

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6110

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 | <u>X</u> |
| 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 | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title Portside Magazine
Name of Port Ports of Indiana
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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.

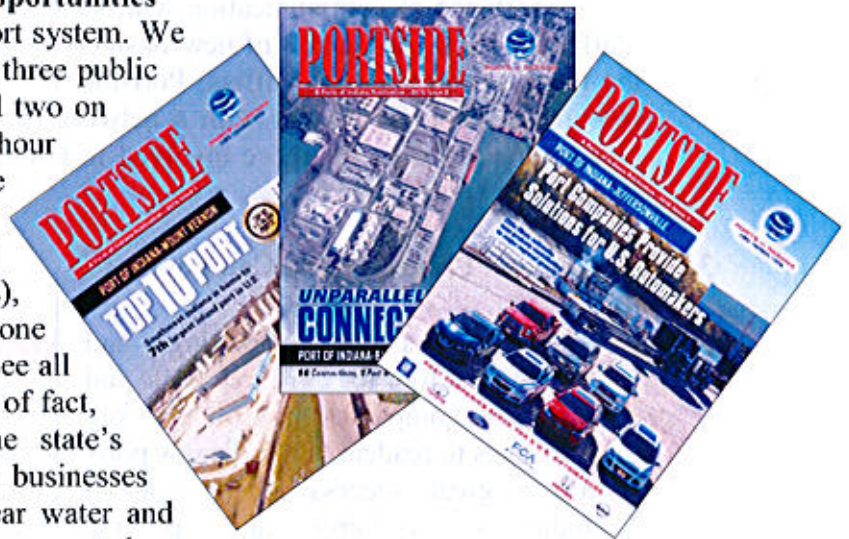
Ports of Indiana Portside Magazine Entry Statement

Summary:

Portside Magazine is the quarterly magazine of the Ports of Indiana. Each issue focuses on a specific port, not only acting as a timely newspiece, but also serving as that port's annual brochure.

1. Communications Challenge and Opportunities

The Ports of Indiana is a unique port system. We are a statewide port authority with three public ports – one on Lake Michigan and two on the Ohio River – as far as a 6-hour drive apart. Our corporate headquarters is located in downtown Indianapolis (at least 2 hours from water in all directions), which makes it impossible for anyone to physically stand on a dock and see all of our port operations. As a matter of fact, although over 50 percent of the state's border is water, most of Indiana's businesses and population are not located near water and many do not think of Indiana as a waterborne shipping state.



Portside grew out of a need for a flexible publication that could highlight each port. As they say, "a picture is worth a thousand words," and Portside provides us with an opportunity to introduce businesses and the general public to Indiana's three ports and gives them a chance to see port activities through a full-color, glossy publication. Each issue is focused on one port, providing an annual brochure to market that facility, with one edition covering the organization as a whole. The magazine highlights important events, new developments and special features about each of Indiana's three ports as well as economic development opportunities in and around our ports.

2. Communicating the Ports of Indiana's Mission

Since 1961, the Ports of Indiana has been a valuable asset to the state of Indiana. The self-funded enterprise generates significant economic development by creating jobs, attracting businesses to the state and providing access to global markets. Its management team brings an entrepreneurial approach to the organization that invites opportunities and strategies for expansion, self-sufficiency and innovation.

Our Mission: "To develop and maintain a world-class port system that operates as an agile, strategically-driven, self-funded enterprise dedicated to growing Indiana's economy."

The importance of communication with state, regional, and local stakeholders as well as marketing for the attraction of new business is evident and vital to building awareness of the organization and all it offers. Portside Magazine positions the Ports of Indiana as a resourceful business partner with a network of services, facilities and relationships that creates opportunities for those involved in trade and business development to access the international marketplace.

- To serve as a marketing and educational tool for our three ports and our port companies. It conveys key messages to readers that Indiana's ports are a great success story, vital to Indiana's economy and provide significant business opportunities for private industries.
- To act as an annual brochure for each port. Each issue focuses on a particular port, which gives the featured port the opportunity to use the publication as a primary marketing piece for the year by not only showcasing the best features of the port, but also displaying available industrial sites, descriptions of top port companies, key competitive advantages and cargo services.

- To present the Ports of Indiana messages to our target audience through the pages of a professional publication.
 - The publication comes together with the help of outside graphic designers, photographers and printers to present a glossy, visually-appealing piece sharing the ports' messages of the day.
- To focus on a variety of key industry sectors important to our ports, such as agriculture, steel, coal, project cargo, as well as lake and river shipping and state logistics advantages.



- Each issue includes stories on a variety of topics or issues, including port company profiles which highlight the broad range of port businesses that are located at the ports.
- To replace annual marketing brochures for each port.
 - Each port is featured primarily in one issue a year, which is then used as that port's major marketing piece for the year.

Target Audiences:

The primary audiences for our magazine include:

- Current port companies and customers, prospective customers looking to locate at or use our ports.
- Logistics and manufacturing companies throughout the region.
- Local, state and national government officials.
- Our three port communities' leadership and economic development partners.

A secondary audience focus includes the general public, including those without any previous contact or knowledge of the Ports of Indiana.

4. Actions and Communication Outputs

Strategies:

Our strategy for Portside is to promote the various facets of the Ports of Indiana: the three ports, port companies, port communities, real estate opportunities. The quarterly publication focuses one edition on each of our three ports, with one overview issue.

The Ports of Indiana uses this publication not only as a magazine highlighting the organization, but each of the port-specific issues provides 'double-duty' as an annual brochure for each port.

Tactics:

- Early content discussions include the question 'What is the primary element/issue/feature of the port we need to market in the upcoming year?' We write stories in a way that brings new information to subscribers, but is 'evergreen' to those encountering the publication as a brochure. Each issue highlights port companies, available parcels, port communities and more.
- Every issue includes one or two 'feature' stories, focusing on the most important marketing messages of the day, which allows some flexibility to promote key issues and messages with multiple photos, expansive layouts and additional detail not available through other marketing materials.

Implementation Plan: Portside Magazine is produced by a combination of in-house staff and an outside graphic designer. The cost to design, print and mail each issue is roughly \$4,500 and includes a print run of about 3,000 per edition. The publication is complimentary and is mailed to approximately 2,200 subscribers, including business and government leaders, economic development groups, logistics and manufacturing companies and Ports of Indiana stakeholders throughout North America. Copies are included in Ports of Indiana business development materials and distributed at each of the

organization's four office locations. The magazine is also distributed at special events, tradeshows and during marketing presentations. In addition to the print version, a version is made available online at www.portsofindiana.com. Readers can subscribe to the printed and/or online version of Portside.

5. Evaluations Methods and Communications Outcomes

We gauge the success of this publication by conducting a focus group, measuring savings in marketing expenses and tracking the metrics of our online version. By monitoring results, we are able to collect indicators that have helped us adapt and improve the publication to better meet our needs and reader interests.

During a 2016 focus group including key Ports of Indiana partners, Portside readers said they appreciated the port-specific editions of each issue. When asked to rate the publication's quality, all commentators rated it a four or five (on a scale of 1-5, with five being "High" quality).

Comments from participants include:

- "I enjoy reading about other tenants here in our port to learn about their business and possibly how we could help them or better serve them."
- "I find the economic impact overview and community profile useful – helpful, quick hit, impressive information."
- "The issue had so much great information on the Mount Vernon port. It is a story we can send out."
- "I'm a data, metrics geek – so the factoids and figures are really interesting to me."
- "The port map and listing of port companies are both interesting. We know the resource of the port itself, but what sometimes gets lost is what companies are located at the port. It is helpful to get to know who is doing business in your community."
- "We appreciate you giving us information that we can show off to the outside."

Three participants expressed interest in having infographic elements made available in jpg or pdf form for distribution and promotional purposes due to their clarity and impact, which we began offering.

The decision to focus on one port per issue to serve as the major marketing piece was based on survey responses asking for more in-depth information about development opportunities at our ports and our Port Directors' need for updated marketing materials. Making this change to Portside has saved significant time and resources in developing additional marketing pieces, as well as approximately \$15,000 per year in marketing brochure

MEET THE PORT COMPANIES

Metals USA
 702 Port Road & Loop Road
 Jeffersonville, IN 47130
 812-280-8905 Metals USA
 812-252-4700 Ohio River Metal Services
www.metalsusa.com

Steel Dynamics, Inc.
 5134 Loop Road
 Jeffersonville, IN 47130
 812-216-1493
www.steeldynamics.com

Steel Dynamics, Inc.
 The port provides ready access to the firm's main modes of transportation: rail, truck and barge. In addition, Jeffersonville's geographic advantage allows competitive service to customers in multiple markets.

development costs, and it also provides key marketing messages to subscribers who would not normally receive brochures from certain ports. This dual role is extremely beneficial for our small communications staff with limited resources, and it allows key marketing messages to be revisited, updated and customized annually as part of Portside development, rather than requiring separate projects and resources.

Our online version of Portside has a subscription list of 1,600 recipients. Email notifications are delivered with a link to access the online magazine. The three issues included in this submission were opened a total of 1,506 times combined with 205 click-throughs to additional information. The online version, hosted through the website Issuu.com, is linked to both the Ports of Indiana website as well as the emails. These editions were read a total of 794 times, with the total amount of time spent reading these three issues being 53 hours, 42 minutes and 13 seconds.

Portside brings Indiana's ports to life with full-color photos and stories that take you beyond the basics of most marketing materials, and infuses a personal perspective on what is happening at Indiana's ports. Each edition helps in the promotion of the state's ports and port companies. This publication not only allows us to share campaigns or articles of interest, it has become the voice of our organization and our leadership.