

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single <u>X</u> _____ | 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

x CATEGORY 2

Entry Title: "Short Sea Shipping"

Port Name: Port of Stockton

Port Address: 2201 W. Washington St., Stockton, CA 95203

Contact Name/Title Bill Lewicki, Director of Marketing

Telephone: 209.946.0246 Email Address : blewicki@stocktonport.com

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

Name: Port of Stockton
=====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*)

“Short Sea Shipping - M580 Marine Highway” (New Crane and barge services/terminal operator)

Recap of ***Short Sea Shipping*** ad:

- **Ad placements: 16 total within 13 publications/directories, and additional coverage as part of table top and trade show booth posters.**
- **Placement and design costs total: \$47,961.17, plus DFA placement costs (2012 & 2011)**
- **Readership/viewership for all placements: still collecting data**

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*):
 - **The Port entered into a new service of transporting containers and other cargo via barge to and from the Port of Oakland, creating the M-580 marine highway – a short sea shipping service, which utilized the waterway. The benefits of this new service included shifting cargo traffic from crowded highways, eliminating congestion and related environmental issues, and creating new opportunities to move heavy cargo that may not qualify for over-the-road movement.**
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*):
 - **Build awareness of the new M-580 Short Sea Shipping of containers to/from barges service. Advance the many benefits of this service for the community as well as the maritime and agricultural industry. Build awareness of the newly acquired heavy-lift 550 Liebherr cranes and ability to handle project cargo, heavy and overweight containers to/from barges ex rails and trucks. Provide marketing support the new terminal operator of the new terminal, as well as other service providers for the port.**
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*):
 - **Ocean carriers, bulkers, shippers, freight forwarders, agricultural stakeholders. Those entities who control or direct freight/cargo movement/assignment. Secondary target is the San Joaquin Valley public and agricultural community, enlightening them to the port's ongoing environmental and employment efforts for their benefit.**
 - Objectives (*identify specific and measurable milestones needed to reach goal*):
 - **Increase local, national and international advertising and editorial coverage by 50 percent in 2011 to generate interest and awareness in advance of barge service start up. Continue editorial/interview opportunities first half of 2012. Increase trade booth traffic at key conferences by 20 percent.**

- **Identifies Actions Taken and Communication Outputs**

- Strategies (*identify media choices, etc., that require tactics to complete*)
- **Get messages to the target audience in a detailed, descriptive fashion. Obtain coverage in local, national and international print media, respective digital opportunities and primary directories. Obtain interviews and editorial coverage.**
- Tactics (*specify actions used to carry out strategies*):
 - **Designed descriptive visual ad with detailed text outlining the new cranes, terminal operator and services with extras. Placed ad in desired publications and conference programs to generate interest in advance of barge operation. Used ad for generating editorial coverage as well, which was accomplished. Used ad in conference materials, such as table top posters and brochures. Personally met with editors and community leaders to educate about new services and capabilities, and, when/where possible, showed facility. Discussed and presented new services at conferences, such as APP, resulting from advertisement-inspired interest.**
- Implementation Plan (*include timelines, staffing and budget*):
 - **Designed ad (which supported earlier May brochure) in December 2010, in preparation for the barge operation. Began placements in December 2010 through April 2012 in a variety of publications/directories for wide, but targeted coverage. Ad still available for additional use in 2012, tailoring and updating as terminal operations get into full swing. Staffing was port marketing director and PR practitioner's ad agency. Budget was \$65,000.**

- **Summarizes Evaluation Methods and Communications Outcomes**

- Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*):
 - **Anecdotal, press clippings and self-reporting methods were used to gauge success of plan.**
- Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, and behaviors*):
 - **Goals were successfully reached within budget and time frame.**