

## 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:

- |   |  |  |
|---|--|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks <u>XX</u></p> <p>7. Miscellaneous _____</p> |  | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|--|

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: Georgia Ports Authority Ports Guide & Directory

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



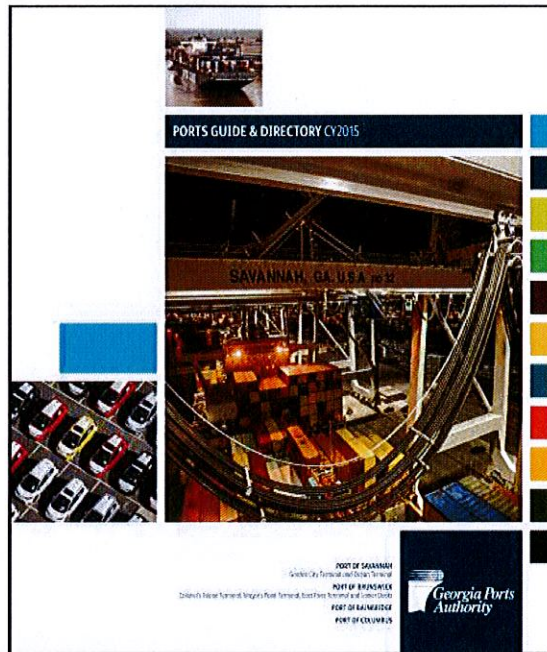
# GEORGIA PORTS AUTHORITY

## Ports Guide & Directory

AAPA 2015 Entry Classification: Directories

### SUMMARY:

As the owner and operator of the fourth busiest container port in the nation, the Georgia Ports Authority supports an entire maritime and logistics industry ecosystem that revolves around its ports. This creates a need for community participants to find contact information in a central location. The community also needs a detailed list of key GPA employees and their areas of responsibility so that members can easily find the correct GPA contact for their needs. Finally, there is a need for transparency on all terminal specifications. GPA has been producing a directory to fill these needs for more than 30 years.



Find GPA's  
Ports Guide  
& Directory:  
[www.gpa-ports.com](http://www.gpa-ports.com)

## 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.

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# MISSION

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

- The Georgia Ports Authority's mission is to develop, maintain and operate ocean and inland river ports within Georgia; foster international trade and new industry for state and local communities; promote Georgia's agricultural, industrial and natural resources; and maintain the natural quality of the environment.
- To fulfill that overall mission, it is necessary for customers and potential customers to have a working knowledge of our ports' capabilities and the contact information for GPA's sales and service personnel, both of which this guide provides.



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

# PLANNING

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

**Goal:** To take a phone and specs list and make it far more useful, readable, and attractive than a standard directory. We use this directory as a vehicle to communicate our larger mission as a company, which is to grow business in Georgia and cargo movement through Georgia's Ports efficiently.

**Objectives:** To share the importance of Georgia's deepwater ports to Georgia's economy as a whole, while sharing our commercial advantages with industry professionals, as well as to encourage support of the Savannah Harbor

Expansion Project.

### Target Audiences:

- Port customers
- Maritime logistics participants Local and regional community members and government leaders



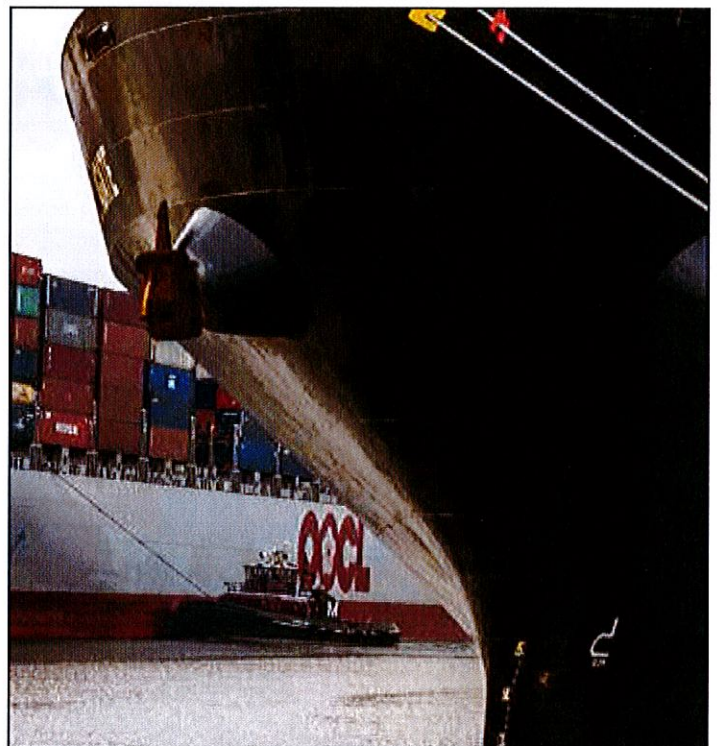
# ACTIONS

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

- The GPA Ports Guide & Directory CY 2015 is a print publication. However, it is also available online. The Journal of Commerce was the publisher and sold ad space. GPA provided creative direction, project management, research and writing. A graphic design firm produced the layout. New and archive photos were used.
- GPA's Corporate Communications team arranged for the directory's release to occur in time for the Georgia Foreign Trade Conference, a conference hosted by GPA which brings regional, national and global organizations in the maritime and logistics industry together for two days in early February.
- Preparation starts in September. Staff determines which strengths and successes are most important to highlight in articles. Once a direction is determined for the overall message, stories are written and GPA Trade Development office is tapped for specific statistics.
- To make the guide visually attractive, we hired professional photographers, and used high quality pictures and diagrams throughout. We worked to carry a clean, fresh design through this updated print product. Designed in tandem with our Annual Report, the two publications appear as companion pieces with consistent branding throughout.
- The guide is designed in a complementary way to GPA's Annual Report. Both utilize the color block theme so they look like they are related.
- The 98-page GPA Port Guide & Directory CY2015 offers a balanced mix of feature articles touting the competitive strengths of our ports, with quick-hit stats and facts for current port users, a beginner's guide for new importers/exporters, and terminal specifications. The guide also features a GPA phone and email

directory, as well as listings for maritime commercial services operators in Georgia.

- Sections:
  - Detailed terminal specifications
  - Port User's Guide
  - Key data in GPA's trade
  - A photo spread on GPA Board members and the executive team
  - Insightful in-depth stories on customer service, GPA infrastructure improvements and commercial advantages
- The total budget book was \$9,746, including: \$5,500 for layout and design, and \$4,246 for media placement in lieu of printing.
- Thousands of directories are shared with current and potential clients throughout the year, and mailed to nearly 800 representatives of the Georgia Department of Economic Development and development authorities across the state.



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



## Harbor Deepening Moves Into Construction Phase

The Savannah Harbor Expansion Project has officially moved into construction, with the first phase of dredging the outer harbor to a low-tide depth of 49 feet.

The project became active with the signing of a cost sharing agreement between Georgia and the U.S. Army Corps of Engineers. SHEP is currently being funded by the \$266 million Georgia has set aside for harbor deepening.

"Georgia has fought long and hard to deepen the Port of Savannah and, finally, that 15 years of work is paying off," said Georgia Gov. Nathan Deal. "The Port of Savannah deepening will be a boon to the economy of the Southeast — not just Georgia — and it will pay dividends to American businesses and consumers for years to come."

The entire project is estimated to cost \$706 million, however the Corps' economic impact study found that every dollar invested in the deepening will generate 5.5 dollars in benefits to the nation. As the expansion moves forward, construction funding will shift to federal dollars.

"SHEP is truly a project of national significance," said GPA Board Chairman James Walters. "The Port of Savannah handles more than 3 million twenty-foot equivalent container units per year for more than 21,000 U.S. businesses — more cargo than the two nearest Southeast ports combined."

With the signing of the cost sharing plan — or Project Partnership Agreement — Savannah has joined the movement toward a new standard in global trade: A deeper Savannah Harbor will enable shippers to take advantage of the lower prices per container slot on today's larger, more efficient vessels.

"U.S. companies shipping goods through Savannah on Super Post-Panamax vessels will see a net savings of \$174 million per year on transportation costs," said Col. Thomas Tucker, U.S. Army Corps of Engineers, Savannah District.

Lower costs per container slot are possible on the larger ships because they are more economical to operate than multiple, smaller vessels.

"Savannah offers the complete logistics package, with direct interstate access, on terminal rail, near port distribution centers and a location that is 100 miles closer to Atlanta than any other port," GPA Executive Director Folts said. "Port customers already enjoy world class efficiency on terminal and easy access to important inland markets. The harbor deepening will add game-changing savings in time and transit costs to the sea going side of the operation."



**The Savannah Harbor Expansion Project will:**

- Deepen the harbor from 47 to 49 feet at low tide. A twice-daily tidal shift of 7 feet will make the net 54 feet deep at high tide.
- Deepen the entrance channel on the Atlantic from 44 to 49 feet at low tide.
- Enable the port to more effectively serve the larger vessels expected to call in greater numbers after the 2016 expansion of the Panama Canal.

One spread in the Ports Guide and Directory provides stakeholders with an update on the Savannah Harbor Expansion Project.

# RESULTS

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

- Tour schedulers at the GPA have noted a marked increase in demand for access to the port since publication of the Georgia Ports Authority Ports Guide & Directory.
- The GPA's persistent messaging on the Savannah Harbor Expansion Project is paying off, as work is beginning on the port deepening. The U.S. Army Corps of Engineers has issued the contract to deepen the outer harbor of the Savannah River to 49 feet, which constitutes nearly half of the dredging. Recovery of the Confederate ironclad CSS Georgia is under way, which must be completed before the inner harbor is dredged. The Corps of Engineers is also poised to issue an additional

contract to install oxygen injection systems upriver.

- The work will start with the \$266 million the state has allocated to the project, as well as additional funds allocated by the Obama Administration.
- Thousands of conference participants obtain copies of the directory at events such as the Georgia Logistics Summit in Atlanta, the Retail Industry Leaders Association (RILA) conference, Ports & Flags events in Tennessee and Georgia, as well as the Georgia Foreign Trade Conference. We also mail out directories to those who request printed copies after seeing the online version.