

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 <u> X </u> |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 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 Around the Docks
 Name of Port Port of Grays Harbor
 Port Address PO Box 660, 111 S. Wooding Street, Aberdeen, WA 98520
 Contact Name/Title Kayla Dunlap, Public Affairs Manager
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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.

- 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.



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Around the Docks

Around the Docks is a monthly electronic and printed newsletter publication the Port of Grays Harbor uses to inform and communicate current Port happenings as well as business development opportunities at its various facilities to potential industry customers. *Around the Docks* is electronically distributed to more than 1,600 subscribers including Federal, State and Local elected officials, community business leaders, economic development partners, tenants and employees, as well as being accessible on our website.

Communications Challenges and Opportunities

Effectively reaching and communicating what our facilities have to offer to our various audiences can be a daunting task. We are a rural, county-wide port district with a limited budget. Like many ports, the Port of Grays Harbor is made up of unique and varying facilities including marine terminals, a marina, industrial properties, an airport, parks, public access facilities and a recently acquired 1,800-acre business park on the site of a former, never commissioned nuclear facility.

Around the Docks allows us the opportunity to communicate with various audiences on a monthly basis in a brief, yet informative manner. Our primary objective is to share the successes of the Port and its customers as a way to get potential customers thinking about how the Port of Grays Harbor could work for them. Because the newsletter is so widely distributed, it is also an opportunity to keep our Federal, State and Local officials up-to-date on Port happenings, while acknowledging and celebrating their involvement in Port projects and accomplishments.

Complement our Mission

As a strategy, we restate our mission in all communications including the masthead of *Around the Docks*. We use the publication as a tool "...to facilitate, enhance, and stimulate international trade, economic development and tourism for the region". We have found our best marketing tool to be our existing customer base so highlighting their success to entice new customers to consider the Port as a tool to growing or expanding their business was a natural fit and a win for our regional and local economy. Just like attracting commercial and recreational fishermen from throughout the Northwest to the Westport Marina is also a win for regional tourism and local businesses.

Planning and programming components

Goals

The overall goal of *Around the Docks* is to provide our target audiences with concise, relevant information regarding the opportunities and happenings at the Port of Grays Harbor on a frequent basis.

Around the Docks is created to encourage those considering locating or expanding to imagine how the Port of Grays Harbor can help them achieve their business objectives by taking full advantage of our facilities and infrastructure. The Port of Grays Harbor has experienced a tremendous amount of growth over the past few years and we invite others' to be a part of our story by showcasing examples and opportunities in *Around the Docks*.



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The publication also allows us to communicate the Port's diversity and flexibility in providing opportunities through frequent communication without becoming a nuisance to their inbox.

Objectives

In an attempt to be concise and user friendly, we intentionally keep *Around the Docks* to two pages, or one-page, double sided when printed. As a measure of success, the Port regularly receives positive feedback for the great information contained in the publication and making it an easy read.

We regularly receive requests from people throughout the United States and abroad wanting to be added to our regular newsletter distribution, as well as a steady stream of new subscribers from our local community that look to the publication to gain more information on Port activities.

Audience

The primary audience of *Around the Docks* is industry, whether it's a fish processor wanting to locate by the docks at the Westport Marina, a manufacturer looking for a large manufacturing facility, or a company wanting to export to Pacific Rim nations.

The secondary audience, but equally important, includes Federal, State and Local elected officials, our existing tenants, community members, Port employees and the local business community. All of these audiences, and likely several others, find the publication invaluable in keeping up with Port activities.

Actions and Communication Outputs

Strategy

The Port utilizes a strategic approach in developing the content of *Around the Docks*. We thoughtfully emphasize our strategic location, rail connections, and infrastructure to appeal to those considering doing business in Grays Harbor and we are also sure to emphasize our mission.

Tactics

The Port of Grays Harbor utilizes several tactics in creating *Around the Docks*:

- **Branding:** The masthead of *Around the Docks* features our mission statement along with all of the Port's facilities and their logos, as part of the Port's entire logo suite.
- **Timing:** Many newsletter stories are timed with State and Federal advocacy visits.
- **Achievements:** The Port is sure to highlight and celebrate achievements of Port partners, as their success is our success.
- **Calendar:** The back of each newsletter features a calendar that includes upcoming Port meetings and events as well the month's vessel schedule which communicates the increased vessel traffic and usage of Port facilities, as well as the federal navigation channel.



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- **Photos:** Our audience is busy and has a short attention span. We carefully choose photos that tell the story with a concise caption and copy, limiting each story to the relevant facts.

Implementation:

Around the Docks was created in 2006 as a tool to remind elected officials, at various levels, that the Port was still open for business and that there was activity during an incredibly slow time for the Port of Grays Harbor. Since then, as the Port has grown, we have focused on strategic promotion of the economic activities that best fit Grays Harbor.

Around the Docks is produced in-house utilizing port staff. The only outsourcing done is the printing of approximately 250 copies that are mailed to several community members without email access and used throughout the month for handouts at various outreach events, meetings, etc.

Distribution:

Around the Docks is distributed on a monthly basis via email to approximately 1,600 subscribers, as well as being available on the Port's website, and a printed copy is distributed to Port employees and approximately 30 others via US Mail each month. As previously noted, another 200 print copies are distributed throughout the month at various community events and outreach presentations. Three times per year, *Around the Docks* is included in the local Chamber of Commerce's newsletter to reach others in the region that may benefit from the Port's facilities. We also offer several opportunities to join the newsletter distribution list. The Port's website offers a quick, highly visible online subscription box, as well as instructions in the calendar portion of the newsletter on how to be added to the distribution list. A sign-up sheet is also made available at several events throughout the year including the Chamber's annual trade show and the county fair.

Outcomes and Evaluation

Perhaps the most positive outcome is that people now rely on, and look forward to, *Around the Docks* as the foremost source of information on what is happening at the Port of Grays Harbor. The perceived success from *Around the Docks* is based purely on anecdotal audience feedback. We regularly receive compliments from various subscribers and stakeholders, as well as our colleagues at other ports in Washington State.

Each month the number of newsletter subscribers continues to grow at a rate of approximately 10-12 per month. In relation, we have a very low request to be removed from the distribution list, at less than one per month.

Members in the community have seen the positive successes the Port has accomplished in recent years. Locally, overall perception of Port operations has become more positive and the community has been more understanding of rail traffic as they can see the economic impacts being made through jobs and income. The local community is also very interested in and appreciative of the vessel schedule in the newsletter. They like to be able to identify which vessels are navigating the channel.