

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6194

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 St. John's Port Authority 50th Anniversary
Name of Port St. John's Port Authority (Newfoundland and Labrador)
Port Address P.O. Box 6178, St. John's, NL A1C 5X8
Contact Name/Title Bob McCarthy, Vice President Development
Telephone 709-738-4770 Email Address bmccarthy@sipa.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?

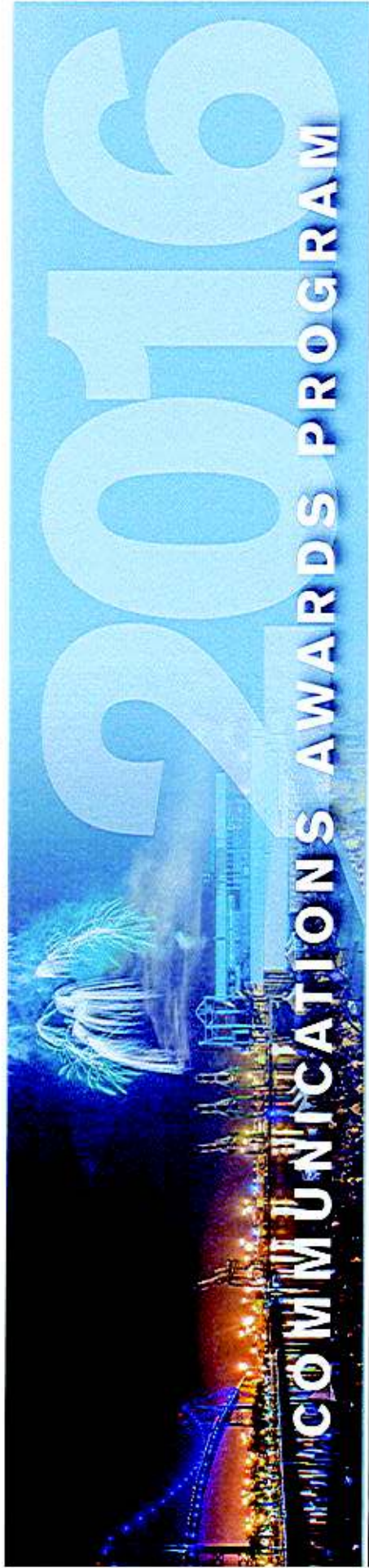
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

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.



St. John's Port Authority

St. John's Port Authority
50th Anniversary

Special Events



Summary

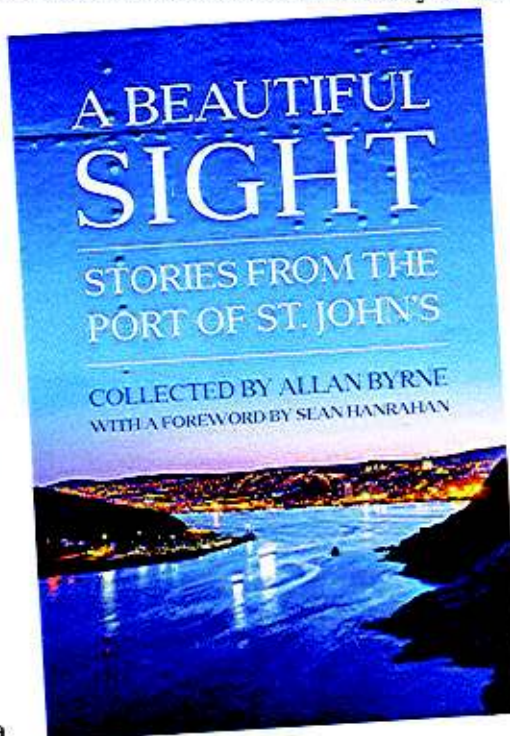


In 2015, the Port of St. John's commemorated the 50th anniversary of its establishment as a federally incorporated port. To mark the occasion, the St. John's Port Authority (SJPA) looked back at the port's many accomplishments, tracing the changes that have taken place in this storied harbour.

The key element in the commemoration of the past 50 years was the development of an oral history project. The SJPA decided that, rather than commission an academic history of the port, it would seek the informal stories of those who know the place intimately; those who worked here in this multi-faceted, but interdependent, marine endeavour.

The recollections are at once informative, entertaining, and poignant, all contributors being the heirs of the original port inhabitants. Each provided a personal chronical of the evolution of the Port of St. John's into what it is today.

The overall result is a rich oral history project, now published as a collection of stories entitled *A Beautiful Sight: Stories from the Port of St. John's*. Our informants ranged from politicians, port administrators and businessmen to fishermen, stevedores and harbour pilots.



The 50th anniversary commemorative program was a \$42,000 project that involved the development of a new logo, creation of a 2015 calendar, an oral history project, companion website and book.



1. Project Challenges and Opportunity

The picturesque Port of St. John's, Newfoundland and Labrador, is an enduring symbol of Newfoundlanders' inextricable link to the sea. Indeed, it was the geographic features of St. John's harbour that encouraged initial settlement here, the starting point from which the city expanded. But the legacy of the growth of the current port is a unique history unto itself. Playing a major role in the international salt fish trade, the port has been a safe haven for fishermen in the North Atlantic since at least the 1500s, and it later proved a strategic position in WWII during the Battle of the Atlantic. Since then, it has successfully evolved for newer industries and technologies, most notably as a supply base for offshore oilfields as well as the largest containerized cargo handling port in Newfoundland and Labrador.

To commemorate its most recent fifty years, the SJPA, embarked on a program to both remind the public of the historical significance of the Port and to promote the modern day Port and its place in society. It also provided an opportunity to showcase the Port as a place of substantial business activity with significant economic impacts on the city and province.

Those most directly impacted by harbour activities would be users of the port and businesses and residents of the downtown core. However, many people – particularly an older generation - have a great connection to the harbour and activities of days gone by. Connections range from the sentimental (a stroll along the harbour, recreational

activities) to the practical (business, economy).

The end result was the creation of a rich oral history project of key port informants, published as a collection of stories entitled *A Beautiful Sight: Stories from the Port of St. John's*. Our contributors ranged from politicians, port administrators and businessmen to fishermen, stevedores and harbour pilots. Each provided a unique glimpse into one of the most storied harbours in North America.

This commemorative book tells the story of daily work patterns and routines that are quickly vanishing, if they have not already done so. Those who have grown up in close proximity to the harbour may recall seeing gangs of stevedores moving loose cargo, or hordes of fishermen working frantically to unload catches and supplies. Gradual industrial change, coupled with technological innovations in the oil and shipping industries have significantly impacted the types of jobs that port workers do, causing a decrease in the amount of human labour in ports all over the world. Technology has allowed us to reach unprecedented levels of productivity and efficiency. But machines cannot talk. They are not members of the community. They do not have memories, or families, or the ability to tell stories. It is fitting, then, that the legacy of our port is commemorated through the telling of these stories. Through them, the survival of that legacy is ensured.

This collection of stories and its companion website, which contains sample audio files of the contributors, serves as a repository for this and future generations whose friends, families or loved ones had a connection with harbour. At the same time the project allows

for the next generation living and working in St. John's to gain a greater appreciation of the role and purpose the port has and continues to play in the economic and social evolution of this great province.

2. Organization's Mission and Communication Objectives

The mission of the SJPA is to provide reliable, economic and efficient port services for the purposes of supporting Canadian trade, fostering regional economic development and serving Newfoundland and Labrador's distribution requirements.

The 50th Anniversary project provided a wonderful opportunity to both remind the public of the historical significance of the Port and to promote the modern day Port and its place in society. It also allows a chance to showcase the Port as a place of substantial business activity with significant economic impacts for the city and province.

In its efforts to design a program, the SJPA realized early in its planning that there did not exist a repository of the most recent history of the port and that time was of the essence given the advancing ages of some of its most recent architects. For instance, Bob Innes, the first local chairperson of the Board, is now in his nineties, and it would have been a shame not to have documented his recollections of the past 50 years.

3. Communications Planning and Programming Components

A 50th Anniversary Committee was established and its Statement of Purpose was to commemorate and celebrate the fiftieth anniversary of the SJPA; to highlight the historic significance of the Port and to share its story; to promote the substantial economic role it continues to play; and to enhance the public perception of the SJPA.

i) Research

The 50th Anniversary Committee initiated a review of other outside organizations/agencies during the initiation phase of the project in order to benefit from best practices and lessons learned from other similar projects. Those examined included:

- American Association of Port Authorities
- Transport Canada
- Department of Tourism, Culture and Recreation, Government of Newfoundland and Labrador
- City of St. John's
- Destination St. John's

ii) Communication Objectives

The projects objectives were to:

- Commemorate and celebrate the 50th anniversary of the Port of St. John's;
- Highlight the historical significance of the Port and to share its story;
- Promote the substantial economic role it continues to play to this day; and,
- Enhance the public perception of the Port Authority.

iii) Target Audiences

Primary Audience: General Public

Secondary: SJPA Customers/users

Tertiary: - Levels of Government (Municipal, Provincial and Federal) and the Media.

4. Actions taken and Communication Outputs

a) 50th Anniversary Logo

The SJPA determined very early the importance to create a modern 50th anniversary logo to immediately draw positive attention to this significant milestone in the history of the organization. The logo was used on all related materials including corporate letterhead in 2015.



b) Anniversary Calendar

The SJPA created a custom 2015 anniversary calendar containing a blend of historic and modern photos of the port for distribution to more than 850 "friends of the Port" identified via its contact management database as an introduction to the commemorative year.

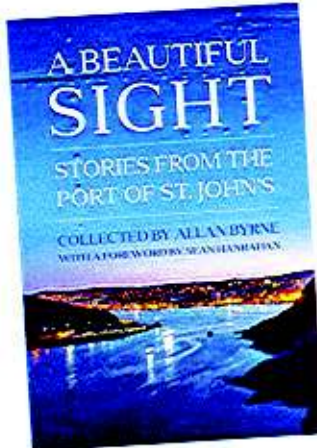




JUNE



c) Commemorative Book: *A Beautiful Sight: Stories from the Port of St. John's*



To commemorate the 50th anniversary of port management, the SJPA decided that, rather than commission an academic history of the port, we would seek the informal stories of those who know the place intimately; those

who worked here in this multi-faceted, but interdependent, marine endeavour.

The recollections are at once informative, entertaining, and poignant, all contributors being the heirs of the original port inhabitants. Each provided a personal chronicle of the evolution of the Port of St. John's into what it is today.

This book tells the story of daily work patterns and routines that are quickly vanishing, if they have not already done so. Those who have grown up in close proximity to the harbour may recall seeing gangs of stevedores moving loose cargo, or hordes of fisherman

working frantically to unload catches and supplies. Gradual industrial change coupled with technological innovations in the oil and

shipping industries have significantly impacted the types of jobs that port workers do. But machines cannot talk. They are not members of the community. They do not have memories, or families, or the ability to tell stories. It is fitting, then, that the legacy of our port is commemorated through the telling of these stories. Through them, the survival of that legacy is ensured.

While this book was made available for public sale, any profit generated will be donated to the SJPA's *Harbour Lights* charity, which raises funds annually to support the School Lunch Association.

d) Oral History

The commemorative book is the direct result of nearly twenty-five hours of recorded interviews with thirteen people who have helped shape the port over the course of the twentieth century. Certainly, the port has played a prominent role in their lives as well.



After the interview sessions, audio recordings were transcribed word-for-word. Then, with the interviewees' approval and in consultation with them, transcriptions were modified slightly to ensure a narrative flow.

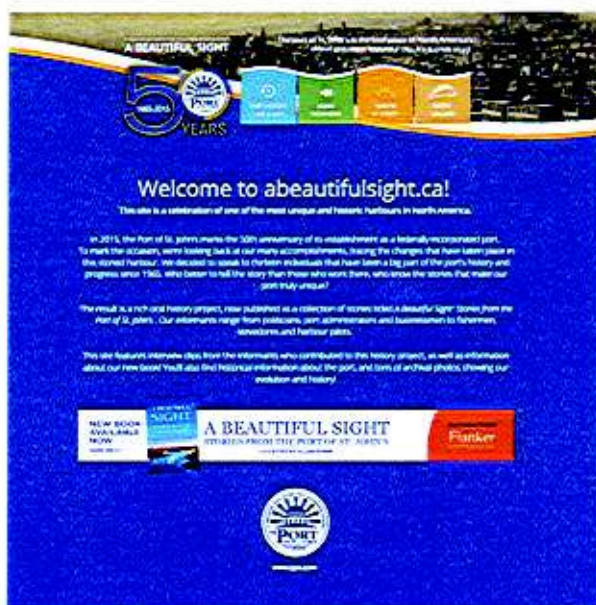
To ensure the longevity of the information collected as part of this project, the audio recordings were deposited in the Maritime History Archive at Memorial University of Newfoundland and Labrador.

e) Companion Website

www.abeautifulsight.ca

This site features interview clips from the informants who contributed to the oral history project, as well as historical information about the port, timeline of events and many of archival photos showing our evolution and history.

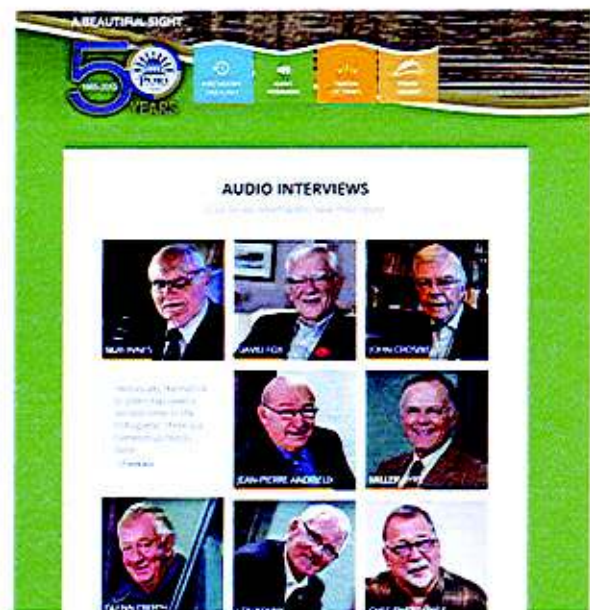
Home Page



Port History Page



Audio Interviews Page



Timeline of Events Page

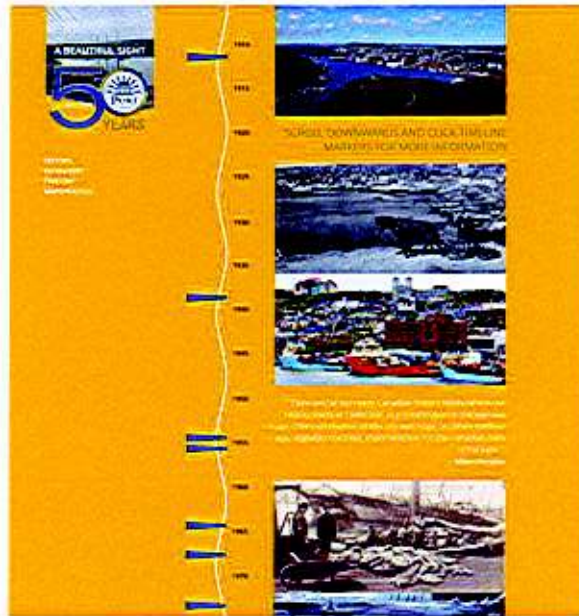
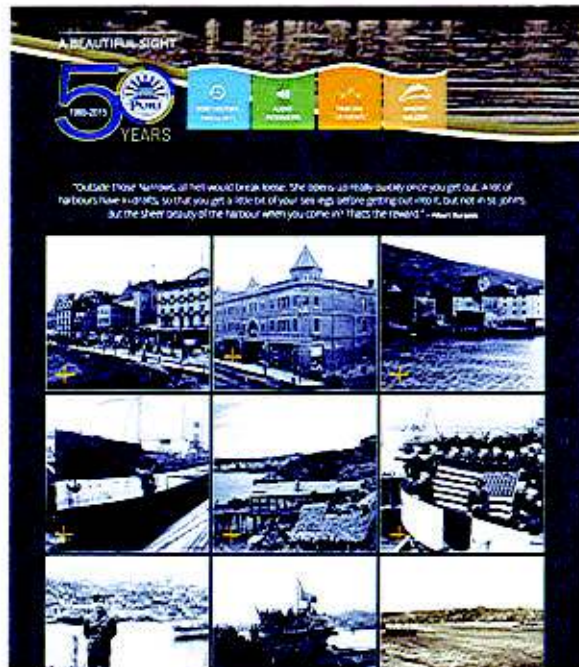


Photo Gallery Page



5. Communications Outcomes and Evaluation

The ultimate question remains: did we achieve our stated objectives and what metrics were considered to determine this? We firmly believe that the project was an unquestionable success.

The SJPA's Chairperson, Russ Carrigan and President & CEO, Sean Hanrahan, welcomed more than 100 guests during a special commemorative book release party, at which they offered commentary on the role and evolution of the port today and over the past 50-years.

The SJPA was very pleased with the level of positive feedback received by various media outlets that provided a comprehensive review of the book. The following is a sample of reviewer's comments.

"All the contributors are lively and enlightening."

The Telegram

"A port that is relied upon as one of the only safe havens in the North Atlantic, its history is as vibrant and captivating as the people of this province."

Newfoundland Herald

"A Beautiful Sight is an affectionate look at a very important Canadian port that rings true, and deserves a wide audience."

The Northern Mariner

The following is a breakdown of book sales for the period September to December 2015.

Description	Quantity Produced	Copies Sold	Copies Remaining
Hardcover Edition	375	299	151
Softcover Edition	1,500	849	651

Due to limited human resources, the SJPA does not employ a social media program; therefore, the metrics available for comparison are those obtained from its primary website www.sjpa.com and the new companion website to the commemorative book, www.abeautifulsight.ca.

In the following example, when comparing the data for similar periods of time, the number of users to our primary site increased by 20.1 percent with page views increasing by 3.18 percent. The following table highlights activity from September 11, 2015 (date of the book launch) until the end of the year.

www.sjpa.com				
Year (Sept 11 to Dec 31)	Users		Page Views	
2015	7,163	20.10%	34,669	3.18%
2014	5,964		33,599	

In the next timeframe, equal to one month following the book launch, the number of users increased by 71.7 percent with an increase of 30.7 percent in page views.

www.sjpa.com				
Year (Sept 11 to Oct 11)	Users		Page Views	
2015	3,630	71.71%	16,352	30.73%
2014	2,114		12,508	

As for the new companion website, during the period following the book launch, it had 1,072 users with an average page view of 2,548. The SJPA continues to explore new avenues to increase overall visitation to this site.

www.abeautifulsight.ca				
Year (Sept 11 to Dec 31)	Users		Page Views	
2015	1,072		2,548	

The SJPA's 50th anniversary commemorative project continues to receive positive feedback from the public, port users and government officials (at various levels). Overall, the SJPA is very pleased to have had the opportunity to be a part of this legacy project and to chronicle and ensure the survival of the personal stories which describe the evolution of this port over the past fifty years. We very much look forward to the next fifty!