

AAPA 2019 Communications Awards  
Port of New Orleans  
Promotional/Advocacy Materials  
Coloring & Activity Book

The Port of New Orleans (Port NOLA) created a new coloring & activity book, “Your Working River,” to educate and engage community members ages 6 to 10-years-old. It is used for visiting school groups, at neighborhood and community meetings, and also at our frequent events in partnership with the Louisiana Children’s Museum. Additionally, our Commercial team offers them to customers with children and grandchildren.

## **1. Challenges or Opportunities**

Because access to the Port is restricted and we are separated from neighborhoods by flood walls and fencing, we are challenged in explaining to our community and even stakeholders how we operate and exactly how we contribute to the economic success of the region. Those messages are even more challenging to convey to young audiences. This coloring & activity book works to overcome that challenge by explaining what we do to drive success for the city to those in our community who may not understand the valuable role we play and how the maritime industry connects our entire region, state and country.

Helping to educate young audiences about the Port’s work, impact and job opportunities in a relatable way to young people is critical to early workforce development efforts and fostering a community that has a real understanding of our role in their everyday lives.

## **2. Mission:**

The Port of New Orleans mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern Gateway. Our vision: Advancing global connections and infrastructure to exceed the needs of tomorrow.

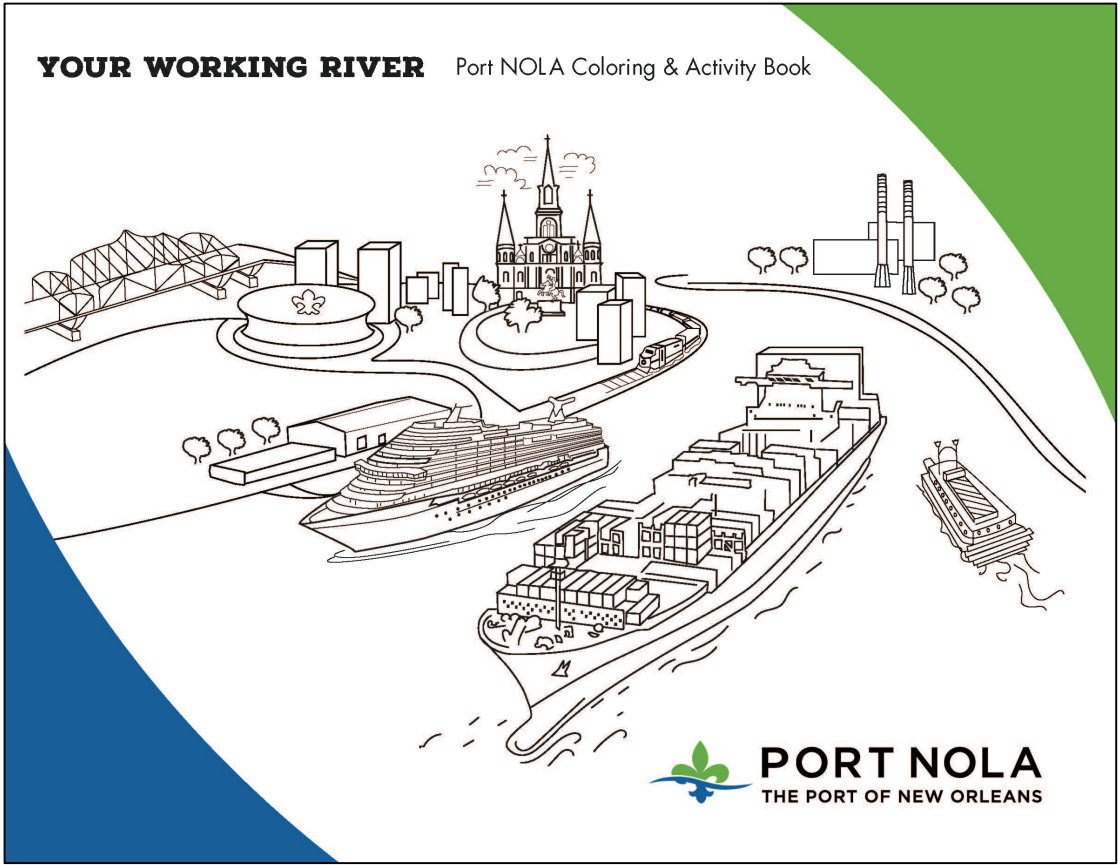
Port NOLA is a modern multimodal gateway for global commerce and an in-demand cruise port. Our competitive edge comes from our ability to deliver seamless, integrated logistics solutions between river, rail and road.

When the community recognizes the Port as an economic engine creating jobs for Louisiana families, they are more likely to become ambassadors for our mission and support the Port when issues arise such as the funding of infrastructure or land-use issues for potential port development. It also informs our youth of potential career paths so that they might one day become a part of the maritime industry that drives the economy.

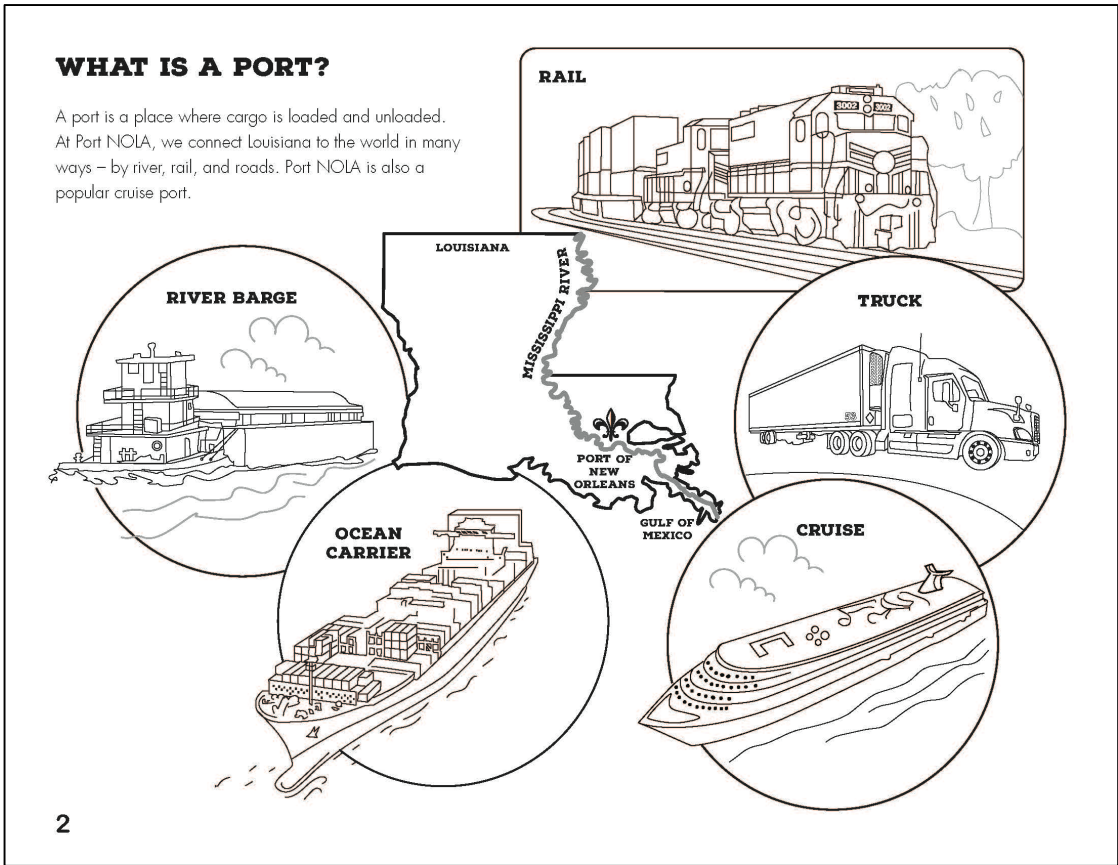
## **3. Planning and Programming Components:**

**Overall goals/desired results:** This book was created to connect young audiences to our mission and give them a tool to interact with the many facets of our ever-growing industry. We want to celebrate, highlight and showcase our success in a way that people of all ages can see as visually compelling and easy to understand.

**“Your Working River” Coloring & Activity Book Cover:**



**“Your Working River” Coloring & Activity Book Port Overview Page:**



## “Your Working River” Coloring & Activity Book Jobs in Community Page:

### JOBS IN OUR COMMUNITY

It takes a lot of people and many different kinds of jobs to make the Port run smoothly. When you grow up, you might want to consider working on the Mighty Mississippi River.

1 River Pilots

**Can you solve the puzzle to discover those jobs?**

1. These people help guide big ships on the river.
2. These people drive cargo to and from the Port.
3. These people design the Port's facilities.
4. These people move cargo on and off ships.
5. These people help trains follow safety rules.
6. These people lead teams of employees.
7. These people move heavy things in warehouses.
8. These people keep the Port community safe.

1 River Pilots, 2 Truck Drivers, 3 Engineers, 4 Longshoremen, 5 Conductors, 6 Managers, 7 Forklift Drivers, 8 Police Officers

**8** *With your parents' permission, you can learn more about Port NOLA on-line at [portnola.com](http://portnola.com).*

**Objectives:** Create a new educational tool for the young audiences in our community to foster an understanding of the work that happens at the Port, the jobs created by the Port and career opportunities the children can aspire to.

**Audiences:** The primary audience for the coloring & activity book is composed of children ages 6 to 10-years-old, primarily those living in Port NOLA's three-parish jurisdiction of Jefferson, Orleans and St. Bernard Parishes (Counties). Secondary audiences include Commissioners, staff and customers who have children and grandchildren.

#### 4. Actions & Outputs:

**Strategies:** Port NOLA created the coloring & activity book to be used as part of our overall communications strategy. The title, “Your Working River,” is a tagline that has been used previously in videos, social media campaigns and our annual Maritime Month. Our branding was also incorporated for cohesion with our other collateral.

Staffing was comprised of our Communications team (3 staff) and hiring a third-party vendor to illustrate the book.

#### Tactics & Implementation Plan:

- Three designated Communications staffers brainstormed and planned the content for the book.
- The Communications staff met with the illustrator to plan out appropriate images for the content.
- The project manager sourced reference images for the illustrator and wrote the first draft of the book.
- The Communications team went through eight rounds of edits, including copy and changes to the illustrations.
- Three competitive quotes from printers were sourced to ensure fiscally responsible and quality printing.
- 2000 coloring & activity books were printed.

- The books have been distributed at events and are available to staff as needs arise.

## **5. Outcomes & Evaluation**

The coloring & activity book has been measured as successful based on feedback from Commissioners, Port staff, Louisiana Children's Museum staff, children who have participated in our programming, and the children of staff members.

It has become an important tool at community meetings and most recently, the Port has sourced colored pencils that are branded with the Port NOLA logo to give to children in tandem with the books for Maritime Month and future uses.

In the two months we have had the coloring & activity books, we have used 400 of the copies from the first run. We have budgeted to print more to keep it as ongoing collateral for Fiscal Year 2020.