

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 <u>XX</u> _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title: 2012 State of the Port

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 - 2012 State of the Port

AAPA Awards Category: Special Events

1. What were the specific communications challenges and opportunities?

Each year, the Georgia Ports Authority provides an update on the performance of Georgia's deepwater ports on a series of criteria. These range from cargo throughput and changes in the number of shipping services, to new port-related jobs, infrastructure improvements and environmental stewardship.

These updates are held at "State of the Port" events in Savannah, Brunswick and Atlanta. The Savannah and Brunswick events are PowerPoint presentations, while the Atlanta event takes the form of a roundtable discussion with state leaders such as the governor or mayor of Atlanta.

While the event formats differ, the need to impart a "take-home" message is constant. The separate venues required presentations tailored to the interests of each audience. In addition to the presentation, individual brochures were produced with stories and photos geared toward each area.

2. What were your communications planning and programming components?

The presentations were aimed at demonstrating to business and government leaders in each region the vital role the ports play in the state's economy.

The overall goal was to preserve and develop support among these constituents, who are important to the continued prosperity of the ports.

In order to build out the Savannah and Brunswick presentations, we first needed photos and data – both GPA-wide details and data specific to each port. In both locations, we relied in part on a synopsis of a report completed by the University of Georgia, "The Economic Impact of Georgia's Deepwater Ports," which showed the ports support more than 350,000 jobs across the state.

Both presentations presented site-specific information on the GPA cargo throughput, growth in the number of shipping services, and job growth attributable to the presence of the ports. Brunswick received an update on harbor maintenance, while the Savannah audience heard a report on the approval process for the Savannah Harbor Expansion Project.

Savannah's program also dealt with off-terminal improvements in highway and rail infrastructure, which will improve the movement of cargo to and from the port.

With statistical data and photos in hand, we contracted a regional design firm to give our PowerPoint presentation a fresh look. This new look featured a more magazine-styled use of photos, showcasing the port, as well as easier to read maps and graphics.

The Atlanta event differed from the others, in that it consisted not of a single person giving a PowerPoint presentation, but a roundtable discussion between GPA Executive Director Curtis Foltz, Atlanta Mayor Kasim Reed, and Georgia Gov. Nathan Deal.

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

Besides the different programs, each event featured different brochures.

The brochure format for 2012 was a horizontal bi-fold, sized 7.75-inch by 11.75-inch – an orientation that allows for better display images of shipping vessels. Each brochure had to be ready for delivery upon the date of the State of the Port event in the region to which it referred: Savannah, Sept. 6; Brunswick, Sept. 27; and Atlanta, Oct. 30.

We contracted an award-winning graphic design firm and hired a freelance photographer who lives in Savannah, but is often tapped by major publications such as the New York Times to cover issues in the Southeast.

The photography was required to supplement the GPA photo library with fresh images. The shoots were completed roughly two months ahead of the Savannah date. At six weeks out, we started working with the designer. After viewing several proofs, we decided on the layout format. (We carried similar design elements into the event ticket, which was built by the same designer)

Once we had the Savannah version, it was a relatively simple matter to flow in the appropriate text and photos (centered on cars, heavy equipment and farm products) for Brunswick.

The Atlanta piece also mirrored the Savannah brochure, with the images shifting to present rail and road improvements – both major factors in speeding cargo to the largest population center in Georgia. The graphics and text were tailored to focus on Atlanta-related topics. The text for each brochure was produced in-house, with articles written, edited and proofed by a three-member team.

In addition to the brochures the GPA communications team produced a media advisory and news release on the event, which were distributed to media outlets by region.

Other printed pieces included a “save the date” card and, in the case of Savannah, an event ticket.

Also at the State of the Port, GPA debuted a 4-minute sustainability video (<http://www.youtube.com/watch?v=ejPF0Uun4Kw>) detailing GPA’s environmental accomplishments over the past year. The video tied into our “We Use Less to Move More” campaign. It featured on-site video, including aerial footage from a camera mounted on a miniature helicopter.

Ahead of the Savannah State of the Port, GPA and event partners at the Propeller Club sent out email blasts to previous attendees, to inform them of the upcoming event. A website was established to accept online reservations.

The Brunswick and Savannah events were both luncheons. In Brunswick, the site and catering were organized by the local Chamber of Commerce. In Savannah, we contracted with the Savannah International Trade and Convention Center and its in-house caterer to provide service for 1,200 attendees.

Costs associated with all three events totaled \$68,617, with Savannah ticket sales covering \$41,533. The Propeller Club was asked to pay another \$2,584 to cover food only costs for 184 attending members.

State of the Port Expenses

State of the port brochure Savannah: \$990

State of the port brochure Brunswick: \$792

State of the port brochure Atlanta: \$594

Video: \$6,000 (<http://www.youtube.com/watch?v=ejPF0Uun4Kw>)

Ticket and invitation design: \$747

Photography: \$2,515

Event Photog.: \$500

Savannah catering: \$33,700

A/V: \$5,894

Presentation graphics: \$8,100

Website design: \$5,000

Invitation print: \$2,000

Brochure print: \$1,785

4. What were your evaluation methods and communications outcomes?

About the events:

The State of the Port events are better attended each year. In fact, the 2012 Savannah State of the Port reached the three-ballroom capacity at the Trade Center, the largest meeting space in Savannah aside from the Trade Center's convention floor.

Anecdotal feedback from last year's event included positive comments on the venue, and the depth of information presented by the speaker.

About the brochures:

Anecdotal responses have been very positive, complimenting:

- The tactile feel of the product due to the weight of the paper chosen.
- The quality and use of the photography and graphics that illustrate the piece.
- The clarity of the writing, bringing home why the ports matter to the average Georgian.

As part of a statewide communications effort, the brochures have contributed to an increase in the demand for port tours, information regarding the ports' economic impact, and requests for speakers at various public engagements.