## INDIVIDUAL SUBMISSION ENTRY FORM          6139

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. | Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. | Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. | Annual Reports | __X__ | 10. Promotional/Advocacy Material | _____ |
| 4. | Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. | Awareness Messaging | _____ | 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**     X **CATEGORY 3**

Entry Title: Georgia Ports Authority FY15 Annual Report

Name of Port: Georgia Ports Authority

Port Address: P.O. Box 2406, Savannah, GA 31402

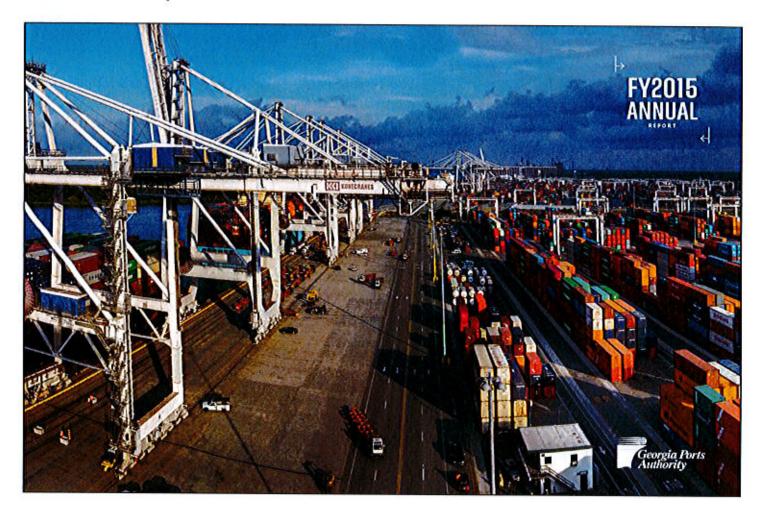Contact Name/Title: Emily Goldman, Manager of Port Relations

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 and measurable terms the situation leading up to creation of this entry.
   - Briefly analyze the major internal and external factors that need 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 used for this entry?**
   - Describe the entry's goals or desired results.
   - Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
   - Identify the entry's primary and secondary audiences in order of importance.

4. **What actions were taken and what communication outputs were employed 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 entry's 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.

# GEORGIA PORTS AUTHORITY

## *Annual Report*



FY2015 ANNUAL REPORT

*Georgia Ports Authority*

Summary: Georgia Ports Authority's Annual Report is the GPA's yearly business update to stakeholders including federal, state and local legislators, along with clients and community leaders.

The report highlights GPA's year-over-year growth and its continued focus on customers. It provides GPA lobbyists and sales people with a visual tool that describes the strengths and opportunities represented at the GPA.

*Georgia Ports Authority*

# GEORGIA PORTS AUTHORITY

## Annual Report



# 1) Challenge and opportunity

Georgia Ports Authority's Annual Report is a yearly opportunity for the GPA to reach out to stakeholders including federal, state and local legislative officials, along with clients and community leaders and share success stories while showcasing transparency in business operations.

The publication helps show how the Georgia Ports Authority is one reason Georgia was named the top state for business. Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. In 2015, GPA moved 3.73 million twenty-foot equivalent container units, making the Port of Savannah the fourth busiest in the U.S. GPA's deepwater ports support more than 369,000 jobs in Georgia, yielding $20.4 billion in income annually.

# 2) Connection to GPA mission

The mission of Georgia's deepwater ports is to support economic development in Georgia.

Highlighting GPA's successes helps share the message of GPA as a statewide economic engine with an eye toward new business.

Another facet of GPA's mission is to move goods efficiently in order to support trade. Sufficient infrastructure is necessary to ensure capacity exceeds demand and cargo flows freely.

The Savannah Harbor Expansion Project is an infrastructure project of national significance deepening the Savannah River from 42 to 47 feet. It is vital to share this message with stakeholders so they have confidence that GPA is evolving with an industry that is shifting to larger and larger vessels.

**Georgia Ports Authority**

Find GPA's Annual Report online: http://goo.gl/hNkgWY

# 3) Planning and Programming

**Goal:**
To grow the movement of cargo through Georgia's Ports and support economic development.

**Objectives:**
1) Provide lobbyists and sales people with a visual tool that describes GPA's strengths and opportunities.
2) Report on the authority's financial performance.

**Target Audiences:**
Federal, state and local legislators, along with clients and community leaders.

# 4) Actions and Outputs

After the end of the fiscal year (June 30) the communications team meets with the designer to determine design and big picture direction. Collaboratively, over several weeks, the ideas are modified into a final design plan.

For this Annual Report, the contract designer used a series of panoramic images to capture the size and scope of operations at Georgia's deepwater ports – and to communicate the "big picture" of GPA's role as a global gateway to trade. Expanses of clean white space both counterbalance and highlight the rich, color images. The clean lines carry through to the sans serif font used in headlines, subheads and body copy. Each article is accompanied by a graphic calling out important statistics in an easy-to-read and digest format.

The infographics were designed to stand alone as well, and have been used in other print pieces, on the web and in social media.

Business statistics and year-end numbers are compiled by GPA's marketing department for use within articles as well as in the financial statement at the end.

Communications staff produce content by reviewing the year's headlines, speaking with internal stakeholders to mold the message, writing articles

and compiling visuals.

Photos are shot by both staff and contract photographers and are a mix of those shot over the last year and those assigned specifically for this publication.

The publication is organized in a way that presents information, starting with the big picture, then moving to specific issues. The first article focuses on GPA's statewide impact, with input from Georgia's governor, the GPA board chairman, and the executive director.

This year's publication included a special cover for our Brunswick port, as well as bookmarks highlighting GPA's cargo records for FY2015.

The Savannah version was unveiled at the Savannah State of the Port Address and the Brunswick version was unveiled at the Brunswick State of the Port Address. Both events provide an in-person yearly update about the port's progress.

Work began on the project in mid-July. The printed project was delivered on Sept. 24 for the Savannah version and Oct. 14 for the Brunswick version.

Two communications staff members provided creative direction, writing, editing, photo editing, information gathering and some photography while a contracted designer laid the publication out and a contract photographer provided the majority of photography.

## 5) Results

GPA's Annual Report is one tool that helped to bring 2,720 new jobs to Georgia and move a record 31.7 million tons of cargo in 2015. A focus group of Annual Report users, including people in government relations, sales and economic development were surveyed about the use and effectiveness of this Annual Report. In general, the feedback was that the report is an important tool for many audiences including legislators and policy makers, potential clients and potential economic development partners. A selection of responses are below:

- **Objective:** Provide lobbyists and sales people with a visual tool that describes GPA's strengths and opportunities.

  **Result:** "The Annual Report provides me with a tool to update elected officials as well as community and business leaders about GPA's news," said Lee Beckmann, manager of government relations. "It also provides them with the knowledge base and talking points they need to explain their support of the GPA."

- **Objective:** Report on the authority's financial performance.

  **Result:** "The Annual Report shows my global account clients, many of whom are among the top 50 exporters in the U.S., how strong PA is and how committed we are to future investments that strengthen operational efficiencies, as well as add additional ca pacty," said Mark Troughton, global account executive. "When you look at the numbers in the Annual Report, GPA stands out as being focused on the long term, and this gives clients a level of com fort when they are making decisions that will impact their opera tions for many years to come."

The Annual Report was part of the package of collateral Troughton used when meeting with more than 50 companies in 2015.

Of those 50 meetings, two netted new clients (The Home Shopping Network and CMPC) and more than 40 increased the amount of cargo they move through the Georgia Ports Authority, including Shaw Industries, Rooms-To-Go and Fed-Ex.

> "When you look at the numbers in the Annual Report, **GPA stands out as being focused on the long term,** and this gives clients a level of comfort when they are making decisions that will impact their operations for many years to come."
>
> -Mark Troughton, GPA Global Account Executive