

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6203

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                | _____       |
| 6. Directories/Handbooks    | _____ | 13. Videos                        | _____X_____ |
| 7. Miscellaneous            | _____ | 14. Visual-Only Presentations     | _____       |
|                             |       | 15. Websites                      | _____       |

Please check the appropriate box:

☐ CATEGORY 1

X CATEGORY 2

☐ CATEGORY 3

Entry Title: "Your Port of New Orleans" community video

Name of Port: Port of New Orleans

Port Address: 1350 Port of New Orleans Place, New Orleans, LA 70130

Contact Name/Title: Renee Aragon Dolese, Communications Manager

Telephone: 504-528-3363 Email Address: doleser@portno.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.



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## Community Outreach Video

The Port of New Orleans created a new community engagement video [available online here: <http://bit.ly/1HI26YT>] (running time 3:19). The video is titled "Your Port of New Orleans."

### 1. Communications Challenges or Opportunities

The video was made to educate the viewer about our general port operations and specific types of cargo handled at the Port that have an impact on the viewer's life. It encourages a sense of connection for the viewer, addressing the community's need to better understand what we do and how our work serves the community.

Because access to the port is restricted and we are separated from neighborhoods by flood walls and fencing, we are challenged in explaining to our community how we operate and exactly how we contribute to their lives and livelihoods. The community video works to overcome that challenge.

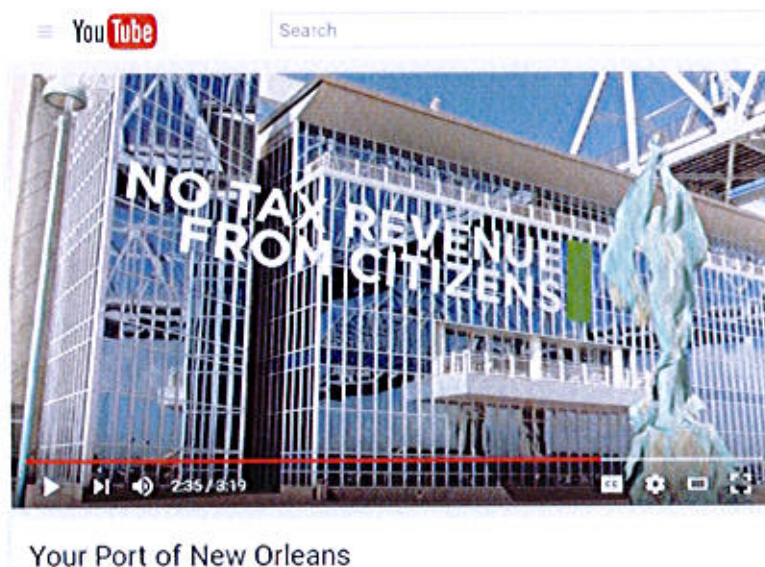
### 2. Mission

The Port of New Orleans' mission is: *to be a proactive, customer-oriented, financially healthy service organization whose primary purpose is to maximize the flow of foreign and domestic waterborne trade and commerce with relevant markets by providing, directly or through third parties, highly productive facilities, equipment and support services to meet the specialized needs of shippers and ship operators.*

The community video expresses our mission by showing our actual port operations and highlighting how waterborne trade directly affects the viewer. For continuity with other marketing videos and collateral, we also tied in our advertising campaign slogan "Our Connections Run Deep" to further communicate our position as a deep-draft international seaport on the Mississippi River.

### 3. Communications Planning and Programing Components

Our objective in creating the community video was to show the viewer how the Port of New Orleans has a direct impact on their daily life. Our target audience is anyone who has ever asked, "What do you do over at the port anyway?" As a public entity, it is critical to educate the viewer on our role in global trade and make the point that we receive no tax revenue from the state. Any citizen, legislator or customer can watch the video and take away a better understanding of our impact and operations.



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### **4. Actions Taken and Communication Outputs Employed**

The external affairs team and communications manager worked to coincide the launch of the community video with the cargo marketing videos. We implemented the video by premiering it at our annual State of the Port event where it was introduced by Port President and CEO Gary LaGrange. It was screened to a room of 250 port industry stakeholders and members of the media. It was also posted to our YouTube page and the press release covering the State of the Port included a link to the webpage to garner additional media coverage. Staffing was comprised of our external affairs (2 staff), communications (3 staff) and outsourcing the third-party vendor for production.

### **5. Evaluation Methods**

The video was measured as successful based on feedback from the initial viewers and the expertise of Port staff. Metrics concerning internet page views are being monitored and screenings of the videos during conferences and port tours are also being measured to insure we are meeting our objectives.





# PORT NOLA

THE PORT OF NEW ORLEANS

Video: Community "Your Port of New Orleans"

Running Time: 3:19

Video link: <http://bit.ly/1HI26YT>

