



**AAPA 2017 AWARD SUBMISSION**  
Videos Category  
Gantry Crane Arrival Video Series

**Summary of Entry:**

The Port of Gulfport has made tremendous progress with our \$570 million expansion project following the devastation after Hurricane Katrina in 2007. The arrival of the port's three new ship-to-shore gantry cranes was a momentous moment for the Port's Restoration and Expansion Project and were greeted with much excitement from Port employees as well as the local community.



The Port of Gulfport created two videos to share with the community surrounding the arrival of the cranes. The first video features only the arrival of the cranes and is titled "Something Big Is on the Horizon" (available online here: <https://youtu.be/G-OWpnXBX0> with a running time of 1:34) and the second video captures in detail the arrival, unloading, and commissioning of the cranes. It also includes interviews with local residents, community leaders and Port employees surrounding the arrival of the cranes and what the cranes mean to Gulfport. The video is titled "Sky-High Progress Has Arrived at the Port of Gulfport" (available online here: <https://youtu.be/pVeUJCoJhY> with a running time of 7:11). The second video is longer than five minutes. Please review 0:00 – 4:50 for judging purposes.

**1. Communication Challenges or Opportunities**

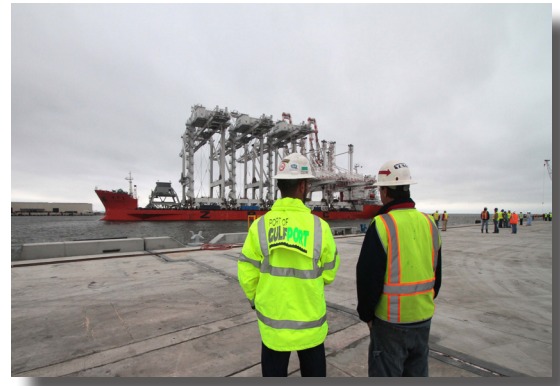
The Port of Gulfport Crane Arrival videos were created through a collaboration with the external affairs team and Mississippi Public Broadcasting(MPB). The Port hired MPB to document the entire process of the cranes arriving in Gulfport, including the unloading and commissioning of the cranes.

The videos were used to educate the community about the arrival of the gantry cranes, encourage a better understanding of why the Port purchased the cranes, especially the roll the cranes would be playing in the Port's current and future business development efforts. Because the general public does not have access to the restricted port facility, it is sometimes a challenge to showcase the progress taking place with the Expansion Project. The two videos allowed us to meet that challenge by sharing the videos on our website, on our social media sites and also with the local media.

## 2. Mission

The Port of Gulfport's mission is to provide world-class maritime service to our customers and facilitate economic growth and good jobs for the people of Mississippi.

In the years since Hurricane Katrina, the business community on the Mississippi Gulf Coast has begun to thrive and the Port of Gulfport is one of them. The Port of Gulfport has doubled in size, added state-of-the-art facilities to accommodate current and future tenants, and most recently accepted the arrival of three new ship-to-shore gantry cranes. At a total cost of \$30 million, these cranes are a significant investment in the Port's ability to effectively service our customers. The arrival and installation of the cranes was a momentous milestone in the Port's expansion efforts and the videos capture the significance of the project.



## 3. Communications Planning and Programming Components

The overall goal of the gantry crane arrival video series were to inform the public of the cranes and raise awareness of their significance to the progress taking place at the Port of Gulfport.

### Goal:

- Inform the public of the arrival of the gantry cranes
- Provide insight into why the new cranes are important to the Port of Gulfport's operations

### Objectives:

- Create two videos that will showcase the arrival of the cranes
- Share videos on social media sites and have a minimum of 500 views for each

### Key Publics:

**Primary:** Local residents, community leaders, potential customers, and the media

**Secondary:** Port employees and tenants

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

The external affairs team collaborated with Mississippi Public Broadcast (MPB) to determine the scope of work that was needed to complete the proposed videos. Throughout the filming process, the Port also shared sneak peaks of what was being filmed on our social media sites.

The short video, "Something Big Is on the Horizon" premiered at the Port's "Blessing of the Cranes" event in May 2016 with about 300 people in attendance. It was also shared on the port's YouTube and Facebook pages, website, and with the local media. The longer video, "Sky-High Progress Has Arrived at the Port of Gulfport" was published in August 2016. The process to film this video took a much longer time to conduct because it involved interviews with Port officials, state and local leaders, members of the community and also capturing footage of the cranes arriving, unloading, and being put into commission. The complete process of getting the cranes up and working took longer than planned, which caused the filming to last almost four months. Staffing for this project involved the external affairs team and members of the MPB production staff.

#### 5. Communication Outcomes and Evaluation

Both of the videos have shown great success. We met all of our objectives that we set for this video project. We were able to create the two videos, which focused on the arrival of the gantry cranes and what they mean to the Port of Gulfport and the region.

To date, the "Something Big Is on The Horizon" video has over 600 views on YouTube and 3,480 views on Facebook with 9,625 people reached. The "Sky-High Progress Has Arrived at the Port of Gulfport" video has 3,040 views on YouTube and reached 27,197 people on Facebook with 549 reactions, comments and shares of the original video post.



##### **Something Big Is on the Horizon**

*(run time 1:34)*

<https://youtu.be/G-OWpnXBX0>



##### **Sky-High Progress Has Arrived at the Port of Gulfport**

*(run time 7:11, please review 0:00 – 4:50 for judging purposes)*

<https://youtu.be/-pVeUJCoJhY>