

**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                      | <del>_____</del> | 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: Focus Forward

Name of Port: The Port Of New York & New Jersey

Port Address: 4 World Trade Center, 150 Greenwich Street, 23<sup>rd</sup> Floor, New York, New York 10007

Contact Name/Title: Lourde Michel Senior B2B Marketing Specialist

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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.

6853

**OFFICIAL ENTRY LABEL**  
AAPA 2015 Communications Awards

Port Port Authority of NY + NJ  
Contact Person Lourde michel  
Entry Classification Annual Reports

**THE PORT AUTHORITY** OF NY & NJ

~~Link is on computer~~

**2013 ANNUAL REPORT**

*Comprehensive Annual Financial Report for the Year Ended December 31, 2013*



**FOCUS FORWARD**

CATEGORY	3
CATEGORY TITLE	ANNUAL REPORT
ENTRY TITLE	FOCUS FORWARD

6053

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computer

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**PROJECT DESCRIPTION**

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This powerful 2013 Port Authority of New York and New Jersey annual report communicates to the agency's vast community highlights of the year and is built around the energetic action-oriented theme: *FOCUS FORWARD*. This uplifting title and graphic design set the tone for the entire annual report and the stage for the agency's historic \$27.6 billion 10-year capital campaign. In keeping with the agency's environmental stewardship commitment, the Port Authority eliminated a print version and produced a digital version only. An eblast was mailed to the agency's email list of elected officials in New York and New Jersey who represent the port district, among other community members.

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**COMMUNICATIONS CHALLENGES OR OPPORTUNITIES**

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Events of 2013 presented the Port Authority of New York and New Jersey with major challenges. The George Washington Bridge lane closures garnered national attention, external scrutiny, and personnel changes. Our airports were in the news with commentary from the Vice President and security breaches. The impact of Superstorm Sandy continued to disrupt operations. The ports were wrestling with labor issues and major capital projects. Finally, the World Trade Center, long a source of pride and financial anxiety, was getting ready to open, although many components were not finished. As much as it was time to reflect back on 2013 in the annual report – it was equally as important to look forward. Hence the title, *FOCUS FORWARD*, was conceived.

External factors related to ensuring that the agency's huge amount of information was reported. This was essential in our effort to be transparent and make all details of our operations accessible to the public. This same issue presented a great internal challenge. First, we needed to retrieve the information and ensure that we did not miss any reportable items. Secondly, we needed to present this information in an easy-to-absorb format.

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**ALIGNMENT TO THE ORGANIZATION'S OVERALL MISSION**

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The Port Authority publishes a Comprehensive Annual Financial Report, which is presented each April to the governors and state legislatures of New York and New Jersey. It includes the agency's financial statements, statistical and other regional data, and a narrative of the agency's activities during the year of the report. The report aligns to the Port Authority's mission because it:

- Educates and informs the community of the agency's many accomplishments
- Provides transparent financial and corporate information, as it can be available at any time on the website.
- Represents a major switch toward a digital product as a means of increasing transparency and affirming our commitment to environmental sustainability
- Enhances the Port Authority's image as an action-oriented operator of one of the world's largest transportation systems
- Addresses the measures the Port Authority is undertaking to address future challenges

## **PLANNING AND PROGRAMMING COMPONENTS**

Our overall goal was to educate and inform our readers and to do so using a friendly, lively format that was exciting and engaging.

Milestones included:

- Crafting a theme message on which agency leadership could agree
- Creating a theme for external audiences that builds excitement
- Designing an engaging format that would help readers navigate through the report with comprehension and ease
- Transitioning from a print format to an all digital publication
- Producing the annual report within a restrictive timeline
- Obtaining new photography and diminishing our reliance on old photography
- Interviews and copywriting
- Approvals

The annual report audiences include regional, national, and international members of the transportation industry, Port Authority customers, government and business leaders, transportation and planning officials, and other members of the community. Secondary audience is our agency's personal, as it is widely used and quoted by Port Authority staff.

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## **ACTIONS AND OUTPUTS**

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The annual report was produced entirely by the Public Affairs Department. Staffing included one graphics artist, one writer, and one project manager on the front section. Three additional people were assigned to the financial section.

The agency's leadership had asked the department to develop a product that helped emphasized the efforts of our 10-year capital plan. The theme "Focus Forward" embodied the vision they set forth. In a year when the WTC construction was nearing its completion, the plan unveiled a major push to return to the agency's core mission.

The production process began 6 months prior to completion with a review of the prior year's press releases. The major news of that time period was the announcement of the agency's 10-year capital plan. A comprehensive outline was developed that highlighted the main elements of the plan first and then we developed a system of diving deeper with each line business (Aviation, TB&T, Port, PATH, WTC). Secondary themes included that were important objectives for our leadership included: the environment, supplier diversity, resiliency, and public safety.

This was the first year that the agency's eliminated a print version. We only digitally printed a very limited supply on demand. However, there is a need amount our staff to use the annual report as a reference tool. Thusly, we digitally printed 250 reports using a wire-o binding, which staff praised and said they like better for usability.

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## **OUTCOMES AND EVALUATION**

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The Annual Report was received with high commendation as measured by the number of times the report URL page was visited. The 2013 Annual Report had 5,602 downloads, which mirrors the number of print versions from previous years. The Government Finance Officers Association of the United States and Canada awarded a Certificate of Achievement for Excellence in Financial Reporting to the Port Authority for its Comprehensive annual Financial Report for the fiscal year ending December 31, 2013. In order to be awarded a Certificate of Achievement, a government must publish an easily readable and efficiently organized comprehensive annual financial report and must satisfy both Governmental Accounting Standards Board and applicable legal requirements.