

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6104

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 PORT LDG (Quarterly)  
Name of Port Port of South Louisiana  
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Contact Name/Title Linda Prudhomme Business Development Direct  
Telephone 985-652-9378 Email Address lprudhomme@portsl.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.

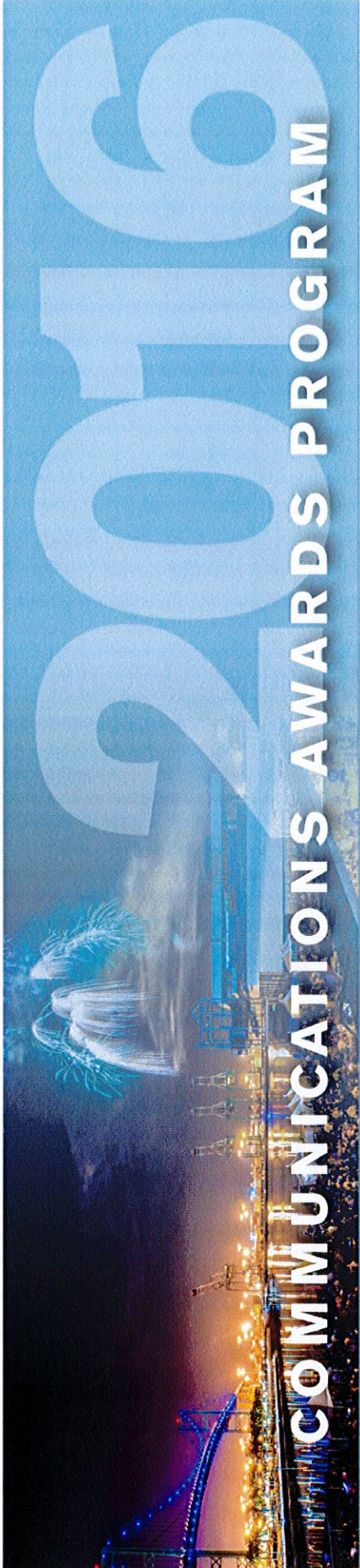
**4. What actions were taken and what communication outputs were employed in this entry?**

- 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.






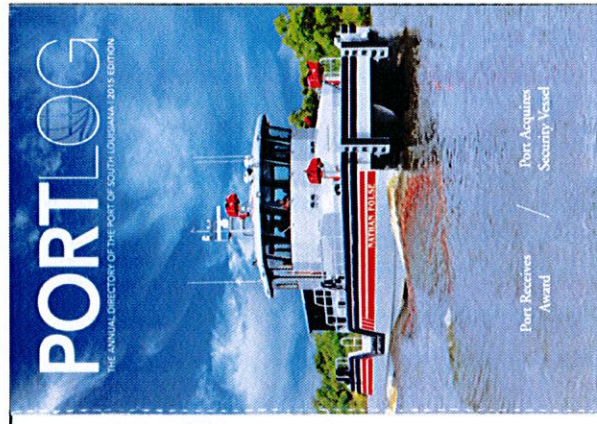
# Port of South Louisiana

## Port Log

Periodicals



**Port Of South Louisiana**  
TRANSPORTATION CENTER OF THE AMERICAS





## PERIODICALS

### Port Log

Our quarterly magazine named Port Log is the subject of this entry. Our new quarterly issues are chocked full of information on the Port's 54-mile district whether it be current news or interesting facts and events happening around the area. Aside from our website, this is our main method of marketing the port and informing the stakeholders of new developments.

#### 1. What are/were the entry's specific communications challenges or opportunities?

- *In the past, the Port of South Louisiana produced one magazine, The Port Log- the annual directory of the Port of South Louisiana. In late 2013, we contracted with a new publisher to design our magazine, Renaissance Publishing Company. After meeting with their team, and having heard the recommendation that we should implement quarterly editions, we decided to take on this challenge. The Port Log is now the quarterly magazine of the Port of South Louisiana. The last quarter of every year is the Annual Directory which includes the same type of content that is in the previous three quarters but also has the added feature of an alphabetical listing of companies who do business with and around the Port. This project is mailed quarterly to over 3,000 companies around the country, maritime-related as well as site selectors, warehouse operators, etc. It is also available in pdf format on our website. Even though we are the largest tonnage port in the western hemisphere, we have always suffered from name recognition since our port is named as "Port of South Louisiana" and not with a location name such as New Orleans or Baton Rouge which, by the way, we are located in between these two ports. Having a quarterly magazine mailed to 3000 companies four times a year puts our name out there over and over again instead of just once a year. This has certainly helped educate people on our Port.*

#### 2. How does the communication used in this entry complement the organization's overall mission?

*The purpose of this project is to inform existing and potential customers about the Port of South Louisiana, to get the word out about what's new, what's interesting, what's current and what's unique in the area in which we do business and live. We highlight many companies that are located in our 54-mile jurisdiction to display their capabilities as well as showcasing new announcements of economic development projects that will be built in the area. This follows our mission of promoting maritime trade, commerce and development.*

#### 3. What were the communications planning and programming components used for this entry?

*The goal of this project was to produce an informative marketing piece that would provide detailed information on the activities and undertakings in our district. With the quarterly issue, we are also making sure that we are positioned front and center every 4 months instead of once a year.*

*Our audience is, for the most part, two main groups: the maritime companies such as shipping agents, freight forwarders, barge companies, etc and the site selectors.*

#### 4. What actions were taken and what communication outputs were employed in this entry?

- *For many years, the Port Log (annual directory) was published only once per year. It was a good publication but we needed to do more to let the maritime community know about the Port of South Louisiana. After meeting with our new publisher, it was decided that we needed to do a quarterly magazine with the last quarter to include the Annual Directory. Each issue has pages of*

information about new improvements within the Port, about the developments of private industry in the Port district. It introduces the reader to high level officials, commissioners and plant managers as well taking it to the opposite end of the spectrum and showing the many benefits of living in south Louisiana. The strategy to add the Around the Port feature detailing many fun activities and festivals that happen in this area annually, allows the new Port Log to combine work and play all in the same issue which, of course, appeals to most people.

- As mentioned previously, we contracted a publishing company to write, design and print our quarterly Port Log. We supply the publisher with the articles we want in that particular issue along with the company and contact names that we want interviewed. Most of the pictures including the cover are either Port photos or supplied by the company the story is written about. This is all coordinated through our business development office. All proofing, changes and recommendations are sent to the publisher from the Port. The magazine is published at a cost of \$5700 per issue. All advertising is strictly handled by the publishing company. If at the end of 4 issues, the advertising revenue is over \$60,000, then the publisher pays the Port 10% of the net over that \$60,000.

**5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

- We have no formal survey but we do have the numerous calls, comments and emails we have received as to the wealth of information that is included in the Port Log as well as the enjoyable reading of seasonal traditions in the port district. There are also consistent calls requesting to be on the mailing list for the Port Log. We could not be more pleased as to how this publication has grown each quarter.