**Port of Hueneme's Overall Campaign: Committed to the Environment & Committed to Community**

**FIRST, write a short, descriptive summary of your entry.**

The Port of Hueneme’s Committed to the Environment, Committed to Community Overall Campaign is the product of a desire to communicate our achievements and goals met in 2017 to both our business customers and community members in a creative and attention-grabbing way. 2017 was a big year for the Port of Hueneme, and we wanted to communicate that satisfaction with a hint of excitement for what 2018 has in store. As our Port’s mission statement balances the goals of providing economic and social benefits to our community and industries served. We wanted our campaign to communicate the same. As a smaller niche port, we also wanted to be conscious of budget, and thus produced all the content in-house and only outsourced to have a video graphic designer put the scenes of our videos together. Overall, we were excited to put a new spin on creating and implementing a campaign to convey we are committed to the environment and committed to our community. We hope you enjoy viewing it as much as we did creating it!

**Link to Videos:**

**New Year / Year in Review:** [**https://www.youtube.com/watch?v=zF2b4C95psg**](https://www.youtube.com/watch?v=zF2b4C95psg)

**Environmental Framework:** [**https://www.youtube.com/watch?v=eVQAGI\_D920**](https://www.youtube.com/watch?v=eVQAGI_D920)

**Happy “Green” Holidays from the Port:** [**https://www.youtube.com/watch?v=8ahDaQ6O0Rg**](https://www.youtube.com/watch?v=8ahDaQ6O0Rg)

**Community MAST Event for Students & Innovators:** [**https://www.youtube.com/watch?v=jUv83KCH6bk**](https://www.youtube.com/watch?v=jUv83KCH6bk)

**Extra Credits, The Port Being Green:** [**https://www.youtube.com/watch?v=ybmDmmtq4TM**](https://www.youtube.com/watch?v=ybmDmmtq4TM)

**Link to Social Media Accounts:**

**Facebook:** <https://www.facebook.com/theportofhueneme/>

**Instagram:** <https://www.instagram.com/theportofhueneme/>

**LinkedIn:** <https://www.linkedin.com/company/the-port-of-hueneme/>

**Twitter:** <https://twitter.com/portofhueneme?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor>

**Answers to Questions:**

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

As the attention span of our society continues to shorten, we are faced with the challenge of communicating information about our Port in new attention-grabbing ways. How we reach our audience today is much different than how it was done even a decade ago. It is challenging as much of our customers and business partners still enjoy reading printed media, while the younger generations tend to view their information via social media or a website. On a content level, our Port had the opportunities to highlight our sustainable growth this year—specifically growing business while fulfilling our commitment to the environment. The community surrounding our Port is highly vested in being environmentally conscious, and 2017 was a big year for our Port and our environmental initiatives. Our opportunity was to take similar content and present it in two complementary ways. 1) to the more traditional individual who receives their information in print, and 2) to the individual who receives their information through multimedia platforms.

It was a challenge for our Port to produce a collective Campaign that would speak to both our business customers and our local community members at the same time. We also needed to address how we would disperse this information and where? As we are a public agency, we used this opportunity to create a higher return on the financial investment these pieces of marketing would provide, specifically our videos.

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

The Port of Hueneme’s mission statement is: “To be the preferred port for specialized cargo and provide the maximum possible economic and social benefits to our community and industries served.” As you notice, our mission statement is balanced between providing economic and social benefits to our community and industry. This balance was the focus we sought in our Campaign. Our goal was to speak and write in a cadence and tone that highlighted topics our customers would be proud of and excited to continue partnering in, while providing updates on our green initiatives and community involvement so that the residents of our community would be able to be proud of their local Port! As it is important to our community, we believed it paramount to share our environmental achievements and initiatives throughout 2017.

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

The primary audience for our Campaign was our community including: residents of our district, local city councils, elected officials representing our district, environmental groups and stakeholders in our community. The secondary audience was our customers. As stated above, our goal was to provide a Campaign that spoke to both our primary and secondary audience making them feel proud of their Port, and excited for the New Year all at the same time! Our measurable milestones included creating detailed yet readable drafts of the scripts for the videos and our printed collateral including Dock Talk, press releases, handouts and community brochures. We then needed to make sure that our graphics used told the story of our customers and community thriving together with our Port. Because we have printed collateral, we hand these out at events, and have our videos on our website and social media platforms.

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

Our tactics to achieve our goals included step-by-step planning to best communicate a review of our year for the public and our customers. These tactics included:

1. Early March - identifying our audience: customers and the public community
2. Throughout the Year- determining what our focus of content should be: business growth and environmental achievements/community outreach
3. Once in Spring and once in fall 2017 supporting one another
4. Spring & Summer 2017 (and ongoing) - how to reach new people who would not usually see our printed collateral materials: producing an attention-grabbing video to convey our message and posting it on social media/our website
5. About 3 weeks before the release date of each video - create a draft of a script and graphic ideas to hand over to our 3rd party video company
6. 2 weeks before each video release - Create a draft of the printed collateral that supported the video
7. 1 week before each video release - Fine tune both pieces of media
8. Each Quarter - Roll out: typically done surrounding one of our community events (MAST Event (spring), Banana Festival (fall), Holiday Open House (winter) etc. – handing out printed collateral and launching it online.

Internal staff conducted steps 1 – 6, and we hired a video graphic person to create the video based off of our script and the drawings. Our staff internally produced the printed collateral and social media to complement the videos. Steps 1—4 we done in a brainstorming session with our public affairs and commercial affairs department. This tactic was used as we wanted to balance our messaging to reach our customers and the public community evenly.

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

The communications outcomes from our Campaign included refreshing the image of the Port, reaching a new audience on social media, utilizing a new method of conveying information – whiteboard videos, and balancing our messaging with information our customers would like to see and that would resonate with our local community. We conducted informal polling at a few of our public events to see the interest and attention spans with videos compared to more traditional forms of media. We tested these out with a few other videos when we have school groups visiting our Port. The students reacted very positively to the videos we showed them, and so opened up this idea for further videos to complement our printed materials and press releases. Our feedback was primarily informal and anecdotal in the form of raising of hands, and unsolicited feedback from teachers of students who gave positive reviews of our videos and keeping the student’s attention. We have seen a positive influence from our videos and printed collateral from customers and the public community alike. Many of our customers have voiced they felt it make them feel proud to work with our Port and excited them for what was to come in 2018. Our community has responded positively to the videos by realizing we are so much more than just a port, and we invest in our community in every possible way. We have also been able to share these videos and materials with environmental and community justice groups who are curious about what we do at the Port. This has served as a positive and eye-opening conversation starter for those groups. Many who see the videos walk away thinking highly of our Port.