

2018 AAPA Excellence in Communications Awards
Classification 9: Periodicals

Jacksonville Port Authority JAXPORT Magazine



Jacksonville Port Authority

JAXPORT Magazine

Summary:

JAXPORT Magazine is a publication produced by the port's Communications team three times a year and published in partnership with Naylor Association Solutions. The magazine is a tool used to market the port's capabilities, highlight industry news happening in and around the port as well as discuss important topics facing the industry. JAXPORT Magazine has been an integral part of the port's communication efforts since the early 1980s.

The port distributes nearly 5,000 print copies, free of charge, to customers and potential customers as well as other key port stakeholders including the JAXPORT Board of Directors and lawmakers at the local, regional and federal levels. A digital copy is available on JAXPORT.com and distributed electronically via social media and JAXPORT's monthly e-newsletter, JAXPORT Report.

Each issue includes a cover story, feature stories highlighting Northeast Florida businesses and key topics facing the industry as well as profiles on industry professionals and port news.

View recent digital issues:

Winter 2018

Fall 2017

Summer 2017





Communication Challenges and Opportunities

JAXPORT, a landlord port, markets and maintains three cargo terminals, a cruise terminal and intermodal rail terminal. Our mission is to create jobs for the citizens of Northeast Florida and we do that by attracting global trade to the area.

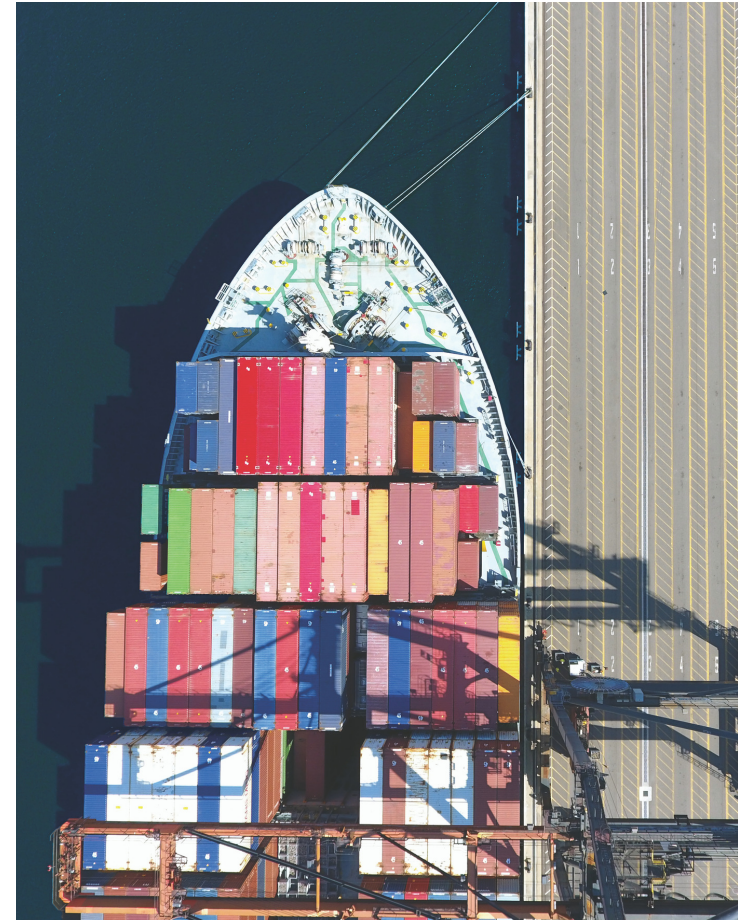
JAXPORT Magazine was created to communicate key messages to an audience spread across the globe to support the sales and marketing efforts of the port.

Opportunities

Each issue of JAXPORT Magazine is full of opportunity to communicate with our customers, reach a new audience and demonstrate to key stakeholders the value of a thriving seaport to the local economy. In coordination with JAXPORT's Sales team, we create editorial that will best serve JAXPORT's growth initiatives and impact our target audience.

We are currently redesigning the publication to improve the look. We believe there is an opportunity to use larger images to support the editorial content as well as incorporate social media and industry trends.

As we focus on a redesign of the print side of the publication, we are also researching the best way to translate the content into a digital format. The current digital version looks like an online magazine that allows you to flip through pages and offers few clickable features. We plan to create a more interactive digital experience. The addition of searchable content will also help boost JAXPORT's SEO rankings.



Communication Challenges and Opportunities

Challenges

Creating a publication requires a true team effort internally as well as a good working-relationship with our publisher. Each issue requires planning and prioritizing a large number of moving parts, which at times creates a challenge as we balance other public relations roles and responsibilities.

Building a well-rounded editorial plan can be a challenge as JAXPORT serves a variety of cargo customers. From containers and cars to breakbulk and heavy equipment, it is important each issue's editorial content appeal to a wide audience and connect industry professionals with the resources available in Northeast Florida.

The writers sometimes face challenges with port partners who are hesitant to discuss certain topics, or want to keep 'trade secrets' close to the vest. Together, with our sales colleagues, we are working to build relationships and trust to influence change in this area.

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JAXPORT MAGAZINE 2018

On the Cover

Harbor deepening: The future starts now.....	12
Longshoremen gear up for harbor deepening.....	16

View

CEO update.....	6
-----------------	---

Feature

Southeast markets drive record auto cargo and growth.....	9
JAXPORT stacks up: 2017 brings record breakbulk cargo.....	10
FTZ No. 64 plus creativity earn kudos for Sysco International Food Group.....	11
Ties run deep between Jacksonville and Puerto Rico.....	20
On the ground in Puerto Rico.....	23
Global LNG leaders gather in Northeast Florida.....	25

Profile

New Board Chairman Ed Fleming shares top priorities for JAXPORT.....	17
First-of-its-kind outdoor storage facility opens in FTZ No. 64.....	19
Small Business Profile: Atlantic Logistics.....	27

Port News

JAXPORT sets new cargo records in 2017.....	8
JAXPORT know-how expedites movement of U.S. military aircraft.....	28
Carnival Elation shows off upgrades; New ship heads to Jax in 2019.....	29

Connect

JAXPORT adds to leadership team.....	28
Need to access the port?.....	30
Meet our JAXPORT Sales Team.....	31
The world through the eyes (and camera lens!) of a Jacksonville Bar Pilot.....	32
Index of Advertisers.....	33

Community

JAXPORT honors port employees who have served.....	34
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Meet the man behind the cover photo
Captain Chris Mors, St. Johns Bar Pilot Association

Read more about how the ships calling Jacksonville have grown during his 10 years on the job and see more of his original photography on page 32.

2

Complementing the Overall Mission

JAXPORT's mission is to create jobs and opportunity for Northeast Florida by offering the most competitive environment for the movement of cargo and people. JAXPORT Magazine is one tool we use to market the port's capabilities on a global scale and build cargo volumes to support the continued growth of our port partners.

For example, the Winter 2018 issue of JAXPORT Magazine highlights the Jacksonville Harbor Deepening project, the single biggest opportunity to grow the port and secure Northeast Florida's role in the global economy. In this issue, we used a variety of stories and components to give 360-degree view of the project and its positive impact on port growth. In addition to the harbor deepening cover story, the issue included interviews with leadership from two local labor unions representing dock workers as well as a timeline displaying the growth of the ships calling the port.



3

Planning and Programming Components

Our goal is to reach key players in the global trade and transportation industries to support cargo growth through the Port of Jacksonville, creating jobs and opportunity for the citizens of Northeast Florida.

Key Objectives:

- Educate the reader about JAXPORT's cargo capabilities
- Highlight Northeast Florida's expansive transportation and logistics industry
- Connect the reader with resources to move their cargo through Jacksonville

Audience:

Primary: Industry decision makers

Our responsibility is to educate this group about the benefits of moving cargo through JAXPORT.

Secondary: Community stakeholders

JAXPORT Board, citizens of Northeast Florida as well as local, state and federal lawmakers.

JAXPORT Magazine is printed and distributed to senior level executives in the following categories:

Shippers/Cargo Owners:	27%
Manufacturers:	19%
Logistics Organizations:	14%
Shipping, Rail and Trucking Lines:	11%
Construction/Engineering:	7%
Distribution Centers/Warehouses:	4%
Misc. Subscription Requests:	8%
Trade Shows:	8%
Government:	2%

In addition, JAXPORT Magazine is distributed digitally through a wide variety of channels including JAXPORT's website, social media, e-newsletter and digital subscription list.

4

Actions Taken and Communication Outputs Used

JAXPORT Magazine, published three times a year, includes original editorial content and graphics as well as advertisements from transportation and logistics businesses.

Staffing:

JAXPORT Magazine is produced by the four employees in the port's Communications team:

- Executive Editor
- Managing Editor
- Contributor
- Cover and Graphics Designer

An outside publisher manages the advertising and distribution as well as provides design support.

Timeline:

Each issue takes approximately three months from editorial planning to distribution. The project includes:

- Editorial planning
- Story writing and editing
- Layout and graphic design
- Review/approval
- Distribution

4

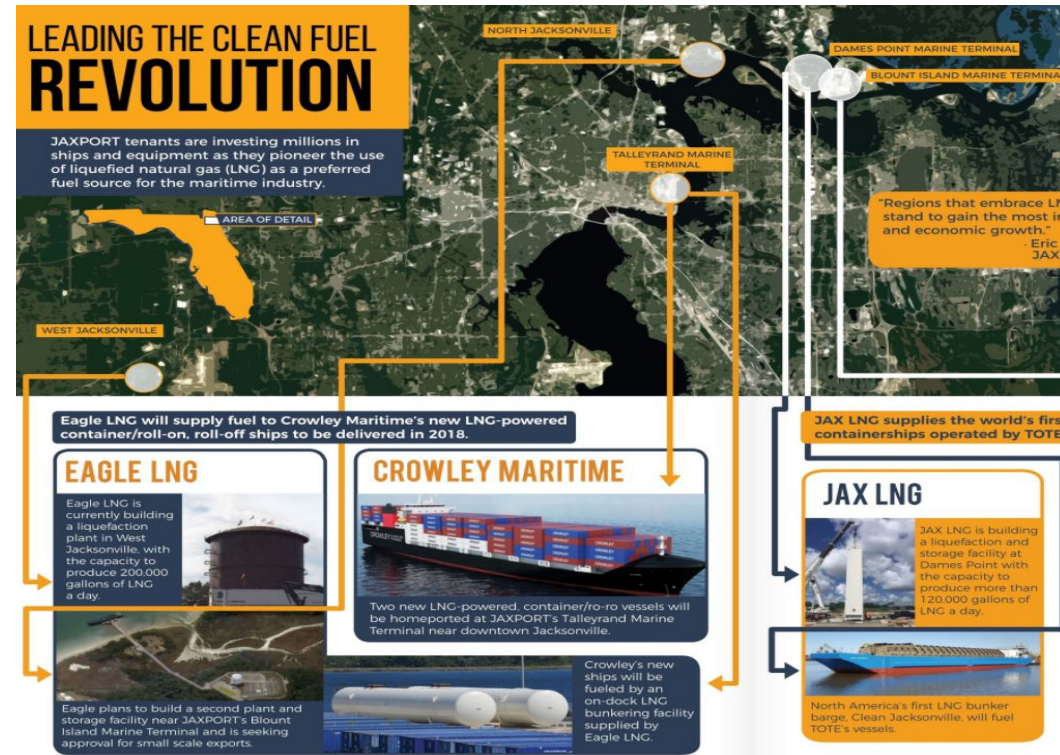
Actions Taken and Communication Outputs Used

Design Strategy:

The overall look of JAXPORT Magazine remains the same for each issue, while the graphic design artist builds components when appropriate to highlight key messages.

Examples

Winter 2018 issue featured a timeline displaying the growth of vessels calling JAXPORT since 2007. This visual element was used to show the reader the need for a deeper harbor as the vessels calling the port continue to grow in size.



Summer 2017 mapped out liquefied natural gas (LNG) in Jacksonville for readers with a two-page graphic layout that described the tremendous growth of LNG in Jacksonville.

4

Actions Taken and Communication Outputs Used

Distribution:

We used four distribution methods for this project:

Direct Mail

JAXPORT mails a printed copy to a list of key stakeholders including industry decision makers, JAXPORT Board members as well as local, state and federal lawmakers.

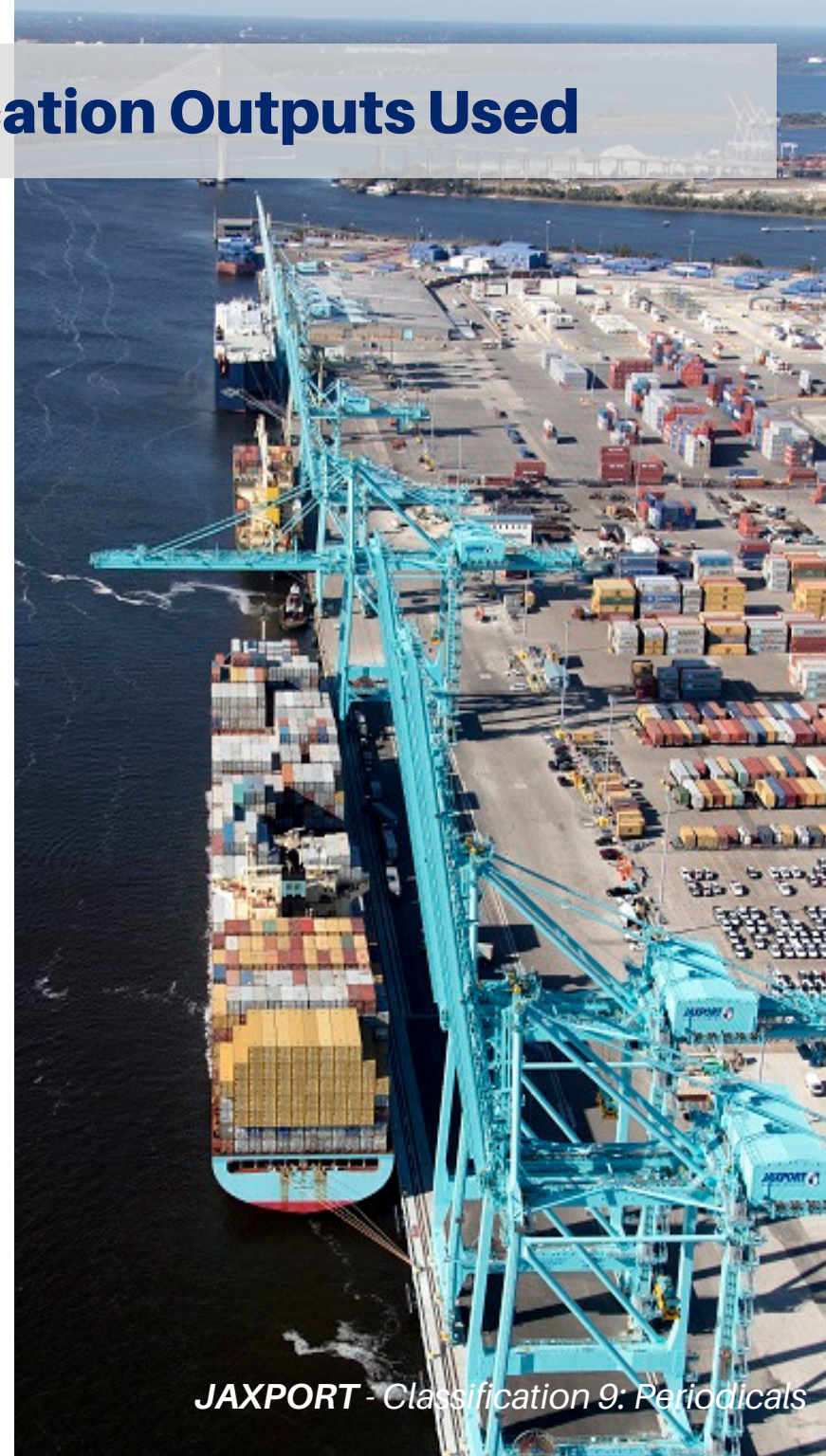
Digital Issue

Subscribers who opt-in receive a digital version via email.

Social Media

The digital version of the magazine is shared on the port's Facebook, Twitter, LinkedIn and Instagram.

Internal and external newsletters distributed to JAXPORT stakeholders



5 Communications Outcomes and Evaluation Methods

JAXPORT Magazine continues to be a valued communication tool used by the port's Sales and Marketing team as well as executive leadership team. Internal audiences praise the content and design elements and continually request additional copies to pass out for client meetings and business trips.

Following the distribution of each issue, our Communications team reviews the process, discusses how to improve processes and evaluates avenues to repurpose the content.

The feedback and response for each issue varies, however, the consensus from our internal users is we continue to provide valuable information to our readers that supports the overall mission of JAXPORT.

For example, the Winter 2018 issue highlighting the Jacksonville Harbor Deepening project was one of the more popular issues in recent years. The issue's content focused on the port's biggest project and provided the reader with a well-rounded perspective of how this project will support port growth. The port's Sales and Marketing team used every issue we had in-house and requested additional copies.

The Summer 2017 issue, highlighting rail in Jacksonville with a secondary focus on liquefied natural gas (LNG) in Jacksonville, was also a very popular issue. LNG continues to be a hot industry topic and Jacksonville has emerged as a leader in the use of this environmentally-friendly fuel for the maritime industry. Port executives continue to use the two-page graphic as a handout for industry and community meetings to present an overview of LNG in Northeast Florida.

FEATURE

Now serving JAXPORT: World's top carrier alliances

By Lori Musser

On April 1, 2017, the world's top four ocean carrier alliances became three and carrier consolidations and global ocean capacity reductions began.

While independent carriers still exist, major carrier alliances have emerged: The Ocean Alliance, THE Alliance and the 2M Alliance. All agreements are in effect through at least 2020. Each calls at JAXPORT.

Jacksonville's record-breaking productivity metrics help carriers tap into their growing scale economics, even as all

MAERSK LINE
HAMBURG SÜD
MSC
HMM
2M

APL **CS**
CMA CGM
EVERGREEN
OOCL
OCEAN ALLIANCE

MOL
K LINE
Hapag-Lloyd
NYK Line
YANG MING
THE ALLIANCE

5 Communications Outcomes and Evaluation Methods

JAXPORT Magazine is an important tool for the port to disseminate key messages to a global audience.

Our team continues to look for ways to improve upon the success of this publication to support JAXPORT's growth and to better align with the strategic initiatives laid out by the port's executive leadership.

ON THE COVER

OPPORTUNITY KNOCKS:

NORTHEAST FLORIDA'S DISTRIBUTION NETWORK OPENS DOORS TO SUCCESS

By Lori Musser

In the days before internet shopping, before consumers began expecting immediate delivery of products, distribution was a completely different game.



Project Recap

As Communicators for JAXPORT, our job is to help educate industry decision makers about the benefits of shipping through Jacksonville and the capabilities our port offers.

JAXPORT Magazine connects Jacksonville with readers around the world--each quarter we have the opportunity to highlight all that Northeast Florida has to offer to the trade and transportation industry through compelling editorial content and eye-catching design elements.

Links


Winter 2018, Harbor Deepening. The Future Starts Now.

Fall 2017, Opportunity Knocks. Northeast Florida's Distribution Network Opens Doors to Success

Summer 2017, On the Fast Track. Northeast Florida Rail

CONNECT

The world through the eyes (and camera lens!) of a Jacksonville Bar Pilot



Captain Chris Mons, St. Johns Bar Pilot Association.

During his decade on the river, Capt. Mons has watched the ships calling JAXPORT grow in size. "When I first started here the capacity of the largest ship calling Jacksonville was around 2,000 TEU (containers)," said Capt. Mons. "Just a few minutes ago, the MOL Bravo sailed by us. It's roughly five times that capacity. It's unbelievable how much they continue to grow."

Capt. Mons says having the big ships call on Jacksonville is critical to growing the region's economy, because it creates jobs in many different industries—including his own. "Professionally, it helps me push my skill level and personally, it allows me and my colleagues to provide wonderful lives for our families here in Northeast Florida."

Follow Capt. Mons on Instagram @SurfJaxPilot and JAXPORT @Jax_Port to see more of his photos from around the port. □

Watch a video interview with Capt. Mons on JAXPORT's YouTube Channel, www.YouTube.com/JAXPORT.

Follow JAXPORT

