

# 2016 COMMUNICATIONS AWARDS PROGRAM

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

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title Welcome Maersk Event  
 Name of Port Maryland Port Administration (Port of Baltimore)  
 Port Address 401 East Pratt Street, 20<sup>th</sup> 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.

**1. What are/were the entry's specific communications challenges or opportunities?**

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need 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 used for this entry?**

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

**4. What actions were taken and what communication outputs were employed 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 entry's implementation plan by including timeline, staffing and outsourcing used.

**5. 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.





## 2016 AAPA COMMUNICATIONS AWARDS

### Special Events WELCOMING MAERSK LINE

#### Summary

Maersk Line, one of the top shipping container lines in the world commenced operating container services in the Port of Baltimore in 2015. To commemorate this new partnership between Maersk Line and the State of Maryland, the Maryland Port Administration (MPA) held an event for Maersk, their customers, local politicians, local International Longshoreman Association members and the media. This was an opportunity to publicize the Port of Baltimore as an East Coast Port capable of handling large shipping vessels, such as Maersk Line with our deep berth, channel and four super post-Panamax cranes.

#### Communication Challenges and Opportunities

The Port of Baltimore is one of the nation's busiest and most efficient ports, handling a wide array of cargo. The Port of Baltimore receives service from several shipping lines to deliver automobiles, farm/construction equipment and of course containers. Maersk Line is the world's leading container shipping line. Maersk was last at the Port of Baltimore in 1996, but at the time, the Port did not have a deep and wide enough berth, along with no super post-Panamax cranes. Thus, Maersk left to accommodate their cargo needs at the time.

In 2012, thanks to a public-private partnership between the Maryland Port Administration and Ports America Chesapeake, Highstar Capital, the Port of Baltimore was able to create a 50-foot deep berth and channel, along with securing four super post-Panamax cranes in preparation for the Panama Canal expansion in 2016. The Port of Baltimore positions itself as one of two East Coast ports capable of handling the largest container vessels in production today.



By having four super post-Panamax cranes, a deep and wide enough berth to accommodate large shipping vessels, Baltimore positioned itself to attract more shipping lines. This served as an opportunity for the Port to meet with shipping lines that did not stop in Baltimore to make them aware of Baltimore's potential.

With Maersk Line servicing Baltimore, it will bring an estimated 31,000 new containers a year, along with 730 new jobs. Baltimore is now home to three of the largest shipping lines in the world.





## 2016 AAPA COMMUNICATIONS AWARDS

Due to the investment made by the Maryland Port Administration and Ports America, 40,400 jobs in Maryland are linked to Port activities, with 14,600 directly related. The Port is a major economic generator for the State of Maryland, with three billion in personal wages and salaries and three-hundred million in state and local tax revenue. In 2015, the Port set a record of 523,848 containers, which was up eight percent from the previous year.



### Completing the Overall Mission

The Maryland Port Administration's mission is to stimulate the flow of waterborne commerce through the ports in the State of Maryland in a manner that provides economic benefit to the citizens of the state. The MPA strives to capitalize on port business opportunities, provide, manage and promote competitive, secure, state-of-the-art terminals capable of efficiently handling diverse cargoes, leverage mutually supporting public and private sectors and act as a good steward of Maryland's natural environment.

By recognizing Maersk Line's return to Baltimore through a press event provided awareness to Maryland citizens who rely on the MPA, a State entity, that the Port is regaining business across the board by bringing large shipping lines. As a result of more shipping lines servicing Baltimore, more jobs and economic revenue is generated for the State of Maryland.

### Planning & Programming Components

The desired goals of holding this event was to generate awareness among the maritime industry and Maryland residents that one of the world's largest shipping lines is starting service to Baltimore. In addition, as the MPA works under the Governor's office, Governor Hogan's messaging for the state is, "Maryland is open for business." The news of a large shipping line servicing Maryland is in line with his messaging.

Through working with Maersk Line's communications, marketing and sales departments, the MPA arranged the logistics for the event, including but not limited to tent, chairs, flag poles, catering, and a gift from the State of Maryland to Maersk to mark the new partnership. The arrangements of the event are not easy when dealing with a secured facility. The event was held on the Seagirt Marine Terminal, owned by the MPA, but operated by Ports America Chesapeake. Additionally, any event where the Lt. Governor is speaking is even more restricted. All guests and press must be on an RSVP list which is provided to MPA Security 24 hours in advance. This can create somewhat of a challenge as press coverage teams are not usually assigned until the morning of the event. It is the MPA's responsibility to work with the private security office, along with MPA's Director of Security to ensure those who are on the guest list get through the gate.





## 2016 AAPA COMMUNICATIONS AWARDS

The primary audience for the event consists of the press and Maryland citizens. Marylanders are a part of our audience since the Port of Baltimore is one of the top economic generator's for the State. Long term contracts keep jobs in Maryland for years. For the event, we invited the local International Longshoremen Association to promote the excellent workforce. Politicians were invited to show the mutual support as politicians help keep funds available for infrastructure improvements and enhancements at the Port. The secondary audience in this case consisted of other shipping lines that do not service Baltimore but were able to see the capabilities offered at the Port of Baltimore.

### Actions Taken & Communication Outputs Used

From a strategic communications standpoint, the MPA's Communications Department wanted to ensure the key messages from holding the event were streamlined through the appropriate media channels which could be measurable. The key messages we wanted to communicate were:

- Maryland and the Port of Baltimore are open for business
- The Port of Baltimore is attracting some of the largest shipping lines in the world
- The Port of Baltimore has invested in its infrastructure

Through disseminating a media advisory to local media and maritime trade publications to attend the event, our key messages seemed to resonate with these selected media channels.

In addition, to ensure a positive press presence at the event, the MPA invited the Governor of Maryland to speak. However, one week before the event, the Governor announced he had been diagnosed with cancer. As a result, the Lt. Governor took his place as a speaker, joining Maryland's Secretary of Transportation, the Mayor of Baltimore, Maersk Line's Vice President of North America Sales and the General Manager of Ports America Chesapeake.

### Communication Outcomes & Evaluation Methods

As a result of the press event, the story of Maersk servicing the Port of Baltimore (along with communicating our key messages) was covered through local, national and trade media.

Local	Baltimore Sun	Daily Record	Baltimore Business Journal	The Dundalk Eagle	WYPR (NPR News Station)	WBAL-TV (Local NBC affiliate)	WJZ-TV (Local CBS affiliate)	WMAL-TV (Local ABC affiliate)	WBFF-TV (Local Fox affiliate)
National	Washington Post								
Trade	Journal of Commerce	American Shipper	Transport Topics	World Maritime News					





## 2016 AAPA COMMUNICATIONS AWARDS

Aside from the abundance of positive news coverage across print, radio and television, the MPA's Communications Department disseminated the key messages through the Port's core social media channels, which include Facebook, Twitter and Instagram. After July 1<sup>st</sup> (the day of the event), the Port's Twitter and Facebook pages saw a huge spike in followers. The Baltimore Sun and the Daily Record both engaged via Twitter in relation to the event.

Based on the Facebook analytics about the Maersk announcement, the post reached 4,090 people, received 191 likes, comments and shares, along with 683 post clicks. Of the people reached, the majority are in the Maryland, Washington D.C. and Virginia area, which was our audience to target.

As a result of the two tweets disseminated from the Port's Twitter page, the tweets combined received 3,393 impressions and engaged 58 users. Of the comments displayed on all social platforms, there was only positive feedback.

In viewing Google Analytics from June and July 2015, we examined the impact the event had on the website. In June 2015, June 30<sup>th</sup> (the day before the event) saw a huge spike in unique visitors, with approximately 1,500 unique page views. The news page, where all of the Port's releases are posted had 115 unique page views. However, in July 2015, the news page received a spike in visitation with 177 unique page views.



## Social Media- Maersk Event

**Post Details**

**Port of Baltimore** with **Boyd Rutherford** and **Stephanie Rawlings-Blake**  
 Jun 2, 2015 · 47

Yesterday, Maersk Line, the world's largest container shipping company, announced it has begun service to the Port of Baltimore. "The addition of Maersk Line gives the Port more momentum going forward," said Governor Larry Hogan.



4,090 people reached

**Boost Post**

**191** Likes, Comments & Shares

157	31	126
Likes	On Post	On Shares
18	2	16
Comments	On Post	On Shares
16	16	0
On Post	On Post	On Shares
<b>683</b>		
Post Clicks		
250	0	393
Photo Views	Link Clicks	On Shares

**NEGATIVE FEEDBACK**

5	1
Post Feedback	Post Feedback
0	0
On Post	On Post

**Retweets**

**Port of Baltimore** @portofbalt

The @portofbalt's Seagirt Marine Terminal has 11 cranes, four of which are super-sized and can handle the largest ships in the world!

**Port of Baltimore** @portofbalt

@portofbalt is known within the maritime industry as being one of the most efficient container ports on the East Coast.

**Port of Baltimore** @portofbalt

@portofbalt is included on Maersk services to the Far East, Mediterranean, and Europe.

**Port of Baltimore** @portofbalt

Led by Lt. Gov. Rutherford, @portofbalt today welcomed @MaerskLine! POB now is home to top 4 container shipping lines in the world!

**My Tweets**

**Port of Baltimore** @portofbalt


@portofbalt is included on Maersk services to the Far East, Mediterranean, and Europe.

**Port of Baltimore** @portofbalt

Led by Lt. Gov. Rutherford, @portofbalt today welcomed @MaerskLine! POB now is home to top 4 container shipping lines in the world!

**Port of Baltimore** @portofbalt

@MaerskLine expanded its service to include @portofbalt. We welcome them with open cranes!





## Social Media- Maersk Event



### OFFICIAL ENTRY LABEL

#### AAPA 2016 Communications Awards

Port Maryland Port Administration

(Port of Baltimore)

Contact Person Richard Scher

Entry Classification Special Events