

# *Port of Hueneme* **DOCK TALK Magazine**

Periodical



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Foreign Trade Zone #205



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## Summary

Dock Talk is intended to keep audiences (including local community, Port customers and partners, Port visitors, and more) informed and updated about the Port of Hueneme, using the Port's Strategic Plan as a guide. Published three times per year in a magazine format, each issue focuses on themed messaging.

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

Throughout 2014-2015, the Oxnard Harbor District/ Port of Hueneme conducted a comprehensive public outreach effort, including over 40 interviews with a diverse stakeholder base of Port customers, local and regional agencies, Ventura County businesses, and community stakeholders, in order to provide a 5-year planning horizon with a 20-year vision for operational, business and economic development.

On October 12, 2015, the Board of Harbor Commissioners adopted the Port of Hueneme 2020 Strategic Plan, a visioning document focused on the top priorities of

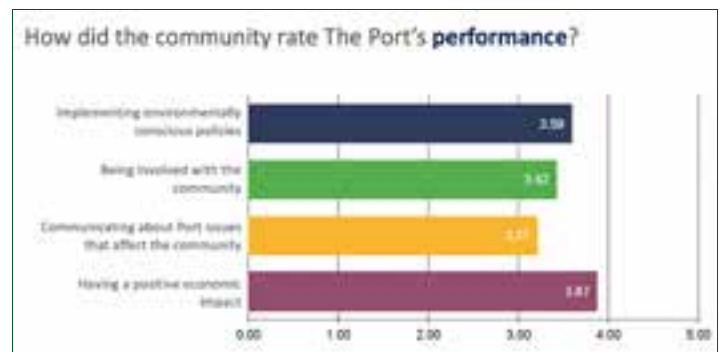
- Economic Impact/Jobs
- Marketing
- Environment
- Innovation and Technology
- Strategic Partnerships



**See Strategic Plan:** [https://www.portofhueneme.org/wp-content/uploads/2015/06/Port\\_of\\_Hueneme\\_2020\\_Strategic\\_Plan\\_FINAL.pdf](https://www.portofhueneme.org/wp-content/uploads/2015/06/Port_of_Hueneme_2020_Strategic_Plan_FINAL.pdf)

**See Strategic Plan Supporting Documents:** [https://www.portofhueneme.org/wp-content/uploads/2015/06/Port\\_of\\_Hueneme\\_2020\\_Strategic\\_Plan\\_SupportingDocuments.pdf](https://www.portofhueneme.org/wp-content/uploads/2015/06/Port_of_Hueneme_2020_Strategic_Plan_SupportingDocuments.pdf)

Results of community surveys showed that economics, environment, communication, community involvement and other factors were important to the respondents, and that perception of performance needed improvement.



Dock Talk was planned as part of a responsive strategy. The first issue debuted in 2015.

## 2. How does the communication used in this entry map back to the organization's overall mission?

### MISSION

To be the preferred port for **specialized cargo** and provide the maximum possible economic and social benefits to our community and industries served.

### VISION

To operate as a **self-supporting Port** that enforces the principles of sound public stewardship maximizing the potential of maritime-related commerce and regional economic benefit.

With the Port's Mission and Vision, as well as information from the Strategic Plan as guides, Dock Talk was created and planned. Spring issue focuses on a general theme (determined by feedback from the Strategic Plan); Fall issue's cover story highlights a Port customer or partner; End-of-Year issue provides a recap of the Port's year, including finance.

### Spring Issue - 2019



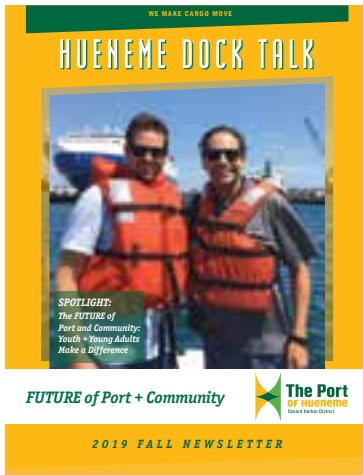
In this issue:

- Messages from OHD President and Port Director/CEO
- Project Highlights: What's in the Works at the Port?
- Customer Spotlight: Frank Briseño, Mission Produce Inc.
- Port Delivers Humanitarian Aid to Guatemala, Announces Sister Port Relationship
- Vice President Jess Ramirez Retires from ILWU
- Port Celebrates California Ports Day
- Port's Bond Rating Upgraded
- Port Signs First Ever Project Labor Agreement
- Kristin Decas Named Woman of the Year by Senate District 19

Spotlighting a Port customer (in 2019's case, Mission Produce) enhances good business relations and follows the Port's Vision. Other articles highlight the Port's priorities as outlined in the Strategic Plan: economic vitality and strategic partnerships.

**View Dock Talk 2019 Spring Issue:** [https://www.portofhueneme.org/wp-content/uploads/2019/04/2019\\_Spring\\_NewsletterSM.pdf](https://www.portofhueneme.org/wp-content/uploads/2019/04/2019_Spring_NewsletterSM.pdf)

## Fall Issue - 2019



In this issue:

- Messages from OHD President and Port Director/CEO
- Project Highlights: What's in the Works at the Port?
- The Future of Us: Youth and Young Adults Enhance Our Port and Community
- A New Era of MAST
- First PLA Project in Port History Breaks Ground
- Financial News
- Port Welcomes First Zero-Emission Crane and Zero-Emission Avocado Project
- 13th Annual Coastal Trident
- Congressional Roundtable on Climate Crisis
- Community Spotlights
- International Trade Week

Commitment to community, youth and education have been important themes of the Port's public stewardship – this cover story highlights not only the Port's impressive young interns, but the through-line of environmental commitment upholds one of the main priorities of the Strategic Plan. Other articles highlight the Port's priorities as outlined in the Strategic Plan: technology, economic vitality and strategic partnerships.

**View Dock Talk 2019 Fall Issue:** [https://www.portofhueneme.org/wp-content/uploads/2019/11/2019\\_Fall\\_NewsletterLOWREZ.pdf](https://www.portofhueneme.org/wp-content/uploads/2019/11/2019_Fall_NewsletterLOWREZ.pdf)

## End of Year Issue - 2019



In this issue:

- Messages from OHD President and Port Director/CEO
- Women Lead the Way at the Port
- US Officials Talk Commerce
- State of the Port - Economy
- Oxnard Chamber State of the Port Address
- Modernizing the Docks
- Community Spotlight: Going Local
- Clean Air Day
- Governor's Top Economic Advisor Discusses Economic Opportunity
- Banana Festival 2019

Articles highlight the Port's priorities as outlined in the Strategic Plan: technology, economic vitality and strategic partnerships.

**View Dock Talk 2019 Year-End Issue:** <https://www.portofhueneme.org/wp-content/uploads/2019/12/Dock-Talk-Year-End-2019.pdf>

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

With marketing as a key priority in the Strategic Plan, marketing strategies and campaigns were planned in order to

- raise awareness among community members of the Port of Hueneme and its contributions to and importance in the community and County in key areas such as commitment to environment, community and economic vitality
- strengthen relationships with Port customers and partners
- provide a marketing piece in printed and electronic form – distributed in printed form at events and office locations, in business folders, and in packets for tour attendees; distributed electronically via e-newsletter, Port website, social media and more.

2500-4000 pieces are printed per issue with the goal to distribute one per each visitor to the Port, and to be made available to attendees of all Port events.

Electronic issues are made available on the website with corresponding announcements and links on social email and in email.

Regular electronic e-news called “Dock Talk E-News” are used to announce Dock Talk magazine issues, as well as share news throughout the year. This e-news is distributed 4500+ target email groups.



**Links to sample Dock Talk E-News:** <https://mailchi.mp/portofhueneme/docktalkapril2019-746965>,  
<https://mailchi.mp/portofhueneme/docktalkjanuary2019>

Audiences for Dock Talk magazine are intended as general geographic community and business partners (prospective and current).

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

Dock Talk magazine is released three times/year.

The Spring issue is meant to coincide with the Port's MAST Expo event, so that the printed copies can be distributed to attendees.



The Fall issue coincides with the Port's Banana Festival, so that it is distributed to key elected officials, customers, sponsors and other VIPs. It is also available at kiosks in the Port Pavilion, for the general public.

The Year-End issue is smaller page-count, smaller run issue that is put in folders and giveaways for Port guests, customers and tour attendees.

Issues are also distributed at conferences, Chamber events, trade shows and other events at which the Port has a presence.

Digital promotion: social media, e-news, website

Dock Talk was designed and created, with Port Executive Staff input, by an outside branding agency from 2015-2017. From mid-2017 onward, the newly-formed internal public relations and marketing team took over

**Link:** <https://www.facebook.com/theportofhueneme/posts/1988198107954943>

and has designed and edited Dock Talk in-house since. Editorial meetings are conducted by members of the Commercial & Public Affairs Department with key Executive Staff.

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

- Regarding April 2019 and the spotlight on Mission Produce: Denise Junqueiro, Director of Marketing of Mission Produce and Frank Briseño, Sr. Plant Operations & Global QA Manager (and subject of the spotlight) both expressed enthusiasm for the article and requested additional printed copies.
- Past customers who have been the subject of Customer Spotlights have expressed appreciation for their articles.
- An external audit of marketing materials by third party public relations firm acknowledged the quality of branding and design of Dock Talk.

## Distribution - Spring 2019 Dock Talk (Example)

### Electronic Dock Talk - Dock Talk Issue Announcement - Spring 2019

Announcement of April 2019 Dock Talk - with links to PDF and flipbook online

- 4,644 Recipients
- Audiences: Local Community, Elected Officials, Port Staff and Commissioners, Customers and Partners
- Open rate: 16.5%

**Link to Spring 2019 Dock Talk E-News:** <https://mailchi.mp/portofhueneme/docktalkapril2019-746965>

### Dock Talk webpage - Dock Talk Issue Announcement - Spring 2019

Announcement of April 2019 Dock Talk - with links to PDF and flipbook online

Page: <https://www.portofhueneme.org/dock-talk-spring-2019/>



Flipbook: <https://www.portofhueneme.org/dock-talk-spring-2019-flipbook/>

### In-Person Distribution of Printed Issues

#### MAST Event and Expo - April 2019

- 400 attendees - elected officials, Expo attendees and exhibitors, STEAM high school students
- More about 2019 MAST Expo: <https://www.portofhueneme.org/6th-annual-mast-technology-expo-at-port-of-hueneme/>



## World Trade Event - May 2019

- Representatives from Argentina, Bangladesh, Belgium, Canada, Ecuador, Guatemala, Hong Kong, Mexico, and Peru as well as local/state elected officials and business and trade partners



- More about 2019 World Trade Event: <https://www.portofhueneme.org/port-goes-around-the-world-for-international-trade-week/>

## Banana Festival 2019

- 12,000 attendees (approximately 2000 issues printed and distributed)
- More about 2019 Banana Festival: <https://www.portofhueneme.org/port-of-hueneme-celebrates-being-top-banana-at-the-8th-annual-banana-festival/>



## Other Events

Dock Talk is distributed to every visitor to the Port, which includes 120 tours/year. It is also made available at events, booths and conferences that the Port sponsors throughout the year.

