

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 _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u>XX</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title: Economic Impact of Georgia's Deepwater Ports

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.

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1. What are/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. This piece was created to specifically 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;
- 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?

Objectives:

- **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 illustrate the state-wide economic impact of Georgia's Deepwater Ports including the fact that Georgia's port's support 352,146 full- and part-time jobs and generate \$1.1 billion in local taxes, \$1.4 billion in state taxes, and 4.5 billion in federal taxes.

Strategy:

- The piece was created to be a fine art quality book that tells the story of river pilots, crane operators, truck drivers and clerks who control the movement of international cargo through our terminals.
- Along with the main book, support pieces included an abbreviated brochure version containing key information as well as a folder for convenient packaging.
- Primary audiences include federal, state and local legislative officials, along with port customers 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.

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

- GPA's team provided creative direction, project management, and writing. A photographer was hired to illustrate the book and a graphic design firm produced the layout and design.
- Initial printing was 5,035. Copies were distributed to primary and secondary audiences throughout the year.
- The project's cost – not including postage – was \$42,777 including \$7,600 for layout and design of the book, brochure and folder, \$5,400 for photography, and \$29,777 for printing. Also, the economic impact study itself was supported by a \$50,000 grant to the University of Georgia.
- Design:
 - The goal was to create a coffee table book that contained relevant information. We utilized a sleek design and high quality paper that was perfect bound.
 - In order to illustrate Georgia's Port's impact on the economy, the photographer shot for more than a month at different times and locations.
 - The page layout used a clean and contemporary approach including graphic placement and color palette, ultimately giving way to spacious layouts that best represent the port's modern stance in the current world trade arena.

4. What were your evaluation methods and communications outcomes?

- **Business:** The primary measure of the report's 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. In the three months following the issuance of a press release about the study we received earned media mentions in every region of the state worth the equivalent of more than \$1.9 million in ad placements.
- **Evaluation:** Feedback from a focus group of communications professionals praised the high quality of photography including this comment from a graphic designer: "The GPA is doing the right thing by keeping their photographic edge." As well as this, "These items excel in their mission of making the face of GPA more understandable to the citizens of Savannah and surrounding areas."