

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material <u> X </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: **Staying Ahead of the Curve: Poised for Growth in the Post-Expanded Panama Canal Era**

Port Name: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Renee Aragon Dolese, Public Information Officer**

Telephone: **504-528-3363** Email address: **doleser@portno.com**

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

Name: **Port of New Orleans**

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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Port of New Orleans Entry Statement – Promotional/Advocacy Material

Brochure:

Staying ahead of the Curve: Poised for Growth in the Post-Expanded Panama Canal Era

Challenges or opportunities

The Port of New Orleans and other Gulf ports stand to gain cargo with the expansion of the Panama Canal. With expansion plans, some under construction and some laid out in future phases, the Port of New Orleans is poised to capture new cargos.

- While there is ample coverage of the effects of the Panama Canal nationally, and to some degree regionally, we did not have one promo piece that directly addressed the Port of New Orleans potential gain and preparedness in regards to the expansion.
- The brochure became a time-sensitive necessity when our President and CEO Gary LaGrange had an important meeting scheduled and asked for a simple brochure to convey the potential gains, and to show that the Port of New Orleans would indeed be adequately prepared. We had five business days to write, design and print 100 copies.

Planning and programming components

The brochure needed to be four pages total. It needed to be visually pleasing, full color with photos. The key message it needed to convey how much the Port stands to gain from the Panama Canal expansion, and more importantly that the Port would be adequately prepared.

The target audiences: our customers, our board members, potential new customers, members of the maritime industry and other Port of New Orleans staff.

Outputs

- Since nothing had been compiled of this nature, the copy was researched and written by a designated communications staffer who also oversaw the art direction of the brochure.
- The materials, a "storyboard" and detailed art direction were provided to an outside vendor who was contracted to do the design according to the Port's specifications. Source files were given back to the Port upon completion.
- 100 initial copies were printed at a local copy vendor for \$300. The design fee was \$500. The project was completed and printed in five business days for a total of \$800.
- Copies were delivered to our CEO on time for his meeting.

Evaluation methods and outcomes

The CEO was pleased with the content and look and so was his audience, board members and key players in the port community.

Our department has had consistent requests for more copies from several Port departments, including, marketing, business development, government relations and executive.

We continue to print copies on demand at no cost other than paper and ink. Communications staff makes updates to content as needed on Adobe Indesign, remakes a pdf and sends to our in-house Port print shop where copies are made on a high-quality copier printer.