



Piedmont Triad Inland Terminal ★

Charlotte Inland Terminal ★

★ Port of Morehead City

★ Port of Wilmington

★ North Carolina International Terminal

# North Carolina Has Ports?

*NC Ports Awareness Survey – A Work in Progress*

*AAPA PR Seminar, Detroit, Michigan*

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Karen Fox, NC State Ports Authority





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## ***North Carolina State Ports Authority Facilities***





## ***North Carolina State Ports Authority Mission***

To **enhance the economy** of North Carolina.

The Ports Authority will be **managed like a business** focused on the **requirements of our customers**.

North Carolina's Ports will be recognized for their **self-sustaining** operations, **highly efficient** workforce, **satisfied customers** and modern, well-maintained **facilities and equipment**, and the Authority's **contribution to the economic growth of North Carolina**.

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## ***Statewide and SENC Survey***

- ❖ **To assess public awareness and understanding of State Ports and mission**
  - ❖ **On line survey 359 North Carolinians; 1/2 statewide and 1/2 SENC**
  - ❖ **Following communications assessment by outside public relations firm**
  - ❖ **Preceding strategic communications plan**
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## ***Background***

### **Communications assessment**

- ❖ **How NC State Ports Authority communicating about itself**
- ❖ **How effective this communication has been, right messages communicated**
- ❖ **What can be communicated better and how**

## ***Statewide and SENC Survey***

### **What we learned**

- ❖ **People understand very little about ports' mission, but seem to have inherent sense ports are important part of State's infrastructure**
- ❖ **When public learns more about ports mission, they like what they hear**
- ❖ **Job benefits are number one driver for support of ports**
- ❖ **Having port operation sensitive to environment is very important**
- ❖ **Battling environment and jobs for most positive reaction was competitiveness**

## ***Statewide and SENC Survey***

### **Work in progress**

- ❖ **Research based messaging project will help refine core messages**
  - ❖ **Key messages will be used for fact sheets/FAQs, myths & facts, key talking points, elevator speech, boiler-plate press release language**
  - ❖ **Job benefits are number one driver for support of ports**
  - ❖ **Having port operation sensitive to environment is very important**
  - ❖ **Battling environment and jobs for most positive reaction was competitiveness**
  - ❖ **Strategic communications plan**
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# ***Questions & Answers***

