

INDIVIDUAL SUBMISSION ENTRY FORM

6209

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 | <u> X </u> |
| 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 **K10: Katrina Partnership In Resilience: Propelling New Orleans Forward**

Name of Port **Port of New Orleans**

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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.

K10: Partners in Resilience: Propelling New Orleans Forward

The Port collaborated with The Spears Group, Louisiana Maritime Association and Crescent River Port Pilots to develop a 10-year commemoration brand as well as develop a commemorative asset to revisit the Port's progress since Hurricane Katrina and recognize individuals and industry for their contributions to the effort.

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

The Port of New Orleans was essential to restarting the New Orleans economy following Hurricane Katrina. As the city and region began the campaigns to commemorate Hurricane Katrina, there was not a strong presence on the impact the resurgence of the Port of New Orleans had on New Orleans recovery.

The Port recognized the 10 year anniversary of Hurricane Katrina would not only be an international story. It was imperative that the story of New Orleans' Port be told as well.

2016 COMMUNICATIONS AWARDS PROGRAM

- Since Hurricane Katrina, the Port has seen over \$500 million of investment with \$296 million being public funds.
- The Port has cut the ribbon on major facility improvements including the largest cold storage facility in the Northern Hemisphere, consolidation of two cruise to form a mega-cruise terminal to handle over 4,000 passenger capacity cruise ships, adding 2 post-panamax cranes to the Container terminal and a complete revamping on the intermodal railyard thanks to \$16.7 million TIGER Grant.

2. How does the communication used in this entry complement the organization's overall mission?

Goal of the Katrina Commemoration was to recognize the extraordinary efforts of port employees, Port tenants, Harbor Police, River Pilots, US Coast Guard and others to reopen the Port of New Orleans within two weeks after Hurricane Katrina. Furthermore, to tell the story of how the Port of New Orleans has not only recovered from Hurricane Katrina but continues to set all-time records in revenues, container cargo and cruise passengers.

3. What were the communications planning and programming components for this entry?

The Port collaborated with The Spears Group to develop a 10-year commemoration brand as well as develop a commemorative asset to revisit the Port's progress since Hurricane Katrina. This was accomplished by fabricating a 6ft. tall photo installation constructed of salvaged materials by New Orleans Artist John Craun. This piece of art would be on temporary display at the Port of New Orleans headquarters.

A short video was produced along with the Port's partners, Crescent River Pilots Association and Louisiana Maritime Administration. These commemorative assets were unveiled at a press event with House Majority Whip Steve Scalise and members of congress.

The Project was branded K10: Partners in Resilience: Propelling New Orleans Forward. The exhibit and video tell the story of the how the Port of New Orleans responded and recovered from the impacts of Hurricane Katrina.

Video of Port of New Orleans Katrina Commemoration Video

<http://bit.ly/1Z9gIK5>

Partners in Resilience Exhibit

<http://bit.ly/1pYGdl8>

Press Release of K10 Event

<http://bit.ly/1rSbjwl>

2016 COMMUNICATIONS AWARDS PROGRAM

4. What actions were taken and what communication outputs were used in this entry?

On Aug. 28, 2015, in observance of the 10-year anniversary of Hurricane Katrina, Congressman Steve Scalise (R-La.) and Port of New Orleans officials joined a host of elected officials and industry representatives in honoring federal partners that played major roles in assisting the entire Port community to reach new heights in the decade following the storm.

Honored at the ceremony for their roles in the resiliency of the industry were the U.S. Coast Guard, U.S. Maritime Administration, U.S. Army Corps of the Engineers, National Oceanic and Atmospheric Administration and U.S. Customs and Border Protection.

The ceremony, which was also attended by U.S. Senator Bill Cassidy (R. La.), Congressman Cedric Richmond (D-La.) and Congressman Garret Graves (R-La.), was jointly sponsored by the Port, Crescent River Port Pilots Association and the Louisiana Maritime Association.

At the conclusion of the event, Rep. Scalise unveiled an exhibit entitled "Partners in Resilience," which included an installation of iconic Port photos from the last 10 years and a video from the maritime industry thanking federal partners who contribute to the success of Louisiana's ports on a daily basis.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- All local news outlets- broadcast and print- picked up the event. Local television news outlet, WDSU, was on the scene to report live during the event.
- Coverage included a post-event interview with U.S. House Majority Whip and Louisiana Congressman, Steve Scalise of Metairie. Additional coverage was picked up by other local media outlets and Yahoo News.

See link of local media coverage. <http://bit.ly/24rvaUO>