**AAPA Communications Awards Submission**

**Category: Videos**

**Summary of Entry:** A short video to excite and inspire viewers as to the capacity-building projects underway at The Port of Virginia, their importance to our customers, partners, stakeholders and colleagues. Lastly, it serves as a reminder that we only succeed together, and that we are all The Port of Virginia.

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.

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. **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 ties together our various stakeholders, reminds people that our values continue to drive us forward successfully, and that we are all invested in ensuring the port is successful.

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

Working with our video production vendor, Keith Lanpher, we wrote a script and filmed port colleagues, motor carriers, 3PL partners and more reading the script in various locations throughout 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.**

We are in the midst of a nearly $700 million infrastructure project that isn’t without its share of challenges. We wanted to create video featuring colleagues from the port, as well as various partners, to show that we are all unified in our vision of a successful port. We wanted our audiences at our State of the Port events feeling excited and energized after hearing our CEO and viewing the video so they would take that feeling back to their respective places of work.

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

Working with our video production vendor, Keith Lanpher, we wrote a script and filmed port colleagues, motor carriers, 3PL partners and more reading the script in various locations throughout our terminals. We then edited the piece so that it was one story read by many voices. Our CEO went on a three-day State of the Port tour giving presentation in Hampton Roads, Richmond and Front Royal (the locations of our terminals). He ended each presentation with this video. After the State of the Port events, 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. **Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.**

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

As of 4/30/18 (two weeks after we posted the video to YouTube), the video has received over 650 views. It was also seen by over 600 attendees of the three State of the Port events.

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