MESSAGE AND MEDIUM:

Using Media Strategies to Educate Your Communities about Port Projects
CASE STUDY: NIT OPTIMIZATION

- Record congestion
- New leadership
- Need for significant infrastructure
- Low/poor public awareness of POV’s role
QUESTIONS WE CONSIDERED

- What is the message?
- Who is the audience?
- Why does it matter *(to them)*?
- Where do they get their information?
- What do we want them to do with the information?
EARNED MEDIA
PAID MEDIA (ADVERTISING)

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