

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6122

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:

- | | |
|---|--|
| <p>1. Advertisements – Single _____</p> <p>2. Advertisements – Series _____</p> <p>3. Annual Reports _____</p> <p>4. Audio-Only Presentations _____</p> <p>5. Awareness Messaging _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____ <input checked="" type="checkbox"/></p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title _____ Spirit 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.

- | | |
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| <p>1. What are/were the entry's specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - 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. <p>2. How does the communication used in this entry complement the organization's overall mission?</p> <ul style="list-style-type: none"> - Explain the organization's overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components used for this entry?</p> <ul style="list-style-type: none"> - 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. | <p>4. What actions were taken and what communication outputs were employed in this entry?</p> <ul style="list-style-type: none"> - 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. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> - 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. |
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6122

PORT OF STOCKTON - SPIRIT OF THE PORT

AAPA 2016 Communications Awards Program, Classification 7 - Miscellaneous

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

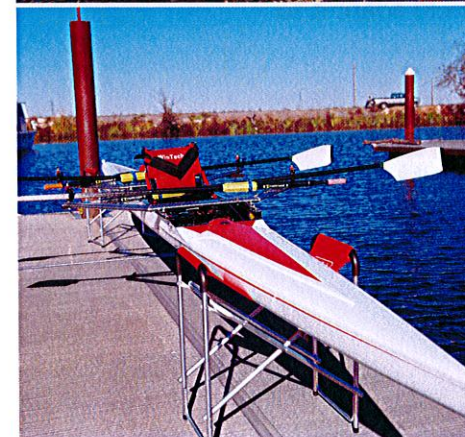
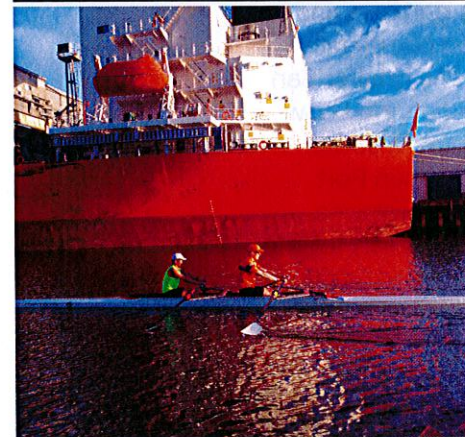
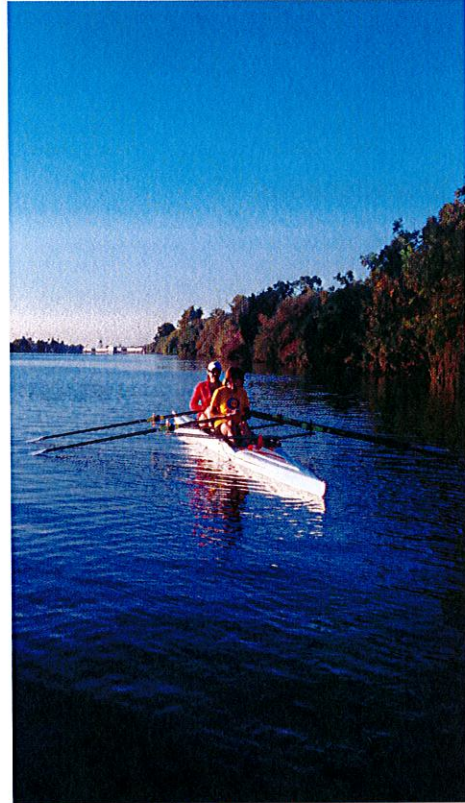
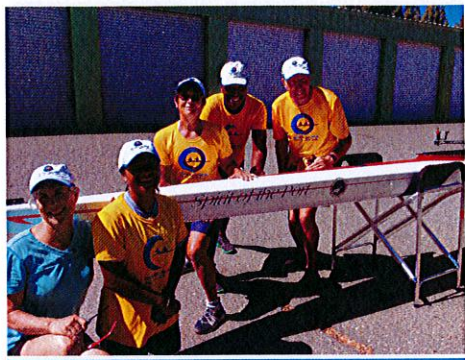
Since the City of Stockton passed the Deep Water Bond of 1932 and dredged the bed of the San Joaquin River to create the Deep Water Channel, the Sacramento-San Joaquin Delta (Delta) has been the conduit connecting the Port of Stockton (Port) with trading partners around the world. The vast, winding waterways serve as a launching point for the Port's international trading activity, but to the Delta Sculling Center (DSC) the Delta serves a much different purpose. The DSC is a non-profit organization whose mission is to provide access to fitness, health, leisure, and recreation to people of all abilities through sculling. With the adaptability of boats and equipment, sculling is an activity that can be shared with nearly anyone, regardless of physical, cognitive, or sensory/perceptual challenges. While the DSC has been growing and growing since its doors opened in 2013, the cost of equipment has been a big hurdle. That's where the Port came in.

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. As Stockton and the greater San Joaquin County region has grown and developed, the Port has grown with it. We know that our success would not be possible without the support of the community, so we take very seriously our responsibility to support the community in return. When Port Director Richard Aschieris was approached by the DSC with a request for assistance, there was no question the Port would help. "He said, 'Give me your Christmas list. Tell me what you need!' We made our list and that's when the *Spirit of the Port* came in," says Pat Tirone, DSC founder and director. The *Spirit of the Port* is a two-person sculling boat the Port provided, fully outfitted with oars and other necessary fittings and gear.

"We made a list that went from not very much money to the cost of the double, and he picked the most expensive thing. That was huge for us because that meant we could row some people in decent boats that we hadn't been able to, because we could adapt it so well. I don't know how our program could live without it now."

Now the *Spirit of the Port*, emblazoned with the Port of Stockton's seal, is used nearly every day at the DSC to provide healthy leisure and recreation to people of all abilities. The boat allows rowers unparalleled access to the tranquil waters of the Delta. Through the Port's support of the DSC, we have taken an active role in providing richer, more active lifestyles to our community.



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

The goal of contributing the *Spirit of the Port* was to give back to the community that has helped foster the Port's success for so long. It's important to the Port that they are seen as good neighbors and active in their community, especially when it comes to helping a non-profit organization doing such good work like the DSC. The primary objective to meet the goal involved the Port understanding exactly what the DSC needed and delivering it.

The primary audiences are all the beneficiaries of the *Spirit of the Port* contribution. This includes all the members of the DSC: the coaches and staff, the adaptive rowers, and the regular rowers. With the Port's seal printed on the side of the boat and DSC's members singing the Port's praises, the secondary audience is anyone that comes to the water and sees the *Spirit of the Port* in action. They hear about the Port's generosity and understand their commitment to good causes in their community.

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

It is more of a policy or principle than a strategy, but the Port is always seeking ways to boost its profile in Stockton and the surrounding communities. Although the Port helps create thousands of direct and indirect jobs in the area and brings in millions in tax revenue, many in the community are simply unaware. By contributing to organizations like the DSC, the Port is further contributing by making Stockton a better place to live. Cutting a check to the DSC is a simple act that helps those of all abilities get out, appreciate the tranquil Delta waters, and see what they're capable of.

The timeline relating to this submission is quite simple. The DSC reached out to the Port in November 2014 and had a face-to-face meeting with Port Director Richard Aschieris the following week. After their meeting, the DSC providing a "wish list" and within a couple weeks they received a check for the amount from the Port. Due to some delays with the boat vendor, the DSC received the *Spirit of the Port* a few months later, in early Spring 2015.

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

The *Spirit of the Port* has elicited many expressions of gratitude from several members of the DSC:

"When an entity like the Port says to your little struggling non-profit, 'We see something in what you are doing and we want to support it,' it's something that works all the way down in your heart and keeps you going. It's not as obvious, but it means more than the equipment."

—Pat Tirone, DSC founder and director

"Many of us have this special connection with the water, particularly those of us who can no longer navigate well on land, no matter the reason. There's a sense of peace, a serenity that awaits once you're underway, oars at the catch, drop and go! Then, and only then, can you literally glide across the water, picking up speed and feeling the breeze on your face. It's a feeling that can't be explained, but for those of us who have the opportunity to scull, it's an experience quite like no other.

I have had the privilege of watching folks learn to scull, whether through the adaptive rowing program, or one of Coach Pat's Learn to Scull programs. It's truly a process that warms your heart and brings a smile to your face. Those who can't otherwise easily walk on land are capable of flying across the surface of the water. And there's a look that they get on their faces—one of utter bliss, a sense of satisfaction in doing what we all do and take for granted—move effortlessly. The *Spirit of the Port* has enabled countless people to experience that joy and it has become an integral part of the Delta Sculling Center's program, pairing experienced rowers with beginners and novices, allowing both to gain a sense of satisfaction that comes from overcoming the odds and achieving independence and freedom out on the water.

There is no way to adequately thank the Port of Stockton for their generosity. Their donation of equipment, particularly the new Wintech 2X, has allowed the program to continue to meet the needs of an ever-growing group of eager rowers. I have watched people gain strength, both physically and mentally, overcoming the odds due to injury, trauma and often, both. They come to our program, sometimes unable to walk or stand, and with determination, patience and perseverance, they get into a rowing shell and take a stroke, then two, then 20.

Soon, you can see that they're comfortable out in the boat and as the *Spirit of the Port* picks up speed and both rowers are focused, it happens—a big smile stretches across the rowers' faces. They did it! And it's precisely because of the efforts of numerous volunteers at the Delta Sculling Center and the Port of Stockton's benevolence that these smiles are happening more frequently out on the river. Ultimately, it's a reward we can share for taking the time to simply be there for another person. What a wonderful gift."

—Leslie Bloudoff, DSC instructor

"The *Spirit of the Port* is a gift that keeps on giving! It has seated a variety of rowers at Delta Sculling Center. Those new to rowing that need its stability, those with challenges who need it to be adapted to their ability, and those who row for it for its grace and speed. Many thanks to the Port of Stockton for this wonderful sculling boat!"

—Dorbea Cary, DSC instructor

"Thank you for your generous donation! Your contribution has allowed so many of us (novice, experienced, and adaptive rowers) to benefit from this great gift. It is wonderful to have the support of the industrious, yet community-based Port of Stockton.

—Derrell Shunk, DSC member

"Quite often, I have the privilege of taking a seat in our Wintech double, the *Spirit of The Port*, with a gentleman in our Oarbuster program. He is recovering from a brain injury, which has affected his balance and speech. The feelings of rowing with him in this boat can only be described as nothing short of exhilarating. And each time I go out, I know these feelings will fill many of my thoughts during the remainder of the day, as well as into my week. My wish is that time would allow us to row forever. The generosity and support of the Port for both our regular and adaptive programs has been unmatched by all others. Without this kind of support, and this beautiful boat, my friend and I would never share this wonderful experience."

—Linda Payne, DSC instructor

"The *Spirit of the Port* has meant the world to us at Delta Sculling Center. It's our 'go to' boat, the leader of our small fleet, because it epitomizes our mission of promoting sculling as an inclusive sport. This two-person boat is adaptable for use by those without legs, without use of their trunks, or others with physical and/or cognitive challenges as well as for our able-bodied rowers--or for a combination of one who is able bodied rowing with a rower who needs adaptations. In short, it is for everyBODY! The support of the Port of Stockton has been unwavering; they really get our mission and how much freedom it gives to so many who would otherwise be cloistered in their homes without exercising or enjoying the camaraderie of the scullers and incredible volunteers and coaches at Delta Sculling Center. We are making use of the *Spirit of the Port* constantly throughout the week, including our work with veterans, and at regattas throughout the Central Valley and beyond. We were barely meeting the needs of our scullers before it was gifted to us by the Port, and though we still struggle to keep up with the demands of an increasing corps of rowers, this boat has literally kept us afloat!"

—Prof. Robert Oprandy, DSC Vice President/Treasurer

Although many in the community may think the Port is all about business, a growing number of rowers are spreading the word that that couldn't be further from the truth.

