

## 2016 COMMUNICATIONS AWARDS PROGRAM

### INDIVIDUAL SUBMISSION ENTRY FORM

6121

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  | <u>X</u> | 9. Periodicals                    | _____ |
| 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 \_\_\_\_\_ I'm Part of the Port \_\_\_\_\_  
 Name of Port \_\_\_\_\_ Port of Stockton \_\_\_\_\_  
 Port Address \_\_\_\_\_ P.O. Box 2089 Stockton CA 95201 \_\_\_\_\_  
 Contact Name/Title \_\_\_\_\_ Jeff Wingfield, Director Environmental and Public Affairs \_\_\_\_\_  
 Telephone \_\_\_\_\_ 209-946-0246 \_\_\_\_\_ Email Address \_\_\_\_\_ jwingfield@stocktonport.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.





6121

## **PORT OF STOCKTON - I'M A PART OF THE PORT**

AAPA 2016 Communications Awards Program, Classification 2 - Advertisement Series

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

The Port of Stockton (Port) has been inextricably tied with the city of Stockton, and the greater San Joaquin County region, since the city passed the Deep Water Bond of 1932, which effectively brought the Port into existence. In many ways, the Port has grown up with the region, over time becoming the key nexus point between California's world-renowned Central Valley agricultural engine and dozens of trade partners around the globe. Without effective and ongoing community outreach, education and engagement, the Port may over time seem like an anonymous, indifferent, and sometimes inconvenient industrial neighbor. The challenge was to highlight the mutually beneficial relationship the Port shares with the local community, creating a sense of shared prosperity.

An important factor in addressing this challenge is the fact that many of the benefits the Port brings to Stockton and the Central Valley are not readily visible. The public knows that a maritime port involves ships loading and unloading cargo, but do they recognize the Port's significant impacts beyond the docks? Research conducted in 2013 revealed that only 48% of survey respondents thought the Port had a high visibility in the community and only 20% believed the Port was involved in the community. In terms of knowledge of the Port, only 38% responded "yes" to the question, "Do you know what is shipped, stored or manufactured at the Port?" The results revealed that the public awareness of the Port was extremely high, but there was a lack of knowledge as to what the Port of Stockton imports and exports, its connection with the city/county, and its involvement with the community.

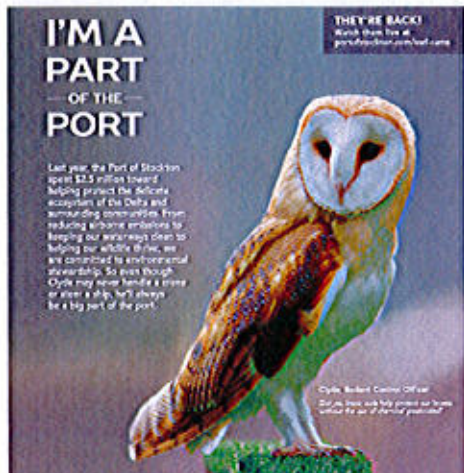
### **2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?**

Our overall mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. It's the latter part of this mission, positive community and environmental outcomes, that influenced the creation of the "I'm a Part of the Port" ad campaign.

The "Clyde" ad, featuring a barn owl, explains how the Port's owl box program results in stronger levees, thriving wildlife, and low-cost rodent control, all with low airborne emissions.

The "Danny" ad explains how the Port's importing of essential goods allows local businesses like Rare Parts, Inc. to thrive.





The "Kristeen" ad relates how the Port and its many tenants generate over \$5 million in tax revenue for the Stockton area; revenue that helps pay for local schools.

The "Eileen" ad makes the direct connection between the Port's import of fertilizer and the Central Valley's massive agricultural output.

These ads show the range of ways the Port is accomplishing its mission of being an exemplary asset to the community and the environment.

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

The goal of the "I'm a Part of the Port" campaign was to increase the local community's awareness of its industrial neighbor, the Port. The major objectives that were identified to meet this goal include:

#### Research and Outreach

With the exception of Clyde, the Port's "Rodent Control Officer," the Port had to reach out and find members of the community who would be a part of the campaign, tell their story, and be the subject of a photo shoot. The Port had to consider what types of community members would best illustrate the Port's positive influence.

#### Copywriting, Photography, and Design

Once the individuals were selected for the campaign, photo shoots were coordinated and executed. With ad subjects in place, the next major step was to lay out the ads themselves and write the copy that would accompany the imagery. The narrative for each ad had to explain the connection between the subject and the Port.

#### Placement

The ads then had to be placed in the right places. Although the Port plans to place these ads online, so far we've focused on print magazine placement (including their online versions). Ads were placed in San Joaquin Magazine, Latino Times, Central Valley Business Journal, and San Joaquin Farm Bureau News (a publication for Farm Bureau members).

#### Evaluation

While this ad campaign is currently still underway, the Port has received promising web analytics and survey results (see section 5). Since this is a campaign to raise the Port's profile amongst the local general public, the primary target audience for these ads is admittedly quite broad: the Stockton community at large, including surrounding Central Valley communities. Secondary target audiences include business leaders that may appreciate the Port's community-mindedness and wish to do business with them, and local media outlets that may wish to develop stories about the Port's community connections after seeing the ads.

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

##### **Make It Relatable**

It was important to draw the connection between the ad's subject and the Port. It was perhaps even more important that the reader could see the connection between him or herself and the ad's subject. For example, Danny Burgess of Rare Parts, Inc. counts on the Port's shipping operations to supply his small business. Readers in economically distressed Stockton see the value in the Port helping Rare Parts stay in business and create jobs. Kristeen Hymes teaches at a public school that depends on tax revenue from the Port. Any reader with children in the public school system will see the Port's contribution to the community after reading that ad.

##### **Keep It Diverse**

The Port doesn't just benefit Central Valley agriculture. These ads seek to show the Port's contributions in a wide array of areas. The "Clyde" ad highlights the Port's contributions to the Sacramento-San Joaquin Delta and the environment in general. The "Danny" ad is about area job creation beyond the Port's docks. Public funding for things like education is the focus of the "Kristeen" ad. The "Eileen" ad explains how the Port imports more than 90% of the fertilizer used in Central Valley agriculture.

##### **Use Humor**

By featuring a barn owl "Clyde" alongside the other ad subjects and presenting him with the official title "Rodent Control Officer," the Port is using humor and bit of cuteness to attract attention to the fact that the Port creates barn owl nesting boxes and uses the barn owls as an environmentally friendly form of rodent control to protect levees in addition to Port properties.

##### **Place Strategically**

To reach a wide array of people, the ads were placed in key local publications with various reader demographics. San Joaquin Magazine is a sophisticated lifestyle magazine. Latino Times is written "by and for bilingual, bicultural Latinos" and is circulated throughout San Joaquin County. Central Valley Business Journal serves the San Joaquin, Stanislaus, and Merced County's business community. San Joaquin Farm Bureau News is a publication for members of the Farm Bureau and is targeted at farmers, a large presence in San Joaquin County.

##### **Timeline**

Creative Conception - Port of the Port brainstorm	2/9 - 2/15
Creative Development - Design Comps based on brainstorm	2/16 - 2/24
Determine whom to feature in Ads:	3/16 - 3/31
- Farmer (Eileen Nichols, Victoria Island Farms)	
- Teacher (Kristeen Hymes, Spanos Elementary School)	
- Business Person - Manufacturing (Danny Burgess, Rare Parts Inc.)	
Photoshoot/Interview on location for each featured person listed above	4/1 - 4/18
Final Production	4/19 - 4/30

Ads ran in the following months in various local publications:

July - Farmer  
August - Teacher  
September - Farmer  
October - Teacher  
November - Owl  
December - Business Person

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

Port's subconsultant Palmer conducted surveys in late 2015 to compare the public's change in perception since 2013, and the results were very positive.

1. Rate the Port on visibility in the community.

2013: 48%

2015: 74%

2. Rate the Port's involvement in the community.

2013: 20%

2015: 41%

4. Do you know what is shipped, stored or manufactured at the Port?"

2013: 38% "yes" 50% "no, but would be interested"

2015: 50% "yes" 35% "no, but would be interested"

5. Professional and environmentally responsible

2013: 88% - 90%

2015: 90% - 93%

With these results, we see that while the Port was already viewed highly in terms of professionalism and environmental responsibility, the public's knowledge of what the Port ships, stores, and manufactures increased as well. Most notably, the Port increased its overall visibility in the community by 26%, and perception of the Port's community involvement doubled!