2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6153

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 _____
2. Advertisements – Series _____
3. Annual Reports ✓
4. Audio-Only Presentations _____
5. Awareness Messaging _____
6. Directories/Handbooks _____
7. Miscellaneous _____
8. Overall Campaign _____
9. Periodicals _____
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____

Please check the appropriate box: ☐ CATEGORY 1 ☐ CATEGORY 2 ✓ CATEGORY 3

Entry Title Port of Virginia: 2015 Annual Report

Name of Port The Port of Virginia

Port Address 600 World Trade Center, Norfolk, VA 23510

Contact Name/Title Jay Stecher / Vice President, Marketing and Communications

Telephone 757-683-2120 Email Address jstecher@portofvirginia.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.*

6153

OFFICIAL ENTRY LABEL 6153

AAPA 2016 Communications Awards

Port The Port of Virginia

Contact Person Jay Steeter

Entry Classification Annual Reports

VIRGINIA PORT AUTHORITY
600 WORLD TRADE CENTER, NORFOLK, VA 23510
(757) 683-8000

1. **What are/were the entry's specific communications challenges or opportunities?**
In the port's 40+ year history, it had never released an annual report. A new leadership team was installed in late 2014 and began tackling the issues that faced the port: congestion, lack of infrastructure investment, confidence in port performance, and organizational culture.

Under new leadership, the port developed a new mission, new values and a new brand identity to help provide clarity in the marketplace, and provide our colleagues with one flag under which they could rally.

The port dealt with extreme congestion issues in early 2015, yet rallied together to handle the highest volume in the port's history – over 2.5 million TEUs. Additionally, after seven years of negative financial results, the port turned a $13.6 operating profit for the fiscal year – a $30.1 million turnaround from the previous fiscal year.

In addition to the righting of our financial ship, we invested in technology, equipment and people.

Our mission is as follows: *Guided by our company values, The Port of Virginia will achieve our shared vision of operational excellence, fiscal responsibility, and sustainable growth. Above all, we will remain responsible members of the communities we serve, a valuable resource to our customers, an excellent place to work, and an economic engine for the region.*

We created this annual report to help achieve that shared vision, and provide a document that helped educate and engage our audiences regarding our fiscal responsibility, operation excellence, and sustainable growth.

2. **How does the communication used in this entry complement the organization's overall mission?**
The Port of Virginia's mission is as follows:
Guided by our company values, The Port of Virginia will achieve our shared vision of operational excellence, fiscal responsibility, and sustainable growth. Above all, we will remain responsible members of the communities we serve, a valuable resource to our customers, an excellent place to work, and an economic engine for the region.
The Annual report shares our vision with our stakeholders, as well as provides documented evidence of our commitment to our mission via operational facts and stats, budgetary performance, and our sustainability efforts. Further, it helps educate our audiences as to our commitment to our communities, our colleagues, and the Commonwealth via articles and infographics.

3. **What were the communications planning and programming components used for this entry?**
   The goal of this piece was to provide our stakeholders with our shared vision, and provide a document that helped educate and engage our audiences regarding our fiscal responsibility, operation excellence, and sustainable growth.

   Our audiences for this piece were as follows:
   - Local and Regional Business leaders
   - Businesses that currently or could potentially use the port
   - Shipping line customers
   - General Public

4. **What actions were taken and what communication outputs were employed in this entry?**
   We told our story in a way that could be tied directly to our six core values: mindfulness, helpfulness, sustainability, fortitude, accessibility, and innovation.

   We worked with our local business weekly publication ("Inside Business") and had them insert copies of the annual report in over 8,000 copies of in a December issue of the magazine. Additionally, we sent copies along with personalized letters to stakeholders in local, state and federal government offices (copy of letter included in submission).

5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
   Anecdotally, we've received many compliments on the report. Our sales and economic development teams use it as a leave behind and communication piece. We also posted it on our website (http://bit.ly/23dK62E) and have had over 200 downloads.