

Project Description

The Port of New York and New Jersey is located in the heart of the New York and New Jersey metropolitan region. It moves over \$200 billion in cargo per year and supports more than 400,000 regional jobs. To increase local awareness and community interest, the port produced a short 2:28-minute video that provides an overview of what the port does, its impact and why it's important to the local community and regional economy. Entitled "Not So Obvious," the video showcases the types of cargo moved, community educational programs, environmental initiatives and the impact to the local host communities (Bayonne, Jersey City, Newark, Elizabeth, Staten Island and Brooklyn) and regional economy. The video was posted on the port's website and social media platforms and used as a public information tool at government and community relations meetings and port stakeholder briefings.

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

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

The population living and working near the Port of NY and NJ experience the port daily whether they realize it or not. Their lives are impacted by the goods available at local stores, the cars they drive to and from work, and the career opportunities available at the port.

To build awareness among local communities and the general public on the daily impact, the port produced a 2:28-minute video that provides an overview of what the port does and how it contributes to the community. Entitled "Not So Obvious," the video keeps the host communities (Bayonne, Jersey City, Newark, Elizabeth, Staten Island and Brooklyn) and the regional population in focus and tells the story in a compelling and easy to understand way.

The short, visually interesting and fast-paced video specifically identifies many of the direct advantages of having the port in the region, citing:

- Access to goods that are manufactured around the world
- Economic benefits
- Job opportunities and career development initiatives with local schools
- Environmental initiatives to curb emissions

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

In short, the mission of the Port Authority of NY and NJ is to "keep the region moving." The mission of the port is, in part, "to develop and manage competitive port infrastructure and

service providing leadership to expedite the movement of cargo in a secure, environmentally and financially sound manner.”

The video helps support both missions as it is an educational tool that helps build public awareness and understanding of the port and its role in the region. This is particularly important as the Port Authority implements its 10-year capital campaign (currently in its second year), and as the port develops its 30-year Port Master Plan, which will guide the port’s investments for the next 30 years.

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

- Describe the entry’s goals or desired results.
- Describe the entry’s objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry’s primary and secondary audiences in order of importance.

The desired goals of this entry are to bring to light the impact of the port and to increase awareness and understanding of the role the port plays in the region and in local communities. Measurable milestones needed to reach these goals included message development, production, and video distribution. The primary audiences were residents in communities in which port facilities are located, specifically Bayonne, Jersey City, Newark, Elizabeth, Staten Island and Brooklyn. The secondary audiences are the general public and port stakeholders.

- 4. What actions were taken and what communication outputs were employed in this entry?**
- Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.

Video was selected as an optimal vehicle to communicate this message. The less than three-minute video is compelling due to its visual appeal and dynamic story telling. This knowledge (? I’m not sure what you are trying to say here.) informed messaging, content, length and imagery.

Video topics were strategically selected to tell the story of impact, general cargo movement activity, workforce development efforts, and environmental initiatives. All are key issues of concern for those living and working in the vicinity of the port. The video begins by showing the larger impact of the port and the types of goods handled that are familiar to the general public. It then moves to workforce development efforts, touching on the types of careers and jobs available at the port as well how the port has partnered with educators at local partner schools to develop curriculum and programs in transportation, logistics and distribution. In addition, the video shows the hands-on training programs available and the environmental initiatives in place to curb emissions.

The video project started in June 2018, with interviews and message development. The script was finalized in September 2018. Filming took place in October 2018, with production completed in December 2018. The video was published in January 2019. The video was posted on a variety of digital platforms, including the port’s website and social media platforms, shown at community and stakeholder events, and used as a link source for key dates such as North America Ports Day 2019 and as an informational source for local media.

This project was developed and managed by the Port Authority’s marketing team with the advertising agency of record conducting filming and production. The staff worked with the operations teams at the terminals, the Port Authority management and government and community relations teams to ensure key topics were well represented. The Port Authority staff handled the distribution, posting, and tracking of materials on digital platforms.

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

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

Video

<http://www.panynj.gov/port/customer-library.html>

<https://bcove.video/2BpZlkO>

The success of the video, “Not So Obvious,” can be measured in impressions, views, engagement, and new followers. In total, the campaign received nearly 25,000 impressions, nearly 7,000 views on various platforms and 600 engagement on social media. Impressions are the total of how many times the post was seen. Views are the amount of times the video was played. Engagement is the amount of times people interacted with the post. This result will have a significant impact on the port’s goal to grow the awareness of its impact and role in the movement of goods through the region.

