

**AAPA 2022 Communications Awards
Port of Vancouver USA**

Classification: Videos

Entry title: Port of Vancouver USA 2020 Port Report Video

Video Link: <https://www.portvanusa.com/community/port-of-vancouver-usa-shares-2021-state-of-the-port-report-video/>

5 minutes to view: from beginning to 5:00 minute mark

Summary

Just as cities and counties produce an annual State of the City, or State of the County report to taxpayers, the Port of Vancouver has in the past produced an annual State of the Port event we call Port Report. This live presentation typically features a free, public event with our board chair and CEO giving a PowerPoint update on the health of the port and the previous year's successes and challenges.



COVID restrictions against group gatherings meant the 2020 Port Report would need to be presented in a video format – which External Affairs staff had never done before. External Affairs staff worked with our advertising agency to prepare a script, arrange for video taping of our CEO, several International Longshore and Warehouse Workers (ILWU) representatives, and our chief commercial officer – all conducted on-location on the port's terminal. These interviews were interspersed with photos, b-roll and drone footage of our marine operations,

commercial properties and port tenants. The resulting 11-minute video was exciting and fast-paced with beautiful shots of the port and interesting interviews.

Port Report has been so successful that future presentations will no longer be done in PowerPoint format but will feature live speakers with video clips interspersed.

1. Challenges and Opportunities

Challenges:

- The port had never produced a video version of Port Report. Previous programs had always been done in-person, with the public invited, and featured a rather long PowerPoint program narrated by our CEO and our board president. The inability to gather in groups during the COVID-19 pandemic meant we would need another way to present this information to the public. Could we entice people to watch a video program of the port's successes and challenges in 2020? Could we write a script that could present port statistics in an engaging way?
- At the end of each calendar year, it takes our accounting team some months to finalize cargo numbers for the year previous, and these numbers are then certified by the state Auditor's Office. Because of this, we could not finalize the script and schedule taping until April and May 2021. After final editing was done, the show launched on June 8, 2021. This seemed late in the year to be taking a look back at 2020. For future Port Reports, we decided to speed the process by writing the script, lining up our interviews and taping schedule and inserting numbers when certified.
- We had not budgeted for a major video production like Port Report in 2021. But because other External Affairs programs such as public tours and our public lectures could not take place, this freed up budget for the video.
- Because taping took place in 2021, and was an election year for our board president, we could not feature him in the video. To do so would have been viewed as possible campaigning and is a serious election year violation. Because of this, we made the decision to feature only our CEO, our Chief Commercial Officer and two ILWU members.

Opportunities:

- Taking Port Report to a video format allowed us to reach many more people than we could with a live, in-person event. We could post the video to our website and other social media channels to further its reach. We could also ask port staff to share it on their own social media platforms to multiply its reach. In a typical year, approximately 100-150 people attend a live Port Report event. The video format would allow us an opportunity to reach many more people.
- The video format allowed us to include new faces in the program including our longshore workers and our chief commercial officer. We could also show footage of port tenants

and record the video on our terminal with the interesting backdrops of cargo ships and the beautiful Columbia River.

- The video format also allowed us to tell the port's story more dynamically with interesting video instead of flat PowerPoint slides. The final show clocked in at just over 11 minutes while the past PowerPoint presentation was nearly 45 minutes long. Asking an audience member to watch an 11-minute video did not seem too onerous and we felt the visuals and interviews moved the program along at a good pace.

2. Incorporation of Mission

The Port of Vancouver's mission is articulated in our Strategic Plan: *To provide economic benefit to our community through leadership, stewardship and partnership in marine, industrial and waterfront development.* Part of our Strategic Plan focuses on community goals. The first of these community goals is to strengthen community outreach and communication.

The Port Report video is in direct alignment with our mission and strategic goals because we were able to continue to share our important year-end information with the public in a unique and interesting way. Additionally, the format was easy for most everyone to access on a computer when and where they wanted. The video itself presented a comprehensive look back at port performance in 2020 with a look to future initiatives as well.

3. Planning and programming components

Goals: The goals of this program included:

- Share important year-end and performance metrics with port district taxpayers.
- Showcase port executives, tenants and longshore workers who the public does not interact with frequently.
- Present year-end statistics and cargo data in an interesting way.
- Make the video available to a much wider audience than the typical in-person Port Report event. **In the past these events have attracted 100-150 people.**
- Build relationships with our ILWU workforce and highlight their important work at the port.

Target Audience:

- Primary - Residents in the port district; approximately 300,000 taxpayers.
- Secondary - Other viewers and port customers (national and international) who could access the video from the port's website or social platforms.

Measurable milestones:

- Developed a MailChimp campaign and delivered the video link by email to approximately 639 people on various email contact lists that the port maintains. This included our CEO's personal email list, port tenants, all port staff and a list of neighborhood association leaders.

- Posted to LinkedIn, Facebook, YouTube, Twitter and Instagram accounts to make it available to a wider audience.
- Announced the video's launch at a port board meeting. Meetings are broadcast live on CVTV and are recorded for anyone wishing to view at a later date.

4. Actions and communications outputs

Because our agency was relatively new to the port, the External Affairs team took on the responsibility of writing the Port Report script. With the script in hand, our ad agency “polished” it and put it in teleprompter format.

External Affairs scheduled all the “talent” to be interviewed for taping. We worked through our Local 4 ILWU president to arrange for two longshore workers to be interviewed. We carefully coordinated with port terminal operations personnel to pick a day when we could have a ship as backdrop but would not interfere with cargo operations.

Our ad agency had an in-house film crew that handled the logistics of filming, teleprompters, lighting, editing, graphics and post-production.



Timing:

- March 18 - External Affairs department holds Port Report kick-off meeting
- March 31 - Meeting with ad agency to review goals of the video
- Early April – External Affairs writes script and refines messaging. Script now incorporates final numbers from annual audit. When script is in near final form, it is shared with CEO for her input.
- Early April – Marketing Manager schedules film crew, CEO and chief commercial officer for filming. ILWU representatives are also scheduled.
- April 16 – Final meeting with ad agency to review the final script and all images, B-roll and video needed.
- April 29 – first full day of filming - ILWU and chief commercial officer completed
- April 30 – second day of filming – CEO filmed and also various locations for b-roll
- May – Ad agency edits all footage. Video is honed over the next several weeks with input from External Affairs and CEO. Final weeks include adding final graphics and all color correction.
- June 8, 2021 – Port Report is launched during a board of commissioners meeting. Social media links go live and MailChimp campaign is sent out.

Promotion:

On June 8, 2021, the video went live on our website and all social media platforms. We timed this to coincide with a board meeting day and we broadcast the video after the board meeting concluded. Port meetings are broadcast live on local CVTV and are also recorded – allowing the ability for anyone to view the video at a later date and time.

Promotion of the Port Report video consisted of the following:

- A MailChimp campaign was sent to the following groups:
 - 326 current neighborhood leaders obtained through the city of Vancouver
 - 90 local leaders on CEO's list who receive targeted communications
 - 103 port tenants
 - 120 port employees
- Social media posts with direct links to the video posted to the website were created for the port's Facebook, Twitter, and LinkedIn accounts. A post about the video was made on our Instagram account.
- Spent \$500 on LinkedIn to boost the post from June 30-July 16, 2021

Staffing:

The Port Report video was truly a team effort. The External Affairs team wrote the script, coordinated taping dates with our agency video crew, port leaders and ILWU representatives. The team worked closely with our marine terminal operations personnel so that taping did not interfere with cargo operations. On filming days, we assisted the video crew and made any on-the-spot tweaks to the script.

Other members of the External Affairs team provided support including creating and executing a social media campaign for the video launch, providing input, edits and feedback on script and video drafts, moving the project through the approval process and representing the project to senior leadership.



Budget and outsourcing:

The total cost of the production was \$39,000 with most costs associated with ad agency oversight, the video crew's time, editing and post-production. Because other programs and events in External Affairs had been cancelled due to the COVID-19 pandemic, there was sufficient funding to cover the costs.

5. Evaluation methods and communications outcomes

The video was viewed 505 times on the port's YouTube channel, received nearly 33,000 impressions and received 303 engagements on social media channels.

Facebook

- 1,458 reached
- 69 engagements

Twitter:

- 1,231 impressions
- 36 engagements

LinkedIn:

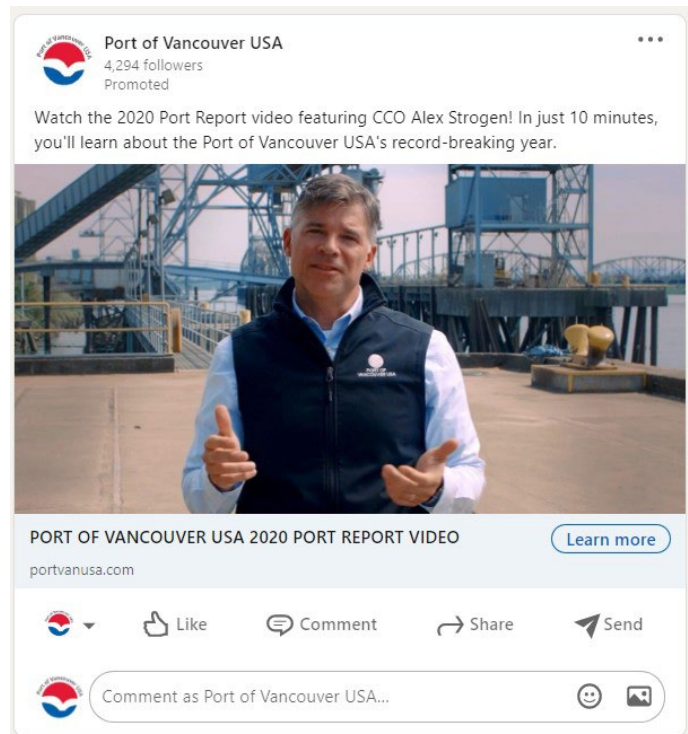
- 29,063 impressions
- 171 engagements

Instagram:

- 327 impressions
- 27 engagements

YouTube:

- 505 views



Conclusion:

The Port Report video surpassed all our expectations. The video was upbeat, contained music and great shots of cargo moving at the port, had engaging interviews and left a great impression on those watching. While in the past we had attracted 100-150 people to watch an in-person PowerPoint show, we now were able to reach many thousands more through the video. It helped present the port as a busy organization navigating soundly through the pandemic. Cargo numbers showed the health of the port while interviews let people meet our executives and ILWU workforce. Port staff were extremely proud of the video and our sales team was able to share with their customers as a marketing tool.