

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



Summary - Port NOLA Maritime Month and Maritime Day Campaign 2018

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.

Additionally, 2018 marked the tricentennial of the founding of the city of New Orleans, so we took the opportunity to contribute to citywide recognition of the 300th anniversary and the role the Port and the maritime industry have played in the past, present and future of the city and region.

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** – through a variety of events, partnerships, promotions and original content.

Having a second annual Maritime Month allowed us to build on our efforts from the inaugural year and grow that seed of support that was planted in the minds of our audiences the previous year.

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?

Our Objectives:

- *Overall: 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.*
- **Observe National Maritime Day, May 22:** decreed by Congress in 1933 as a day for the United States to observe its proud maritime heritage, honor those who serve and have served in maritime, and recognize the many benefits that result from America's maritime industry.
- **Promote Maritime Month – May:** Port NOLA joins several Ports across the country in celebrating and raising public awareness of the maritime industry.
- **Contribute to New Orleans Tricentennial Celebrations:** Recognize the 300th anniversary of the founding of the city of New Orleans and the role the Port and the Maritime industry have played in the past, present and future of the city and region.

Our Key Messages:

- The Port and Maritime industry are a critical component of the Greater New Orleans region's past, present and future success.
- Port NOLA activity generates jobs at all skill levels and millions of dollars in economic impact.
- 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.
- The City of New Orleans, which celebrates its tricentennial in 2018, was founded around the early maritime activity on the Mississippi River; and the Port and the city continue to thrive together, connected by economic factors and the people who live and work here.
- The historic alignment of the New Orleans Public Belt and Port NOLA strengthens our position as an integrated gateway and supports our vision for regional freight-based economic development.

Our Audience:

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

4. What actions were taken and what communication 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.

Timeframe: May 1 – 31, 2018

Concept: Your Working River 300 – Special Tricentennial Port NOLA Maritime Month 2018

Tools:

- WWL-TV Morning Show Broadcast Tuesday, 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 portno.com

- Social Media graphics/memes for Facebook, twitter, LinkedIn, dedicated hashtags:
#YourWorkingRiver #YourPortYourNOLA #PortNolaGateway
- Fact sheets
- Graphics for digital platforms
- Stakeholder outreach emails
- Employee outreach emails
- Special promotional t-shirts 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, blogs/newsletter

Actions:

- **Website** – A splash page was created at portnola.com (then portno.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**–Throughout the month, the station ran banner ads on their website, ran :30 ad spots on TV, posted 2 New Orleans 100 newsletter blog entries (May 2 and 16), distributed information via social media, and pre-produced footage to run during Maritime Day broadcast.
- **WWL-TV Morning News Show:** Broadcast held 6-9 am Monday, 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 1. One to announce Infrastructure Week panel discussion at the Port.
- **Constant Contact email distribution** – One to launch Maritime Month distributed to the various stakeholder groups. One for each of any press releases.
- **Social Media Plan** – Maritime Month will be the subject of multiple posts on all social media channels Facebook, Twitter and LinkedIn. Main themes: Economic Impact, Cargo Connections, Cruise NOLA, Environmental Leadership. Posts will include branded Maritime Month memes, port fun facts, links, hashtags, live and pre-produced video, etc.
- On Maritime Day WWL-TV brought their **“360 Time Capsule”** to the Port Administration Building. The mobile unit has been seen throughout the city inviting people to share their memories about the city we all love on camera. Port employees, tenants, and other stakeholders were invited to the Time Capsule to tell their stories of living and working along the Mississippi River.

Calendar of Events:

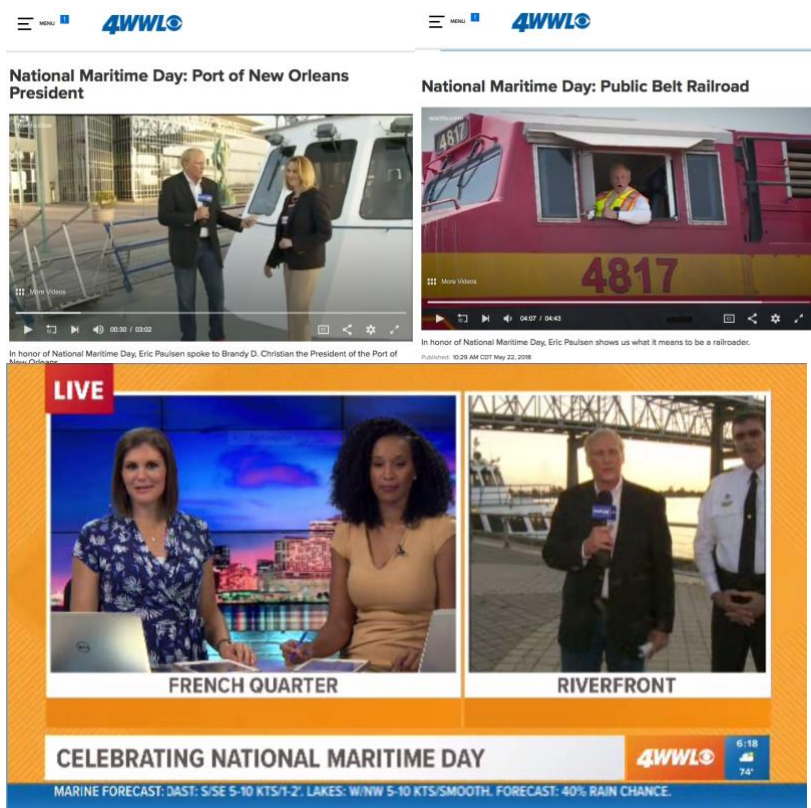
May 3 – City Proclamation
 May 3 – Orleans Parish High School Career Exploration Day
 May 10 - Harbor Police Bike Patrols anniversary (maybe combine with police week)
 May 13-20 - Harbor police week/National Police Week
 May 17 – Infrastructure Summit
 May 22 – Live Remote broadcast WWL-TV morning show aboard the Fireboat Gen. Kelley
 May 22 – WWL-TV Time Capsule
 May 24 - Master Plan Launch at Board meeting
 May 24 - New Orleans Public Belt Open House
 May 25 - Public Port Tour on the Fireboat Gen. Kelley

View the promotional video here:

- [WVL-TV 30-Second Promo](#)

View the Six on-air interviews here:

- [Interview with President & CEO Brandy D. Christian](#)
- [Interview with Harbor Police Department Chief Robert Hecker – Fireboat, HPD History](#)
- [Interview with VP Commercial & Operations Bobby Landry and VP Public Affairs & Chief of Staff Michelle Ganon – Port and New Orleans Public Belt \(NOPB\) Alignment](#)
- [Interview with NOPB’s Scott Richoux – To Be a Railroader](#)
- [Interview with the Director of Sustainable Development Amelia Pellegrin – Looking to the Future](#)
- [Interview with Media Relations Manager Donnell Jackson – Cruise](#)



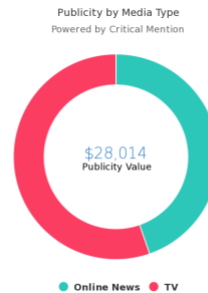
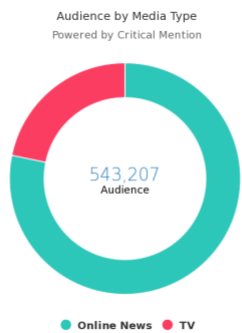
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

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 this first-ever 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)**
 - 140 x :30 spots: 124,600 Net Reach A18+. The TV Schedule delivered 1,199,000 A18+ impressions.
 - Co-branded Facebook page: 211,665 people reached
 - WWLTV.com banner ads: 560,170 impressions delivered, 1,215 clicks
 - 2x- Home Page Push Down on WWLTV.com, 47,369 impressions delivered, 428 clicks
 - 2 x New Orleans 100 Post, on 5.15.18 had an 8.2% open rate and an overall CTR of 7.2%.
- **WWL-TV Partnership – Earned News component**
 - Six on-air interviews with a duration of 3-4 minutes each: 19,700 households tuned in to the news show in just first hour alone.
- **Total Earned Media:** The 2018 Maritime Month campaign reached approximately 543,207 online news visitors with a total online news publicity value of \$28,014.



Post Details

Video Post Shares (BETA) See metrics for all videos

WWLTV with Port of New Orleans.
Published by Ray Zorman (7) · May 15 at 7:45am · Paid ·

The Port of New Orleans (Port NOLA) is celebrating its second 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 who serve within the industry.
#yourworkingriver300 #maritimemonth #yourportyournola #NOLATricentennial #2018nola

Port of New Orleans, Your Working River

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Boost this post for \$100 to reach up to 11,000 people.

211,665 people reached [Boost Post](#)

226 12 Comments 89 Shares

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Performance for Your Post

211,665 People Reached

58,466 Video Views

463 Reactions, Comments & Shares

317 Like	236 On Post	81 On Shares
21 Love	19 On Post	2 On Shares
5 Haha	5 On Post	0 On Shares
2 Wow	1 On Post	1 On Shares
28 Comments	19 On Post	9 On Shares
90 Shares	89 On Post	1 On Shares

2,339 Post Clicks

1,592 Clicks to Play	116 Link Clicks	631 Other Clicks
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11:53 AM 81%

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WWLTV
May 22 at 7:20 AM ·

Sunrise over the Mississippi River & Crescent City Connection.

We're broadcasting live here today for National Maritime Day.

84 2 Comments 17 Shares