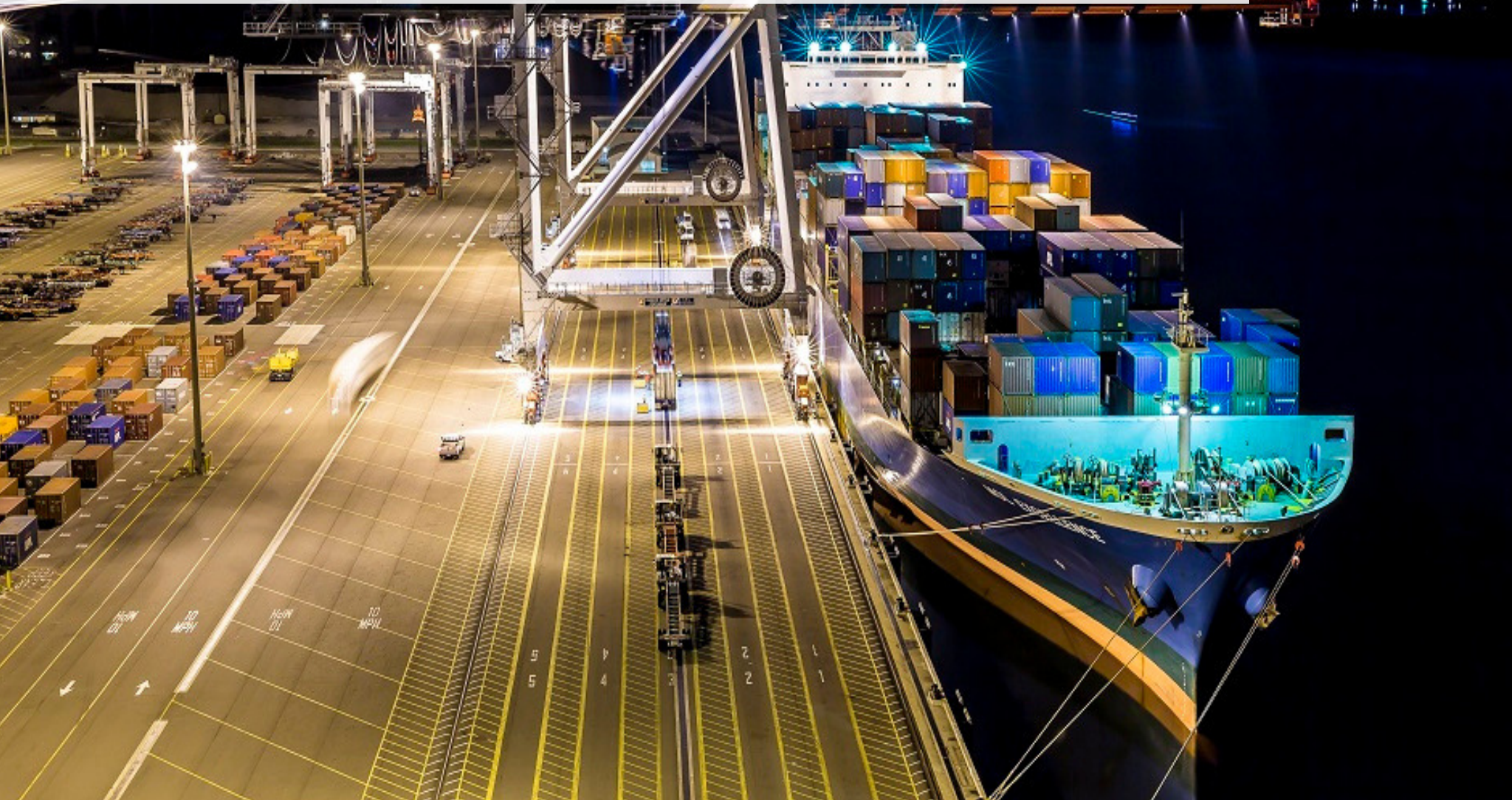


2018 AAPA Excellence in Communications Awards
Classification 13: Videos

Jacksonville Port Authority

JAXPORT: The Future Starts Now.



Jacksonville Port Authority

JAXPORT: The Future Starts Now.

Summary:

This video, JAXPORT: The Future Starts Now, celebrates the port's record-setting year of cargo growth, and highlights some of JAXPORT's project milestones, successful business and community partnerships and interesting cargo moves. It also contains testimonials from tenants, customers and other port partners.

The video debuted at the Jacksonville Propeller Club's Annual State of the Port event and focuses on providing a compelling update on port news and business for stakeholders throughout the region's maritime, transportation, law enforcement and logistics community.

The port's CEO serves as the event's keynote speaker and he used the video to reinforce his message about JAXPORT's growth, but also to thank the audience members for their contributions to the port's success.

Watch the video here.

Please watch these segments of the 12-minute video:

- 0-:55
- 2:11- 2:33
- 2:51-3:39
- 5:54-6:17
- 7:47-9:51
- 11:14-11:50



Communication Challenges and Opportunities

Opportunities

One of the biggest opportunities for us involved the timing of the video's release. The video debuted a little more than a week after the start of the largest growth initiative in JAXPORT history: The deepening of the Jacksonville harbor, which will allow the largest container ships to call on Jacksonville more fully loaded.



The video allowed our CEO to update—and thank—port stakeholders in a timely and visual manner. Showing b-roll of the project's start, in addition to graphics showing the port's growth and interviews with business and community leaders positively impacted by the project, helped explain how this historic project will help JAXPORT build on an already strong foundation.

Communication Challenges and Opportunities

Challenges

One of the largest challenges facing us as communicators is connecting members of the public, including many maritime community stakeholders, who do not come to seaport terminals on a regular basis, with what actually happens at a thriving, busy port. Video can break through these barriers and provide a “you are there” experience in a way other forms of communication cannot.

Another challenge we came across when producing the video was incorporating such a wide range of topics into one video. The port’s role in the relief effort in Puerto Rico following Hurricane Maria’s devastation was a major story in 2017. We took extra care to find an appropriate place in the video for such an emotional segment and offered some breathing room with black video frames and a change in music.

JAXPORT has as variety of stakeholders including customers and tenants, as well as government agencies that operate in and around the port. This presented the challenge of balancing interviews and b-roll to ensure that we represented stakeholders fairly as many of our partner companies also directly compete. This actually turned into an opportunity because it encouraged us to include more interviews than originally planned. Audience members at the video’s debut told us they enjoyed seeing so many of their colleagues in the video. We also saw an opportunity to use sound from customers like American Honda to heighten the credibility of our message.



2

Complementing the Overall Mission

JAXPORT's mission is creating jobs and opportunity by offering the most competitive environment for the movement of cargo and people. We created this piece to highlight the port's role in contributing to the region's economy, through revenue creation, innovation and giving back to the community.

A recent economic impact study finds that cargo activity through Jacksonville's seaport supports more than 130,000 jobs. The private businesses that operate in and around the port generate most of these positions. Letting the business community explain how their success allows them to create jobs reinforces the message regarding the importance of deepening and other port projects.

The video ends with the message that creating jobs is why we all do what we do. We underlined the word "all" in our graphic to emphasize this is the effort of the entire maritime industry in Jacksonville. We succeed together. It was also a way to recognize our port partners for the valuable role they play.



3

Planning and Programming Components

Primary Audience

The entry's primary audience was attendees of the State of the Port event, leaders from around Northeast Florida's maritime, transportation, law enforcement and logistics community. This included cargo customers, representatives of our federal agencies including U.S. Customs and Border Protection and the U.S. Coast Guard, as well as leadership from the labor unions representing dockworkers who move cargo at the port.



The port has many diverse lanes of business (containers, auto, cruise, Liquefied Natural Gas, etc.) and one of the goals of the video was to potentially teach viewers something about the port's success that they did not already know.

Secondary Audience

The secondary audience includes potential customers, who see the video during various meetings with the port's leadership and sales teams, as well as the public, who we reach through posting on social media and our website. The video also reaches our secondary audience through distribution in the port's monthly e-newsletter, which has more than 3,000 subscribers as well as during presentations by our executives through the year.

4

Actions Taken and Communication Outputs Used

Our strategy was to include as many customers and port partners as possible, to let them tell the story of the port's growth and successes for us. We wanted to show that the port cares about its customers and helps our partners succeed. Hearing this from the customer directly helps authenticate that message.

We developed and executed this project entirely in-house using three employees from the port's communications team:

- Videographer/Editor/Producer
- Graphic Artist
- Executive producer

While balancing other duties, the communications team spent three months planning, producing, editing and fine-tuning the video.



4

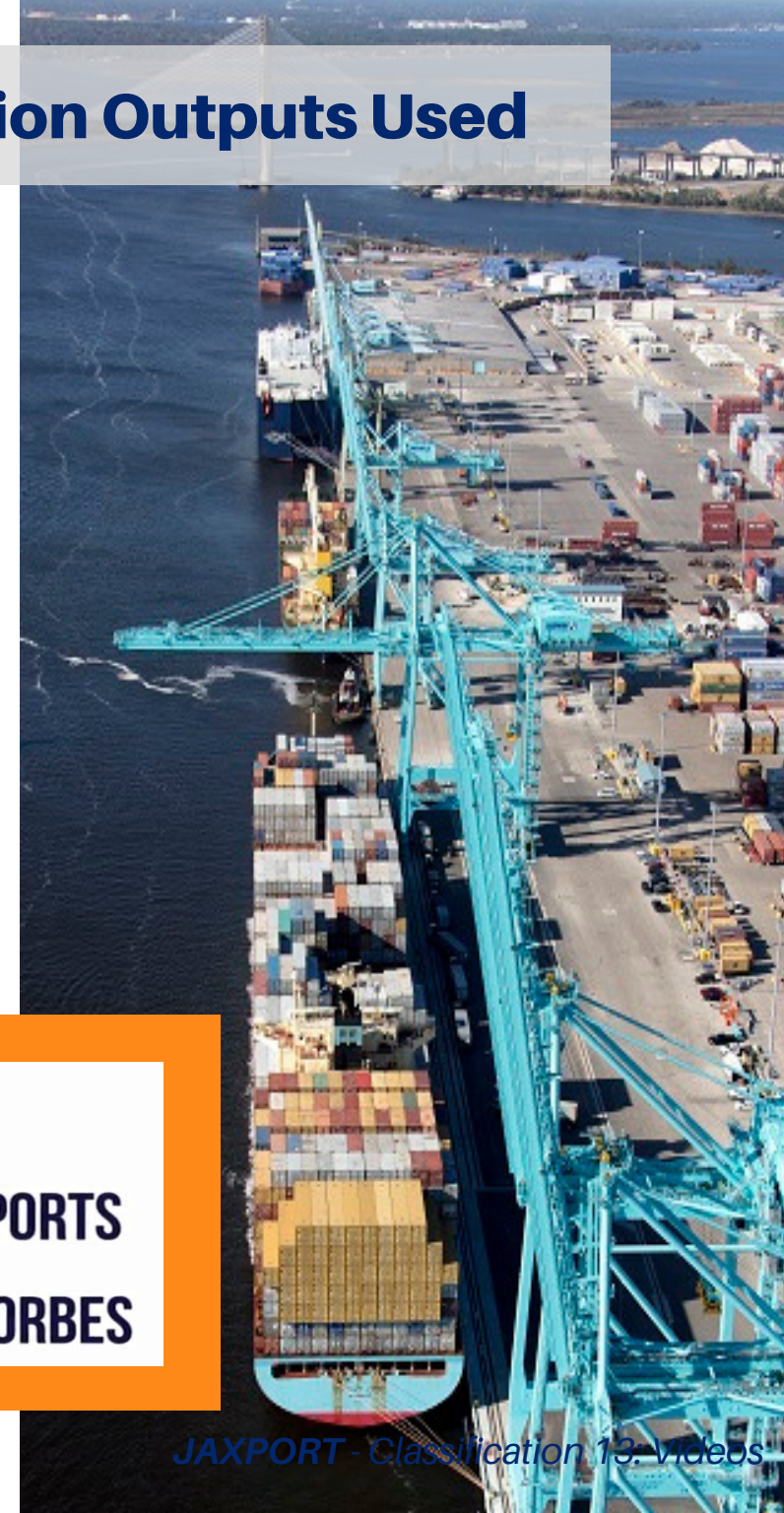
Actions Taken and Communication Outputs Used

Timeline:

- Month 1: Storyboarding and logging existing video and sound.
- Month 2: Shooting and editing new b-roll and interviews.
- Month 3: Creating and editing graphics, compiling still photos, music selection and editing, shooting additional interviews as needed.
- Three weeks prior to debut: Members of the port's executive leadership team, including the Chief Executive Officer, had an initial viewing, allowing time for any necessary updates.
- One week prior to debut: Final version approved.

ONE OF THE NATION'S FASTEST GROWING IMPORT PORTS

FORBES



5 Communications Outcomes and Evaluation Methods

The port's entire executive team continues to share this video during presentations with customers and community groups. It is also used during orientation for new board members and employees.

Following the video's debut screening, members of the audience expressed their surprise at the extent of the port's success. Many port partners/customers are most familiar with the part of the port that pertains to their specific line of business, but this video helps expand their knowledge of other areas. The feedback let us know that most audience members learned at least one thing about the port that they did not already know, which was one of our targeted goals when beginning this project.

We believe that once an individual gains understanding of the impact of the port's success on our region, they will advocate for our growth projects and wholeheartedly support our progress.



Project Recap

The Jacksonville Harbor Deepening Project is the single biggest opportunity to keep Northeast Florida flourishing as a hub for global trade.

As Communicators for JAXPORT, our job is to help educate the local community about how a thriving seaport supports jobs and opportunity for those living in our area and positively impacts the quality of life for the region.

**OPPORTUNITY FOR OUR
REGION**
IT'S WHY WE ALL DO WHAT WE DO

Links

- "JAXPORT: The Future Starts Now."
<https://youtu.be/mNTNc4xIUzM>
- Facts about the Jacksonville Harbor Deepening Project
<https://www.jaxport.com/corporate/major-growth-projects/harbor-deepening>

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