

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | | |
|--|-------------------------------------|-----------------------------------|-------|
| 1. AAPA Awareness Initiative Messaging | <input checked="" type="checkbox"/> | 8. Overall Campaign | _____ |
| 2. Advertisements – Single | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Knock-Knock

Port Name Port of Beaumont

Port Address P.O. Drawer 2297 Beaumont, TX 77704

Contact Name/Title John Roby, Director, Customer Service

Telephone 409/835-5367 Email Address jrr@portofbeaumont.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Beaumont

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
 - Goals (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

Entry No. 1

Advertisements - Single (Category 2)

Name of entry - Knock-Knock

- **Communications challenge or opportunity:** Port of Beaumont opened its newest terminal on property it owns in an adjacent county. In order to create awareness of the port's investment in Orange County, create brand awareness and build familiarity with the port, this advertisement was placed in print media serving Orange County. Because the facility is physically located in a different county from the port, and outside of our navigation district, many residents of Orange County were confused about its benefit to them. The purpose of the advertisement was to clearly define the economic benefit of the facility.
- **Planning and programming:** The goal was to clearly explain that the new port facility will create jobs and economic benefit to Orange County.

-Primary target audience was residents and elected officials of Orange County. Secondary audience was all residents in the entire navigation district.

-Objectives: Approximately six months prior to the opening of the Orange County Terminal, a small focus group of citizens from Orange County was assembled in a neutral setting and asked to write down their answers to questions designed to test their awareness of the port and plans to expand into Orange County. Following the design of the test advertisement, a second session was held to analyze the product and another set of questions was asked to test their understanding of the role of the port in Orange County.

- **Actions taken:** Orange County is a rural county, with limited print media and very limited electronic media. The only television coverage of the county is provided by three network affiliates that serve the Southeast Texas region, which includes approximately four counties and portions of two others. The port designed a media buy that included a small daily newspaper, two weekly newspapers and a magazine published by the county economic development authority. A budget of \$3,500 was adopted for production and media placement for the first year. No additional staffing besides the port's director of customer service was used to design the ad; a contract art director provided production service.

- Evaluation method and communication outcomes: Evaluation of the success of the advertisement was largely anecdotal. No further action by the original focus group employed in the design phase is anticipated, due to time and budget constraints. Overall acceptance of the port among residents as well as business and civic leaders has been very good since the advertisement began appearing in Orange County print media. This has been demonstrated by favorable comments in media and in the proceedings of elected bodies, support for the port's programs by government officials, and positive response by business and industry in the county.