

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 _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ <u>1</u> |

CATEGORY 1

CATEGORY 2

Entry Title Ports of Indiana website – www.portsofindiana.com

Port Name Ports of Indiana

Port Address 150 W. Market St., Ste. 100, Indianapolis, IN 46204

Contact Name/Title Sarah Rubin, Public Affairs and Project Manager

Telephone 317-232-9200 Email Address srubin@portsofindiana.com

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

Name Ports of Indiana

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:

9. 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.

10. 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).

11. 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).

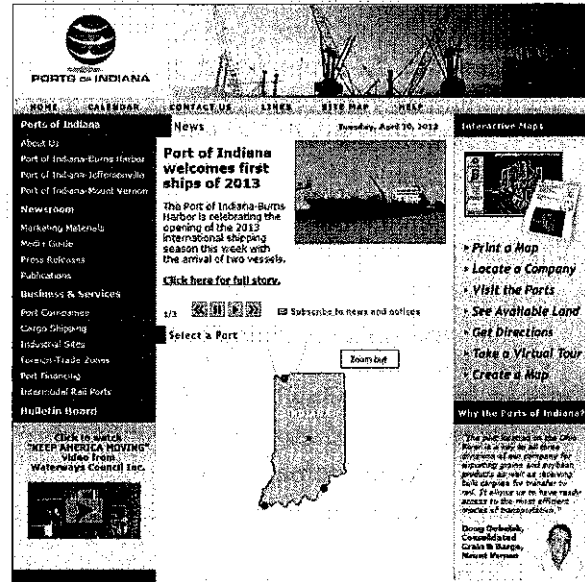
12. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

Ports of Indiana Website Entry Statement

Communications Challenge/Opportunities

- **Situation Analysis:** The website www.portsofindiana.com serves as the premier marketing tool for the Ports of Indiana. We are a statewide port authority with three ports located as far as a 6-hour drive apart. Our Corporate Headquarters is in downtown Indianapolis (at least 2 hours from water in all directions); it is impossible for anyone to physically stand on a dock and see all of our port operations. In fact, most of Indiana's businesses and population are not located near water, so the website is even more important because it is the only place they can really get a complete overview of everything we do. Due to the distance between and diversity of our ports, we use the website to "bring it all together," showing our target audiences how each individual port is a component of a broader economic engine that stretches across the entire state of Indiana.



Planning and Programming

- **Goals:** The goal of the website is to serve as the primary "portal" or entry point for our entire Ports of Indiana system. It is the main marketing piece that brings our very diverse and expansive system of ports all together for public view under one brand and one corporate structure. We use it to market our port resources and our tenant companies, which we do through substantial background information, numerous maps, printable brochures as well as tenant testimonials and contact info.
- **Target Audiences:** The main target audience for our website includes current port tenants and customers, prospective customers looking to locate at or use our ports, the media, government officials, as well as our three port communities' leadership and economic development partners. As a secondary focus, it is also geared toward the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** Our main objectives for the website are to provide an overview of the Ports of Indiana; to inform our audience of notable current events; to generate business for our ports and port companies; and to provide a resource for key issues related to our ports. It is divided into four main sections: 1. Ports of Indiana Overview, 2. Interactive Maps, 3. News and Information, 4. Business & Services. Links to almost every page are available on the left side menu or as a drop-down selection throughout the entire website.

Actions and Communication Outputs

○ **Strategies**

One of our main strategies is to maintain a website that portrays the Ports of Indiana as a world-class port system. This is a huge challenge for a small staff with a tiny budget. While our main strategies would be similar to larger ports in structuring our site to be a comprehensive resource for all things “Ports of Indiana” – we also have an underlying strategy for the site that is to have a fresh, up to date look without requiring daily maintenance from us.

To accomplish this we have incorporated several animation features that change automatically with every visit or “refresh” of the homepage. These features include moving maps, masthead pictures and changing graphics.

We have also incorporated unique, customizable maps that allow visitors to get a quick birds-eye view of our three ports and the key areas that meet their needs: available land, current port companies, road/rail access, etc. Easy to use ‘click-on’ or ‘toggle-over’ maps on the home page are important for our users to quickly see and learn where our ports are and how our unique system is set up.

On our home page, the rotating news stories are the main focus. They allow us to show recent events throughout the Ports of Indiana system. This gives the target audiences, especially media, a quick snapshot of what’s important and where they should go to get more info. This always includes a photo to draw more attention to it as the main feature on the home page, and generally provides a link to downloadable images that media outlets can use.

Another key strategy for us is to provide simple answers to the reoccurring question: “Indiana has ports?” One of our goals is to include a comprehensive description of the organization and its various functions for those who are not at all familiar with our ports or ports in general (government, community leaders, businesses that don’t currently ship by water, general public) and to do it in a easy to understand format.

- **Implementation Plan:** The Ports of Indiana website is designed and maintained by a combination of in-house staff and multiple outside vendors with different areas of expertise. Website content is usually generated in house and sent to an outside webmaster for uploading.

The budget for the website is \$9,500 per year which is used for the development of a new feature or new component that will enhance the site.

We aggressively promote the site by including the web address on a variety of our promotional materials and on all of our publications. Every presentation we give incorporates the address, driving new groups to the site. The link is also included on all press releases, emails and any information distributed by our organization.

Evaluations Methods and Communications Outcomes

We evaluate the success of the site through general website analytics and stakeholder feedback. The main web analytics we monitor are Visits, Visitors, Visits per Day, Visit Duration, Page Views and International vs. U.S. Visits.

In 2012, the website received 30 percent more visitors, 16 percent more visits and seven percent more page views than the previous year. The most frequently visited page is the homepage, followed by the main page for the Port of Indiana-Burns Harbor and the newsroom. Eighty-five percent of visitors are based in the United States, with the remaining 15 percent logging in from more than 100 nations around the world. Visitors average 6 minutes, 43 seconds per visit. We have found that the overall ebb and flow of our site traffic closely mirrors the volume of our news coverage and press release dissemination.

A brief survey showed that 69 percent of respondents visited the website at least multiple times a year, but a high percentage has never even been to our ports – 82 percent have not visited Mount Vernon, 72 percent have not visited Jeffersonville, 59 percent have not visited Burns Harbor and 13 percent have never visited any of Indiana's ports. This further illustrates the importance of our website in providing a comprehensive overview of our operations that is otherwise unavailable to most of our stakeholders.

We have also significantly reduced printing costs for our main marketing brochures and magazine by posting them online. We still have some print costs for the brochures but they are not on an annual basis and we have eliminated delivery costs and postage now that our ports and potential customers can access every marketing brochure online.

The website www.portsofindiana.com is the Ports of Indiana's primary marketing tool where we bring together all the facets of our three-port system in an easy-to-navigate site. We strive to keep things fresh and interesting and can easily measure its success by the positive feedback we get everyday – from new and old audiences alike. It has been the flagship of our marketing efforts for several years and it is something all of our employees take great pride in showing off to their contacts, associates, prospects and friends.