

5660

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | | |
|--|-------|-----------------------------------|--------------|
| 1. AAPA Awareness Initiative Messaging | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Single | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | <u> X </u> |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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The People Behind the NC Ports
 North Carolina State Ports Authority
 2202 Burnett Boulevard, Wilmington, NC 28402 USA
 Laura Blair, Senior Director, External Affairs
 Telephone: (910) 251-7072 E-mail: laura_blair@ncports.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:
 North Carolina State Ports Authority

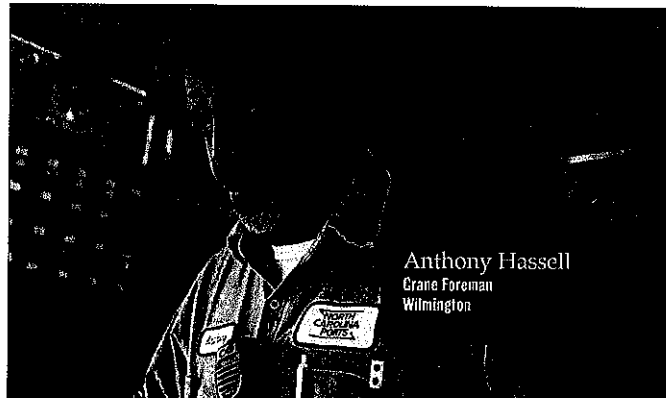
Separate entry statement attached.

Communications Challenge/Opportunity

The North Carolina State Ports Authority (NCSPA) encompasses the seaports of Wilmington and Morehead City, plus inland terminals in Charlotte and the Piedmont Triad. Our mission is to enhance the economy of North Carolina by providing access to the global shipping marketplace.

While logistics and shipping professionals are well aware of the state ports' capabilities, business leaders and economic developers throughout the state know little about the local, statewide and global impact the ports have. The commitment and benefits of the NCSPA extend beyond the business community, beyond the transportation industry and beyond the eastern region of the state.

To demonstrate and increase awareness around the NCSPA's work culture, impact and benefits, we created an employee testimonial video, "The People Behind the NC Ports."



Anthony Hassell
Crane Foreman
Wilmington

Planning and Programming

Goal: To increase awareness of the NCSPA's impact beyond business, transportation and logistics.

Target Audiences:

Primary: Economic developers, potential and existing customers, government agencies, potential and existing employees, and transportation/logistics workers

Secondary: Media, vendors, general public

Objectives:

- To demonstrate the NCSPA's commitment to quality service and customized solutions for customers.
- To show that the NCSPA is an organization that understands and values its employees.
- To display the ports of Wilmington and Morehead City as valuable and effective resources for businesses and other stakeholders.

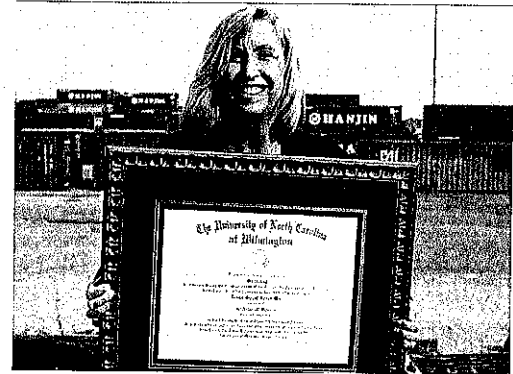
Actions Taken and Communication Outputs

In 2011, we produced customer testimonial videos, which provided a valuable, high-level overview of how the NCSPA makes an impact. To demonstrate how NCSPA makes a difference for businesses and the state's economy each day, we made a point to interview employees outside of the executive suite – separating the video from the others currently on our website.

Prior to filming, we identified job functions that would best demonstrate NCSPA's commitment to service and solutions. Once job functions and employees were identified, we conducted interviews with each

employee to learn more about their experience with NCSPA, their families, their goals and how they innovate at work each day.

The interviews helped us pre-screen for each employee's port story and informed our questions and storyline for filming. We also were able to learn more about the employees' lives in the community outside of work and how the ports impact the world around them. Employees noted how the ports had impacted their career through additional training or education opportunities, and emphasized why they work for the NCSPA. During pre-interviews, all employees stressed the importance of effective customer service and working across departments to "get the job done" in the most effective and cost-efficient way.



Prior to shooting, we worked with videographers to scout the best locations on our facilities for filming. We also obtained clearance for cameras to follow NCSPA staff to more restricted areas (i.e. inside our cranes, warehouses and wood-chipping facilities, among other places). Because of the steps we took to prepare for filming in advance, we were able to be more efficient with time and budget – completing all interviews and B-roll filming at both of our facilities in less than two days.

"The People Behind the NC Ports" was directed, filmed and produced with the help of our outside public relations agency, Capstrat, which is based in Raleigh, NC. Capstrat began employee interviews and location scouting in August 2012. The video was finalized in early January 2013 and placed on the homepage of ncports.com, our business website, and on the videos page of ourncports.com, our marketing and economic impact website, shortly thereafter. The existing budget allows for comprehensive analytics reporting so that ongoing adjustments to video placement on both sites can be addressed as needed. Print advertising driving people to both websites will continue throughout the year.

We promote the video in our presentations to stakeholders across the state and in all marketing and communications materials we distribute. The video also was incorporated into all employee meetings, new employee onboarding and is used in Board meetings.

The video allows us to better connect with our employees, our customers and various stakeholder groups – reiterating the message that the NCSPA is committed to a strong workforce and to constantly improving the services it provides to customers each day. The overall cost for filming, production and editing of the video was \$42,000.

Evaluation Methods and Communications Outcomes

We continue to work with Capstrat to measure traffic to the video since its placement on the websites in February 2013. Nearly 300 people have viewed the video in full online since early February. The video also has been used in



presentations both internally and externally – reaching an audience of thousands. Approximate online impressions for the video since its launch in February total more than 20,000.

We have received positive feedback from employees, many of whom say the video instills a sense of pride in working for the NCSPA. We also have received feedback from our customers – commending us on our commitment to employees and to great service. We continue to monitor the video views and look for new ways to promote it – both online and offline.

This video is a step forward for NCSPA as we continue to raise awareness around the NCSPA that goes beyond logistics and shipping schedules. Through the video, combined with other messages on our websites, we are showcasing the real jobs and economic benefit the ports bring to our state as a whole – and in turn, we are educating our state on our value.