

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6128

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 _____ 1 _____   | 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

☐ CATEGORY 3

Entry Title: Annual Results Brochure

Name of Port: Port of Grays Harbor

Port Address: PO Box 660, 111 S Wooding Street, Aberdeen, WA 98520

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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.



# 2016 AAPA Communications Awards

Entry Classification: Annual Reports

Title: Port of Grays Harbor  
Annual Results Brochure

## OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

Port Port of GRAYS HARBOR  
Contact Person Kayla Dunlap  
Entry Classification Annual Reports

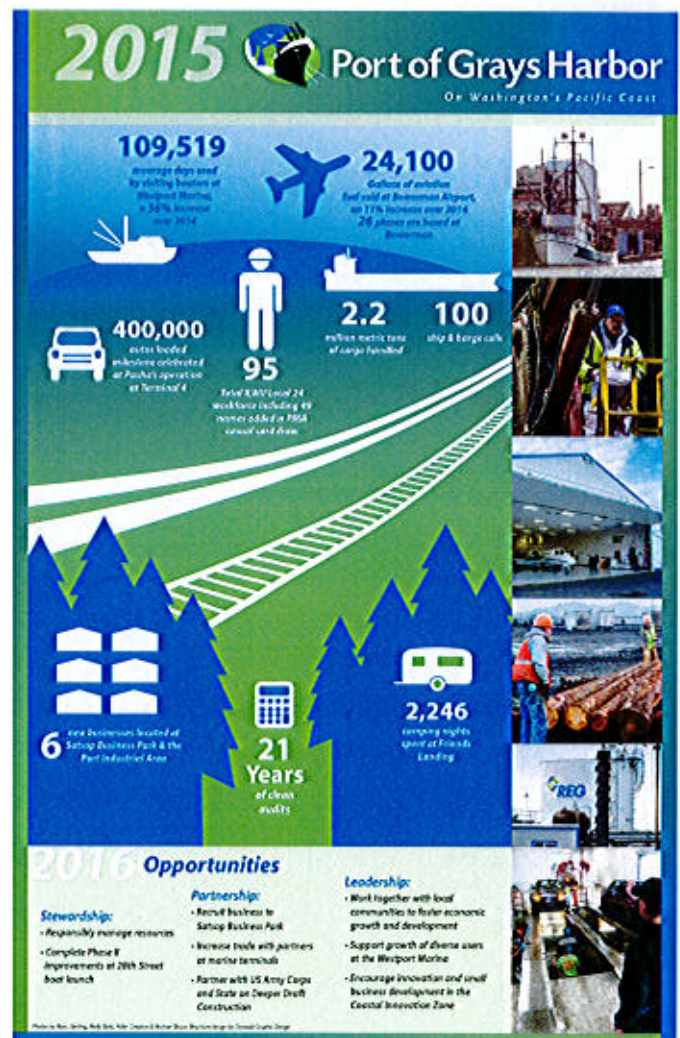
## Summary

The Port of Grays Harbor's Annual Results Brochure was created to capture the highlights and successes of the prior year as well as the expectations for the coming year in a quick, easy to read format. The Brochure is unveiled every year at our Annual Business Report event in February where Port management shares year-end results and discusses forecasts for the coming year. The Brochure serves as the go-to handout for community events and other local outreach opportunities to help us communicate our successes and expectations by featuring vibrant photos and easy to read Infographics of all of the Port's various facilities.



# Port of Grays Harbor

On Washington's Pacific Coast



The centerfold and Infographic of the Port of Grays Harbor's 2015 Results Brochure.



## Challenge and opportunity

**Challenge:** Communicate the importance, diversity and impacts of the Port of Grays Harbor's facilities and operations to the citizens, businesses and community leaders of the region.

Marine terminals, a marina, industrial parks, an airport and recreational camping and boating facilities: With diverse operating facilities like these spread throughout the large, rural county of Grays Harbor in Washington State, the Port of Grays Harbor's primary local communication challenge is helping the citizens and businesses of the region understand the operations and opportunities generated at their Port. What better way than to bring the diverse user base and community leaders together and give them an annual update on the Port's operations and financial performance and provide them with a standalone Annual Results brochure that can be dispersed to their colleagues and customers after the event.

**Opportunity:** Utilize existing channels to distribute a printed brochure on the diversity and reach of the Port's facilities and operations.

In 2015, the Port created and unveiled its first Annual Results Brochure at the 2nd Annual Business Report event so that all of those in attendance including tenants, elected officials, business and economic development leaders, various industry professionals and local media would be able to take the highlights of the event with them to share with their organizations, colleagues, friends and families.

Equally as important, is that the Brochure also serves as the Port's premier communication piece throughout the year to a variety of audiences. From city council meetings to the county fair, and from public tours to meetings with elected officials at the local, state and federal levels, the Brochure effectively displays all of the Port's various and diverse facilities in an easy to read, graphically rich format while highlighting the successes of the Port and how that translates clearly to the economy of our region.

## Mission and Objectives

The Port of Grays Harbor's mission is to best utilize our resources to facilitate, enhance and stimulate international trade, economic development and tourism for the betterment of the region.

It is incredibly important to the Port of Grays Harbor that our community members and various stakeholders know what is going on at their public port district. With that in mind, the objectives of the Brochure are as follows:





**Objective 1:**

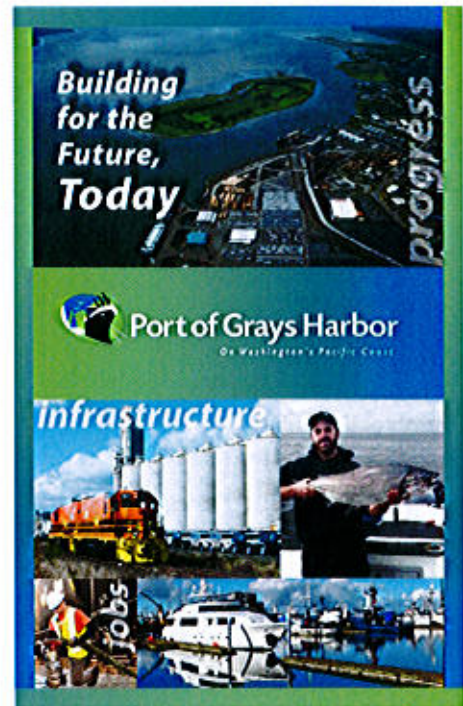
Provide useful statistics in an easy to read and retain format incorporating the Port's logo suite and branding into the piece, reinforcing the message of diverse facilities.

**Objective 2:**

Complement the Annual Business Report presentation and other community outreach presentations with a printed piece highlighting the operating statistics, diversity and outlook for the coming year.

**Objective 3:**

Utilize existing communication channels to distribute to over 1,000 targeted audience members to maximize outreach with limited financial resources.



*Front cover of the 2014 Results Brochure*

## Planning and Programming

The goal of the brochure is to provide quick, relevant information about the Port and its partners that captures the previous year's accomplishments and the coming year's opportunities.

By doing so in a visually appealing way that includes photos and Infographics, it is our goal that relevant snippets of information, such as the number of vessel calls or the number of new tenants, will be remembered by the reader. A specific design objective of the brochure was to create an attractive centerfold that could also be utilized as a poster for display on community bulletin boards and classrooms.

We are sure to feature photos of all of our facilities, as well as a map to show the location of each facility, to help familiarize the reader with the Port's footprint throughout the County.

The 2014 Annual Results Brochure was designed in such a way that it could have been used as a mailer. And while a handful of brochures were mailed out, budget constraints held us back from distributing it via mail on a larger scale. Knowing the budget would still not allow for mailing of the 2015 Brochure, the design was changed to maximize the amount of information shared with our audiences.

The primary audiences of the Brochure are Port tenants and users, and secondary audiences include community stakeholders such as voters, elected officials, and the general public.





## 4 Actions

The Port's strategy in creating the Brochure is to display relevant information relating to all of the Port's various facilities in a way that grabs the reader's attention and will stick with the reader.

Tactics used include:

- High use of photos
- Infographics
- Snippets of info
- Low use of text
- Port facility logos

The timeline between when the Finance Department wraps up end of the year information and when we hold our annual business report in February is pretty tight. Therefore, having a vision and strategy of what we want to highlight and communicate is critical.



The inside of the Port's 2014 Results Brochure showcases the tactics used including photos, Infographics, snippets of information, and use of Port facility logos.

The Public Affairs Department works with the Finance Department and the graphic artist to ensure information and message come together.

Outsourcing for the brochure consisted of working with a local graphic artist for the design of the brochure, as well as using a local print shop for the 1000+ copies we distribute annually.

## 5 Outcomes

The brochure has been very well received by our intended audiences. While person to person is the most effective communication strategy to reach your audience, it is not always feasible and we have found that the brochure has been effective in communicating some of the most commonly asked questions about the Port and its partners. By year end, more than 1,000 brochures will be personally handed to the target audiences of port customers, business and community leaders and citizens.

Because the brochure was sent home with attendees after this year's 3<sup>rd</sup> Annual Business Report, 5 local media outlets accurately shared the statistics from the brochure.

