMING COMPONENTS

Primary audience for *Breaking Waves* is port stakeholders. They include: shippers, terminal operators, truckers, manufacturers, importers, exporters, brokers, third party logistics firms, and ocean carriers. Secondary audience includes elected officials, maritime trade associations, and maritime trade press. The goals of this communication tools are to:

- Create excitement around port initiatives
- Create a steady flow of that information to our customers
- Offer readers a user friendly vehicle through which they can readily information on their smartphones
- Increase readership

Milestones that needed to be completed were minimal as our communication database already exists. A new design and content were the only two tasks that required attention.

ACTIONS AND OUTPUTS

To complete the transition to *Breaking Waves*, staff needed to develop a new eblast name and masthead. The name *Breaking Waves* was selected for its association with water (waves) and immediate news items (breaking news). The style, format, and content were influenced heavily by our 2013 survey. The design was completed by a creative designer. These tasks were completed within 8 months.

The first issue of *Breaking Waves* was sent on June 2014. Content and distribution of newsletter was handled by staff. To date (April 2015), 10 e-blasts have been sent to a database of 6,5901. An archive of these can be found at [Breaking Waves Posts](#).

OUTCOMES AND EVALUATION

The informal feedback on *Breaking Waves* has been very positive. However, the effectiveness of this publication can be best determined by list growth and open and forward rates. In addition, page visits on the Port Authority website, where *Breaking Waves* resides, increase by ten percent following newsletter delivery.