



MESSAGE AND MEDIUM:

Using Media Strategies
to Educate Your
Communities
about Port Projects

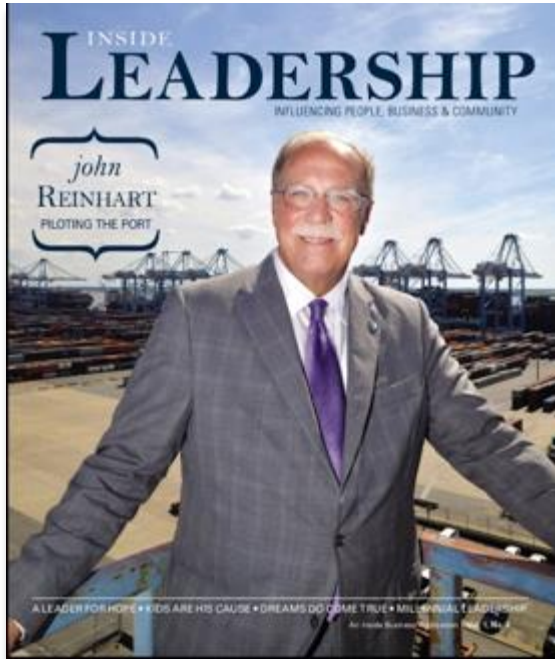
CASE STUDY: NIT OPTIMIZATION

- Record congestion
- New leadership
- Need for significant infrastructure
- Low/poor public awareness of POV's role

QUESTIONS WE CONSIDERED

- › What is the message?
- › Who is the audience?
- › Why does it matter **(to them)**?
- › Where do they get their information?
- › What do we want them to do with the information?

EARNED MEDIA



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PilotOnline.com
NEWS CITIES OPINION BUSINESS MILITARY SPORTS LIFE WEATHER TRAFFIC Q&TS

Invest in port, future

THE VIRGINIAN-PILOT
8 October 13, 2015

ABOUT EDITORIALS
Virginia's Pilot websites represent the consensus of the editorial boards, which is independent of the management. Board members are Phil Strickland, publisher; Donald Cullis, editorial page editor; and Candy Hatcher and Sharon Day, editorial writers.

THE ISSUE
Port operations in Hampton Roads are moving forward.

WHERE WE STAND
Investment will increase regional and economic energy.

The expansion plan, McCabe reported, would cost an estimated \$200 million and be part of the governor's proposed infrastructure spending blueprint. Proceeds from state-issued bonds would be used to fund the project.

The effort coincides with the Port Authority's negotiations to double the size of VIG and extend the port's lease on the facility. Under a 20-year contract signed in 2010 by Gov. Bob McDonnell's administration, state officials have the option to pay for the expansion of that terminal, regarded as one of the most technologically advanced in the world. Such a move makes sense only if Virginia ends up owning the facility.

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76°
The Virginian-Pilot
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NEWS OPINION BUSINESS SPORTS LIFE OBITUARIES CLASSIFIEDS

BREAKING NEWS: Norfolk councilman calls for FBI investigation after fifth fatal police shooting this year

PORTS & RAIL

Norfolk port congestion solutions take shape

Robert McCabe
10/13/2015

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TODAY'S FORECAST
Pilot weather forecast, June 3

ICYMI: TOP STORIES

1 National Day of Mourning: Day of Mourning offers to get the week

2 Man was killed by Norfolk officers, relative disputes police version of events

3 Arguments for Norfolk Premium Outlets official discuss even more expansion

4 How Anglo, pizza shop in May of 2015 was a big boost for the business

5 Virginia's largest contractor who built the new job on Casem Drive is released from jail

Source: The Virginian-Pilot via www.rdg.com

Gov. Terry McAuliffe speaks at US Secretary of Transportation Anthony Foxx's inauguration during a ceremonial groundbreaking for the new North River pier at Norfolk International Terminal and the 1,544 International Container Terminal at the Port on Wednesday, July 22, 2015. (David J. Phillip / The Virginian-Pilot)

NOFORK

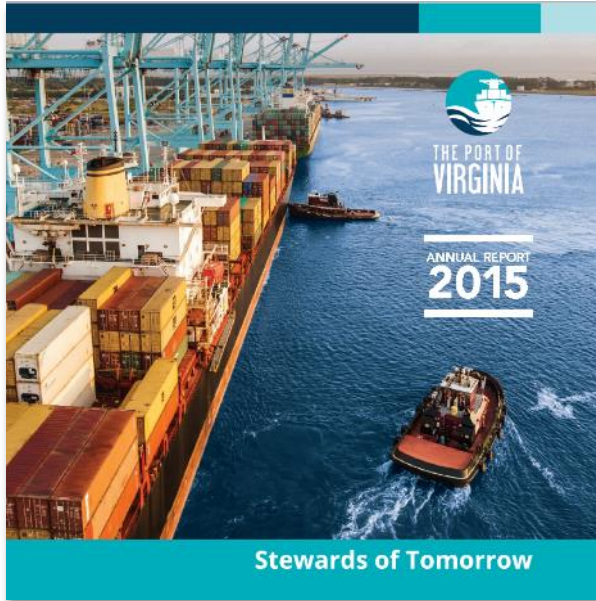
At a time of growing national concern over the need to ramp up spending on the country's transportation infrastructure, Virginia had means to solve its on its roadway.

Gov. Terry McAuliffe, U.S. Transportation Secretary Anthony Foxx and an array of other top officials were on hand for a groundbreaking ceremony at Norfolk International Terminal to mark the start of construction on two big local transportation projects.




Stewards of Tomorrow

OWNED MEDIA (EXTERNAL)



Annual Services Division of Commonwealth Ports | Office: 757-461-2129 | Cell: 757-416-1384



The Port of Virginia is a significant force in the Commonwealth's economy, supporting jobs and commerce throughout Virginia. The Port of Virginia handles a diverse cargo mix of containers, vehicles and non-containerized cargoes and commodities ranging from forest products and grains to auto parts and retail merchandise.

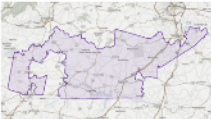
Stewards of Tomorrow

A CATALYST FOR THE COMMONWEALTH

ECONOMIC IMPACT: **\$60.3 Billion** **JOBS:** **Over 374,000** **TOTAL GDP:** **\$30.5 Billion**
Port-related spending on goods & services | More than 4% of the workforce | Equal to nearly 2% of Virginia's total GDP

Approximately 2,500 Virginia companies also ship through the Port of Virginia annually. **Virginia companies export and import over \$6.5 Billion in cargo** through the Port of Virginia annually.

The 11th Senate District of Virginia



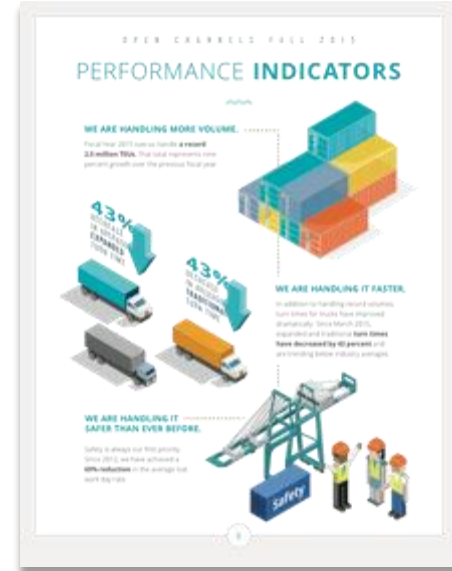
Top businesses located in Virginia's 11th Senate District ship cargo through the Port of Virginia include:

- Unico Industries
- Lancaster Leaf Tobacco Company
- Global Safety Textiles
- Appalachian Saw Manufacturing
- America's Sturdy Lumber Industry
- Standard Motor Lincs
- Reynolds Presto Products
- International Vaper
- Fellowship Chair
- Tripp Fiber Communications

11th Senate District's Activity Through The Port of Virginia in Calendar Year 2014

11th District Business Linking The Port of Virginia	Cargo Value	Short Tons Shipped
36	\$131,318,084	35,213

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MINDFULNESS
SUSTAINABILITY