

Port of Albany, NY submission for AAPA 2018 Communications Awards Program

Video Category

The Port of Albany is submitting its video series for the 2018 AAPA Communications Award Program. The series of videos included 5 very brief (@2-5 mins each) topics on port history, growth and leadership. This video series was a new approach for the Port of Albany to undertake especially for our organization that has less than $300,000 in marketing budget. This approach was taken to represent all the big things that the Port of Albany is currently undertaking and to show in motion all that occurs at the Port of Albany.

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

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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.

*The video approach was intended to represent the activities and initiatives going on at the Port adequately and show the audience how expansive the Port of Albany is for customers and businesses. It was important to allow people to see and feel the activity at the port, including the construction projects and give depth to what the purpose is and the need for investment. The videos give a different depth and feel to the audience and the visual results were quite beautiful. The goal was to show in an informative and exciting manner the increasing capacity and growth at the Port of Albany. It also intended to represent meaningful background for the Port of Albany’s growing reputation for handling big lift and project cargo.*

*The video series can be viewed here:* [*http://www.portofalbany.us/index.php/about-us/view-of-the-port*](http://www.portofalbany.us/index.php/about-us/view-of-the-port)

1. **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.

*The Port of Albany’s mission is focused on responsibly and effectively managing the publicly-owned maritime Port of Albany-Rensselaer, contributing to the economy of Capital Region in New York State and beyond while emphasizing transparency, public stewardship, Integrity, Professionalism and Customer Service. This mission is weaved into the series of videos. They also showed what is ahead for the Port based on careful planning and leadership. It was also interesting to show depth and understanding to the General Manager and linking a video to the Annual Report.*

1. **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.

*The goal was to produce a video or videos that serve a few different audiences and to relay the exciting, positive and in some cases unprecedented things happening at the Port of Albany. The audiences this was aiming for includes local and regional public officials, leaders and community partners as well as to communicate to industry partners, customers and potential customers. In terms of local viewers it was intended to relay the scale of activity, operations and impact at the Port of Albany specifically in light of recent major maritime infrastructure investments. In terms of industry and customer viewers it was intended to relay capacity and the opportunities available as well as plans for future growth and added capacity. The Port team wanted to reach the regional partners and relay the exciting events, and show return on investments that have been supported by state partners. The Port also sought to have the video help with new customers and new partners.*

1. **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.

*The primary video was released at the Port Industry Day, over 200 guests were able to watch for the first time. Port Industry Day occurred in June where the keynote speaker was Lauren Brand from MARAD as well as Jonathan Daniels from the Port of Gulfport. Both spoke about the impact of federal investments on ports and expanding capacity and customers. There was a lot of positive feedback on this. Having a video displayed set a nice tone for a dynamic port with multimedia opportunities.*

1. **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.

*This video series really allowed a broader outreach and understanding of the Port of Albany. It certainly required a lot of time, effort and care to develop useful end product for the Port of Albany. The port administration team is a relatively lean staff so to dedicate the time and attention to produce such a full product is a testament to the importance of the new initiative in communicating the operations and activities at the Port of Albany. The result was an extremely comprehensive and information packed series of videos.*