

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

**6142**

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:**

- |   |   |
|---|---|
| <p>1. Advertisements – Single _____</p> <p>2. Advertisements – Series _____</p> <p>3. Annual Reports _____</p> <p>4. Audio-Only Presentations _____</p> <p>5. Awareness Messaging _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____ <b>X</b> _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|---|

Please check the appropriate box:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>CATEGORY 1</b> | <input type="checkbox"/> <b>CATEGORY 2</b> | <input checked="" type="checkbox"/> <b>CATEGORY 3</b> |
|--|--|---|

Entry Title: AnchorAge

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?**

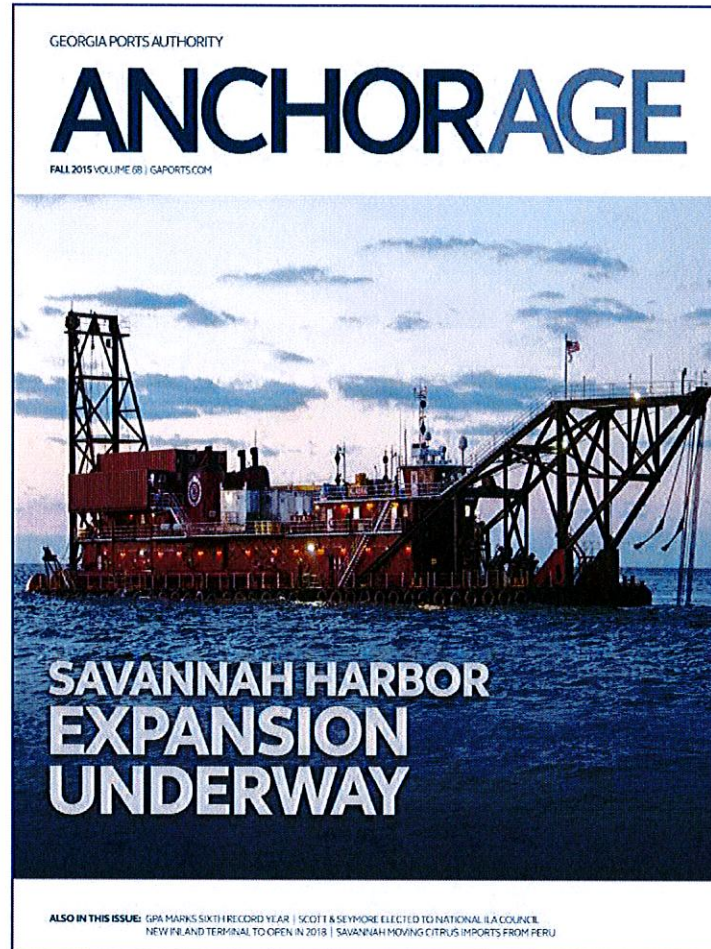
- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.

**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

*AnchorAge*



Summary: Georgia Ports Authority's AnchorAge magazine communicates with current and potential clients about GPA's commercial advantages, while highlighting customer service, economic development and sustainable practices, with an eye toward winning new business.

AnchorAge is produced four times a year and has been an integral part of GPA's communication effort since 1959. Of the 13,500 printed each issue, 9,800 are mailed worldwide. The remainder are distributed in person. It can also be downloaded from GaPorts.com.

### *1) Challenge and Opportunity*

AnchorAge helps to set GPA up as the source of information and an industry thought leader while strengthening relationships with a wide variety of stakeholders.

Because of several factors affecting the shipping industry, communication with key stakeholders is becoming more and more important. The newly expanded Panama Canal is set to open this year bringing with it the opportunity for larger and larger vessels to call the East Coast. Other ports are suffering congestion issues caused by unsteady labor relations and the delivery of larger and larger shipments of cargo. With many issues of supply chain in flux, AnchorAge is one tool GPA uses to instill confidence in operations in current and potential clients.

The challenge is to constantly create an inspiring and useable tool for the GPA to communicate business trends and other relevant information to support the mission of increasing cargo movement through Georgia and supporting economic development through the state.

The Georgia Ports Authority is one reason the state of 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 and, which contribute \$20.4 billion in income.

Find  
**AnchorAge**  
online at  
<http://goo.gl/5jldsz>.

## 2) Connection to GPA Mission

The mission of Georgia's Deep water Ports is to support economic development in Georgia. The stories highlighted in AnchorAge demonstrate to business and government leaders in each region the vital role the ports play in the state's economy.

By highlighting the success of businesses that partner with GPA and the jobs they provided, AnchorAge helps to share the message of GPA as a statewide economic engine and acts as a sales tool for GPA, in demand by GPA's Trade Development staff.

AnchorAge instills confidence in customers and potential customers by focusing on infrastructure investment, business growth across Georgia, available land, as well as GPA's decision to operate in a sustainable way.

## 3) Planning and Programming

### **Goal:**

Support the mission of GPA to grow the movement of cargo through Georgia's Ports and support economic development.

### **Objectives:**

- 1) Build relationships with economic development entities
- 2) Act as support to the sales team by instilling confidence in GPA for current and potential clients, by sharing news of GPA's continued infrastructure investments, commercial advantages and new business wins.

### **Target Audiences:**

- AnchorAge's primary audience includes a worldwide network of current and future GPA clients and economic development officials who receive the magazine via direct mail.
- Secondary audience includes federal, state and local legislative officials, along with community leaders and business partners.

# GEORGIA PORTS AUTHORITY

## *AnchorAge*

### **Staffing:**

A staff editor manages and writes the majority of AnchorAge with team input. A contracted designer handles layout.

## 4) Actions and Outputs

The AnchorAge team is spearheaded by the editor, a staff member, who coordinates with other departments including trade development and engineering for news gathering. The editor also writes and assigns all stories and photos.

**Timeline:** Each issue takes about one month to produce. Planning begins mid-quarter with story selection from recent GPA developments. The magazine starts with an impactful lead story, usually about a port infrastructure development such as the Savannah Harbor Expansion Project. Secondary stories consist of maritime business briefs, GPA's economic and environmental efforts, commercial agreements and developments in logistics in relation to port clients.

A contracted designer lays out the magazine and several members of the team proof the copy and layout. The photography used is a combination of the work of staff and contract photographers.

AnchorAge is produced four times a year. Of the 13,500 printed each issue, 9,800 are mailed worldwide. The remainder are distributed to secondary audiences. It is also available for download from GPA's website.

The cost of the last four issues produced – not including postage – was \$55,800 including \$11,600 (\$2,900 per issue) for layout and design and \$44,200 for printing.

## 5) Results

A focus group of Anchorage users, including people in government relations, sales and economic development were surveyed about the use and effectiveness of the magazine.

In general the feedback was that the magazine, which has been a part of GPA's communications outreach since 1952, is an important tool for many audiences including legislators and policy makers, potential clients and potential economic development partners.

**Case Study:** The communications team looked at the tools used by sales people to increase GPA's business. As a sample, GPA's Global Accounts Executive Mark Troughton reported that AnchorAge was part

# GEORGIA PORTS AUTHORITY

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## AnchorAge

**“There are 159 counties in Georgia so any tool to facilitate relationships with that many separate entities is helpful when trying to work in partnership to bring more business to Georgia.”**

-Stacy Watson  
GPA General Manager  
of Economic and Industrial  
Development

of the package of collateral he used when meeting with more than fifty 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.

**Objective:** Build relationships with economic development entities

**Result:** “I use AnchorAge as a relationship building tool,” said General Manager of Economic and Industrial Development, Stacy Watson. “To encourage continued relationships and introductions for our sales teams while showing new manufacturers and logistics companies that we are there for service after the sale. We follow through and help market and publicize new industry. There are 159 counties in Georgia so any tool to facilitate relationships with that many separate entities is helpful when trying to work in partnership to bring more business to Georgia.”

**Objective:** Instill confidence in current and potential clients by sharing news of GPA’s continued infrastructure investments, commercial advantages and new business wins

**Result:** “AnchorAge allows my major accounts to see what we are doing to improve our facilities and infrastructure in preparation for future growth,” said Mark Troughton, global accounts executive. “It gives them a brief on the health of our business and makes them more comfortable with their decision to use the Georgia Ports Authority.”