

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 | ✓_____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Your Global Trade Partner

Port Name Port of Beaumont

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

Contact Name/Title John Roby, Director of 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. 2

Entry Classification: Directories/Handbooks (Category 2)

Name of entry - Your Global Trade Partner

- **Communications challenge or opportunity:** Port of Beaumont recently experienced growth and expansion that caused its previous directory to become out-of-date and inaccurate. In order to provide customers and the public the most reliable information about port facilities, a new directory was planned. The purpose of the directory/handbook is to describe the port's terminals and advantages in clear and interesting terms.
- **Planning and programming:** The goal of the directory/handbook is to present the port's facilities in the most positive light while creating a feeling in the viewer's mind that the port is a very progressive, modern facility.
 - Primary audience for the directory/handbook are existing and potential customers of the port. Secondary audiences are attendees at trade shows and other groups where the directory is used as a handout.
 - Objectives: A focus group was assembled at a neutral site to rank potential subjects to be included in a new communications tool being developed by the port. No specific or general description of the final product was discussed, only the topics to be included. Another set of questions was presented to the group to determine a set of attributes to be used to describe the port, resulting in the word "Global" being chosen in the title. The group was reconvened after initial designs were created and the illustrations and topics were selected.
- **Actions taken and communication outputs:** One of the specific challenges of the design of the directory/handbook was that several major construction projects were being completed during its production. The design provides ease of reprinting and updating as projects are finished; also, relatively small quantities of the directory are printed each time.
 - The original directory/handbook went from concept to completion in approximately four months; no additional staff except the director of customer service was involved in the design and principal photography. A contract artist provided final production. Initial budget for the first printing

was \$2.25 per copy, which is high due to relatively small number of copies printed; subsequent printings were accomplished for less than \$1.80 per copy.

- Evaluation methods and communications outcomes: No formal surveys of the final product have been done, due to budget and time constraints; all feedback has been largely anecdotal.

- Customers have been very receptive to using the directory/handbook. The port has received numerous requests for multiple copies of the piece for distribution to customers in the maritime industry. Due to changes in facilities, the directory is now in its third printing. Prior editions of a port directory/handbook, did not receive the same level of acceptance.