

## 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:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title   Portside Magazine    
 Name of Port   Ports of Indiana    
 Port Address   150 W. Market St., Ste. 100, Indianapolis, IN 46204    
 Contact Name/Title   Liz Folkerts, Communications Specialist    
 Telephone   317-232-9205   Email Address   lfolkerts@portsofindiana.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.

**Ports of Indiana – 'Portside' Magazine**

The Ports of Indiana is a unique port system with three public ports – one on Lake Michigan and two on the Ohio River – as far as a six-hour drive apart. It is impossible for anyone to physically stand on a dock and see all port operations, so Portside magazine provides an overview of activities at all three ports that is not available to stakeholders in one community. The magazine grew out of a need for a flexible and feature-oriented publication that introduces readers to the ports and gives them a chance to see port activities through a full-color, glossy publication. Each issue is focused on one port, providing an annual brochure to market that facility, with one edition covering the organization as a whole. The magazine highlights important events, new developments and special features at each of Indiana's three ports and allows the Ports of Indiana to share its perspective on issues affecting the waterborne shipping industry economic development opportunities in and around the ports.



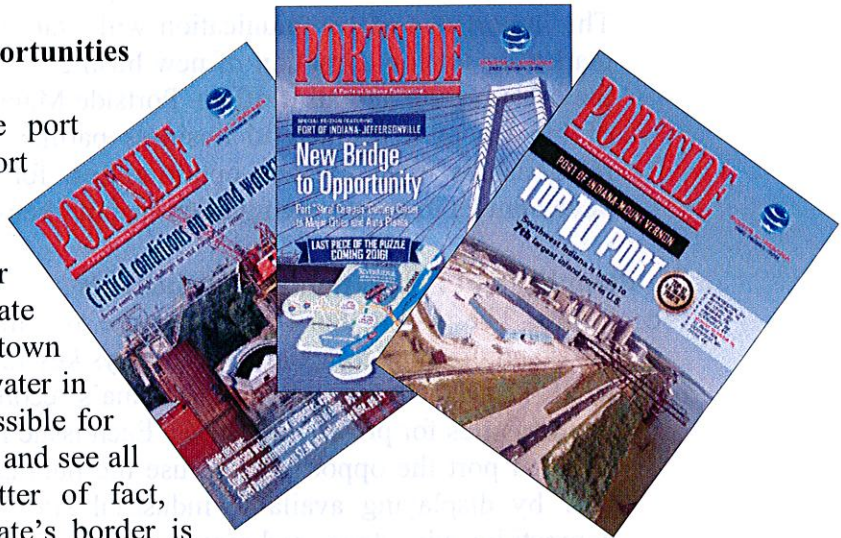
# Ports of Indiana Portside Magazine Entry Statement

Portside Magazine is the quarterly magazine of the Ports of Indiana.

## 1. Communications Challenge and Opportunities

### o Situation Analysis:

The Ports of Indiana is a unique port system. We are a statewide port authority with three public ports – one on Lake Michigan and two on the Ohio River – as far as a 6-hour drive apart. Our Corporate Headquarters is located in downtown Indianapolis (at least 2 hours from water in all directions), which makes it impossible for anyone to physically stand on a dock and see all of our port operations. As a matter of fact, although over 50 percent of the state’s border is



water, most of Indiana’s businesses and population are not located near water. Portside grew out of a need for a flexible and feature-oriented publication that would include all three ports. As they say, “a picture is worth a thousand words,” and Portside provides us with an opportunity to introduce businesses and the general public to Indiana’s three ports and gives them a chance to see port activities through a full-color, glossy publication. Each issue is focused on one port, providing an annual brochure to market that facility, with one edition covering the organization as a whole. The magazine highlights important events, new developments and special features at each of Indiana’s three ports and allows us to share our perspective on issues affecting the waterborne shipping industry economic development opportunities in and around our ports.

## 2. Communicating the Ports of Indiana’s Mission

Since 1961, the Ports of Indiana has been a valuable asset to the state of Indiana. It generates significant economic development, creates jobs, attracts businesses to the state and provides access to global markets. Its management team brings an entrepreneurial approach to the organization that invites opportunities and strategies for expansion, self-sufficiency and innovation.

*Our Mission: “To develop and maintain a world-class port system that operates as an agile, strategically-driven, self-funded enterprise dedicated to growing Indiana’s economy.”*

From a marketing perspective, the Ports of Indiana is challenged with maintaining market visibility. Portside Magazine provides the Ports of Indiana and its three ports a platform to promote resources, viewpoints and a stable presence to stakeholders and partners as well as the general public. The Ports of Indiana has a unique opportunity to expand its geographic focus, branch into new industries and create deeper relationships with port companies all the while enhancing its image and presence by leveraging the reach and influence of our

quarterly publication. Portside offers our organization an opportunity to market our facilities and services, showcase our team of experts, generate awareness on key issues and educate the general public on the value and capabilities Indiana's ports possess.

The importance of communication with state, regional, and local stakeholders as well as marketing for the attraction of new business is evident and vital to building awareness of the organization and all it offers. Portside Magazine offers a platform to position the Ports of Indiana as a resourceful business partner with a network of services, facilities and relationships that creates opportunities for those involved in trade and business development to access the international marketplace.

### **3. Planning and Programming Components**

- **Goals:** The goal of Portside is to serve as a marketing and educational tool for our three ports and our port companies. It conveys key messages to readers that Indiana's ports are a great success story, vital to Indiana's economy and providing significant business opportunities for private industries. Each issue focuses on a particular port, which gives the featured port the opportunity to use the publication as a primary marketing piece for the year by displaying available industrial sites, descriptions of top port companies, key competitive advantages and cargo services.
- **Target Audiences:** The primary audiences for our magazine include current port companies and customers, prospective customers looking to locate at or use our ports, logistics and manufacturing companies throughout the region, local, state and national government officials, as well as our three port communities' leadership and economic development partners. A secondary audience focus includes the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** The objective of this magazine is to present the Ports of Indiana messages to our target audience through the pages of a professional publication. Portside serves as a fresh and timely marketing resource that has the ability to focus on a variety of key industry sectors important to our ports, such as wind turbines, steel, coal, project cargo, river shipping and state logistics advantages, while also reducing/eliminating the need to produce regular marketing brochures for each new initiative.

### **4. Actions and Communication Outputs**

- **Strategies/Tactics:** Our strategies for Portside are to promote the various facets of the Ports of Indiana: the three ports, port companies, port communities, legislative issues for state and federal government and issues affecting the waterborne shipping industry. With quarterly issues, one focuses on each of our three ports, and one overview issue. Every issue includes one or two 'feature' stories, focusing on the most important marketing messages of the day, which allows some flexibility to promote key issues and marketing messages with multiple photos, expansive layouts and additional detail not available through other marketing materials.

The Ports of Indiana uses this publication not only as a magazine highlighting the organization, but each of the port specific issues does 'double-duty' as an annual brochure



for each port. Early content discussions include the question ‘What is the primary element/issue/feature of the port we need to market in the upcoming year?’ We write stories in a way that brings new information to regular readers, but is ‘evergreen’ to those encountering the publication as a brochure. Each issue highlights port companies, available parcels, port communities and more.

- **Implementation Plan:** Portside Magazine is produced by a combination of in-house staff and an outside graphic designer. The cost to design, print and mail each issue is roughly \$4,500 and includes a print run of about 2,800 per edition. The publication is complimentary and is mailed to approximately 2,200 subscribers, including business and government leaders, economic development groups, logistics and manufacturing companies and Ports of Indiana stakeholders throughout North America. Copies are included in Ports of Indiana business development materials and distributed at each of the organization’s four office locations. The magazine is also distributed at special events, tradeshows and during marketing presentations. In addition to the print version, a version is made available online at [www.portsofindiana.com](http://www.portsofindiana.com). Readers can subscribe to the printed and/or online version of Portside.

## 5. Evaluations Methods and Communications Outcomes

We gauge the success of this publication by conducting annual readership surveys, measured savings in marketing expenses, tracking the metrics of our online version and, to a lesser extent, ad revenue generated by each issue. By monitoring results, we are able to collect indicators that have helped us adapt and improve the publication to better meet our needs and reader interests.

In our 2015 reader survey, nearly 65 percent of respondents rated the value of Portside as a “4” or “5” on an escalating value scale of 1 to 5, and less than 10 percent rated it 2 or less. While the print version is the most popular with over 2,200 subscribers, more than 1,600 receive the publication via email and nearly a fourth of survey respondents prefer to receive both. Over 70 percent of respondents share the publication with business associates and co-workers and 25 percent share their copies with three or four other readers. In addition, more than 20 percent told us they have never visited one of Indiana’s ports, and more than 65 percent have not visited our two river ports, meaning Portside plays a critical role in shaping their perspectives and understanding of those facilities. And regardless of what ports they have visited, about 70 percent of respondents visited our website, [www.portsofindiana.com](http://www.portsofindiana.com), in the past 12 months. Every survey also asks for suggested improvements, and sample responses have included:

- Update/detail/feature on development opportunities at and associated with the Port of Indiana-Burns Harbor.
- None, it's great to read about our Ports in Indiana and how they are doing.
- More in-depth pieces on what the ports mean to Indiana's agriculture, steel, manufacturing and energy sectors.
- Keep it coming. I report for Great Lakes Seaways and Shipping News.

A key change in the recent Portside design is a focus on having each issue feature one port and serve as the major marketing piece for that port for a year. This was based on survey responses asking for more in-depth information about development opportunities at our ports and our Port Directors’ need for updated marketing materials. Making this change to Portside has saved

significant time and resources in developing additional marketing pieces, as well as approximately \$15,000 per year in marketing brochure development costs, and it also provides key marketing messages to subscribers who would not normally receive brochures from certain ports. This dual role is extremely beneficial for our small communications staff with limited resources, and it allows key marketing messages to be revisited, updated and customized annually as part of Portside development, rather than requiring separate projects and resources.

Our online version of Portside has a subscription list of 1,600 recipients. Email notifications are delivered with a link to access the online magazine. The three issues included in this submission were opened a total of 655 times combined with 186 click-throughs to additional information. In total, the electronic distribution of these three Portside's generated 4,545 interactions with our readers over the course of 627 online reads.

While advertising sales are not a primary focus for the publication, each issue generates approximately \$1,200 in ad revenue from port companies and economic development groups that see real monetary value in our publication and what it does for Indiana's port system.

Portside brings Indiana's ports to life with full-color photos and stories that take you beyond the basics of most marketing materials, and infuses a personal perspective on what is happening at Indiana's ports. Each edition helps in the promotion of the state's three ports, port companies and issues affecting the industry. This publication not only allows us to share campaigns or articles of interest, it has become the voice of our organization and our leadership. From the initial concept of a regular company newsletter, it has become a high-quality professional magazine. Portside's 'just in time' approach has helped it become a dependable resource for the Ports of Indiana's marketing activities.