

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6140

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           | _____ | 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            | __X__ | 14. Visual-Only Presentations     | _____ |
|                             |       | 15. Websites                      | _____ |

Please check the appropriate box:

☐ CATEGORY 1      ☐ CATEGORY 2      ☒ CATEGORY 3

Entry Title: 1,100 Strong

Name of Port: Georgia Ports Authority

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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 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?**

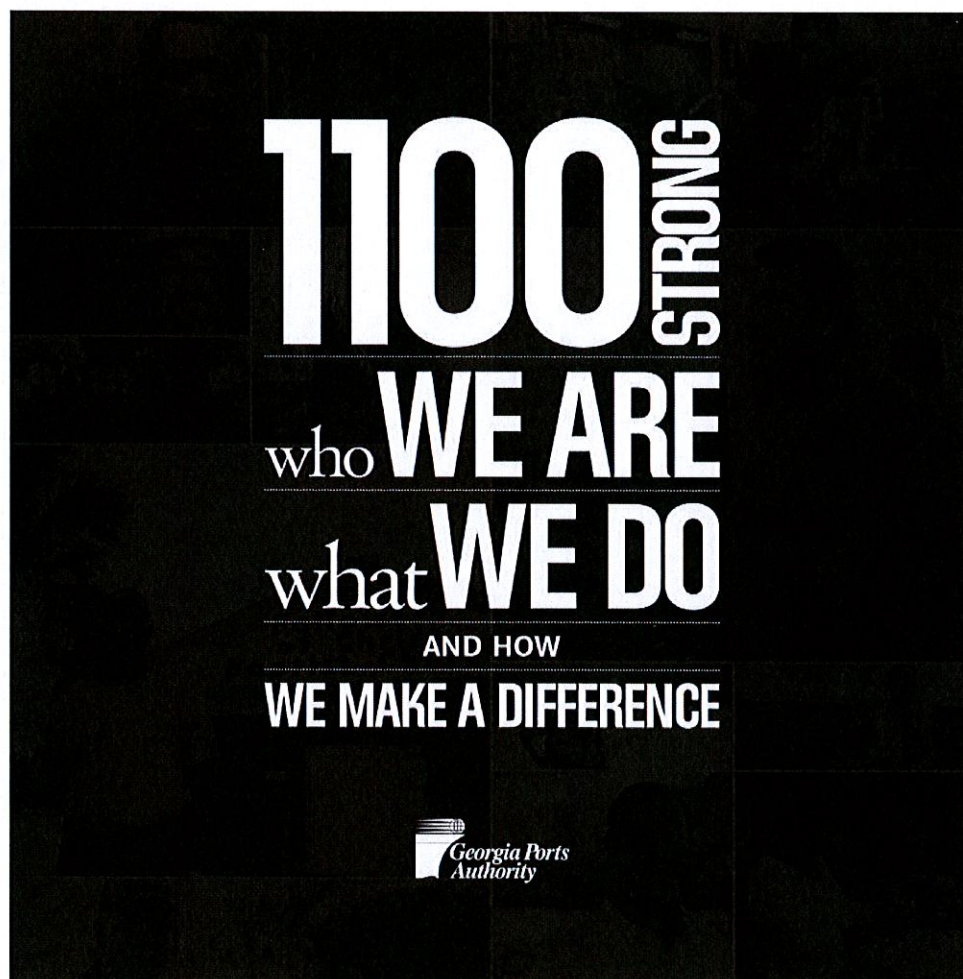
- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

**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

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Summary: 1,100 Strong, Who we are, What we do, and How we Make a Difference is a new publication GPA created to recognize the tireless work of GPA's more than 1,100 employees.

After a year of incredible work, the employees who made 17% growth in cargo volumes with no congestion seem easy, deserved more than a pat on the back. This book is a celebration of the people behind GPA's success.

The book focuses on not only employees' work achievements, but their wellness achievements and what they give back to the community.

**[1100Strong.com](http://1100Strong.com)**



# GEORGIA PORTS AUTHORITY

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*1,100 Strong. Who we are, What we do, and How we Make a Difference*

## *1) Challenge and Opportunity*

GPA communications staff and Human Resources teamed up to create a new way to recognize employees as well as to show the community how important not only GPA is in the community, but the 1,100 people who are directly employed here.

GPA needed a way to humanize itself to the local community, and our employees made it easy because of their great work.

The publication recognizes and highlights the vast diversity of people working at GPA and working to contribute to the community by bettering themselves and helping others in different ways.

## *2) Connection to GPA Mission*

The Georgia Ports Authority's overall mission is to support economic development in Georgia.

The 1,100 strong publication plays a secondary support role to this mission on two major fronts. As clients become more and more aware of making their supply chain as responsible as possible, letting them know how GPA develops and recognizes its employees and all of the wonderful community work they do is becoming increasingly important.

Also, as GPA grows and supports ever greater economic development in Georgia the organization runs the risk of losing its human touch. GPA wants its local neighbors to think of all the wonderful contributions to the community its employees make, instead of the increased traffic because of cargo growth. It is important for GPA's neighbors to understand that it is not just a large corporate entity, but one filled with people who care. The local community is a huge partner in future expansion issues.

# GEORGIA PORTS AUTHORITY

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*1,100 Strong. Who we are, What we do, and How we Make a Difference*

**GPA's overall mission is to support economic development across Georgia.**

## 3) Planning and Programming

### **Goals:**

To recognize employees who go above and beyond in any aspect of their lives, raise morale, and encourage others.

Highlight the vast diversity of people working at GPA, and working to contribute to the community by bettering themselves and helping others in different ways.

### **Objectives:**

1) Reach 1,100 employees at Employee Appreciation Banquet as well as members of GPA's Board

2) Illustrate the diverse achievements of GPA employees to the GPA Board

3) Coverage by local media

4) 5,000 impressions on social media

### **Target Audiences:**

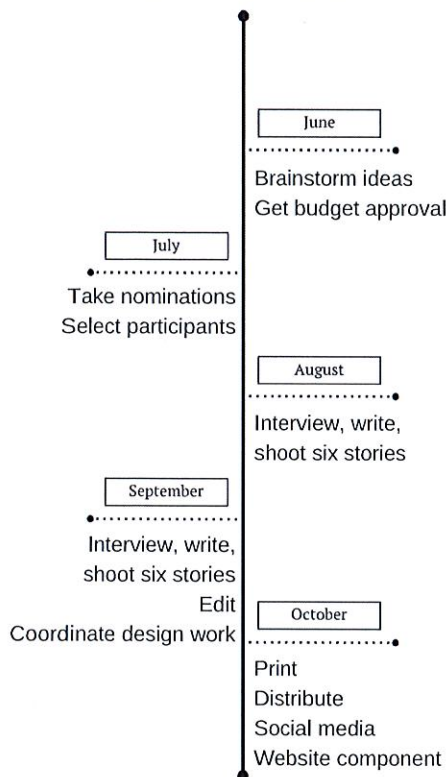
The primary audience is GPA employees. Secondary audiences include GPA Board, members of the community and local media.

# GEORGIA PORTS AUTHORITY

*1,100 Strong. Who we are, What we do, and How we Make a Difference*

## 4) Actions and Outputs

### TIMELINE



Communications staff coordinated with human resources and requested nominations for employees to feature in this new publication. Members of senior staff and managers nominated employees in three different categories, workplace achievement, community service and wellness.

Nominations were then compiled and a committee of six chose the 12 employees to be featured based on their achievements.

After the employees were chosen, an interview and photoshoot was arranged with each. Considering the seven GPA locations, this was time consuming, but worth the investment in order to achieve a good representation of GPA staff.

**Staffing:** Over two months, stories and art were developed by a Corporate Communications staffer. The staffer managed the project, wrote the stories, shot the environmental portraits and coordinated with a contracted designer on the final design.

The stories are all housed in an easy to navigate webpage located at [www.gaports.com/1100strong](http://www.gaports.com/1100strong) or [1100strong.com](http://1100strong.com). From there, they are being shared individually over several social media and web platforms. An outside design firm managed the implementation of the website, GPA communications staff provided creative direction and project management.

# GEORGIA PORTS AUTHORITY

*1,100 Strong. Who we are, What we do, and How we Make a Difference*

## 5) Results



Ship-to-shore crane operator Paul Wood is one of 12 GPA employees featured in the first issue of '1100 Strong,' a magazine on the port's workforce that GPA plans to publish yearly. Photo courtesy GPA

### GPA turns spotlight on employees

Dozen featured in first issue of '1100 Strong'

Paul Wood's job offers him a spectacular view of the Savannah River, the Talmadge Bridge and the Savannah National Wildlife Refuge every day. But that's only one of many reasons he's been a Georgia Ports Authority employee for more than two decades. Perched in the cab of his ship-to-shore crane, Wood is responsible for moving containers on and off the big ships that dock at GPA's Garden City Terminal. "It looks simple," he said. "But it's not." His secret to being successful for the past 21 years? Wood says it's a strong — and continual —



MARY CARR MATILE  
PORTSIDE

#### ON THE WEB

Find a list of ships expected to call on Georgia Ports Authority's Garden City and Ocean terminals this week at [businessinsavannah.com](http://businessinsavannah.com)

desire to learn.

"You think you've seen it all — and I just about have — but there are still things to learn," he said.

Wood was part of the team that created a software program for running the huge cranes when the port switched to new technology, working alongside workers and fellow employees to customize the new program.

And he's one of the first 12 GPA employees to be featured in a new port publication "1100 Strong" that highlights the accomplishments, on and off the terminal, of the port's diverse workforce.

Subtitled "Who we are, what we do and how we make a difference," the publication features a forward by port executive director Curtis Foltz.

"There are many great stories to be told, and these 12 are just beginning to scratch the surface of the incredible contributions our employees make, both on the job and in the community," Foltz said.

One of the things that has made Wood so successful, Foltz said, is his willingness to innovate and work with other departments to find ways to work smarter and increase productivity. He also works closely with new recruits, trying to impart his sense of innovation along with the unending patience required to become proficient at the job.

"Not many people in the world get to do my job," he said. "And it's a great view, too."

SEE PORTSIDE, PAGE 14A

The book was presented to each employee from a booth at the annual Employee Appreciation Luncheons at three different GPA locations. GPA's Executive Director Curtis Foltz spoke about the accomplishments of the employees and presented the book during his address.

As the books were handed out the employees were excited to see that the material was about people they knew and worked with and something more personal than business goals and numbers. It was a huge morale boost to the team that handled 17% growth over one fiscal year with no congestion.

**Objective:** Reach 1,100 employees at Employee Appreciation Banquet as well as members of GPA's Board

**Result:** More than 1,500 copies were distributed to GPA employees, GPA Board, members of the community and members of the media

**Objective:** Illustrate the diverse achievements of GPA employees to the GPA Board

**Result:** Each member of the Georgia Ports Authority Board received a copy at a regularly scheduled meeting. Anecdotal feedback was encouraging and positive.

**Objective:** Coverage by local media

**Result:** Savannah Morning News ran a story about a GPA Crane Operator (Paul Wood) based on the story that appeared in 1,100 strong

<http://businessinsavannah.com/bis/2016-01-07/gpa-turns-spotlight-employees> (<http://goo.gl/XC27lo>)

**Objective:** Earn 5,000 impressions on social media

**Result:** Five of the individual stories have been shared across social media with links back to 1100strong.com. Those shares have garnered 6,286 impressions to date across Facebook, Twitter and LinkedIn.