



2020

COMMUNICATIONS AWARDS PROGRAM

Port of Cleveland

Great Lakes Forward

Miscellaneous (Podcast)





About

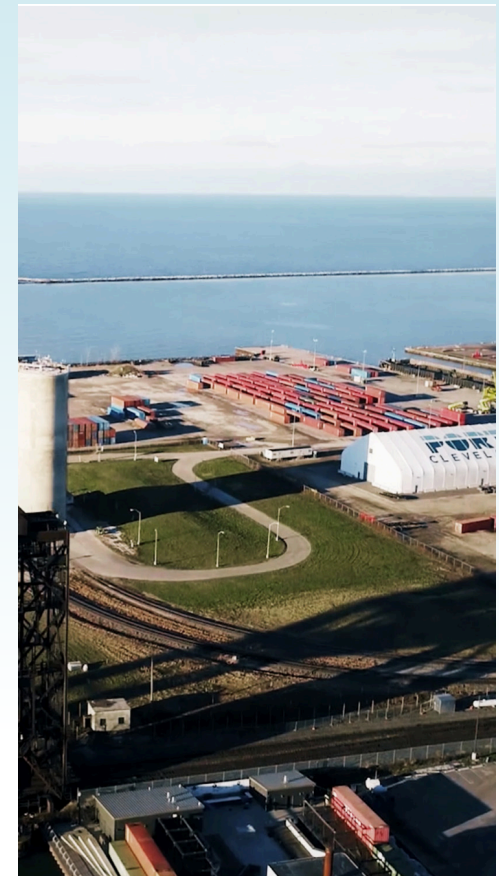
The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission is to spur job creation and economic vitality in Cuyahoga County.

Abstract

In 2019, the Port of Cleveland planned, developed, produced, edited and posted it's first season of *Great Lakes Forward*. *Great Lakes Forward* is a B2B communication tool for the Port of Cleveland to inform business/industry experts, policymakers and the media up-to-date on current events that are happening as it relates to port operations and involvement in Cuyahoga County and Great Lakes Shipping.

The podcast series can be listened to on the following podcast platforms (Apple Podcasts, Spotify, Stitcher, Google Podcasts and SoundCloud)

Website: greatlakesforward.com





Audience

- Business leaders in Cuyahoga County and the Great Lakes region
- Maritime & manufacturing industry experts
- Members of the media
- Cuyahoga County public

SMART Goals

- *Specific* goal established to increase brand awareness.
- Performance *measured* by number of listens.
- Results *achieved* by developing a content strategy that was relevant to all of the audiences listed above.
- Message was *relevant* to audience because it provided the audiences first-hand information related to Port of Cleveland's partnership with LOGISTEC, the relationship with ArcelorMittal & Tata Steel, updates to the Cleveland Bulk Terminal and development of Irishtown Bend.
- The episodes of *Great Lakes Forward* were recorded over the course of 2019.





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Solution

Strategy

- Episode messaging procurement
- Interviews with stakeholders (ArcelorMittal, Tata Steel, LOGISTEC)

Podcast Production

- Recording
- Editing
- Publishing

Promoting Podcast

- Website for hosting
- Video launch
- Social media posts (Facebook, Instagram, Twitter, LinkedIn)

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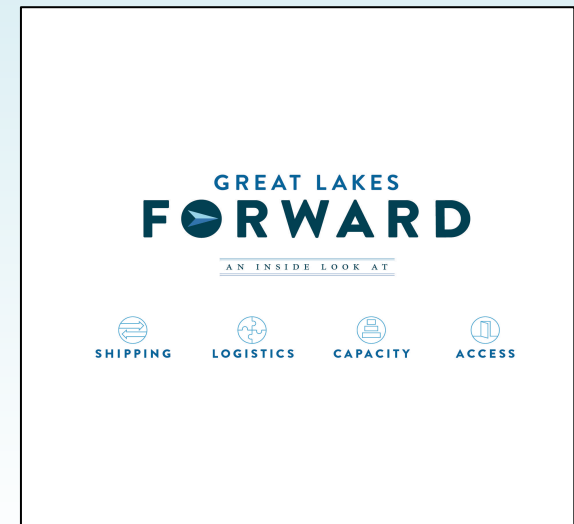
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Results

- 4 episodes
- Average length: 50 minutes
- Listens: 1,400

Insights

- As Port of Cleveland's first podcast, *Great Lakes Forward* serves as a way to communicate directly with the B2B audience in the region
- Port of Cleveland interviewed various stakeholders on the platform:
 - Will Friedman, CEO Port of Cleveland
 - Mike Madar, Vice president & general manager, ArcelorMittal Cleveland
 - Tina Potuto Kimble, US Government and Regulatory Affairs, Tata Steel Europe
 - Rodney Corrigan, President of Logistec Stevedoring Inc.
- After reflecting on the success of the first season, Port of Cleveland has decided to invest in *Great Lakes Forward* and will produce nine (9) episodes in 2020





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EPISODE 1

JADE DAVIS
PORT OF CLEVELAND
VP, EXTERNAL AFFAIRS

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Ship Smarter

In this episode, the logistics, transportation and maritime innovators at the Port of Cleveland continue the conversation with Rodney Corrigan, President of [LOGISTEC](#) Stevedoring Inc. LOGISTEC is the terminal operator of the Cleveland Bulk Terminal (CBT) and General Cargo Terminal.

In the segment, State of the North Coast, Jade Davis, Vice President of External Affairs interviews William D. Friedman, President & Chief Executive Officer and together they discuss the [St. Lawrence Seaway](#) and maritime innovation.

[Great Lakes Forward](#) is a podcast series by the [Port of Cleveland](#) that tells the untold story of maritime and tackles topics of shipping, logistics and trade. Find us on the web at www.portofcleveland.com and on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) we are @portofcleveland Email us with comments and questions at info@portofcleveland.com



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