

## 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 _____                    |
| 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 <u>XX</u>                    |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title: People of the Ports

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.

**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.

2015

# GEORGIA PORTS AUTHORITY

## PEOPLE OF THE PORTS

*AAPA 2015 Entry Classification: Video*

### SUMMARY:

The "People of the 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 project.

Also, during a year where labor relations are defining the port industry, this video illustrated GPA's respect for the people who help to make it the fastest growing port in the nation. Immediate feedback from ILA members and industry partners acknowledged the recognition.



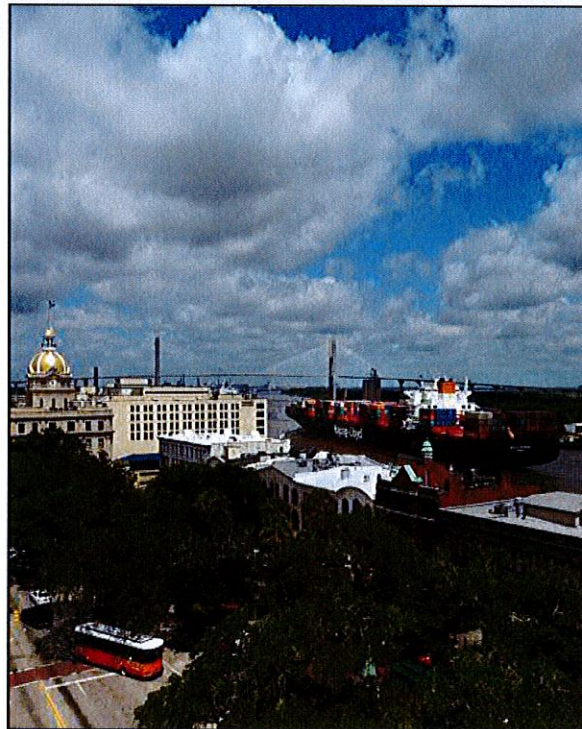
<http://goo.gl/teiENR>

Runtime: 5:47

## SITUATION

Fostering international trade and industry for state and local communities, 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, autos and heavy machinery.

The Port of Brunswick also handles automobiles, along with agricultural 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.

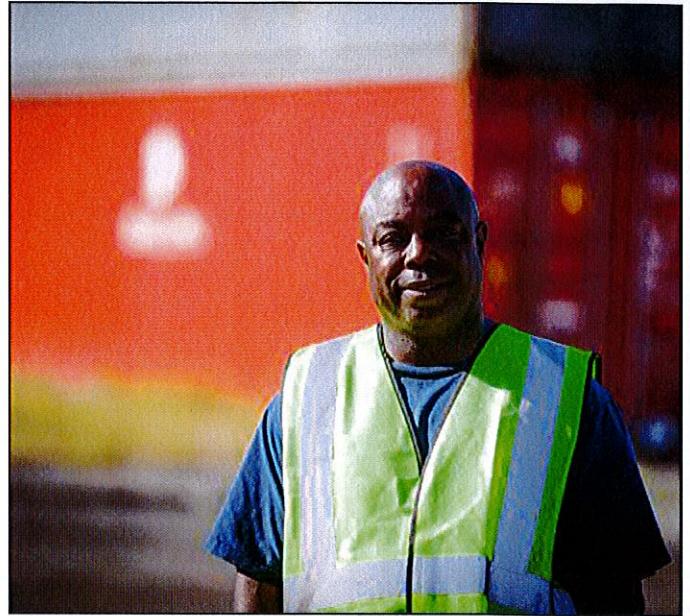


The Port of Savannah is the fourth busiest container port in the nation.

# OPPORTUNITIES

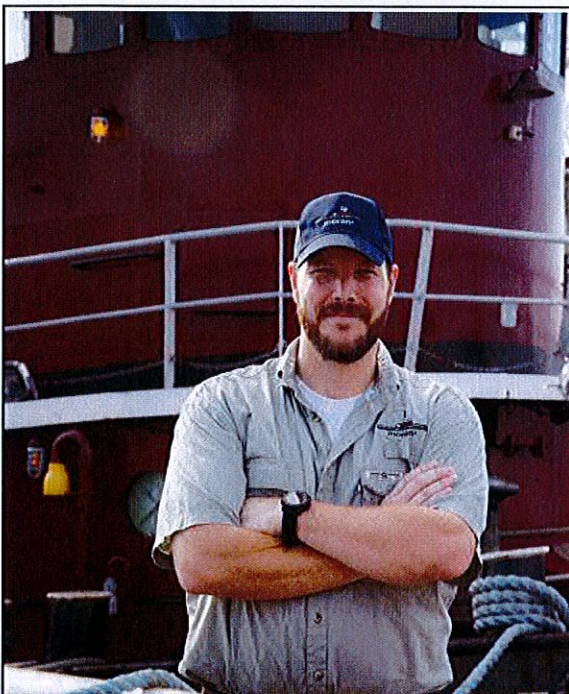
## 1. What are the entry's specific communications challenges or opportunities?

- 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. Sharing these stories illustrates the importance of the Savannah Harbor Expansion Project, which will allow the GPA to better serve the mega ships that are the new industry standard, ensuring business retention, job security and growth in Georgia.
- To illustrate GPA's respect for the workers who help make Savannah the fastest growing port in the nation, especially during a year where labor relations defined the port industry, including the slow-down and cargo delays on the West Coast.



**Michael Waterman is a longshoreman who works at the Port of Savannah and was featured in the "People of the Ports" video.**

# MISSION



**Daniel Reed is a tug relief captain in Savannah and was featured in the "People of the Ports" video.**

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

- As construction of the Savannah Harbor Expansion Project begins this year, the GPA's main communication goal is 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 retain full federal funding for the project.
- The "People of the Ports" video is one piece of the "Why SHEP Matters" campaign. Other pieces include a blog with social media components, sections in our annual publications such as the annual report along with a printed booklet titled "Gateway to the World" highlighting the Port of Savannah as a port of national significance along with influential customers who use the port.



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 “People of the Ports” video.

## PLANNING

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

- Goal: Communicate to stakeholders the personal importance of the Savannah Harbor Expansion Project, a nationally significant infrastructure project that has been in the works for 15 years.
- Objective: Represent the different industries that use the Port of Savannah and will be affected positively by the deepening. From the 352,000 jobs supported by Georgia’s ports, a selection of industries was chosen to represent the diverse community who make a living through the Port of Savannah. Careers highlighted included longshoreman, tug boat relief captain, crane operator, warehouse manager, retail manager at an international chain, and a local shop owner.
- The primary audience included the stakeholders at the State of the Port event whose continued support is necessary as construc-

Highlighting many aspects of logistics from across the region helped to make the story real to a large and varied audience.

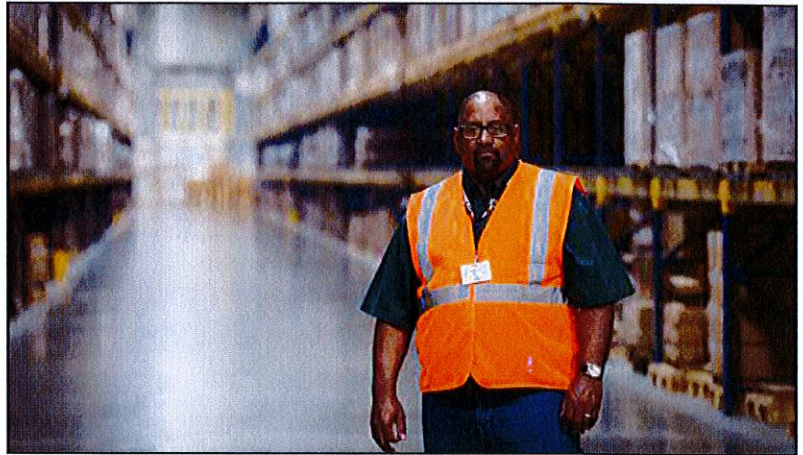
tion starts on the Savannah Harbor Expansion Project.

- Secondary audiences included media, elected officials and members of the community who have access to the video through social media and the GPA website.

# ACTIONS

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

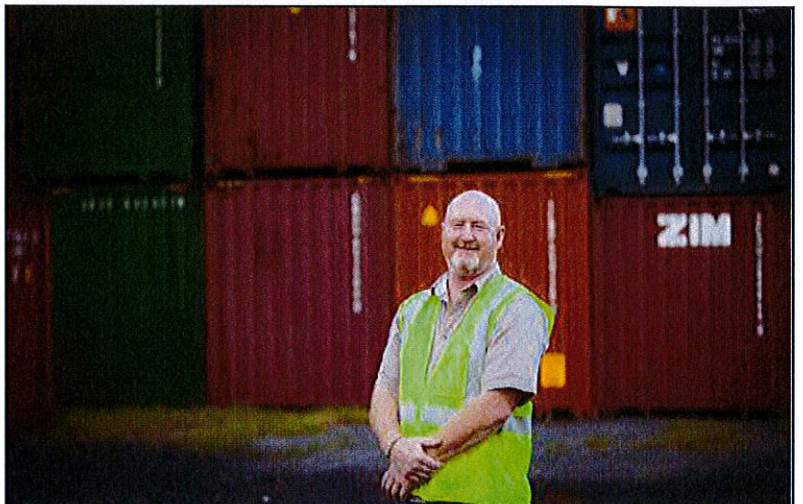
- Each participant was contacted to schedule interviews and b-roll at their locations, along with still photos to be used online.
- Video planning and production took ten weeks and included travel around Georgia. Participants were interviewed in documentary style and allowed to tell the story of their reliance on the Port of Savannah in their own words.
- The video was initially created to show during GPA's annual State of the Port event where more than 1,300 people involved in the Southeast's logistics industry convene along with members of the media, related industries and local and state elected officials.
- Most of those featured in the video also attended the event, emphasizing the reality of the port's impact on Georgians.
- Following the debut, the video was shared through social media channels including YouTube, Facebook, LinkedIn and Twitter, and was distributed through an email campaign directly to thousands of people who do business with the GPA.
- The total budget, including everything from research and interview coordination to filming, editing and final delivery was \$26,000. While communications staff managed the project and provided creative direction, GPA contracted an outside company to produce the video.



**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.**

# RESULTS



**Gary Bell of Bell Farms and his family move the cotton they grow through the Port of Savannah. Bell explained that if the Port of Savannah is not deepened he will receive a lower price for the cotton he sells overseas.**

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

- In addition to the 1,300 stakeholders and members of the media who viewed the video in person more than 700 have viewed the video since the event from our website and YouTube channel.
- This video helped to maintain the coalition of stakeholders behind GPA's continued mission to secure federal funding for the Savannah Harbor Expansion Project. In March, the first contract was awarded for dredging the outer harbor.
- Feedback from members of the International Longshoreman's Association along with other industry partners was positive and appreciative of acknowledging their contributions to the work at the Georgia Ports Authority, as well as the vital importance of our partnership with labor as the Savannah Harbor Expansion Project moves forward.