

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

*Please check the appropriate box:*

<input type="checkbox"/> <b>CATEGORY 1</b>	<input type="checkbox"/> <b>CATEGORY 2</b>	<input checked="" type="checkbox"/> <b>CATEGORY 3</b>
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Entry Title: Why SHEP Matters

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

## Why SHEP Matters

AAPA 2015 Entry Classification: Campaign

### SUMMARY:

The “Why SHEP Matters” campaign uses video, printed material, entries in annual publications along with social media to illustrate the importance of the Savannah Harbor Expansion Project for companies and individuals across the Southeast as GPA continues its effort to secure additional federal funding for the project.

The Savannah Harbor Expansion Project is an infrastructure project of national significance that will deepen the Savannah River from 42 to 47 feet in order to more efficiently serve the Super Post Panamax vessels that already call on the Port of Savannah. After more than 15 years of study and review the first contract to dredge the outer harbor was awarded in March.



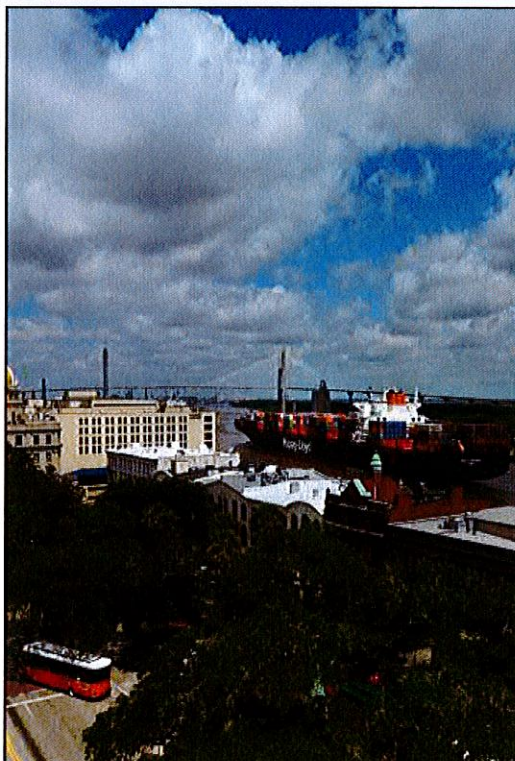
A blog holds all of the pieces of the Why SHEP Matters Campaign here: <http://goo.gl/pZCfL0>

## SITUATION

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

GPA needed a way to illustrate the personal importance of the Savannah Harbor Expansion Project for companies and individuals across the Southeast as GPA continues its effort to secure additional federal funding for the project.

The Savannah Harbor Expansion Project is an infrastructure project that has been in the works for more than 15 years and will deepen the Savannah from 42 to 47 feet in order to more efficiently serve the Super Post Panamax vessels that already call on the Port of Savannah. The first contract to dredge the outer harbor was awarded in March.



The Savannah Harbor Expansion Project will deepen the river to 47 feet at mean low water.

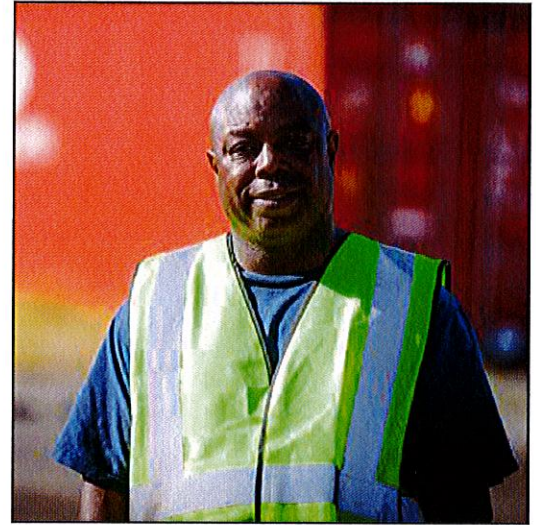


# MISSION

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

Fostering international trade and industry, the Georgia Ports Authority 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 also handles autos, along with farm and forest products. GPA's deepwater ports support more than 352,000 jobs in Georgia and contribute \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion in state and local taxes.

When the Savannah Harbor Expansion Project entered construction this year, the GPA's main communication goal became to share with stakeholders the personal importance of this nationally significant infrastructure project that has been in the works for 15 years. This message is of utmost importance as GPA works to win full federal funding for the project.



**Michael Waterman is a longshoreman who works at the Port of Savannah and was featured in the Why SHEP Matters Campaign.**

# PLANNING

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

### Objectives:

- To tell the stories of people from across the state of Georgia who rely on the Georgia Ports Authority to provide for themselves and their families.
- To illustrate to customers, large and small, the importance of and the positive impact of the Savannah Harbor Expansion Project.
- To rally stakeholder support at the end of this more than 15-year bid for deepening as GPA works to secure complete federal funding for the project.

**Target Audiences:** Lawmakers, customers, members of the community, people holding one

of the more the 352,000 jobs supported by GPA in Georgia

### Campaign Tactics:

- People of the Ports video (<http://goo.gl/tei-ENR>)
- State of the Port Event
- Why SHEP Matters Blog (<http://goo.gl/08fsga>)
- Social Media stories with links to blog
- Elements in existing pieces such as the Annual Report and the Port Guide & Directory





Ruel Joyner owns 24e Design company, a local firm that recently moved its first container through the Port of Savannah. Joyner was featured in the Why SHEP Matters Campaign.

## ACTIONS

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

- The project began by brainstorming ways GPA could reach all levels of stakeholders with the message of the importance of the Savannah Harbor Expansion to them, including all levels of lawmakers, customers, members of the community and those holding one of the more than 352,000 jobs supported by GPA in Georgia.
- With those audiences in mind, it was decided a grass-roots approach, letting people tell the story of why GPA is important to them would be most impactful.
- The communications team focused on building pieces that can be used across multiple platforms. A video that could be shown at our largest event, the State of the Port, and then later shared online and in individual stories highlighted on social media.
- People of the Ports Video (<http://goo.gl/teiENR>): The “People of the

### Key Message:

The personal importance of the Savannah Harbor Expansion Project for thousands of stakeholders.

Ports” video tells stories of people from across Georgia who rely on the Georgia Ports Authority to provide for themselves and their families. Sharing these stories illustrates the importance of the Savannah Harbor Expansion Project as GPA continues its effort to secure additional federal funding for the deepening.

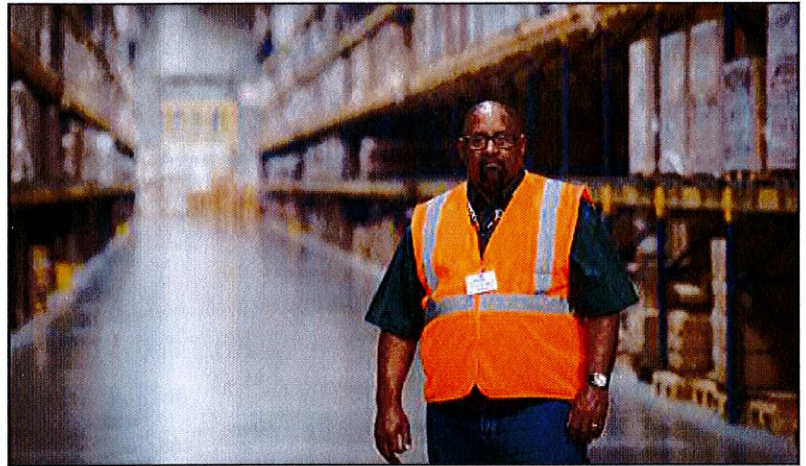
- A video production firm was contracted to produce the video, with input and direction from GPA staff and senior leadership. A varied sampling of the 352,000 jobs supported



# ACTIONS

by Georgia's deepwater ports were chosen to be featured. Highlighting many aspects of logistics from across the region helped to make the story real to a large and varied audience.

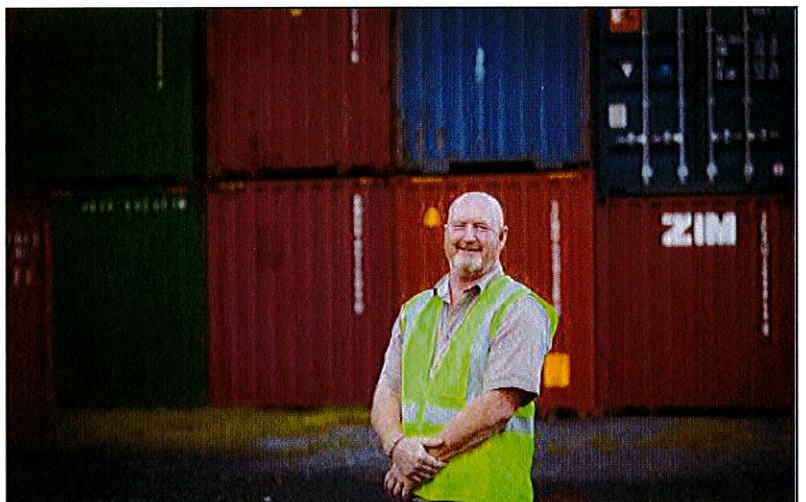
- The video was first shown at GPA's 1,300-person annual State of the Port event, and then shared on GaPorts.com, GPA's YouTube channel and across other social media channels. It currently has more than 750 views on YouTube.
- The State of the Port Event, at which The People of the Ports video debuted, is an annual held in September. The event brings together more than 1,300 representatives of the economic development, banking, real estate, logistics industries and the media. Along with local and state elected officials, GPA brings these representatives together to interact with potential clients, share a message of port growth and statewide economic development related to port growth with elected officials, and reinforce the message that the ports are a vital economic engine for Georgia.
- The decision makers and influencers who gather at the event to network were the perfect audience to create buzz about this campaign that illustrates the personal impact for individuals and businesses of the Savannah Harbor Expansion Project. Along with the video, a slide show looped as people ate lunch, illustrating even more jobs supported by the Georgia Ports Authority. There was a Savannah Harbor Expansion update in the handout placed at each plate as well as a section in the presentation given detailing the next steps in construction.



**William Jackson manages the IKEA distribution center in Savannah.**



**Diedre Cunningham is the marketing and public relations manager of IKEA Atlanta.**



**George Ridgeway is a crane operator at GPA.**