

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 _____ |
| 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 _____ X _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

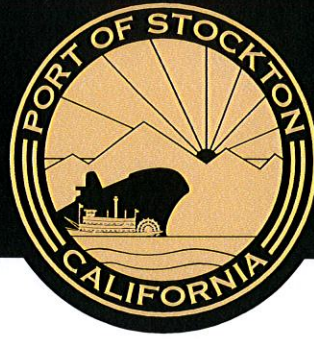
Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title _____ Port of Stockton videos _____
 Name of Port _____ Port of Stockton _____
 Port Address _____ 2201 W. Washington Street, Stockton, CA 95203 _____
 Contact Name/Title _____ Jeff Wingfield, Director of Environmental, Government & Public Affairs _____
 Telephone _____ 209-946-0246 _____ Email Address _____ jwingfield@stocktonport.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.



5358

PORT OF STOCKTON – COMMUNITY & ENVIRONMENTAL INITIATIVES VIDEOS

AAPA 2015 Communications Awards Program, Classification 13 – Videos

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

The Port of Stockton (Port) has been inextricably tied with the city of Stockton, and the greater San Joaquin County region, since the city passed the Deep Water Bond of 1932, which effectively brought the Port into existence. In many ways, the Port has grown up with the region, over time becoming the key nexus point between California's world-renown Central Valley agricultural engine and dozens of trade partners around the globe. While the Port continues to attract new business partners and provide excellent service to our existing ones, we see it not only as an opportunity but a necessity to engage in meaningful and effective public outreach. The Port is dedicated to fostering better communities and a healthier planet, as evidenced in the wide range of activities and initiatives in which we take part. We want the public to be informed about our efforts, and while we are often a presence at community events and in the local papers, we've found that social media, and especially video on social media, to be increasingly effective at sparking interest in our activities.

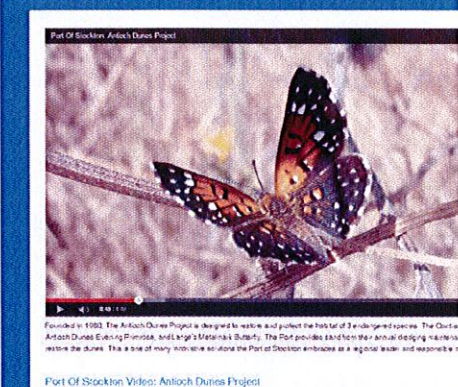
2. How does the communication used in this entry complement the organization's overall mission?

The series of videos that the Port produced ("Port Overview", "Antioch Dunes Project," "Barn Owl Nest Boxes," "Boggs Tract Community Farm," and "Water Hyacinth Removal") pull back the curtain and provide a glimpse into Port operations and some of the community and environmental initiatives the Port has been carrying out. The videos exhibit high production value, seamlessly blending on-the-scene footage, interviews, still photographs, graphics, and music in a classic documentary style instantly familiar to most viewers. The net result is an informed and engaged public that understands the active role the Port plays in their region. "Antioch Dunes Project" explains the innovative, collaborative approach, instigated by the Port, to solving two problems: the disposal of channel dredging materials and the lack of dune sands at a nearby wildlife refuge. "Barn Owl Nest Boxes" spotlights the Port's environmentally friendly rodent control initiative. More owls mean less burrowing rodents which mean longer-lasting levees surrounding the Port. "Boggs Tract Community Farm" tells the story of the community garden that was established when the Port provided a tract of its land. The Boggs Tract

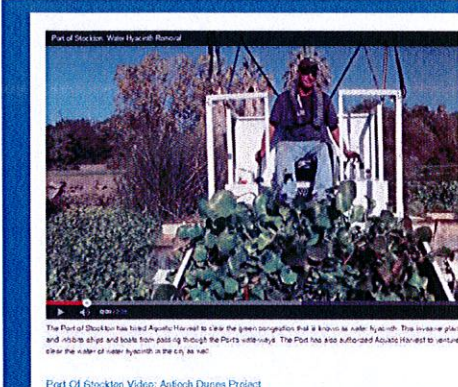
Port of Stockton Video: Barn Owl Nest Boxes



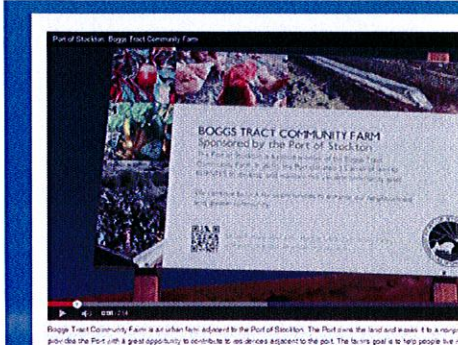
Port Of Stockton Video: Antioch Dunes Project



Port of Stockton Video: Water Hyacinth Removal



Port of Stockton Video: Boggs Tract Community Farm



Community Farm teaches residents to grow nutritious, healthy fruits and vegetables without chemicals. Finally, "Water Hyacinth Removal" explains the dilemma of the invasive plant clogging up the San Joaquin and how the Port is committed to keeping the waterway clear for all vessels, not just Port-bound ones.

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

A professional video production company was used to create the series of videos, but the Port was involved nearly every step of the way. First, the overall messaging was crafted by Port staff. This then led to the writing of the narration and planning of video shoots, undertaken by both the Port and the production company. The Port provided access to key shooting locations around the Port and beyond, and key Port staff were interviewed for the videos. With shooting complete, the production company edited the videos, making adjustments the Port deemed necessary upon review.

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

The Port has been showing the videos at the various trade shows our staff attends. The videos have also been shown at community events. The videos are available to view 24 hours a day, seven days a week on the Port's website and YouTube channel.

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

The video series has garnered positive responses from the public. One commenter from "Antioch Dunes Project" video on YouTube said, "A very positive and innovative project. A win-win for everyone and the environment," while another commenter under the "Barn Owl Nest Boxes" video simply said she wanted to see more videos. YouTube's video plays count provides an easy gauge of public interest, with each video being viewed hundreds of times ("Water Hyacinth Removal" and "Barn Owl Nest Boxes" were by far the most popular).

See links on computer