

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:

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

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Baltimore: Port of Opportunity
 Name of Port Maryland Port Administration (Port of Baltimore)
 Port Address 401 East Pratt Street, 20th Floor, Baltimore, MD 21202
 Contact Name/Title Richard Scher, Director of Communications
 Telephone 410.385.4483 Email Address rscher@marylandports.com

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.

- 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.
- 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.
- 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.
 - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

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Video

Baltimore: Port of Opportunity

*See on computers,
don't use
disk*

<https://www.youtube.com/watch?v=9fRlms4B268> (Please watch from beginning to 4:55)

<https://www.youtube.com/watch?v=feeLrIqhjtQ> (Please watch from beginning to 5 minute mark)

Total time: 9 minutes and 55 seconds

Communication Challenges and Opportunities

The Port of Baltimore, one of only two East Coast ports capable of handling the largest ships in the world, is a port on the rise. Baltimore is a diverse and competitive port, with two main business segments – cargo and cruise. The port handles a wide range of cargo, from containers to forest products to automobiles, which the Port of Baltimore ranks number one in the country. As for cruise operations, Royal Caribbean and Carnival Cruise Lines sail year-round from the port.

The Port of Baltimore is considered a huge economic engine for the State of Maryland by providing 40,400 jobs; 14,600 of those are direct jobs. Additionally, the Port brings in \$300 million in both state and local taxes, along with three billion dollars in personal wages and salaries.

This video was funded by members of the Baltimore Port Alliance (BPA), a non-profit group of maritime businesses dedicated to promote, address the needs and interests of the maritime industry in the State of Maryland. Members of the BPA are from both the public and private sector. The Maryland Port Administration is a member of the BPA and a sponsor of the video. The “Baltimore: Port of Opportunity” video was created as a tool to update the public on what the Port of Baltimore is and the many benefits the port brings to the State of Maryland and the community.

Completing the Overall Mission

The mission of the Port of Baltimore is to stimulate the flow of waterborne commerce through the State of Maryland in a manner that provides economic benefits to the citizens of the state.

“Baltimore: Port of Opportunity” examines the many job opportunities and careers available at the Port of Baltimore. The Port is not only imperative due to the cargo and cruise operations, but it is one of the leading job creators in the state. The video also showcases the port’s many programs and green initiatives that have been instituted through the years. As an organization funded by tax dollars, we felt the public deserves the right to know what their money is being put towards when it comes to the port. In order to remain competitive in the automobile industry, the Port has a Quality Cargo Handling Action Team (QCHAT). QCHAT focuses on the prevention of any type of cargo damage and retaining a high level of quality at the port. The Dray Truck Replacement Program is one of the Port’s green initiatives which replace older dray trucks with newer ones to reduce the amount of emissions emitted into the air.



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Planning & Programming Components

“Baltimore: Port of Opportunity” was produced by the Baltimore Port Alliance, with support from sponsors, including the Maryland Port Administration. The Maryland Port Administration had input on what to film, escorted production team and directed photography on terminals, contacted companies to confirm it was acceptable for their involvement, etc.

The primary audience intended was the general public. The program originally aired on WBAL-TV, a local NBC affiliate, on Sunday, November 16, 2014 at noon. We chose this particular Sunday as the Baltimore Ravens had a bye weekend and WBAL-TV is the leading news station in the area.

Actions Taken & Communication Outputs Used

The budget allotted for the program is as follows:

- \$30,000 production cost
- \$10,000 air time on the local NBC affiliate WBAL- TV
- \$4,600 advertising the show
- \$3,200 on air talent
- \$2,500 producing 1500 DVD
- \$4,500 Promotional materials, posters, technical assistance, premier reception, copyright

Aside from the DVD's, the video has been posted to YouTube in segments in order to continue our message and reach our goal of attracting the younger generation. In conclusion, we spent around \$55,000 to reach about 20,000 people which is about \$2.75 per person. The goal of the program is to generate maritime awareness, specifically in Maryland and attract the younger generation to get them interested about possibly working at the port in the future.

Communication Outcomes & Evaluation Methods

As a result of the popularity of the program, the video is being used by the Labor Department, the Federal Marine Commission and the Maritime Executive. The Department of Defense is also using the video for maritime awareness training. It has been communicated that the new employees at the Federal Maritime Commission are required to watch the program as part of their new employee training.

As the show as designed, it can be used in many different ways to showcase the port from children to adults and across multiple industries.

The program averaged 16,500 viewers over an hour

12-12:15 pm - 1.44 rating	15,704 people
12:15-12:30 pm - 1.62 rating	17,647 people



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12:30-12:45 pm - 1.45 rating	15,872 people
12:45-1:00 pm - 1.53 rating	16,735 people

1.0 rating = 11,000 people and previous companies that bought time usually have a 0.3 to 0.7 rating.

We had 185 people at the premier event and handed out 100 special edition DVD's.

Our message was spread through social media with our direct page and lots of help from others. Total reach from Facebook was just under 10,000 views (of our ad) with 485 direct likes to our site and our post reach was around 2,200 people.

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