

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> X </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:

CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title _____ Navigating Success: The Port Aims High _____
 Name of Port _____ Port of Stockton _____
 Port Address _____ 2201 W. Washington Street, Stockton, CA 95203 _____
 Contact Name/Title _____ Jeff Wingfield, Director of Environmental, Government & Public Affairs _____
 Telephone _____ 209-946-0246 _____ Email Address _____ jwingfield@stocktonport.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.

1. **What are/were the entry’s 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. **How does the communication used in this entry complement the organization’s overall mission?**
 - Explain the organization’s overall mission and how it influenced creation of this entry.
3. **What were the communications planning and programming components for this entry?**
 - 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.
4. **What actions were taken and what communication outputs were used in this entry?**
 - 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.
5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - 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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Summary Statements

Annual Report

The Report, *Navigating Success: The Port Aims High*, presents a behind-the-scene glimpse into what exactly has made the Port so successful. Visually, the Report's layout emphasizes our commitment to transparency and professionalism with a graphic style that is modern and sleek, without unnecessary design adornments. The photographs are goods-centric and presented at full-page size to fully immerse the reader in the imagery. In keeping with the editorial feel, and to acknowledge the hard work of the various departments, the articles within each section are written and signed by an individual staff member.



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PORT OF STOCKTON - 2014 ANNUAL REPORT, NAVIGATING SUCCESS: THE PORT AIMS HIGH

AAPA 2015 Communications Awards Program, Classification 4 - Annual Report

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

The development and creation of the Port of Stockton's (Port) 2014 Annual Report (Report) provided the opportunity to pull back the curtain and highlight the tremendous developments of the Port's past year as well as our stellar growth in recent years. As the #1 bulk/break-bulk port in the state of California, handling approximately 4.1 million metric tons in waterborne tonnage in 2014, the Port wished to highlight our dynamic portfolio of imports and exports in particular for this year's annual report. In addition, the recent successes of 2014, including a new record for ship calls, called for celebration and acknowledgement of the Port's hard-working, diverse, and specialized staff.

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

The Report, Navigating Success: The Port Aims High, presents a behind-the-scene glimpse into what exactly has made the Port so successful. Visually, the Report's layout emphasizes our commitment to transparency and professionalism with a graphic style that is modern and sleek, without unnecessary design adornments. The photographs are goods-centric and presented at full-page size to fully immerse the reader in the imagery. In keeping with the editorial feel, and to acknowledge the hard work of the various departments, the articles within each section are written and signed by an individual staff member. Key statistics are explained through visual graphics to provide the reader a quick snapshot of significant information. In addition, staff signatures and their years of service at the Port are displayed on the inside cover to show appreciation for the role staff has played in the Port's continued achievement. Lastly, the Report's cover is simple and professional. In contrast to the interior pages that exhibit vibrant photography, the cover does not show any photography and instead features only the Port's seal, title and theme in a special gold leaf print to further define the Port's success.



In order to be transparent in communicating our performance to our Board, stakeholders and local community, we develop an annual report that brings together pertinent information about our past year's accomplishments into one cohesive, understandable document. The Report provides our target audiences – Board of Directors, employees, regulators, industry partners, stakeholders, media, local jurisdictions and the community at large – with a summary of our significant accomplishments, commitment to environmental stewardship and our continued involvement in the community. In addition, the Annual Report provides an overview of general financial and organizational information.

The benefits of producing the Report annually include improved communication, promotion of environmental initiatives, improved knowledge transfer and historical documentation, and overall enhanced community awareness. We utilize the Report to inform readers of our achievements, planning processes and general updates that affect the greater Stockton area's residents.

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

To ensure we identified a meaningful strategy and production schedule for the Report, the Port once again engaged its Communications and Public Involvement sub-contractor, HDR to guide the process and manage the creative design. The steps proposed by the team included development of the theme "Navigating Success: The Port Aims High" followed by an outline of key topic areas and the creation of a graphic design and layout template. Next we began to craft key messages for each section and captured our day-to-day business through design elements and artistic photography.

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

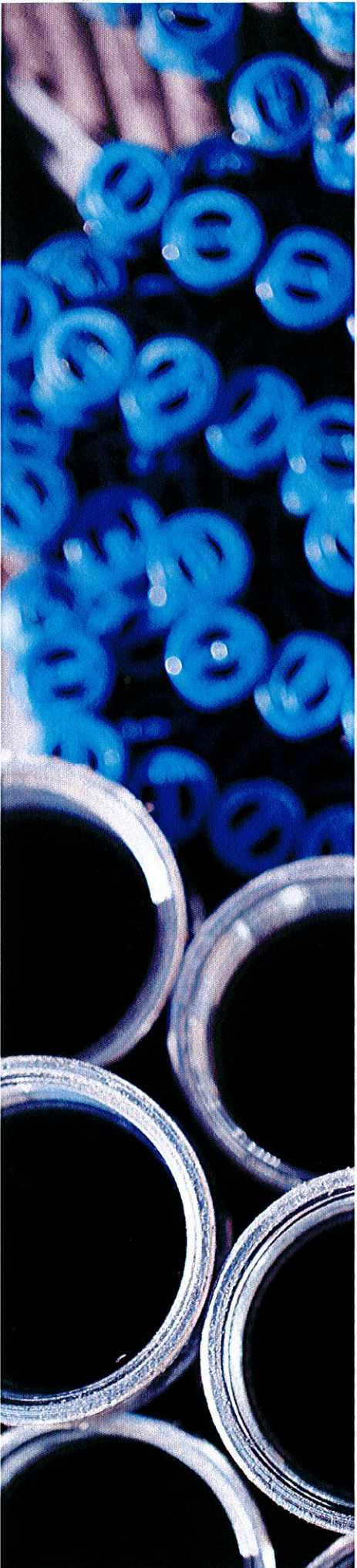
In writing the Report, it was essential that the content was presented in such a way that was interesting to our target audiences. The Report was written in simple, digestible language that provided comprehensive information in a short and concise manner – creating a comprehensive, yet easy-to-read narrative.

The Report is set up to tell our complete story of who we are, how we operate, our current initiatives and continued involvement in the community as well as some of our recent accomplishments. The report is divided into six sections including:

- Navigating Success
- Operational Efficiency
- Environmental Stewardship
- Community Commitment
- In the News
- Port Recognition

Information within each section is complemented visually through use of simplistic graphics and artistic photographs. To keep the team on task and ensure a successful completion of this valuable educational tool, a timeline was developed to identify deliverable milestones, responsible party, and status.

TASK	ROLE	DUE DATE	STATUS
Strategy & information gathering meeting with POS	HDR	11/7/14	✓
Draft possible themes & content outline for POS review	HDR	11/14	✓
Select theme and approve draft content outline	POS	12/5	✓
Provide artistic direction & revised content outline for POS review/approval	HDR	12/17	✓
Approve artistic direction and revised content outline	POS	12/19	✓
Provide draft layout and style samples for POS review/approval	HDR	12/22	✓
Approve draft layout and style samples	POS	1/5/15	✓
Finalize print quote based on POS approval (order same quantity as last year)	HDR	1/9	✓
Provide HDR rest of articles for editing	POS	1/9	✓
Send first draft Annual Report design for POS review	HDR	1/12/15	✓
Provide remaining articles & final edits on first draft Annual Report design	POS	2/20	✓
Provide final draft Annual Report design (minus 2014 stats) for POS review/approval	HDR	2/23	✓
Provide 2014 states & review/edit/approve final Annual Report design	POS	3/31	✓
Input 2014 stats & send final Annual Report for POS approval	HDR	4/10	✓
Approve final Annual Report for print	POS	4/17	✓
Format Annual Report for printing & send to printer	HDR	4/20	✓
Design electronic Annual Report for website	HDR	5/1	✓
Assist with Annual Report promotion & distribution	HDR	May-Dec	



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

The 2014 Report has not been distributed yet; therefore, we have not had the opportunity to receive input or feedback. Once distributed, the Report will be shared with our target audiences ranging from national legislative representatives and local politicians to business partners and the community at large. Our first opportunity to showcase the Report will be in May 2015 at the annual “State of the City” event, which is hosted by the Port for the City of Stockton.

In addition, an electronic version of the Report will soon be available on the Port’s website to create an interactive viewing experience for visitors. The online Report will feature page turning, embedded images and links as well as interactive ability to zoom in and out of different elements within the report.

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