

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 | <u>XX</u> |
| 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: We Use Less to Move More Brochure

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.

Georgia Ports Authority - *We Use Less to Move More*

AAPA Awards Category: Promotional Advocacy

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

Because of the media attention surrounding the Savannah Harbor Expansion Project, and a lawsuit filed against it by environmental organizations, GPA needed a way to communicate information about all of the environmental initiatives it was undertaking as a company, and why these are a priority. This brochure was one of the tools developed for the campaign.

Increasingly, companies such as Home Depot and Target – large companies who use our port - are looking for environmentally conscious business partners. Because we are making such strides in sustainability, we wanted to make it known for our customers, and others with a stake in the responsible operation of Georgia's ports.

2. What were your communications planning and programming components?

Our public relations goal is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

Objective:

- Clearly state the GPA's sustainability initiatives for the benefit of port users, potential port users, government officials responsible for port funding as well as members of the local community.

Message:

1. Electrification efforts, including North America's first eRTGs, avoid the use of more than 5.8 million gallons of diesel annually.
2. ERTGs produced with partners Konecranes, Conducti-Wampfler, and Georgia Power reduce diesel consumption by up to 95 percent per crane.
3. GPA created wetlands where more than 100 million gallons of stormwater are treated naturally each year, protecting the Savannah River.
4. New lighting controls and new container yard lights reduce light pollution and cut energy consumption by 30 percent.
5. Refrigerated container racks avoid the use of 3.4 million gallons of diesel each year.

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

The brochure was designed by an outside firm to work hand and hand with the website. An outside writer gathered material about GPA's sustainability efforts then married it with the info graphics and archived photography.

The brochure includes a diagram of how the container moves through the port so audiences can understand not only our environmental initiative, but how the port works in general.

The budget for the brochure was \$14,964.90 for design and production and \$5,890.68 for printing 10,000 copies.

4. What were your evaluation methods and communications outcomes?

Over the first three quarters of FY2013 GPA garnered environmental earned media mentions worth the equivalent of more than \$768,000 in ad placements - 47% more than the same time period in the previous year.