

## 2016 COMMUNICATIONS AWARDS PROGRAM

### INDIVIDUAL SUBMISSION ENTRY FORM

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  | _____ | <b>9. Periodicals</b>             | <b>x</b> |
| 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: **Port of Longview: Periodicals – Port Talk**

Name of Port: **Port of Longview**

URL's:

1. <http://bit.ly/26CjzRf>
2. <http://bit.ly/1N8o3lY>
3. <http://bit.ly/1O1mYxr>

Port Address: **10 Port Way, Longview, WA 98632**

Contact Name/Title: **Dan Polacek, Communications Coordinator**

Telephone: **(360) 425-3305** Email Address: **dpolacek@portoflongview.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?**
2. **How does the communication used in this entry complement the organization's overall mission?**
3. **What were the communications planning and programming components used for this entry?**
4. **What actions were taken and what communication outputs were employed in this entry?**
5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**



# WASHINGTON'S WORKING PORT

## AAPA 2016 COMMUNICATION AWARDS CATEGORY: PERIODICALS (NEWSLETTERS)

### INTRODUCTION

Strengthening existing relationships with our customers, community members and stakeholders is something that the Port of Longview has a vested interest in, and with good reason. A visually engaging, well thought out newsletter is a powerful communication tool that is still of great value, even in today's digital world. With that in mind, the Port of Longview completely overhauled it's monthly newsletter, *Port Talk*, as part of it's across-the-board rebrand.

#### 1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Before launching our new brand last year, the Port's history with newsletters had been admittedly problematic and sporadic—twice a year at best. Our layout was inconsistent, font choices were all over the place and the entire piece lacked cohesion. If that weren't reason enough to change, we also struggled with communicating our information in a succinct, personable way, while still maintaining our professional integrity. In years past, our newsletter served simply as a reporting vehicle, focusing on current Port news (assuming readers were inherently able to conclude the benefit the Port brought to the community just by reading about all the activity - wrong.)

We knew we needed to change our game with an effective, eye-catching and educational piece that would teach our community the important role the Port of Longview plays in the local and regional economy and about the environments in which the Port operates.

#### 2. HOW DOES THE COMMUNICATION USED IN THE ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

By educating and informing our varied audiences, we increase awareness of our brand, products and services, which leads to repeat business, new prospects and an informed community. "Stimulating commerce and development for the benefit of our communities" is part of the Port's mission statement, and we feel our revamped newsletter successfully demonstrates this ideal.

#### 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

The Port approached its newsletter redesign with simplification in mind. Previous versions of our newsletter contained too many elements that took away from the messaging we were trying to convey. By focusing on one monthly theme, we would feature a main article, a supporting secondary feature and an intriguing (and always popular) top 5 list.

Our goal was to keep our readers interested in that month's particular content, while at the same time providing an attractive, easy to navigate layout that our customers and community members could enjoy and relate to.





**4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?**

Redesigning our monthly newsletter and refining the way content is laid out was just part of the equation; finding cost-effective means of distribution would be another. To that end, the Port's all new Facebook page would be an important resource. A "call to action" button was created on our page to re-route people to the newsletter page of our main website. Once there, the digital version of *Port Talk* opens up to an easy to read, full-screen rendering.

To keep production costs to a minimum, *Port Talk* is written, laid out and distributed every month by the Port's External Affairs department to Port staff, commissioners, customers, social media sites and to those who have opted in to our email database.

To increase visibility, it is also published once a month in the *Longview Daily News* and the *Columbia River Reader* (a free, regional publication highlighting businesses and communities in our region).

**5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?**

The redesign and revamped distribution methods of our monthly newsletter, *Port Talk*, have surpassed our expectations, and the feedback we've received has been overwhelmingly positive. Our March 2016 issue alone reached nearly 1,000 people on Facebook; underscoring the importance of our social media presence and helping to expand our audience.

The redesign of the Port of Longview's newsletter has been a tremendous success, increasing awareness of our brand, our stories and the important role the Port plays in the local and regional economy.

**COMMUNITY FEEDBACK:**

- "As usual, a very nice *Port Talk*!"
- "Great newsletter! Keep 'em coming!"
- "This is the best newsletter I have really seen...really!"
- "Every time I read this I enjoy the information and overall layout...great job, Port of Longview!"





# PORT TALK

JUNE 2015

## 5 THINGS TO SEE ON A TOUR OF THE PORT

**Mobile Harbor Cranes:** With a combined weight of 2 million pounds and resting on a total of 168 tires, these giant cranes work independently, or in tandem, and have a lifting capacity of over 100 metric tons each.

**Log Stackers:** Each of the Port's four log stackers are capable of handling a full log load (up to 30 tons each) from truck or rail in a single pass.

**Cargo Vessels:** On any given day, visitors can expect to see a variety of cargo coming through the docks, handling everything from logs and grain, to bulk products and import steel.

**Export Grain Terminal:** This state-of-the-art grain facility unloads 44,000 rail cars a year for export.

**Historic Continental Grain Facility:** This 88-year-old grain facility was operating only three years after Longview was first incorporated. Now is your chance to see a piece of local history before its scheduled demolition next year.

## JUNE'S VESSEL SCHEDULE

**EXPORT:** Calcined Coke to Australia and New Zealand

**EXPORT:** Logs to China (2 vessels)

**IMPORT:** Calcined Coke to Brazil

**EXPORT:** Corn to Korea (2 vessels)

**IMPORT:** Steel from Korea

**EXPORT:** Calcined Coke to Canada

**EXPORT:** Soda Ash to Belgium

## DID YOU KNOW...

- 34 people work in the Port's administration building? Seven departments in all help keep us running smoothly.
- Washington State has the largest locally controlled public port system in the world?
- Businesses that lease port property pay a leasehold tax (akin to property tax)?
- The Port generates \$5.2 million for schools, roads and public infrastructure?

## WASHINGTON'S WORKING PORT



Tour delegates boarding buses in front of the Port's administrative building.

## SUMMER TOUR SERIES RETURNS TO PORT OF LONGVIEW

Last Summer, the Port of Longview held its first-ever tour series, giving the citizens of our Port district exclusive tours of the docks, facilities and equipment that foster economic growth in our local community.

To put it simply, we're proud of the work we do and we want the public to see how its tax dollars are being invested.

Well over 150 people signed up for one of last year's tour dates, which all began with a brief presentation from the Port's management staff before boarding buses and making their way through the Port's extensive facility.

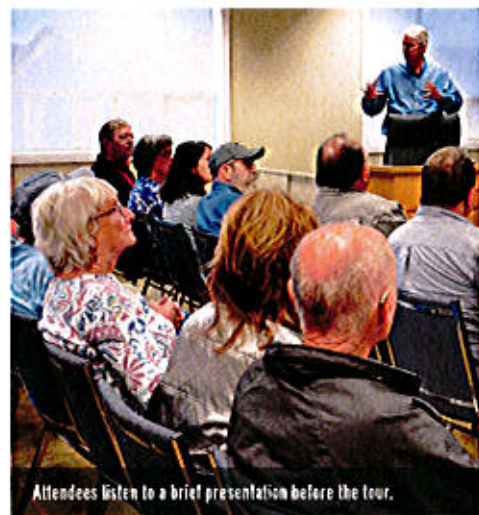
"It's huge! Clean, spacious, organized and well-managed. I'm justifiably pleased with our Longview Port and its employees," said one of last year's tour delegates.

Another remarked, "All of it was new to us. We thoroughly enjoyed the tour and learned a lot about what is going on and what is to come. The slideshow and presentations were also very good. We appreciated having the opportunity to ask questions."

The Summer Tour Series proved to be so popular that we are pleased to announce we're doing it all over again. Beginning July 26, the community will have the option of choosing one of six different tours of the Port.

All of the dates and times are available on the Port's website, as well a variety of ways you can secure your spot.

On the tour, you'll have the opportunity to learn about how cargo is handled at the Port, what sets the Port of Longview apart from other ports and how we compete globally for local benefits. 🚢



Attendees listen to a brief presentation before the tour.

## REGISTER FOR YOUR SPOT ON A TOUR OF THE PORT

### TOUR DATES:

- 🚢 SUNDAY, JULY 26 at 10:00am & 2:00pm
- 🚢 MONDAY, JULY 27 at 10am and 2:00pm
- 🚢 TUESDAY, JULY 28 at 2:00pm and 6:00pm

### TWO WAYS TO REGISTER:

- 🚢 Call the Port at (360) 703-0231
- 🚢 Complete the online form at [www.portoflongview.com](http://www.portoflongview.com)

### MORE INFORMATION:

Each of the six scheduled tours are limited to 60 people. Children under the age of 16 must be accompanied by a parent or guardian.

### COMMISSIONERS

Darold Dietz/District 1  
Lou Johnson/District 2  
Bob Bagaason/District 3

### CHIEF EXECUTIVE OFFICER

Geir-Eirik Kalhagen

### COMMISSION MEETINGS

Meetings are held on the 2nd and 4th Tuesday of every month and are open to the public. For more information, visit [portoflongview.com](http://portoflongview.com)

### LEARN MORE ABOUT THE PORT

Is there information you would like to see in Port Talk, or do you have questions related to a story that was featured? Please email [info@portoflongview.com](mailto:info@portoflongview.com), or call 360.425.3305





# PORT TALK

FEBRUARY 2016

## TOP 5 BENEFITS OF A WORKING PORT

**On-site Specialties:** We maintain teams of on-site millwrights, mechanics, maintenance and other steady services to create custom cargo handling solutions and are able to respond to break-downs on the spot, thus reducing delays in cargo handling and saving money for customers.

**Tools and Equipment:** The Port owns and maintains thousands of pieces of equipment - from scoops and backhoes to conveyors and hoppers. Most ports rely on third party operators to supply equipment.

**Flexibility:** By owning the equipment and having on-site specialties, we offer options for cargo handling needs. Special conveyor configuration? Oversized cargo? No problem.

**Relationships:** We work directly with customers to build strong relationships that keep cargoes coming to our docks.

**Local Control:** The Port retains control of the docks for the community, unlike other ports that lease their terminals out to third party operators.

## FEBRUARY'S VESSEL SCHEDULE

- EXPORT:** Soda Ash to Indonesia (3 vessels)
- EXPORT:** Calcined Coke to Belgium (2 vessels)
- EXPORT:** Calcined Coke to Brazil (2 vessels)
- IMPORT:** Steel from Korea
- IMPORT:** Calcined Coke from Brazil (3 vessels)
- EXPORT:** Logs to China (2 vessels)
- EXPORT:** Logs to New Zealand
- EXPORT:** Soybeans to China (4 vessels)
- EXPORT:** Wheat to Korea (3 vessels)
- EXPORT:** Soybean Meal to Philippines

## DID YOU KNOW...

1. 32 people work in the Port's administration building. Seven departments all work together to keep things running smoothly.
2. Washington State has the largest locally-controlled public port system in the world.

## WASHINGTON'S WORKING PORT



The Port of Longview is one of the only operating ports in the State of Washington.

## WHAT DOES IT MEAN TO BE 'WASHINGTON'S WORKING PORT'?

By now, you're hopefully familiar with our tagline, "Washington's Working Port." This description is both a nod to our blue-collar beginnings as well as a literal definition of the kind of port we are. We control the majority of our docks and are involved in every aspect of the day-to-day operations that take place here, whereas the majority of waterfront ports lease out their docks to third party private companies.

Having the distinction of being an operating port means that we get in the trenches with our customers and tenants to plan projects and, in the process of doing so, we establish great working relationships that can last decades.

A perfect example of this process at work is the relationship we enjoy with our longest tenured client at our Berth 5 export facility. The Port of Longview runs the entire bulk facility for them and

has been doing so since 1983! Our customer monitors their daily operations remotely, but they have no one on the ground in Longview; that's where we come in. They rely completely on us to make everything happen. This hands-on, personalized approach is something we're famous for, and we're extremely proud of it.

Creating local jobs is another advantage of being an operating port. Our millwrights, painters, mechanics, carpenters, pile bucks, electricians and plumbers offer value added services for our customers, and also maintain our valuable equipment and infrastructure. These highly skilled workers live locally and spend locally, contributing to the health of our local economy.

The Port of Longview is truly "Washington's Working Port", both literally and figuratively. 📍



The Port's Facebook page is rapidly growing in followers.

## PORT LAUNCHES FIRST OFFICIAL FACEBOOK PAGE

The Port made a big splash in social media last week as it launched its first official Facebook page. Thousands of people have already viewed our dynamic content, including an all-new informational video, state-of-the-art drone videos of our facility and stunning photography of your working Port in action.

Simply find us on Facebook, "Like" our page and your on your way to discovering the Port of Longview in an entirely new way. We're excited to share our stories and successes with people all across our community—and the world—and hope to see you in cyberspace! 📍



### COMMISSIONERS

Jeff Wilson / District 1  
Doug Averett / District 2  
Bob Bagaason / District 3

### INTERIM CEO

Norman G. Krehbiel

### COMMISSION MEETINGS

Meetings are held on the 2nd and 4th Tuesday of every month and are open to the public. For more information, visit [portoflongview.com](http://portoflongview.com) **PLEASE NOTE:** Beginning March 8th, regular commission meeting times will change to 5:30pm on the 2nd and 4th Tuesday of every month at the Port offices.

### LEARN MORE ABOUT THE PORT

Is there information you would like to see in Port Talk, or do you have questions related to a story that was featured? Please email [info@portoflongview.com](mailto:info@portoflongview.com), or call 360.425.3305





# PORT TALK

AUGUST 2015

## 5 INDUSTRIES SUPPORTED AT THE PORT

**Construction:** The Port has a constant need for skilled construction workers and related services. There's always something getting built, renovated, wired or plumbed.

**Steel:** The Port often moves steel through the facility. Three local steel manufacturers and fabricators produce other value-added steel products to be shipped elsewhere.

**Transportation:** From truck drivers to railroad engineers, tug boat crews to cargo operations workers, the Port supports a variety of transportation jobs.

**Logging/Timber:** All of the logs exported through the Port are processed by logging crews and sort yards in our local area, providing jobs in a number of timber industry related fields.

**Agricultural:** The Port of Longview handles actual agricultural products like wheat and corn from American farmers, as well as potash and other fertilizer products that enrich the soil for better yields and higher quality crops.

## AUGUST'S VESSEL SCHEDULE

**EXPORT:** Potash to Australia, Japan & Vietnam

**EXPORT:** Calcined Coke to Australia, Brazil & New Zealand

**EXPORT:** Logs to China

**EXPORT:** Wheat to China

**IMPORT:** Calcined Coke from Australia

## DID YOU KNOW...

1. More than 9,000 other jobs in the area are with firms that ship and receive cargo via the Port of Longview?
2. Local purchases by the Port and its suppliers support more than 960 jobs in the community?
3. 817 jobs are generated directly by activity at the Port of Longview's marine terminals?
4. More than 1,200 people are employed as a result of the goods and services utilized by the Port and its customers?

## WASHINGTON'S WORKING PORT



Logs remain one of the most common exports of all cargoes at the Port of Longview.

## PORT CUSTOMERS PROVIDE STRONG LOCAL JOBS.

Customers who depend on the Port to move their goods provide steady family-wage jobs in the local community. Of the many cargoes moving through the Port, log exports top the list for providing significant local employment opportunities.

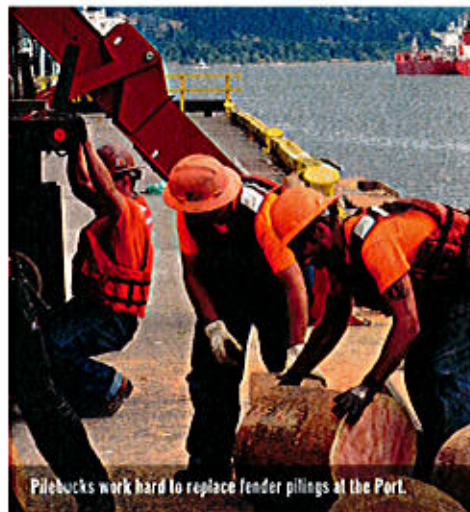
While most of us know something about the logging industry, there are dozens of people and organizations involved with getting a tree from timberlands to its final destination. From foresters and loggers to truck drivers, stevedores and suppliers - having a strong port creates opportunities for employment far beyond the Port's fences.

For example, Pacific Lumber and Shipping (PLS) is a local log yard operation where timber from the Pacific Northwest is delivered by log truck, debarked, scaled and graded before being trucked to the Port to be loaded on ships for Asian markets.

They employ more than 30 people including log yard staff, office staff, buyers and administrators. When in full swing and loading just one vessel, the operation will typically utilize more than 20 trucks a day and up to 40 longshoremen loading the vessel at the dock.

That's nearly 100 people doing an honest day's work in the log export business, without even counting all of the hard work it takes to get logs out of the woods and over to PLS, or the vendors and suppliers it takes to keep all the trucks and equipment operating at normal capacity.

For nearly 100 years, logging and timber exporting have been at the heart of our local economy, helping to build the foundations of our homes and businesses and serving as the backbone of our region's economic vitality. 📍



Pilebucks work hard to replace fender pilings at the Port.

## THE PORT IS 1 IN 10 JOBS; WHAT DOES THAT MEAN?

The Port's most recent economic impact study found that 10% of the jobs in our local community are related to the Port of Longview's operation.

It's important information to have as we are a community asset that operates solely for creating jobs and attracting industry to our area. In other words, a healthy local economy equals a vibrant, prosperous community.

So, what does 1 in 10 local jobs mean? It means the Port of Longview (along with an amazing cast of local companies and organizations) are working hard, every day, to stimulate local business and create real, living-wage jobs that keep our community moving forward. 📍

### COMMISSIONERS

Darold Dietz/District 1  
TBD / District 2  
Bob Bagaason/District 3

### CHIEF EXECUTIVE OFFICER

Geir-Eilif Kalhagen

### COMMISSION MEETINGS

Meetings are held on the 2nd and 4th Tuesday of every month and are open to the public. For more information, visit [portoflongview.com](http://portoflongview.com)

### LEARN MORE ABOUT THE PORT

Is there information you would like to see in Port Talk, or do you have questions related to a story that was featured? Please email [info@portoflongview.com](mailto:info@portoflongview.com), or call 360.425.3305