

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 _____
2. Advertisements – Single _____
3. Advertisements – Series _____
4. Annual Reports _____
5. Audio-Only Presentations _____
6. Directories/Handbooks _____
7. Miscellaneous _____

8. Overall Campaign _____
9. Periodicals _____
10. Promotional/Advocacy Material ✓ _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Port Map Booklet

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. 3

Entry Classification: Promotions/Advocacy Materials (Category 2)

Name of entry - Port Map Booklet

- Communications challenge or opportunity: Port of Beaumont has experienced growth and acquired new facilities in recent years; a new printed communications tool was needed to provide customers and the general public information on the port. Previously, the port used a scale drawing of wharves, sheds and open cargo storage areas to accomplish this purpose. The former map was compact, and facilities were small enough to be adequately illustrated on an 11" by 17" sheet. The recent expansion required a larger page to show the entire port holdings. This additional space afforded an opportunity to include a recent aerial photo of the port and marketing information on the same printed piece.
- Planning and programming: The goal of this booklet is to provide information to interested parties on the facilities available at the port, and to promote heavy-lift services.
 - Primary target audience is port customers, to allow for planning and berthing of shipments. Secondary use is as a handout at trade shows and in sales calls.
 - Objectives: Provide a scale drawing that allows prospective port users to accurately measure and define cargo areas for potential shipments. The booklet should also be used to describe and define specific areas where a particular cargo can be staged, and to promote clear two-way communication with users about specific facilities. Due to ongoing construction of rail and other infrastructure, the design of the booklet should also allow for easy updating without wholesale re-design. After a preliminary design was created, a small focus group was convened to establish clear communications objectives. It was determined that an aerial photograph would be helpful to reinforce the map, and that marketing information should be limited to heavy lift capacity.
- Actions taken: Although engineering drawings of port facilities were available, it was decided they were too detailed and complex for general consumption, and an artist was employed to convert them to a more customer-friendly format. An initial budget of \$1.85 per finished piece was established, but the need for numerous changes and clarification of some design features required an increase

of the budget to \$2.00 per piece. No additional staffing besides the port's director of customer service was used in the production of the booklet. A contract art director provided design and production service.

- Evaluation method and communications outcomes: Due to the complexity of the design, and the desire for clarity for potential customers, the original focus group was re-convened to evaluate the final product. Overall acceptance of the booklet was general good, with favorable comments from staff, users, and industry partners. Opinions of the port have been changed, because the booklet provides users a schematic and photographic view of the entire port in a single printed piece. The full size and range of port facilities can now be displayed on one page.