**AAPA Communications Awards Submission**

**Category: Videos**

**Summary of Entry:** A short video to excite viewers and provide evidence in steel that the promise of an increase in annual capacity of 1,000,000 containers is underway at The Port of Virginia. The arrival of the first six of 86 Rail Mounted Gantry Cranes (RMGs) – the world’s largest single order of cranes – demonstrates our commitment to moving cargo more safely, swiftly, and sustainably than ever before.

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

The Port of Virginia is in the middle of a $695 million capacity-building project that will increase our overall annual capacity by 1,000,000 containers – and is doing so while continuing operations at all terminals. It was important for us to be able to show our customers, partners, legislators, stakeholders and colleagues that every aspect of this three-year plan has been mindfully planned to reduce the impacts on each of the respective audiences listed above.

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

The Port of Virginia’s mission includes being an economic engine for the commonwealth.

This video features interviews with our CEO, COO and Senior Vice President responsible for the projects and shares that our efforts will enable us to move cargo more safely, swiftly, and sustainably than ever before.

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

Working with our video production vendor, Keith Lanpher, we interviewed and filmed our CEO, COO and Senior Vice President in charge of the projects, and did so in front of the vessel that was unloaded the first 6 of 86 new Rail Mounted Gantry Cranes (RMGs) to our terminals.

1. **What actions were taken and what communication outputs were employed in this entry?**
   1. **Explain what strategies were developed to achieve success and why these strategies were chosen.**

As we enter the midway point of our construction, we are experiencing some stress and congestion issues that, while anticipated, are causing concern with our motor carrier and ocean carrier partners primarily. We wanted to create a video that showed that we are all working toward the same goal: a safe, strong, successful port that will enable growth for all concerned.

* 1. **Specify the tactics used (i.e., actions used to carry out your strategies).**

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* 1. **Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.**

We had to work within a tight timeline, as the ship arrived on Feb 2, and we wanted to post the video within one week of the ship’s arrival in order for the news to be current and relevant. On February 9, 2018, we posted the video on YouTube and shared it with our board of commissioners, a customer distribution list, and across our social media outlets.

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

As of 4/30/18, the video has received more than 2,500 views. It was also seen by more than 500 colleagues of The Port of Virginia at our quarterly All Colleagues meeting that took place in March.

To view the video, please visit this link: <http://bit.ly/RMGArrivalVideo>