

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 _____ X |
| 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: **Port Record Magazine: The Official Magazine of the Port of New Orleans**

Name of Port: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Renee Aragon Dolese, Communications 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.

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

Port of New Orleans Entry Statement – Periodicals

Port Record: The Official Magazine of the Port of New Orleans

Most recent three consecutive issues: Fall 2014, Winter 2015 and Spring 2015.

Link to the digital Fall 2014 Port Record: <http://bit.ly/1Fa7gRc>

Link to the digital Winter 2014/2015 Port Record: <http://bit.ly/1F4cJHq>

Link to the digital Spring 2015 Port Record: <http://bit.ly/1loTwRV>

1) Challenges or opportunities

The Port Record has been published since 1942 as means to promote the Port and its assets and engage customers, potential customers and the maritime community. It is used by our Commercial staff, customers and our board members to market the Port. The Port Record is published quarterly: Winter, Spring, Summer and Fall.

The challenge is to promote the Port of New Orleans as the premier Port for a variety of cargo and cruises, but to do so in a journalism-style publication that is compelling and useful to the reader without the publication being an overt advertisement or marketing piece.

- In addition to being able to talk about news and developments at the Port of New Orleans, we want to use the Port Record as a way to promote New Orleans and Louisiana as a good place to live and do business: A thriving port equals a thriving local economy, and a thriving local economy equals a thriving port, underscoring the message: “Seaports Deliver Prosperity.”
- Because space is limited to about 18 editorial pages including the cover, strategic, well-planned stories and sections are necessary.

2) The Port of New Orleans mission is: *to be a proactive, customer-oriented, financially healthy service organization whose primary purpose is to maximize the flow of foreign and domestic waterborne trade and commerce with relevant markets by providing, directly or through third parties, highly productive facilities, equipment and support services to meet the specialized needs of shippers and ship operators.*

The Port Record is a marketing tool to promote the many ways the Port is well-positioned to “maximize the flow of foreign and domestic waterborne trade and commerce.” Through brand journalism, the Port Record emphasizes the message about the Port’s assets and capabilities in a compelling customized magazine format. The branded journalism presents the Port of New Orleans as a thought leader to potential and existing customers, and strengthens existing relationships.

3) Planning and programming components

-- **Overall goals/desired results:** A well-planned engaging magazine that serves to promote the Port of New Orleans, strengthen relationships and attract new customers and cargos. This is done with modern design and compelling content written and packaged in a journalism style rather than a straightforward promotional style.

-- **Objectives:** Create a publication that would serve as a marketing tool offering news and developments about the Port and its partners, as well as economic development in the region. We would measure this by: Staff feedback about its use as a sales tool; ad revenues; demand for the issues by our customers and our sales staff; CTR on digital editions.

--**Target audiences:** Port customers and tenants, potential new customers, members of the port community, legislators and other policymakers, Port commercial staff and our Board of Directors.

4) Actions & Outputs

2015 COMMUNICATIONS AWARDS PROGRAM

--**Strategies:** Before each issue, communications has a planning session with the Commercial team to identify a strong, well-rounded strategic editorial lineup that includes: news about the Port and our customers, important issues, our board and staff, economic development news for New Orleans and the state, and mentions or photos of key players in the maritime industry. The magazine's sections include:

- **Message from the CEO:** a personal letter from Gary LaGrange written in the same engaging conversational style he is known for. This usually covers Port news or issues that are important to the industry.
- **Inside Story:** Short features on news or developments that require more than a news brief but less than a longer cover story. Can be one to three of these per issue.
- **Cover story:** A more in-depth look at Port news, developments, assets or issues, economic development news, etc. Quotes from key stakeholders from the Port, our tenants and customers, and other members of the maritime industry.
- **Newsstream:** News briefs with news from the Port and the maritime industry, as well as economic development news from New Orleans and the state.
- **Port Connections:** A photo section of industry events such as conferences, maiden voyages, tour groups, receptions, presentations, etc. Since people like to see themselves or people they know in print, this is an opportunity for us to show faces and names of key people in the Port community. This also gives us the opportunity to promote our partners and key industry people.
- **Shipper Spotlight:** A closer look at a shipper who imports or exports from the Port of New Orleans and why doing business with the Port is strategic for them.
- **By the numbers:** a quick reader-friendly page with a focus on a facet of the Port or economic development news.
- **Final Frame:** The last page in a magazine is traditionally a highly read page, and we use this page to offer a strong parting image of the Port or the port community.

--Implementation Plan:

- Two designated communications staffers plan, write and edit the magazine as well as maintain the mailing list. The budget is about \$1,000 per issue for freelance photography and writing.
- 6,000-8,000 copies are printed for each issue. 5,000 copies are mailed to members of the port community and potential customers, the remaining issue are used for port marketing efforts at trade shows, etc. A digital version of each issue is also posted on our website and shared on our social media platforms.
- The magazine is designed, printed and mailed by an outside publisher, who does this at no cost to the Port; in exchange the publisher retains all advertising revenues.

5) Evaluation methods and outcomes

--Evaluation of success:

- **Ad revenues:** The Port Record brought in about \$30,000 last year in advertising revenues for the publisher and that number continues to trend upward.
- **Demand for the Port Record:** Our Commercial staff and reception areas can't keep the magazine in stock. We receive frequent requests for hard copies and the link to the digital publication version to be sent to members of the maritime community.

--**Communications outcomes:** General anecdotal feedback is that the Port Record is a good read with news and information that is important to the Port community, our board and our customers. Our marketing team finds it useful in their sales and customer service efforts. Our Community Outreach team uses it as a popular education tool as well. We receive a steady flow of inquiries to be added to the mailing list.