



Golden Ray operation: An impressive display of teamwork

Run time: 2:54

<https://www.youtube.com/watch?v=yNTnL1USLFg>

Summary

Richard Nixon, president of International Longshoremen's Association Local 1423, and Kenny Thorpe, vice president of International Longshoremen's Association Local 1423, reflect on the capsizing of the Golden Ray on Sept. 8, 2019. Nixon and Thorpe lauded the partnership of the U.S. Coast Guard, union workers, pilots, emergency personnel and the Georgia Ports Authority in their response before and after the accident.

Communications challenges and opportunities

This video was created to honor those affected by the capsizing of the Golden Ray near the shipping channel at the Port of Brunswick. The event drew national attention and the video was created to communicate two specific messages from the Georgia Ports, thanking the agencies involved in the rescue and recovery for their teamwork and letting customers as well as the community know that the port is still open for business and continuing to support thousands of jobs across the state. The video debuted in October at the 2019 Brunswick State of the Port address to an audience of more than 500 business leaders, customers, elected officials and media.

Overall Mission

The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities, and fortify families by relentlessly striving to accelerate global commerce.

This video helps GPA to fulfill its mission by explaining how the port continues to support customers along with more than 350,000 jobs across Georgia despite adversity.

Planning and Programming

OVERALL GOAL: Two specific messages from the Georgia Ports, thanking the teamwork of the agencies involved in the rescue and recovery and letting customers as well as the community know that the port is still open for business and continuing to support thousands of jobs across the state.



OBJECTIVES:

- Surpass 5,000 views on YouTube
- Surpass 5,000 impressions on social media
- Inform stakeholders and community that although this was a horrific accident, the Port of Brunswick is open for business.

Primary Audience: Members of the Brunswick community and customers of the Port of Brunswick

Secondary Audiences: Stakeholders across Georgia and followers of GPA's social media accounts.

Actions and Outputs

The GPA communications team coordinated with an outside production firm to create this piece. Experts in the news style video production were tapped and worked closely with port executive and the communications team to brainstorm, then plan this production.

Content had already been produced for the October State of the Port. A last-minute pivot was required after the vessel capsized in order to address the current issue customers wanted to learn about during the annual meeting.

The guiding principle was to recognize the gravity of what could have been a tragic situation, thank the people who saved it from being worse and let stakeholders know that the Port of Brunswick is still operating and supporting jobs across Georgia.

The total cost of the production was about \$10,000.

Timeline:

September 8, 2019: The Golden Ray Ro/Ro vessel capsized off of the shipping channel near the Port of Brunswick. Crews worked for several days to rescue the vessel's crew, and stabilize the ship. The ship was visible from a popular tourist destination, the St. Simon's Island pier. The event drew national media attention.

September, 2019: Communications and executive teams collaborated about how to tell the story of the heroic efforts of several private and public agencies in rescuing the vessel's crew while at the same time communicating with stakeholders about how this event was not affecting Port of Brunswick business.



October 2019: Georgia Ports partnered with the local Brunswick International Longshoremen leadership to tell the story of the Golden Ray from the point of view of those on the ground at the port when it happened. The video was shot and edited in the span of a week.

October 2019: The video debuted at the Brunswick State of the Port event, an annual event hosting more than 500 business leaders and stakeholders for a yearly update.

Outcomes

Objective: Surpass 5,000 views on YouTube

Result: The video has nearly 7,000 views and counting.

Objective: Surpass 5,000 impressions on social media

Result: 10,849 followers reached

Facebook

- 1.2K Reached
- 205 engagements

Twitter

- 1,072 Reached
- 1 engagement