

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6154

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 | _____ |
| 3. Annual Reports | <input checked="" type="checkbox"/> | 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 Virginia: 2015 Sustainability 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.



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?

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.

While the port has been a mindful steward of the environment for many years, many of our stakeholders were unaware of the efforts we undertake regularly to ensure the sustainability of our port for generations to come.

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 Sustainability Report helps demonstrate our commitment to our communities, as well as our operational excellence and fiscal responsibility by educating the public about our sustainability efforts across our entire organization.

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

The goal of this piece was to be the first annual report that helped educate our stakeholders (e.g. customers, vendors, general public, elected officials, etc) and provide a deeper understanding of our comprehensive approach to sustainability.

We view sustainability as more than just good stewardship of the environment. The Port of Virginia views sustainability as the care and maintenance of all resources: financial, human and environmental. To that end, we wanted to create a piece that provided information on each of those aspects, and do so in an engaging manner.

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

We broke out each area of sustainability and provided it with its own section of the report (See table of contents for list of areas).

Our Chief Innovation Officer acted as "editor in chief" for the report.

We released this report as an "e-pub" as another demonstration of sustainability. We made it available in the iTunes book store and in PC-friendly formats.

Additionally, we embedded image slideshows in several sections to help engage readers and provide another layer of interactivity and information.

You can find a link to our e-pub here (<http://bit.ly/24ng7eK>).

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

We've had over 1,000 downloads of the sustainability report to date.

We have already begun working on the 2nd edition of the report. As our annual reports will now be released in November/December each year, we are planning on releasing the 2nd Sustainability Report in April of 2017 in order to provide our audiences with a substantial communication piece approximately every six months.