

# 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 _____ | 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 <u>  X  </u>        | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Port Manatee 2012 Official Directory \_\_\_\_\_

Port Name Port Manatee \_\_\_\_\_

Port Address 300 Tampa Bay Way, Palmetto, FL 34221 \_\_\_\_\_

Contact Name/Title Anne O'Roake \_\_\_\_\_

Telephone 941-722-6621 \_\_\_\_\_ Email Address aoroake@portmanatee.com \_\_\_\_\_

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

Name Port Manatee \_\_\_\_\_

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*)

# Port Manatee

## 2012 Official Directory

- **Defines the Communications Challenge or Opportunity**
- Situation Analysis (*assess all major internal and external factors*)
- Problem Statement (*briefly describe in specific & measurable terms*)

Port Manatee's annual directory is designed as an information clearinghouse for readers. It includes port facts and specifications, recent port developments and initiatives, and news about new and existing tenants and customers. It gives readers an overview of the port's assets, infrastructure, intermodal capabilities, and provides up-to-date information about current and future projects. It highlights port tenants and customers and includes a comprehensive business directory for companies doing business with the port.

The directory incorporates insightful articles and informational pieces along with rich photos and detailed maps to showcase port facilities and the people who keep the port moving everyday. It is designed as a tangible tool that may be used year-round.

- **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*)

The Port Manatee 2012 Official Directory is designed:

- as a high-quality marketing tool for port staff, board members and members of the port community such as tenants, users, customers and associated business owners to attract new businesses to the port
- as an annual port guide and contact book
- as an educational tool to inform the public and targeted individuals about the assets and capabilities of the port

Primary Target Publics Include:

- The international shipping community and associated parties including:
  - those interested in the services, facilities and opportunities available at Port Manatee or nearby port-related properties
  - key maritime executives including site selection and logistics management decision makers, shippers' agents and shipping lines, freight forwarders, NVOCCs (non-vessel operating

common carriers) stevedores, terminal operators, vendors, truck drivers, port workers, tenants, customers and users, etc.

- Members of the community including port stakeholders, business leaders, business owners, homeowners, political entities, local, regional, state, national and trade media, and anyone interested in the activities of the port

Ad sales and feedback from loyal directory advertisers are of great importance as publication of the book is not possible without their support.

Port Manatee's 2012 Official Directory was published and distributed in February, 2012 and feedback from advertisers, customers and members of the community has been overwhelmingly positive.

Depending on the size of the ad, advertisers are entitled to a certain number of complimentary books (anywhere from 10-50 copies) each year. This year, almost every advertiser requested additional books with their initial delivery, some even requesting entire boxes, (80 directories per box) which is validation the book is being positively received. Due to the high demand, we are considering re-ordering more books this summer so we will not run out.

- Ad sales (in a economically challenged time) nearly reached \$35,000, which is a testament to the book's value
- The port profited more than \$10,000 over expenses
- The print-run for the 2011 directory was expanded from 9,000 to 12,000 copies (due to the success of the past years' books) and demand for copies of the book is high.

- **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*)

Port Manatee's annual directory is distributed to 12,000 people including customers, tenants, port users, members of the media, members of the public and a targeted mailing list of 3,500 key industry decision-makers.

Because Port Manatee is not supported by taxpayer dollars and does not have a large marketing budget, staff members write and edit the entire directory – select the stories and photos, solicit advertisers and work with a graphic designer to establish the overall “look” of the book from cover to cover.

Communication staff members (2 full-time) work on the publication throughout the year on elements such as photography and information-gathering, but writing and editing typically begins in September with the goal of delivering final copy and photos to the designer in November for a February delivery date. (February

is strategically chosen because it follows the port authority board's annual election of officers.)

• Total Estimated Expense	\$25,000
• Graphic Design	\$7,500
• Photography	\$1,500
• Printing	\$12,000
• Mailing	\$4,000
• Total Estimated Revenue	\$35,000
• Total Estimated Profit	\$10,000

- **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)*

Recipients received a survey two months after receiving the directory. We have received significant positive feedback.

Fifteen percent of respondents said they used the directory on a weekly basis, 30% said they referred to the directory on a monthly basis.

Recipients were asked to rate the attributes of the directory on a scale from 1 to 5, with 1 being well below average, 2 being below average, 3 being average, 4 being above average, and 5 being well above average. Here are the rating score results.

Ease of Use	4
Accuracy of information	4
Quality of content	4.1
Quantity of content	4
Layout/Design/Photography	4.1
Panama Canal Section	4

Here are comments from the survey and from directory recipients.

"I take the directories with me to all of the trade shows I attend and it is a great tool." "I use the maps inside to showcase the port's location to potential clients and all of the facts I figures I need are right there."

– Stanley Riggs, Port Manatee Commerce Center (a private business warehousing center located next to the port)

"This is a great book and a great value for our advertising dollars." "We won't be giving up the inside cover spot."

– Norman Atkins, Marine Towing of Tampa, LLC

“I love the pictures of all of the berths with the insets of ships at the berths. A shipper can instantly visualize his ship at that berth.”

-Joe McClash, Manatee County Port Authority

“Great job, I think this is the best one yet.”

– Donna Hayes, Manatee County Port Authority

“Very useful, very informative. I keep it on my desk and refer to it constantly. The maps and directory listings are very handy. Great looking piece!”

-Anonymous

“Would like to advertise in the 2012 edition.”

-T. Hudson, Whitney Bank

“The photos are incredible! Keep up the good work!”

-Anonymous

Communication staff members solicit input from customers, advertisers and others throughout the year for “updates” that can be made to the book to improve it for the following year. Staff members also participate in strategy sessions to determine what worked and what needs improvement for a better overall product.