

# 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 _____ <b>X</b>               |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

CATEGORY 1

CATEGORY 2

Entry Title \_\_\_\_\_  
 Port Name PORT OF GALVESTON  
 Port Address 123 ROSENBERG AVE GALVESTON TX 77550  
 Contact Name/Title CRISTINA GALEGO  
 Telephone 409 766 6119 Email Address CGALEGO@PORT OF GALVESTON.COM

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

Name PORT OF GALVESTON

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:

- 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.
- 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).
- 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).
- 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.

## **VIDEO            PORT OF GALVESTON**

### **Communication Challenge/Opportunity**

The Port of Galveston – while not receiving or relying on local tax dollars for operations – accounts for hundreds of millions of dollars a year in economic activity, making this diverse seaport one of Texas' economic powerhouses. The Port provides an annual estimated economic impact to the State of Texas of over \$3.1 billion. The Port of Galveston is one of the top fifty ports in the nation and one of the busiest seaports in Texas, moving an average of 6.7 million short tons of cargo each year and serving as homeport to multiple cruise lines.

The Port of Galveston required a communication platform to promote its diverse contributions to the Texas Gulf Coast region. This video tool showcases the port's operations, both cargo and cruise, upgrades to infrastructure and facilities and current cargos and cruise lines, and inform the local community and potential tenants of facility upgrades. In addition, the Port needed upgraded photos and b roll.

### **Planning and Programming**

The overall goal was to create an all inclusive, informational video that highlights the Port's current port facilities, operations, and services. This versatile communication tool has been presented to the general public, at community events, tradeshow, and given to potential tenants inquiring about port facilities and services.

### **Actions Taken and Communications Outputs**

The Port hired an external company to develop and produce the promotional dvd with assistance from Port staff . They compiled information regarding the history of the Port and current operations, facilities, services, cargos, cargo and cruise lines, and security for the script.

All footage for this dvd was original for this specific purpose. The dvd took 6 months to complete. The process included escorting of videographers and photographers including visiting several facilities, boarding vessels, helicopter flights for aerial footage and monthly meetings with staff to review footage and provide feedback for adjustments as the video was edited. The budget for the promotional dvd was \$47,905.

### **Evaluation Methods and Communications Outcome**

The dvd was shown at the January 2013 board meeting and shown on local tv channel. It has since been shown to various groups such as Propeller Club, Kiwanis Club, etc. and at trade shows such as Cruise Shipping Miami. Overall the dvd was well

received and there are overwhelming requests for not only copies of the dvd but also requests to show the video at various events.