

2018 AAPA Excellence in Communications Awards
Classification 13: Videos

Jacksonville Port Authority

JAXPORT's Growth Supports Local
Maritime Professional's Family, Creativity



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Summary:

This short video profile of a Jacksonville bar pilot highlights the personal story and passion of a local citizen whose livelihood depends on the success of JAXPORT and the Port of Jacksonville, Northeast Florida's thriving seaport.

Captain Chris Mons, a 10-year veteran of the St. Johns Bar Pilot Association, spends most of his days helping big cargo ships navigate safely through the Port of Jacksonville.

Capt. Mons shares his passion by posting behind-the-scenes images of port operations for friends, family and other followers to enjoy.

In our video, Capt. Mons talks about how he has watched the ships calling Jacksonville grow in size during his career and discusses his belief that the Jacksonville Harbor Deepening project is the single greatest opportunity to keep Northeast Florida flourishing as a hub for global trade.

Watch the video here.



1

Communication Challenges and Opportunities

Leading up to the entry, JAXPORT was preparing for the start of the Jacksonville Harbor Deepening project, the port's single biggest opportunity to grow the region's maritime trade and create more jobs for the community. The project will deepen the Jacksonville shipping channel to 47 feet allowing the largest vessels calling the U.S. East Coast to call JAXPORT more fully loaded.

Cargo activity through Jacksonville supports more than 130,000 jobs. We created this video to personalize that figure. Each of those jobs is a story and represents a person, along with his/her family. The subject gives a first-hand explanation of how a thriving seaport positively affects his quality of life. In an interesting turn, we used Capt. Mons' own photos to help tell the story.

Opportunities

The real opportunity was to connect a face and name to the jobs messaging the port continually uses to discuss the economic impact of cargo, transportation and logistics on the Jacksonville community. Capt. Mons is an engaging personality as well as a talented photographer whose photos have a definite 'cool' factor. In addition, he is personally passionate about future growth of JAXPORT and tells that story each day as he posts photos and videos seen around the world.

Following this project, we as a team have committed to build more videos around individuals as viewers really seem to connect to personal stories. In this way, we plan to highlight the variety of roles and people who lead rewarding lives due, at least in part, to our successful port operation.



1

Communication Challenges and Opportunities

Challenges

The main challenge faced by this project was the lack of public understanding of the harbor deepening project and its potential impact on the future economic health of the Northeast Florida region.

An internal challenge was creating a video design that told the story in a way that would resonate with both a non-industry audience as well as a maritime industry audience.

In addition, the team was operating without our designated graphic designer as she was on extended leave, which limited the graphics we were able to create for this project.



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.

One of the port's major growth initiatives to support the mission is deepening the Jacksonville Harbor to accommodate more cargo aboard the largest ships calling the East Coast. This is the port's single biggest opportunity to grow the port and secure Northeast Florida's role in the global economy.

This is a message our team works to convey through all of our communications tools but we felt the community needed to see first-hand the impact JAXPORT has on the residents of the area and we chose to do this through Capt. Mons' visual storytelling.

We as communicators know the value of having a trusted external stakeholder deliver your messaging. Capt. Mons brought a level of authentic enthusiasm and passion for the maritime industry that conveyed and supported our messaging goals.



3

Planning and Programming Components

Our goal was to educate the local community about the jobs supported by a thriving seaport and the importance of the Jacksonville Harbor Deepening project for long-term sustained growth.

Key Objectives:

- Educate the viewer about the bar pilot's role in supporting port operations.
- Put a face to the jobs message JAXPORT shares with the local community and key stakeholders.
- Use a long-time bar pilot's experience and expertise to speak to the importance of the Jacksonville deepening project to accommodate more cargo aboard the largest vessels.

Audience:

Primary

Residents of Northeast Florida

Because of security reasons, so much of seaport activity happens behind the gates. Our goal is to give the public a behind-the-scenes look at a job supported by our thriving seaport.

Secondary

Bar Pilot community & Maritime industry

The secondary audience understands the important role of the bar pilot and has a stake in the success of the Jacksonville Harbor Deepening project. A strong working relationship with this group of stakeholders is key to JAXPORT's success today and in the future. With this project, we were able to highlight one of our port partners and in doing so focus on building key relationships.

4

Actions Taken and Communication Outputs Used

The bar pilot video profile was created to accompany an editorial piece featured in the Winter 2018 issue of JAXPORT Magazine. We used Capt. Mons' passion for his role as a Jacksonville bar pilot to educate the local community about the jobs supported by a thriving port as well as highlight a key partner in port operations to stakeholders and the maritime industry.

The video component allowed us to turn a compelling editorial story into engaging content for use on social and web platforms as well as for local and industry media.

Staffing:

Three employees from the port's communications team completed the video profile in-house:

- Videographer/Editor
- Field Producer/Communications Coordinator
- Executive Producer

Timeline:

November

Storyboarding and interview scheduling

December

Video editing and designing graphics

Approval process by internal and external stakeholders, writing news releases and media pitches.

January

Video distribution

4

Actions Taken and Communication Outputs Used

Design Strategy:

We designed the video for social sharing, keeping in mind three key objectives:

- Educate the viewer about the bar pilot's role in supporting port operations.
- Put a face to the jobs message JAXPORT shares with the local community and key stakeholders.
- Use the bar pilot's experience and expertise to speak to the importance of the Jacksonville deepening project to accommodate more cargo aboard the vessels calling the East Coast.



The video editor combined the interview, still photos and port b-roll to achieve the objectives listed above. The still photos used in the video are original photos taken by Capt. Mons while working on the big ships moving in and out of Jacksonville. Combining the three types of media allowed Capt. Mons to tell his story while taking the viewer on a visual journey.

At the end of the video, Capt. Mons shares his story of what a thriving port means for his family. His genuine passion for a career in the maritime industry is a key element to the success of this video as determined, in part, by the high level of social media engagement it received.

4

Actions Taken and Communication Outputs Used

Distribution:

We used four distribution methods for this project:

Social media platforms

Facebook, Twitter, LinkedIn and Instagram

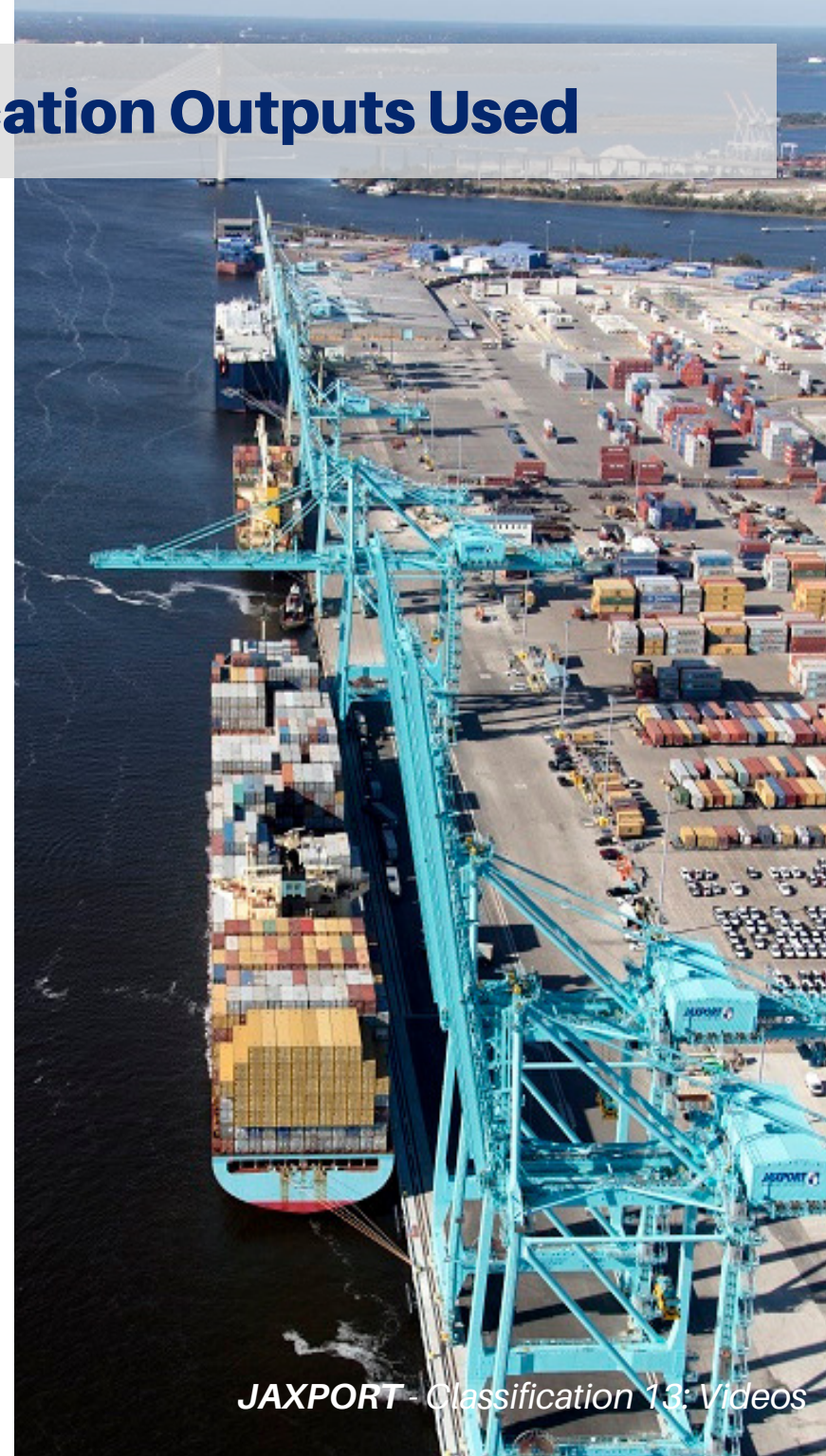
News release

Local media, maritime media and non-media recipients who have requested to receive JAXPORT news.

Direct pitching to industry groups and media partners

U.S. Merchant Marine Academy, bar pilot associations, local maritime groups (Propeller Club of Jacksonville, Jacksonville Marine Transportation Exchange, etc.), local media

Internal and external newsletters to JAXPORT stakeholders



5 Communications Outcomes and Evaluation Methods

JAXPORT's bar pilot video profile was one of our most successful posts on social media to-date in terms of engagement, and resulted in media placement as well as contributed to building and strengthening the relationship between JAXPORT and the St. Johns Bar Pilot Association.

The video was shared globally within the bar pilot community with placement on the web and social platforms of local, state, national and international bar pilot associations.

Excerpts from this video have appeared in other projects, such as JAXPORT's 2018 State of the Port address to more than 250 industry professionals from Northeast Florida.

We continue to see the positive impact of the Capt. Mons video profile and feel the project continues to have even more potential. There are opportunities for our team to capitalize on the video's initial success as JAXPORT reaches future milestones in the Jacksonville Harbor Deepening Project. Examples are using the video during a harbor deepening event for key stakeholders and boosting social media posting to reach people on social media who do not currently follow us.



5 Communications Outcomes and Evaluation Methods

Social Media Stats

*As of April 27, 2018, four months after distribution

- 11,204 Impressions
- 335 Social interactions
- 502 YouTube Views



Jacksonville Port Authority

Published by Whitney Dee-Ann Croxton [?] · January 10 ·

Meet Captain **Chris Mons**, a veteran of the JaxPilots - St. Johns Bar Pilot Association, who spends most of his days helping big cargo ships navigate safely through the Port of Jacksonville.

He shares his passion for the maritime industry by posting behind-the-scenes images of port operations on Instagram, @surfjaxpilot.

In this new video, Capt. **Mons** talks about how he's watched the ships calling Jacksonville grow in size and how a deeper harbor will keep Northeast Florida flo... See More



Video: JAXPORT's growth supports local maritime professional's family, creativity

Captain **Chris Mons**, a 10-year veteran of the St. Johns Bar...

YOUTUBE.COM

3,117 people reached

Boost Post



Media Placement

American Journal of Transportation, a maritime industry publication, shared the news story and video on its webpage as well as in the publication's e-newsletter. (AJOT.com stats: 34K+ unique visitors; Daily E-Newsletter: 10K+ subscribers)

The Beaches Leader, a local Jacksonville Beach paper, featured Capt. Mons and his story in a front-page profile piece.



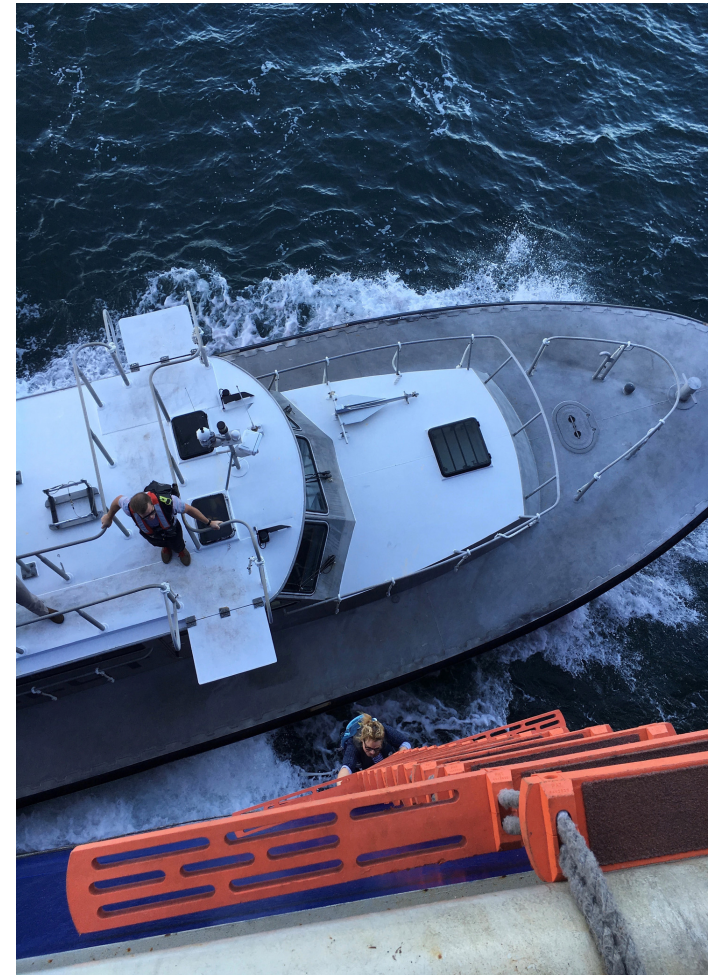
Praise for the Project

“Whoa! Great job guys - The video came out amazing!”

- Capt. Chris Mons, via email

“Our pilots feel honored to be charged with the responsibility of being the frontlines for protecting our beautiful St. Johns River and the adjacent coastlines with regard to safely moving vessels in and out of the port. **A wonderful crew from the Jacksonville Port Authority caught up with one of our pilots for a few words on the progression of the industry through our eyes.** Ultimately, the port is a vital component of our thriving city and the challenge of larger vessels makes our service ever more critical. We've always had a great relationship with Jaxport and are always here to support them in improving our port community.”

- St. Johns Bar Pilot Association, via Facebook



“JAXPORT and the work that goes on there is always fascinating to me.”

- Lloyd Lemons, Commercial Writer,
via LinkedIn

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.



Links

- "JAXPORT's Growth Supports Local Maritime Professional's Family, Creativity"
<https://youtu.be/3ILHePbCBZU>
- Facts about the Jacksonville Harbor Deepening Project
<https://www.jaxport.com/corporate/major-growth-projects/harbor-deepening>

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