

THE PORT AUTHORITY OF NY & NJ

Can the course of a strong tide be changed by a thought?

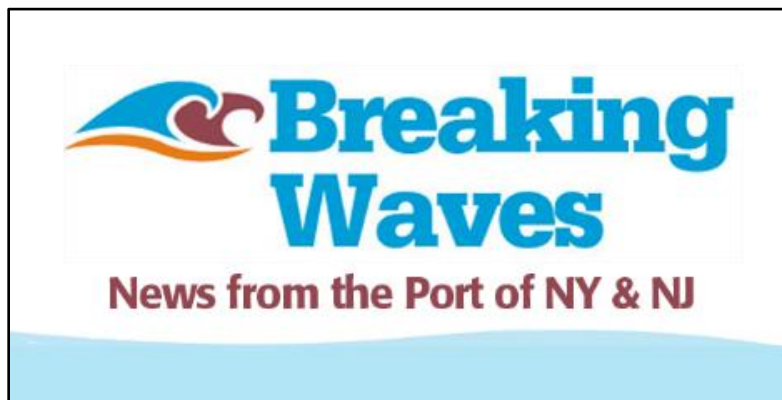
Of course it can.

Consider the case of *Breaking Waves*.

Throughout its long history, The Port Authority of New York and New Jersey has published various newsletters promoting affairs at The Port of New York and New Jersey.

In 2006, these efforts were taken online with the quarterly newsletter *Port Views*. The new (at that time) online format capitalized on the explosive growth of Smartphone and tablets.

In 2014, *Port Views* evolved once again. This time the newsletter was completely reimaged as *Breaking Waves*, a mobile-optimized, completely responsive, instant publishing platform using WordPress, whose registered subscribers received all postings instantaneously via a connected RSS feed.



<http://breakingwaves3.wpengine.com/>

Since 2014, *Breaking Waves* has grown its readership dramatically.

More impressively, however, the articles from *Breaking Waves* have frequently either been summarized, cited, or copied outright by international trade magazines who publish information on the Port of New York and New Jersey.

In other words, *Breaking Waves* has become more than just a mouthpiece for the Port of New York and New Jersey. It continues to change the currents of the entire maritime trade publishing industry.

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

Since May 1, 2015, *Breaking Waves* has published 90 articles, all of which are tagged with keywords to optimize web searches and categorized to expedite intra-site sorting.

The articles cover a wide variety of topics, including:

- Overviews of new programs, such as our port's groundbreaking Truck Management and Terminal Information Portal systems.
- Weather and traffic advisories for truckers and shippers.
- Cargo volume announcements.
- Gentle corrections to erroneous stories about our port as published by trade magazines or newspapers.

The Marketing department of The Port Authority of New York and New Jersey considers each of the points above an opportunity to connect directly with our diverse port stakeholders and professionals for the betterment of our community as a whole.

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

Breaking Waves complements the Port of New York and New Jersey's mission by serving as the facility's primary bullhorn for disseminating information.

As a public agency dedicated to our region's economic growth, the Port Authority publishes many detailed press releases covering its various business sectors.

But the agency oversees six airports as well as the Lincoln and Holland tunnels; the George Washington Bridge, considered the busiest bridge in the world; the Bayonne and Goethals bridges, as well as the Outerbridge Crossing; the Port Authority Bus Terminal in central Manhattan; the PATH commuter rail system; and the World Trade Center, among many other transportation assets.

As odd as it may sound, with all this going on, the Port of New York and Jersey, third largest port in the nation and the largest port on the East Coast of North America, might get lost in the shuffle. It requires its own voice.

That voice is *Breaking Waves*.

Our stakeholders include ocean carriers, freight forwarders and brokers, trucking companies and independent drayage professionals, unions such as the International Longshoreman's Association, and a host of sister agencies of various levels (regional, state, and federal), such as U.S. Customs and Border Protection, the New York City Police Department, U.S. EPA... the list goes on and on.

With *Breaking Waves*, our port constituents don't have to wonder what's happening in their own backyard. They just have to subscribe to our newsletter and check their email boxes from time to time.

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

Our content generation process for *Breaking Waves* is simple.

1. Through close consultation with our veteran colleagues in the Port Authority's Port Department, we determine which stories warrant dissemination to best serve the overall port community.
2. Drafts of each article are prepared by our Marketing Department, then vetted, edited, rewritten, and cleared by Port Department staff to, at a minimum, the level of Assistant Director.
3. Photo assets or other imagery are also cleared during this process.
4. All articles cleared through the Port Department, must also be cleared by the Media branch of our agency's Public Affairs Department, per agency policy.
5. The final, cleared article is uploaded to WordPress and scheduled for publication at a timeslot that makes the most sense in consideration of both the article's message and best practices for disseminating a newsletter to achieve the maximum click through/open rates.
6. Each published *Breaking Wave* is then reiterated over the port's various social media channels including Twitter (@PortNYNJ), the port's LinkedIn user group, and the Port Authority's master Facebook page.

Each entry has the objective of reaching the maximum audience and offering the most actionable intelligence on the article's topic.

This includes publishing links to other agency resources, telephone "hot line" numbers, email addresses for agency and stakeholder representatives responsible for various initiatives... whatever is necessary to best inform and empower our community.

Primary and secondary audiences could better be stated as "specific" or "general" stakeholders. For instance, a *Breaking Wave* that's mostly important for freight forwarders will be tagged as such and the article's title will be crafted to best attract that demographic. The overall article, however, will always be of interest to the general port community. Otherwise, we wouldn't publish it!

What actions were taken and what communication outputs were employed in this entry?

The most effective strategy we continue to employ for *Breaking Waves* involves leveraging social media accounts to amplify each *Wave's* message and invite new subscribers to join our mailing list.

This strategy is really quite simple.

Immediately following each *Wave*, we schedule a raft of "headline" tweets over the Port of New York and New Jersey's twitter account: @PortNYNJ. Each tweet links back to the new article on the *Breaking Waves* website.

This practice has contributed to the massive growth of our @PortNYNJ twitter following. Although the account was set up in August 2009, we didn't really begin to use it until June 1st of 2015. At that point, the account had approximately 70 followers. As of May 1st, 2017 – less than two years later, it has 1,728 followers, reflecting approximate growth of 2469% within under two years. The subscriber count continues to grow steadily.

When applicable, the same *Breaking Waves* articles are republished over our Port of New York and New Jersey LinkedIn users group and the master Facebook page for The Port Authority of New York and New Jersey.

While it's impossible to say how the republication of *Breaking Waves* material has affected the build of these mediums, we note that, during the time frame for this APPA submission, the number of subscribers to our LinkedIn port users group has grown by approximately 235% while the number of subscribers to our Port Authority Facebook page has jumped by approximately 96%.

We further note that all this growth was achieved using one full time staffer whose job description pegs his dedication to *Breaking Waves* and all port social media at approximately 35% of his work time. The Port Authority's Technical Services Department has occasionally contributed invaluable support, specifically by assisting with WordPress functionality.

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

Our most recent audit of *Breaking Waves* tracked performance for Q1 2017 and produced the following data:

- During Q1 2017, 3,453 users conducted 7,208 page views during 5,230 sessions (visits to the website). Users visited 1.38 pages on average per session and spent an average of 1 minute, 55 seconds per page.
- Over the previous year (end of Q1 2016 to end of Q1 2017), 10,121 users conducted 34,175 page views during 17,016 sessions (visits to the website). Users visited 2.01 pages on average per session and spent an average of 1 minute, 47 seconds per page.
- **Conclusions:** Q1 2017 saw an above-average rise in sessions and slight increase of time spent per page, which was already pretty high per industry standards.

We also counted a total of **8,504** *Breaking Waves* subscribers by end of Q1 2017. This number reflected an overall two-year increase of 33.38% or a 16.69% annualized growth rate off the subscriber base of 6,376 port professionals logged at the end of Q1 2015.

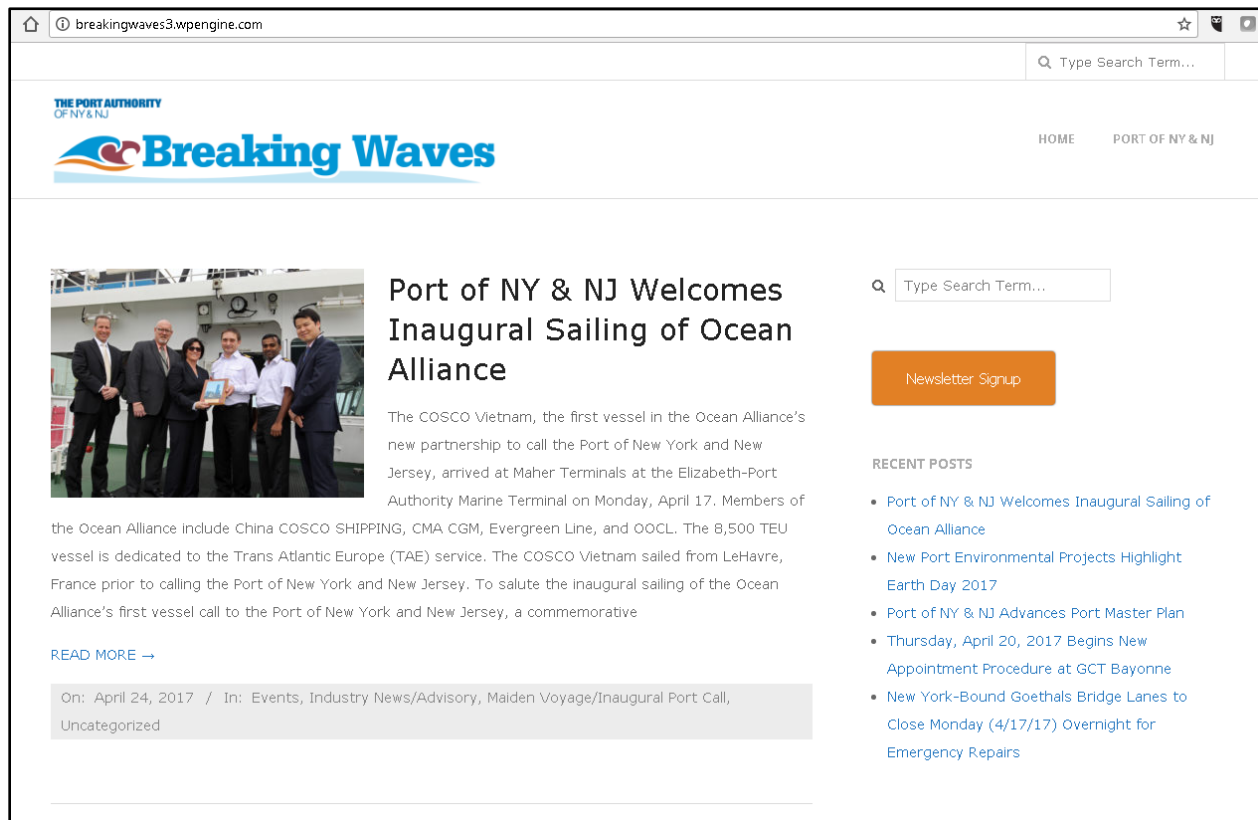
But perhaps the most impressive proof of the efficacy of *Breaking Waves* lies in the type of example provided below:

CHANGING THE TIDES TOWARD A CHANNEL OF SUCCESS

As mentioned in this submission's introduction, over the past two years, we have been gratified to see major trade outlets pick up and amplify, if not parrot outright, the material we publish over *Breaking Waves*.

Consider the recent example below.

On April 24, 2017, we published the following *Breaking Wave*:



The screenshot shows a web browser displaying the 'Breaking Waves' website. The URL in the address bar is 'breakingwaves3.wordpress.com'. The page features the 'THE PORT AUTHORITY OF NY & NJ' logo and the 'Breaking Waves' title. A search bar is visible in the top right corner. The main article is titled 'Port of NY & NJ Welcomes Inaugural Sailing of Ocean Alliance'. It includes a photograph of a group of people standing on a ship's deck. The text of the article describes the arrival of the COSCO Vietnam vessel at the Port of New York and New Jersey. A 'READ MORE' link is provided below the article text. On the right side of the page, there is a 'Newsletter Signup' button and a 'RECENT POSTS' section listing several other articles. At the bottom of the page, there is a 'CATEGORIES' section.

breakingwaves3.wordpress.com

THE PORT AUTHORITY OF NY & NJ

Breaking Waves

HOME PORT OF NY & NJ

Port of NY & NJ Welcomes Inaugural Sailing of Ocean Alliance

The COSCO Vietnam, the first vessel in the Ocean Alliance's new partnership to call the Port of New York and New Jersey, arrived at Maher Terminals at the Elizabeth-Port Authority Marine Terminal on Monday, April 17. Members of the Ocean Alliance include China COSCO SHIPPING, CMA CGM, Evergreen Line, and OOCL. The 8,500 TEU vessel is dedicated to the Trans Atlantic Europe (TAE) service. The COSCO Vietnam sailed from LeHavre, France prior to calling the Port of New York and New Jersey. To salute the inaugural sailing of the Ocean Alliance's first vessel call to the Port of New York and New Jersey, a commemorative

READ MORE →

On: April 24, 2017 / In: Events, Industry News/Advisory, Maiden Voyage/Inaugural Port Call, Uncategorized

Newsletter Signup

RECENT POSTS

- Port of NY & NJ Welcomes Inaugural Sailing of Ocean Alliance
- New Port Environmental Projects Highlight Earth Day 2017
- Port of NY & NJ Advances Port Master Plan
- Thursday, April 20, 2017 Begins New Appointment Procedure at GCT Bayonne
- New York-Bound Goethals Bridge Lanes to Close Monday (4/17/17) Overnight for Emergency Repairs

CATEGORIES

One day later, the *American Journal of Transportation* picked up the story and ran it verbatim, including the photo we included.

This sort of thing has happened several times over the past two years with publications as varied as the Journal of Commerce, DC Velocity, the Star Ledger (New Jersey's equivalent of The New York Times), and so on.

Secure | <https://www.ajot.com/news/port-of-ny-nj-welcomes-inaugural-sailing-of-ocean-alliance>

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Port of NY & NJ welcomes inaugural sailing of Ocean Alliance

By: AJOT | Apr 25 2017 at 08:36 AM | Ports & Terminals



From left to right: Frank Cago, Sr. Vice President Commercial for Maher Terminals; Howard Friedel Executive Vice President, Cosco Shipping Lines (North America); Sharon McStine, Manager, Industry & Government Relations, The Port Authority of New York and New Jersey; Captain Igor Myasoyedov; Chief Officer J.A.K. Raswendra; Gao Gang, General Manager, Cosco Shipping Lines (North America).

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The COSCO Vietnam sailed from LeHavre, France prior to calling the Port of New York and New Jersey.

To salute the inaugural sailing of the Ocean Alliance's first vessel call to the Port of New York and New Jersey, a commemorative plaque was presented to the ship's Captain, Igor Myasoyedov, by Business Development & Customer Relations staff, along with representatives of Maher Terminals and COSCO SHIPPING Lines.


Photo shows

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