

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

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 <u>XX</u> | 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 _____ |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title: FY2014 Annual Report _____
 Name of Port: Georgia Ports Authority _____
 Port Address: PO Box 2406, Savannah GA 31402 _____
 Contact Name/Title: Emily Goldman _____
 Telephone: 912-964-3885 _____ Email Address: egoldman@gaports.com _____

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- | | |
|--|---|
| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – 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. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> – Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> – Describe your overall goals or desired results. – Describe your objectives and list specific, measurable milestones needed to reach your goals. – Identify your primary and secondary audiences in order of importance. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> – Explain what strategies were developed to achieve success and why these strategies were chosen. – Specify the tactics used (i.e., actions used to carry out your strategies). – Detail the implementation plan by including timeline, staffing and outsourcing used. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> – Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. – If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions. |
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GEORGIA PORTS AUTHORITY

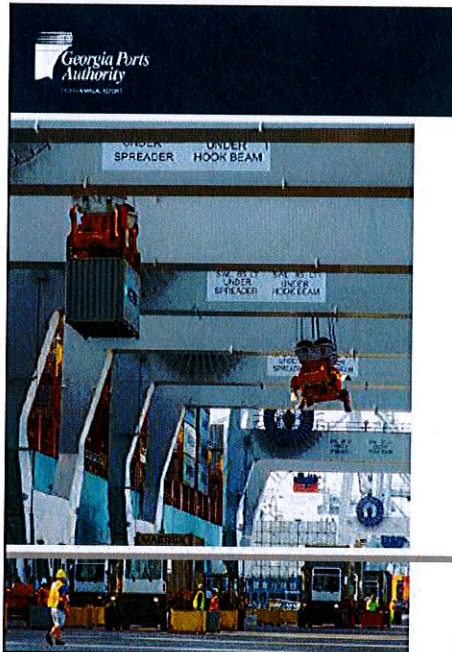
FY2014 Annual Report

AAPA 2015 Entry Classification: Annual Reports

SUMMARY:

Georgia Ports Authority's Annual Report is the GPA's yearly business update to stakeholders including federal, state and local legislative officials, along with clients and community leaders.

The report highlights GPA's year-over-year growth and its continued focus on customers. It provides GPA lobbyists and sales people with a visual tool that describes the strengths and opportunities represented at the GPA.



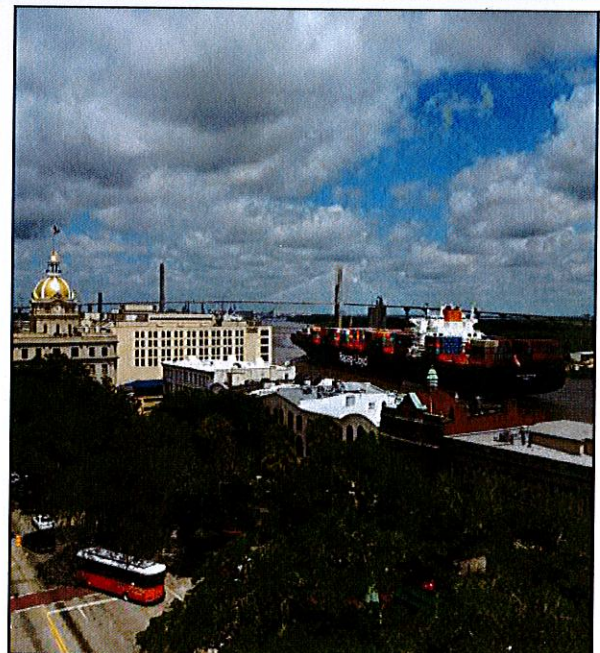
Find GPA's Annual Report online: <http://goo.gl/55qBp6>

SITUATION

1. What are the entry's specific communications challenges or opportunities?

Fostering international trade and industry, the GPA operates deepwater ports in Savannah and Brunswick. The Port of Savannah, one of the busiest in the nation, includes Garden City container terminal and Ocean Terminal, handling breakbulk and Ro/Ro cargo. The Port of Brunswick handles automobiles, along with farm and forest products. Georgia's ports support 352,000 jobs in Georgia and contribute \$18.5 billion in income, \$66.9B in revenue and \$2.5B in state and local taxes.

GPA's Annual Report is a yearly opportunity to reach out to stakeholders including federal, state and local legislative officials, along with clients and community leaders and share success stories while showcasing transparency in business operations.



The Port of Savannah is the fourth busiest container port in the nation.

MISSION

2. How does the communication used in this entry complement the organization's overall mission?

- The mission of Georgia's Deepwater Ports is to support economic development in Georgia.
- Highlighting GPA's successes helps to share the message of GPA as a statewide economic engine with an eye toward winning new business.
- Another facet of GPA's mission is to move goods efficiently in order to support trade. Sufficient infrastructure is necessary to ensure capacity exceeds demand and cargo flows freely. The Savannah Harbor Expansion Project is an infrastructure project of national significance. It is vital to share this message with stakeholders so they have confidence that GPA is evolving with an industry that is shifting to larger and larger vessels.



The FY2014 Annual Report included people engaged in various jobs on GPA terminals.

PLANNING

3. What were the communications planning and programming components for this entry?

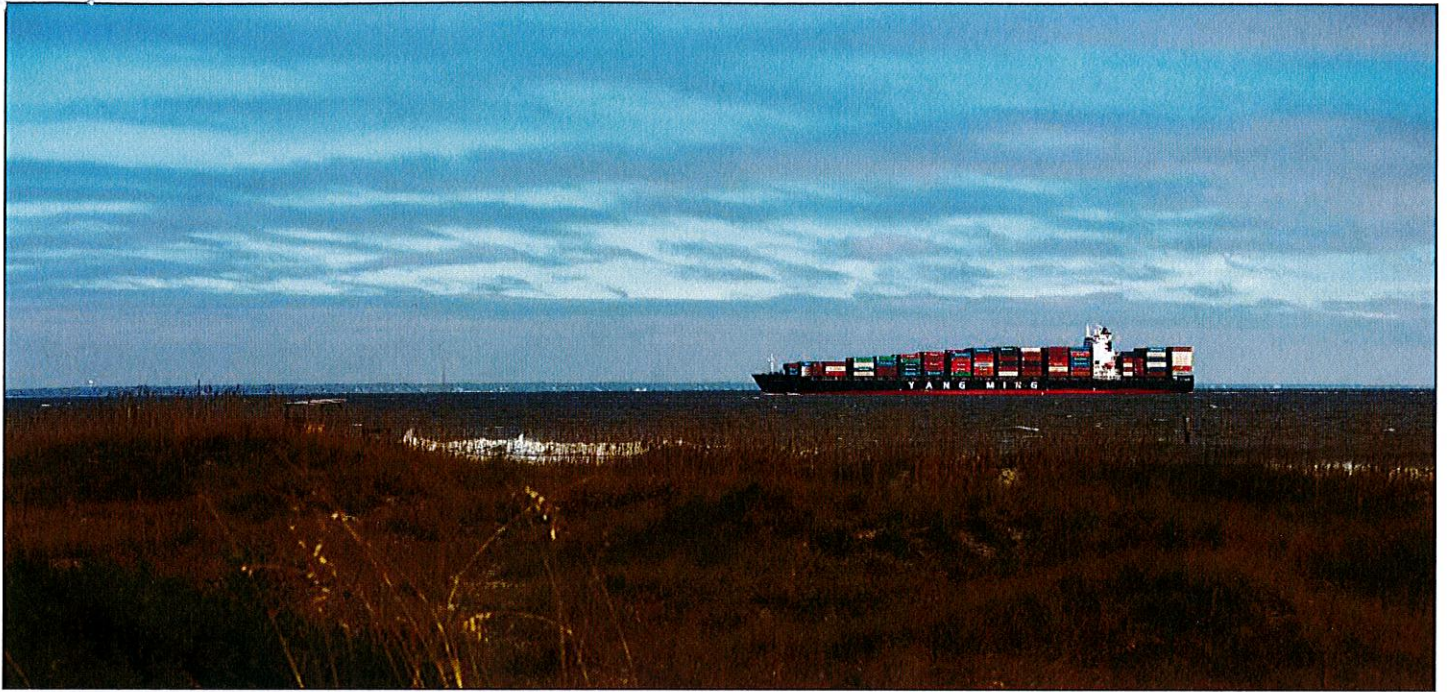
Goal: Communicate a yearly business update to stakeholders in an informative and interesting way while reporting highlights in GPA's year-over-year growth and continued focus on customers.

Objectives:

- Provide lobbyists and sales people with a visual tool that describes GPA's strengths and opportunities.
- Report on the authority's financial performance.
- Encourage continued support for the Savannah Harbor Expansion Project, an initiative of national significance that will save shippers using the Port of Savannah 20-40% on transit costs.

Target Audiences:

- Primary audiences include federal, state and local legislators, along with clients and community leaders.
- Secondary audiences include port visitors, industry professionals and those attending GPA-sponsored events.



Striking photography is used to draw readers into the text and hold their attention through the entire publication.

ACTIONS

4. What actions were taken and what communication outputs were used in this entry?

- After the end of the fiscal year (June 30) the communications team meets with the publication designer who presents design choices. Collaboratively, over several weeks, the ideas are modified into a final design plan.
- For this Annual Report, the designer used a Mondrian style that grows more complex with the use of photos and graphics as the publication progresses.
- Business statistics and year-end numbers are compiled by GPA's marketing department for use within articles as well as in the financial statement at the end.
- Communications staff produce content by reviewing the year's headlines, speaking with internal stakeholders to mold the message, writing articles and compiling visuals.
- Photos are shot by both staff and contract photographers and are a mix of those shot over the last year and those assigned specifically for this publication.
- The publication is organized in a way that presents information, starting with the big picture, then moving to specific issues. Georgia's Governor opens with a letter on statewide impact, followed by a letter from the Chairman of GPA's board that notes specific economic and infrastructure developments, then a letter from GPA's Executive Director leads into specific information about the Georgia Ports Authority's operation.
- Graphics and pull-out text boxes were used to give the eye multiple points of entry into the material. Quick-hit information blocks allow readers to take away messages that best illustrate GPA's efforts in customer service, economic development and sustainable practices.
- The project's cost was \$28,317 including \$7,500 for layout and design and \$20,817 for printing 9,500 copies.

RESULTS

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- A focus group of Annual Report users, including people in government relations, sales and economic development were surveyed about the use and effectiveness of this Annual Report. In general the feedback was that the report is an important tool for many audiences including legislators and policy makers, potential clients and potential economic development partners. A selection of responses are below:
- “According to feedback from Georgia’s elected officials, the year-in-review style of GPA’s Annual Report provides them with the knowledge base and talking points they need to explain their support of the GPA,” said Lee Beckmann, manager of government relations. “Also, new members of the legislature say they use the Annual Report to educate themselves about Georgia’s ports and their impact on the state.”
- “I tell them to look at our earnings in the annual report, what we do, how we spend our money and to compare that to other ports,” said Mark Troughton, global account executive. “There is no smoke or mirrors. We are financially stable and, long term, we can continue to invest, like we have over the last 10 years. The Annual Report makes these things crystal clear to potential clients.”
- “In addition to other communication efforts about the Savannah Harbor Expansion Project, the article included in the Annual Report contributed to forward progress in Savannah’s deepening, including the award of the first dredging contract,” said Hope Moorner, general manager of waterways and navigation.

