

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:

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| 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 <u> X </u> | 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 checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title Audio Presentation – Boat Tours
 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

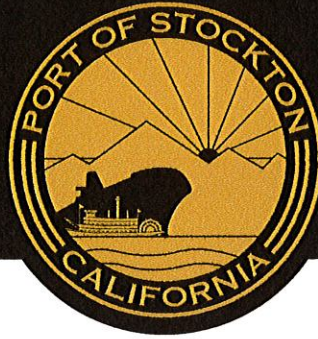
On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- 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.
- 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.
- 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.
- 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.
- 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.

Audio-Only Presentations

In 2014, it was announced that the Port would host audio-guided boat tours completely free to the public. The response was overwhelming. Held on Saturdays from July to September, over 1,800 community members got a firsthand look at the dynamics of world trade and their very own working waterfront.

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PORT OF STOCKTON – PUBLIC BOAT TOUR NARRATION

AAPA 2015 Communications Awards Program, Classification 5 – Audio-Only Presentation

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

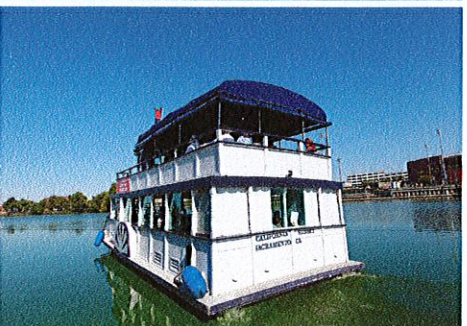
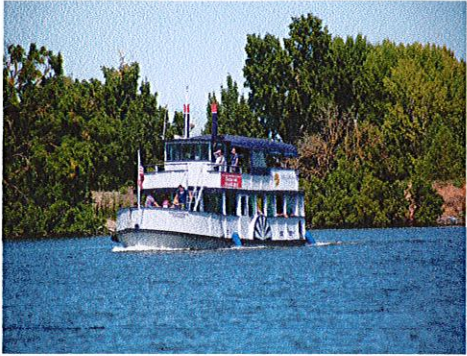
The city of Stockton, the surrounding region and entire state of California have long held a close partnership with the Port of Stockton (Port). Ever since 1932, when the city passed the bond for the Stockton Deep Water Project allowing for the establishment of the Port, the community has been with the Port every step of the way. While the greater Stockton community goes about their daily lives, working, playing, going to school, the inner workings of the Port are not likely on the forefront of people's minds. Without effective and ongoing community outreach, education and engagement, the Port may over time seem like an anonymous, indifferent, and sometimes inconvenient industrial neighbor. The challenge was to generate interest and understanding in the Port's activities and their important role while creating a sense of shared prosperity.

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

In 2014, it was announced that the Port would host audio-guided boat tours completely free to the public. The response was overwhelming. Held on Saturdays from July to September, over 1,800 community members got a firsthand look at the dynamics of world trade. "Over \$1.5 billion of cargo crosses our docks yearly and the tours allow the public to see port operations from the water while also enjoying the Delta atmosphere. We have a rich history and play a key role in the economic vitality for Stockton and San Joaquin County," said Port Director Richard Aschieris. As the chartered boat toured the extents of the Port, attendees were guided along by a pre-recorded speech. The narrative seamlessly blends insights into current-day operations and identification of key landmarks with historical context. The professional narrator exudes an optimism and warmth that is instantly contagious. Attendees left the tours feeling proud of their community heritage and their newfound friendship with the port.

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

The first step in creating the boat tour experience was the writing of the narration script, handled by Port staff. With the script finalized, a professional



narrator was selected out of dozens of qualified candidates. With the script recorded, Port staff tested it out on the water, noting necessary timing adjustments. An appropriately sized and outfitted boat, the California Sunset, was secured from a boat chartering company. Finally, the Port spread the word about the upcoming tours and people came in droves!

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

The Port promoted the boat tours through both traditional and online media. Press releases were written and distributed, describing the boat tours and giving times and dates for new ones. The tours were heavily promoted on Facebook and Twitter. Photos of the full boats were featured on these social media channels after the tours.

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

Reservations for the entire summer’s tours were completely filled within minutes of opening and more tours were added, giving a hint at their popularity. Each scheduled tour also had a waiting list that the Port was able to manage. On multiple occasions, the Port conducted post-tour interviews with attendees and their responses were glowing. Many individuals noted facts about the Port they just learned that they previously had no idea about. Some were excited to see the large ships up close while others felt nostalgic about the history. All tour attendees simply enjoyed the boat ride. Regardless of what they liked about the tour in particular, the experience brought every attendee a little closer to the Port of Stockton.

Prior to our initial outreach and communications campaign in 2013, the Port conducted some surveys with the community to determine their knowledge and awareness of who we are and what we do. Results from the pre-campaign survey indicated that the public perceived the Port to be somewhat of an unknown entity, something the community had heard about but was unsure what exactly we do. Since that time the Port has put together a “Port Proud Stockton Proud” campaign that included advertisements featuring some of the Port’s employees and their community involvement as well as social media and of course the Port Boat Tours. We recently conducted a follow-up survey which clearly showed that our community outreach programs have been tremendously successful. More than twice the number responded that they were much more familiar with the Port and its importance to the community.

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