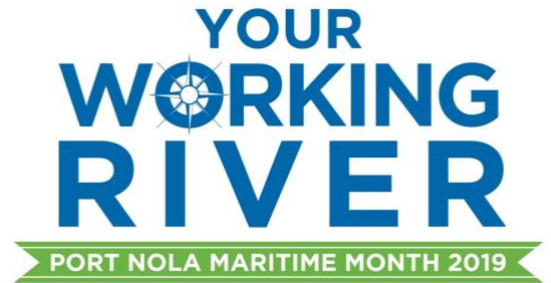


AAPA 2020 Communications Award Program
Port of New Orleans
Entry Classification: Overall Campaign

Entry Title: Maritime Month 2019

Summary - Port NOLA Maritime Month and Maritime Day Campaign 2019

The Port of New Orleans celebrated Maritime Month throughout May and National Maritime Day May 22, recognizing the value of maritime commerce in the region and paying tribute to the region's rich maritime history, through an integrated, multi-channel outreach campaign. For the past few years, we've extended the Maritime Day message into **a month-long public awareness campaign about the value of the Port and the maritime industry, and to celebrate the hardworking men and women who make it work.** We do that through a month full of events, partnerships, promotions, original content.



This is an integrated multilateral effort using all our available communications channels to promote our messages — advertising, press releases, promotions, events, tours, panels, and website and social media posts. We leverage partnership to extend our message -- collaborate with the media and our stakeholders on several events to strengthen our reach. Our annual campaign has become an anticipated event among our partners in the industry, the community, our employees and the media.

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

The Port of New Orleans is a major economic engine in the city and state, yet the general public does not immediately equate jobs and the economy with the Port. We also have a physical barrier: a miles-long flood wall that separates much of the riverfront cargo and cruise activity from the neighboring residences and businesses. Leaving people to wonder: what goes on beyond the flood wall?

In the past, we had observed May 22 National Maritime Day with social media posts and the occasional op-ed. Since 2017, the Port NOLA Public Affairs team has seized on the opportunity each year to extend that Maritime Day message throughout the month of May to raise public awareness about the value of the Port and our importance to the community. Having a third annual Maritime Month was our opportunity to build on our efforts from the inaugural year and grow that seed of awareness and support that was planted in the minds of our audiences the previous year.

Additionally, our employees are among the hard-working people we are honoring with Maritime Month, but we weren't connecting the dots and communicating that as clearly as we could have in the past. We realized we were missing a huge opportunity to connect with our own employees. This year we wanted to take the opportunity to message to employees that they are vital to the port's economic mission, and the work they do every day contributes to that common cause of creating jobs for Louisiana families. It's become an event that the public and our partners look forward to.

2. How does the communication used in this entry complement the organization's overall 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. When the community and our policymakers recognize 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.

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

Overall Goal: Celebrate the hardworking men and women who make New Orleans' maritime industry a success and educate the general public about the value the Port of New Orleans, the New Orleans Public Belt Railroad and maritime activity bring to the community -- through media outreach, advertising, promotions, events, and web and social media outreach.

Clear Objectives:

- Extend that Maritime Day message throughout the month of May to raise public awareness about the value of the Port and our importance to the community.
- Build on our efforts from the inaugural year and grow that seed of awareness and support that was planted in the minds of our audiences the previous year.
- Connect with our employees to let them know they are vital to the port's economic mission, and the work they do every day contributes to this vital industry and our common cause of creating jobs for Louisiana families.

Our Key Messages:

- The hardworking men and women of the Port and related businesses play a significant role in the growth and success of New Orleans and the region, and we value their role in supporting our economic mission.
- Port NOLA and NOPB employees are important to Port NOLA's mission to drive the economy for our jurisdiction, state and region, and the work they do every day contributes to that common cause of creating jobs for Louisiana families.
- Port NOLA activity generates jobs at every skill level and millions of dollars in economic impact.
- Our region's youth have opportunities for family-supporting maritime careers that exist right here in their own backyard.
- The Port and NOPB are committed to operating sustainably.

Our Audience:

- Primary: Port employees, general public, non-maritime partners, and policymakers
- Secondary: Port NOLA maritime stakeholders and tenants

4. What actions were taken and what communications outputs were employed in this entry?

We sought to leverage partnerships and all the communications tools at our access to extend our efforts. We built on our partnership with the No. 1 morning news show in the region, WWL-TV Morning News. We did most of the content creation in-house except for the advertising spots and news broadcast produced by our media partner WWL-TV. For the news coverage we pitched port stories to the news team that viewers would find compelling and informative.

Timeframe: May 1 – 31, 2019

Concept: Your Working River – Port NOLA Maritime Month 2019

Tools:

- WWL-TV Morning Show Broadcast Wednesday, May 22: pre-taped and live interviews
- Press Releases: Maritime Month release and certain Maritime Month events/initiatives
- Talking Points for May speaking engagements and TV interviews
- Website: breaking news item and splash page on portnola.com
- Social Media graphics/memes for Facebook, twitter, LinkedIn, dedicated hashtags:
#PortNOLAMaritimeMonth #YourWorkingRiver #YourPortYourNOLA #PortNolaGateway
- Fact sheets
- Graphics for digital platforms

- Stakeholder outreach emails
- Employee outreach emails
- Social media contest for employees and the public
- Special promotional sunglasses for employees and public
- Photos: stock and live shots and video to send to media and post per event
- Videos: People, Community, Just Getting Started, Cruise NOLA
- WWL-TV :30 and :15 spots throughout the month
- WWL-TV web banners, social posts

Actions:

- **Website** – A splash page was created at portnola.com with an intro explaining Maritime Month/Day, a list of events and links to watch the video, press release, link to WWLTV.com.
 - **WWL-TV Paid ads**–Throughout the month, the station ran banner ads on their website, ran :30 ad spots on TV, distributed information via social media, did an interview and aired segment during their Great Day Louisiana program and pre-produced footage to run during Maritime Day broadcast.
 - **WWL-TV Morning News Show:** Broadcast held 6-9 am Wednesday, May 22 on location at the Port NOLA admin building with a view of the river and bridge, with live remote on the Fireboat.
 - **Press Releases** – one launched [Maritime Month](#) on May 2. A [media advisory](#) to announce STEM NOLA Day at the Port.
 - **Constant Contact email distribution** – One to launch Maritime Month distributed to the various stakeholder groups. One for the launch press release and one for STEM NOLA Day.
 - **Social Media Plan** – Maritime Month was the subject of multiple posts on all social media channels Facebook, Twitter and LinkedIn. Main themes: Economic Impact, Cargo Connections, Cruise NOLA, Environmental Leadership, Employee and Public Engagement. Posts included branded Maritime Month memes, port fun facts, links, hashtags, live and pre-produced video, etc. Posts also were original content generated by

the public as well as employees to share and capture images of #yourworkingriver in action. We also gave top employee posts and public posts Port NOLA swag as giveaways.

- **Employee Engagement Flyer**

Calendar of Events:

- April 25 – Maritime Month/Day Board Resolution*
- May 9 – City Proclamation of Maritime Month/Day and the industry’s value*
- May 7 – National Travel & Tourism Week – Pep Rally at Champions Square*
- May 12-18 - Harbor Police Appreciation/National Police Week*
- May 14 - New Orleans Public Belt utility box art reveal*
- May 18 – [STEM NOLA Working River Day](#)*
- May 22 – Live broadcast WWLTV morning news aboard Gen. Kelley*
- May 22 – Global Maritime Ministries Port Employee Appreciation Lunch*
- May 23 - New Orleans Public Belt Procurement Day*
- May 24 - Public Port Tour – the monthly public Port tour on the Gen. Kelley*

Port NOLA Maritime Month

Social Media Photo Contest



Social Media Photo Contest Details


Join our social media photo challenge!

Capture images that depict “Your Working River” (**this is a voluntarily program for fun only**), share your photos with the hashtag #portnolamaritimemonth and tag our Port NOLA social media pages in your posts.

Employee winners will be selected to receive Port NOLA merchandise and a chance to have your photo featured.

Below are our social media pages to use, if you would like to participate in this fun campaign.

<https://www.facebook.com/NewOrleansPort>
<https://www.instagram.com/portnola>
<https://twitter.com/portnola>
<https://www.linkedin.com/company/port-of-new-orleans>



Some of our giveaways we will be featuring!



1852 Port of New Orleans Place
New Orleans, Louisiana 70130

[f](#)
[i](#)
[t](#)
[v](#)
[in](#)

portnola.com

View the promotional video here: [WWL-TV 30-Second Promo](#)

View the on-air interviews here:

- [Kicking off Maritime Day with Brandy D. Christian, Port NOLA CEO](#)
- [How Giant New Cranes are Helping Port NOLA Meet Growing Demand](#)
- [Big River Coalition Director on Mississippi River Ship Channel Dredging Work](#)
- [Cruise Ship Industry's Growing Impact on Port NOLA](#)
- [Port NOLA's Sustainable Development Efforts](#)
- [Port NOLA's Economic Impact for Small Businesses](#)
- [Great Day Louisiana's segment during National Police Week](#)

Maritime Day: Cruise ship industry's growing impact on Port of New Orleans



For National Maritime Day, Eric Paulsen looks at the growing economic impact of the cruise ship industry at the Port of New Orleans on the metro area economy and small businesses in particular.

Kicking off Maritime Day with Port NOLA CEO & discussing Avondale Marine's future



Eric Paulsen is live at the Port of New Orleans for National Maritime Day, discussing the importance of the port for the local economy with Port NOLA CEO Brandy Christian and Avondale Marine Commercial Director Jeff Keever to talk about the future of Avondale Shipyard and its role in port traffic.

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

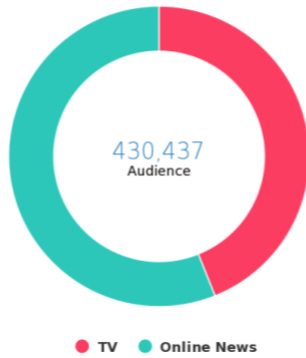
Anecdotal: The feedback was overwhelmingly positive across all our audiences and outreach channels. Our industry stakeholders were happy to participate and have asked to be involved again. Members of the community were appreciative and enthusiastic about going “behind the flood wall” for the Port tour.

We plan to build on the success of Port NOLA Maritime Month effort and based on these metrics and other positive audience feedback, not only will people start to see Port NOLA as a great asset to the community, they will also look forward to future Maritime Month engagement.

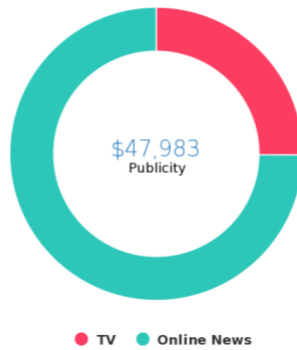
Measurables:

- **WWL-TV Partnership - paid partnership (\$21,000)**
 - 136 x :30 spots: 845,598 Net Reach A18+. The TV Schedule delivered 1,945,000 A18+ impressions.
 - Co-branded Facebook page: **112,023** people reached
 - WWLTV.com banner ads: 300,066 impressions delivered, 118 clicks
 - 2x- Home Page Push Down on WWLTV.com, 43,818 impressions delivered, 86 clicks
 - Pre-roll on WWLTV.com had 82 clicks and 40,298 impressions delivered.
- **WWL-TV Partnership – Earned News component**
 - Six on-air interviews with a duration of 3-4 minutes each: Reached 36,700 A18+ during the first hour of the morning newscast alone.
 - Great Day Louisiana interview with a duration of 5 minutes reached 20,303 A18+ and 19,400 households.
- **Total Earned Media:** The 2019 Maritime Month campaign reached approximately 430,437 online news visitors with a total online news publicity value of \$47,983.

Audience by Media Type
Powered by Critical Mention



Publicity by Media Type
Powered by Critical Mention



Screenshots from Live Broadcast:



STEM NOLA Day for Local Students:

- We had more than 200 local students participate in our STEM Saturday event at Port NOLA to learn about the working Mississippi River.
- STEM NOLA/Port Saturday video: <https://portno.canto.com/b/LKERE>
- STEM NOLA Saturday photos: <https://portno.canto.com/b/SJRFA>



May 18
9am-12:30pm

In Celebration of Maritime Month
PORT NOLA
Presents
STEM SATURDAY

**WHAT FLOATS YOUR BOAT?
YOUR WORKING RIVER**

Students and Parents will learn about the diverse career paths available in the maritime industry at the Port of New Orleans! Students will design, build and race their own boat.

STEM Activities include:

- Students building & racing boats.
- Learning about the principles of Buoyancy, Density & boats.
- Understanding why things float.

PORT NOLA
1350 Port of New Orleans Place
New Orleans, LA 70130

YOUR WORKING RIVER
Grades 3rd - 12th register at <http://www.stemnola.com>

Services provided by STEM NOLA

WWLTV Promoted Posts:

Great Day Louisiana is with Port of New Orleans.
Published by Page Price (7) · May 15 at 11:30 AM

Port of New Orleans is celebrating National Police Week by honoring the Harbor Police. Jacqueline and Chef Kevin are at the Port of New Orleans speaking to Chief Robert Hecker as he explains the important role the Harbor Police play in the safety of visitors and locals who frequent the riverfront. Go to PortNOLA.com for more information.

Port of New Orleans
05:23 Sponsored by Port of New Orleans

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 6,500 people

1,593 People Reached 162 Engagements

Bishal Rai, Dawn Lopez and 11 others

Performance for Your Post

1,593 People Reached

663 3-Second Video Views

70 Reactions, Comments & Shares

55 Like	12 On Post	43 On Shares
3 Love	1 On Post	2 On Shares
5 Comments	0 On Post	5 On Shares
7 Shares	7 On Post	0 On Shares

92 Post Clicks

7 Clicks to Play 0 Link Clicks 85 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

WWLTV with Port of New Orleans
Past Partnership

The Port of New Orleans is celebrating its third annual Maritime Month throughout May, as well as National Maritime Day on May 22nd, paying tribute to our region's rich maritime history, and recognizing the hardworking men and women within the industry that play a vital role in the growth and success of New Orleans and the surrounding area.
#yourworkingriver

Port NOLA | Maritime Month 2019
05:31

112,023 People Reached 1,121 Engagements

Boost Post

121 Reactions, Comments & Shares

89 Like	55 On Post	24 On Shares
6 Love	4 On Post	2 On Shares
2 Comments	2 On Post	0 On Shares
25 Shares	24 On Post	1 On Shares

1,010 Post Clicks

782 Clicks to Play 1 Link Clicks 226 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Examples from Public Social Media Contest:

Michael Daume @MDaume504 · May 6, 2019
#portnolamaritimemonth @PortNOLA this is home

2 Likes

Resilient NOLA @resilientNOLA · May 15, 2019
Did you know @PortNOLA is a member of @GMarine_AVerte, the #GreenMarine certification program for #environmentalperformance & #sustainableoperations? Thx @NewOrleansBA for the tour! #portnolamaritimemonth #portnolagateway #yourworkingriver

1 Comment 5 Retweets 9 Likes

PORTNOLA Posts

portnola

nolaships
View Insights Boost Post

ericandersnola
View Insights Boost Post

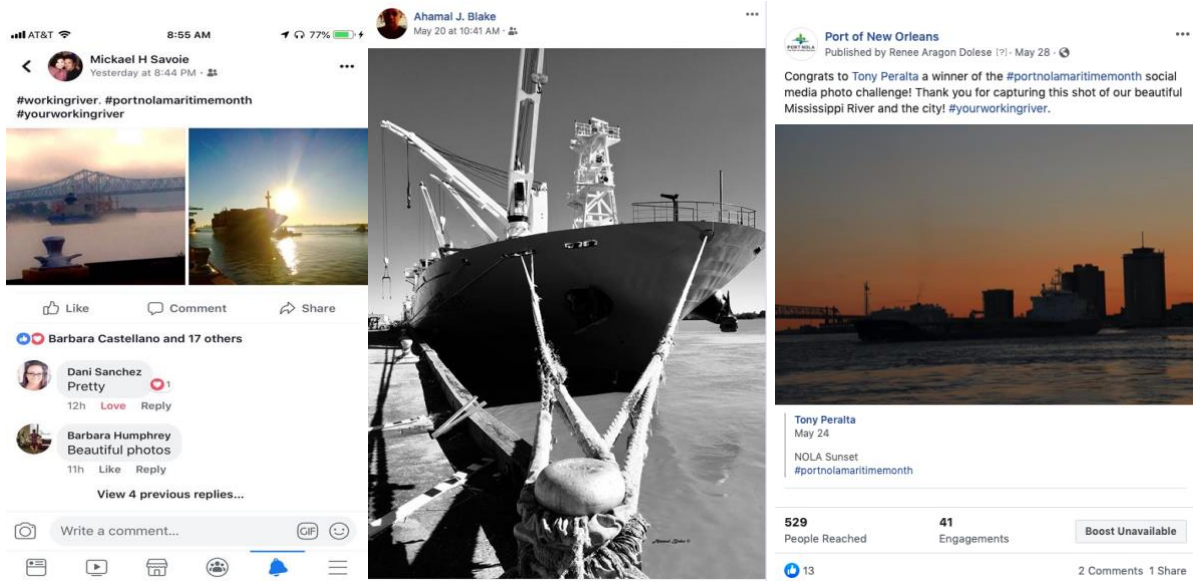
portnola Congrats to @ericandersnola a winner of the #portnolamaritimemonth social media photo challenge! Thank you for capturing this shot... more

ericandersnola Wow! Thanks for selecting my image!

portnola Congrats to @nolaships on being a winner of our Maritime Month photo contest! We are still accepting entries to win some Port NOLA... more

seaportagencies
May 16, 2019

Employee Social Engagement:



Employee Participation:



Employee group photo with sunglasses as our Team giveaway.

Port NOLA website/social media metrics:

- More than 150 unique visits to the Maritime Month landing page during the month of May.
- Over 20,000 impressions on Port NOLA social media posts on Facebook alone during Maritime Month.

05/31/2019 2:26 PM		As we wrap up Maritime Month we want to say a			1K		174		33	
05/28/2019 12:12 PM		Congrats to Tony Peralta a winner of the			535		24		17	
05/24/2019 3:36 PM		Our 3rd annual #PortNOLAMaritimeMonth			762		36		17	
05/23/2019 9:07 AM		#ICYMI our Maritime Month video on WWLTV.			716		22		10	
05/22/2019 5:51 PM		The future is BRIGHT at Port NOLA! Our staff			1.4K		145		64	
05/22/2019 3:36 PM		Bridge news: ST. CLAUDE AVENUE			366		4		1	
05/22/2019 3:31 PM		It was a great day on the Mississippi River with Eric			740		76		36	
05/21/2019 2:30 PM		Port NOLA News Update: Make sure you tune into			535		3		10	
05/20/2019 12:30 PM		ST. CLAUDE AVENUE BRIDGE - LANE			404		6		3	
05/20/2019 8:30 AM		As we reflect on National Police Week we are			1.2K		315		108	
05/18/2019 1:44 PM		STEM NOLA Saturday was a huge success at			714		56		24	
05/17/2019 4:38 PM		Port NOLA News Update: Port NOLA received the			542		20		19	
05/17/2019 12:54 PM		Our commercial team is headed to the 2019			746		59		56	

05/16/2019 4:54 PM		Congrats to Nola Ships on being a winner of our			785		36		32	
05/16/2019 9:38 AM		Port NOLA is proud to honor our Harbor Police			900		50		27	
05/15/2019 3:43 PM		Congrats to Eric Sanders Photography a winner of			66		0		2	
05/14/2019 12:33 PM		Some staff photos from behind the scenes			987		111		43	
05/13/2019 3:27 PM		As we celebrate National Police Week, Port NOLA			1.6K		76		81	
05/10/2019 1:25 PM		New Orleans Regional Black Chamber of			823		103		36	
05/10/2019 8:37 AM		Port NOLA congratulates Zeamarine's Dave			881		21		31	
05/09/2019 11:40 AM		Our team was honored to accept a proclamation this			995		125		53	
05/09/2019 8:28 AM		Join us here at Port NOLA for STEM NOLA's STEM			870		24		21	
05/08/2019 3:38 PM		Port NOLA President and CEO Brandy D. Christian			1.3K		132		149	
05/07/2019 11:39 AM		The Port NOLA team enjoyed celebrating			611		53		9	
05/06/2019 5:04 PM		LIVE NOW: Port NOLA is sponsoring a social media			995		54		50	
05/03/2019 12:27 PM		Make sure you check out our social media pages			1K		71		41	

05/02/2019 2:28 PM		PORT NOLA NEWS UPDATE: Port NOLA is			654		8		13	
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Twitter:

Top mention earned 314 engagements

Eric Paulsen WWL-TV
@EPaulsenWWL · 22 May 2019

It's National Maritime Day and we're on the river with @portnola talking about some big improvements coming to New Orleans.
pic.twitter.com/P2C4vE2N0i

View Tweet

Top media Tweet earned 1,747 impressions

Honored to accept a proclamation this morning from @NOLACityCouncil to highlight Maritime Month. Together with the city and our regional partners, Port NOLA is committed to ensuring that "Our Working River" continues to work for all of us.
#portnolamaritimemonth
#yourworkingriver

- Instagram had 369 likes and 4,281 reach on all posts during Maritime Month. Our LinkedIn page also had engagement with our outside audiences.