

AAPA 2019 Communications Awards  
Port of New Orleans  
2018 State of the Port Video - “Generations Working for You”

Video Link: <https://www.youtube.com/watch?v=LGCyslsfsd0>



The Port of New Orleans (Port NOLA) created a new video, “Generations Working for You,” to share the stories of hardworking men and women employed in Port-related jobs who play a significant role in the growth and success of New Orleans and the region. The stories in the video were specifically chosen to highlight generations within families working in port-related industry.

This video premiered after President and CEO Brandy D. Christian’s speech during the 2018 State of the Port to showcase the deep connection Port NOLA has to its community, as well as how the strength of the shipping and rail industry creates family-supporting jobs. Port NOLA recognizes that it is the people who work in our industry who drive the economy for our jurisdiction, state and region, and the work everyone does in the maritime industry contributes to the common cause of creating jobs for Louisiana families.

### **1. Challenges or Opportunities**

We wanted to close the State of the Port with an emotionally evocative video with the message that we are all in this together, and, in the end, it is the people of the industry who will make it work.

We also wanted to have an impactful collateral piece that highlights the port’s value as a job creator that could be used in the longer term across all our communication channels.

Because access to the Port is restricted and we are separated from neighborhoods by flood walls and fencing, we are challenged in explaining to our community how we operate and exactly how we contribute to their lives and livelihoods.

If the community and policymakers recognize the Port as source of jobs and an economic engine, they are more likely to become ambassadors for our mission and support the Port when issues arise such as the funding of capital improvements or land use issues for potential port development.

This video directly connects us back to community and works to overcome that challenge, while drawing a connection to people and families that support the economy of our local area, region and state.

## **2. 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. Our vision: Advancing global connections and infrastructure to exceed the needs of tomorrow.

Port NOLA is a modern multimodal gateway for global commerce and an in-demand cruise port. Our competitive edge comes from our ability to deliver seamless, integrated logistics solutions between river, rail and road.

This video serves as a connection to showcase the value of generations of families who work in shipping and rail industries. It shows that we are all connected and many people play a larger part in our mission to create jobs and drive the economy for our jurisdiction and the state of Louisiana.

## **3. Planning and Programming Components:**

**Overall goals/desired results:** A well-planned and engaging video that serves to highlight the success of individuals and their families who have made port-related business their livelihood. We bring people together at Port NOLA.

**Objectives:** Our objective in creating the “Generations Working For You” video was to show the viewer how Port NOLA has a direct impact on their daily life and how the shipping and rail industry are part of a large connection to family. We wanted to encourage a sense of connection for the viewer, addressing the community’s need to better understand what we do and how our work serves the community directly and indirectly.

**Measurables:** We would measure the success of this video by audience response at various presentations throughout the year. Also, through social media engagement analytics.

**Audiences:** Our target audience is anyone who has ever asked, “What do you do over at the Port anyway?”, “How do you all connect to the community around us?” and “What jobs take place at Port NOLA and who do you all work with in our city and state?”

Any citizen, legislator or customer can watch the video and take away a better understanding of our impact and operations. They can see that we are people working together to make the state of Louisiana a better place and there are many opportunities to work in the maritime or rail industry.

The primary audience is the local community that interacts with the Port or wants to learn more about what we do, community partners, elected officials, schools and anyone with a desire to learn more about our operations. Secondary audiences include industry partners, and followers of our social media platforms, including our YouTube channel, internal staff and our Board of Commissioners who use this piece to explain the valuable work we do every day.

#### **4. Actions & Outputs:**

##### **Strategies:**

- Much thought went into what port jobs and businesses to feature. We wanted a variety including professional, longshoremen, police, rail etc. to demonstrate the variety of careers made possible by port activity.
- We also put much consideration toward representing the diverse ethnicity and age range of port workers to reflect the diverse demographics of our jurisdiction.
- We engaged port tenants and operators to be included in the video to extend their own marketing efforts.
- The video was meant to be a longer format but limited to under 5 minutes with compelling content to hold audience attention.

The public affairs team worked to coincide the launch of the “Generations Working for You” video with the 2018 State of the Port. We implemented the video by premiering it at our annual State of the Port event where it was introduced by Port President and CEO Brandy D. Christian. It was screened to a room of 250 port industry stakeholders, elected officials and members of the media. It was also posted to our YouTube page, linked from other social media platforms, and the press release covering the State of the Port included a link to the webpage to garner additional media coverage.

Staffing was comprised of our Communications team (3 staff) and hiring a third-party vendor for actual video production.

##### **Tactics & Implementation Plan:**

- Internal team brainstorm which businesses to highlight including tenants, employees and former employees.
- Show all lines of business and explain the deep connection that the maritime industry has to family and generations.
- Two designated Communications staffers plan, write and edit the content for the video.
- A story board is created to lay out the production.
- Video shoots are scheduled and interviews are conducted.
- Video is edited and pieced together and then final production is available for rounds of review.
- The video is premiered at the 2018 State of the Port by our President & CEO.
- The video is posted onto our website, linked in the press release and shared on our social media platforms.

#### **5. Outcomes & Evaluation**

The video was measured as successful based on feedback from the initial viewers and the expertise of Port staff. General anecdotal feedback is that the “Generations Working for You” video forms a strong connection with our viewers. Metrics concerning internet page views are being monitored and screenings of the videos during conferences and Port tours are also being measured to insure we are meeting our objectives.

**Metrics** as of May 2019:

Uploaded to Facebook as of Oct. 23, 2018:

People reached: 2,332

Total video views: 822

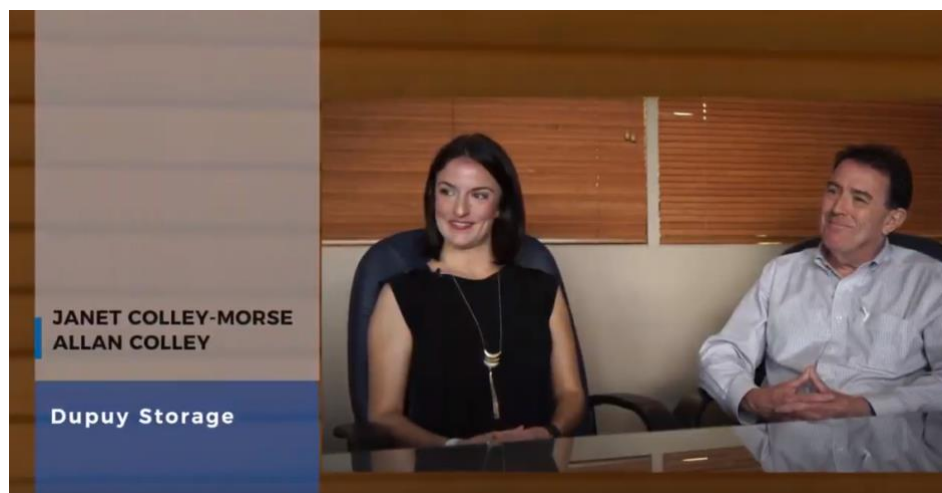
Post Engagement: 79 (63 likes, 3 loves, 1 wow, 2 comments and 10 shares)

Uploaded to YouTube on Oct. 17, 2018:

Total video views: 593 views

Video Engagement: 5 likes

#### Video Screenshots:





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