

# 2013 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                      | <u>XX</u> | 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: Georgia Ports Authority FY2011 Annual Report

Port Name: Georgia Ports Authority

Port Address: P.O. Box 2406 Savannah GA, 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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

Name: Georgia Ports Authority

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

**1. What are/were the specific communications challenges or opportunities?**

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

**2. What were your communications planning and programming components?**

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

**3. What actions were taken and what communication outputs were used?**

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

**4. What were your your evaluation methods and communications outcomes?**

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

### 1. What were the specific communications challenges or opportunities?

Georgia Ports Authority, owner and operator of the fourth busiest container port in the nation, is an economic engine, supporting more than 352,000 jobs throughout the state and contributing \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion annually in state and local taxes to Georgia's economy. Our public relations mission is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

While the annual report conveys the GPA's financial performance, it also offers the opportunity to show why the ports matter to elected officials, business leaders and the public at large. Our challenge in producing the FY2012 Annual Report was to succinctly communicate:

- The national importance of Georgia's ports;
- their deep impact on the state's private economy and on government funding through taxes supported by GPA;
- the GPA's broad economic reach, touching every county in Georgia;
- the GPA's environmentally conscious methods of operation;
- and the strong argument for deepening the Savannah River channel to better accommodate larger container ships.

### 2. What were your communications planning and programming components?

- **Business:** To receive 100% of requested port-related funding and legislative requests from the 2012 Georgia Legislature including capital terminal expenditures and transportation infrastructure improvements.
- **Communication:** To make Georgia Ports Authority's message of its positive economic contribution to the state relatable to all Georgia constituents with a new regional profile section.
- Primary audiences include federal, state and local legislative officials, along with clients and community leaders. The governor and state lawmakers are key to the port's success because they approve funding and legislative requests as well as transportation infrastructure efforts that directly relate to GPA's operations. Secondary audiences include port visitors, industry professionals and those attending GPA-sponsored events.

### 3. What actions were taken and what communication outputs were used?

- The report begins with a view of the big picture, a letter from the Governor about the logistics industry as a whole. From there it moves to focus on GPA and GPA's operations. Finally, the economic impact section explains how the ports affect people in Georgia; it's the "why you should care" section.
- In order for constituents to understand how deepwater ports located in Savannah and Brunswick have a state-wide effect, a section breaking down the economic impact of Georgia's ports by region was added this year.
- GPA's team provided creative direction, project management, research, and writing. A graphic design firm produced the layout and design. Photos from GPA's archive of images were utilized.
- Initial mailing was 7,251. An additional 2,749 were distributed to secondary audiences throughout the year and it was available for download on GPA's web site.
- The project's cost was \$29,473 including \$9,110 for layout and design and \$20,363 for printing.
- Design:
  - The arrow-shaped images convey the idea of progress, moving forward. Also, the point of the arrow guides the eye to the topic header.
  - The headlines were color-matched to an item within each photo providing greater continuity between the illustrations and the written word.
  - Color text was used to highlight important data points for business and government leaders.
  - Graphics and pull-out text boxes were used to give the eye multiple points of entry into the material. These quick-hit information blocks allow readers to take away messages that best illustrate GPA's efforts in customer service, economic development and sustainable practices.

### 4. What were your evaluation methods and communications outcomes?

- **Business:** The primary measure of success was that all 2012 legislation and funding requests were approved. Georgia funded off-terminal infrastructure improvements that have a direct effect the GPA's efficiency including a new GA 307 overpass (\$22.5 million) and Jimmy Deloach Parkway expansion (\$121 million).
- **Communication:** The demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events, has drastically increased from constituents throughout the state.
- **Evaluation:** Returned response cards contained positive feedback such as "Rich looking and very well done." Along with "It is good to have some positive economic news from the Georgia Ports Authority at this (challenging economic) time," indicating we have communicated our message to key audiences.