

# 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 <u>X</u>                 |
| 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 Portside Magazine

Port Name Ports of Indiana

Port Address 150 W. Market St., Ste. 100, Indianapolis, IN 46204

Contact Name/Title Jody Peacock, Director of Corporate Affairs

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

Name Ports of Indiana

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*)

# Ports of Indiana Portside Magazine Entry Statement

The Portside Magazine is the magazine of the Ports of Indiana.

## Communications Challenge

### ○ Situation Analysis:

The Ports of Indiana is a unique port system. Because we have three port facilities that are as much as a 6-hour drive apart and our Corporate Headquarters is in downtown Indianapolis (at least 2 hours from water in all directions), it is impossible for anyone to physically stand on a dock and see all of our port operations. In fact, most of Indiana's businesses and population are not located near water, so the magazine gives readers a chance to see

detailed port activities in a full-color, glossy publication – as they say, “a picture is worth a thousand words.” The magazine highlights important events, new developments and special features at each of Indiana's ports and allows us to give our perspectives on key issues affecting the waterborne shipping industry, such as Asian carp and ballast water regulations.



## Planning and Programming

- **Goals:** The goal of Portside is to be marketing tool for the Ports of Indiana, waterborne transportation and our tenant companies. It conveys the key messages to readers that Indiana's ports are a great success story, are vital to Indiana's economy and provide significant business opportunities for private industries.
- **Target Audiences:** The target audience for our magazine includes current port tenants and customers, prospective customers that are looking to locate at or use our ports, logistics and manufacturing companies throughout the region, state officials and government, as well as our three port communities' leadership and economic development partners. As a secondary focus, it is also geared toward the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** The objective of this publication is to present the Ports of Indiana messages to the target audience in an extremely professional publication. This publication uses columns written by many different people at the Ports of Indiana in an effort to showcase the high-quality team of experts at the ports, and to position them as resources our customers can come to for assistance in growing their business. The publications also serve as fresh/timely marketing brochures that can focus on various key industry sectors which are important to our ports, such as wind turbines, steel, coal, project cargo, river shipping, state logistics advantages and more.

## Actions and Communication Outputs

- **Strategies/Tactics:** Our strategies for the publication are to promote the various facets of the Ports of Indiana: the ports, port companies, the organization's Foreign-Trade Zone program and issues affecting the waterborne shipping industry. Each issue includes the following regular elements:
  - **From the CEO:** A column from Ports of Indiana CEO Rich Cooper, typically discussing a broad issue affecting the waterborne shipping industry, such as infrastructure or environmental issues. It is important that our audience know where we stand on important issues.

- News & Notes: Updates on general Ports of Indiana news, recognition of port stakeholders and companies. We grow our business by helping our port tenants grow theirs, so we try to promote their businesses here whenever we can.
- Enviro-focus: Discussion of environmental issues and coverage of “green” success stories from the ports and our partners. Promoting and developing “green” issues are an important part of our strategic plan.
- From the Board Room: Reports from Ports of Indiana commission meetings on new investments in port infrastructure and major projects that have been approved by the board.
- Port Reports: Columns from each of our three port directors discussing what’s going on at their ports: new investments, cargoes, business developments and port company news
- Foreign-Trade Zones: Column provides updates on the ports’ FTZ program and offers real world examples to explain the complex program to potential customers.

Each issue also includes one or two “feature” stories, focusing on the most important “issue of the day,” which allows us some flexibility to promote key issues with cover photos, human interest stories, expanded layouts and additional text not available in other sections.

- **Implementation Plan:** Portside Magazine is produced by a combination of in-house staff and an outside graphic designer. Each edition costs roughly \$6,500 to design print and mail, and we print about 3,500 copies per edition. Free copies of the publication are mailed to approximately 2,500 business and government leaders, economic development groups, logistics and manufacturing companies and Ports of Indiana stakeholders throughout North America. Copies are included in Ports of Indiana business development packets and handed out at each of the organization’s four offices. Copies are also distributed at special events, tradeshow and during marketing presentations. The magazine has an online version at [www.portsofindiana.com](http://www.portsofindiana.com) where all past issues can be downloaded and an email newsletter version of the magazine is sent simultaneously with each printed issue.

### **Evaluations Methods and Communications Outcomes**

We evaluate the success of this publication in two primary areas: 1) Readership surveys and general feedback; and 2) Ad revenue generated by each issue. There were 157 respondents in our 2011 readership survey representing 18 states and 3 countries. All survey respondents wanted to continue receiving the publication by mail and/or email – 72% by mail and 55% by email (45% wanted both). Only 3% said it had little value to them and 0% said it had no value. On average, 2.2 people read each respondent’s magazine and 20% are shared with four or more readers. In our email survey, we did not receive one negative comment or criticism in the suggestions/comments section.

While advertising sales are not a primary focus for the publication, each issue brings in approximately \$2,700 in ad revenue from port companies and economic development groups. This puts a solid figure on the value our stakeholders see in our publication.

Portside brings Indiana’s ports to life with full-color photos and stories that take you beyond the basics. Each issue helps promote the three ports, their companies and issues affecting the industry. The publication has exceeded almost all expectations of our board and management team from their initial concept of creating a regular newsletter. Because of that, it has found a permanent place in Ports of Indiana marketing activities.