


2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6156

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 _____ | 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 Channel Markers: Bi-Weekly e-news service
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?

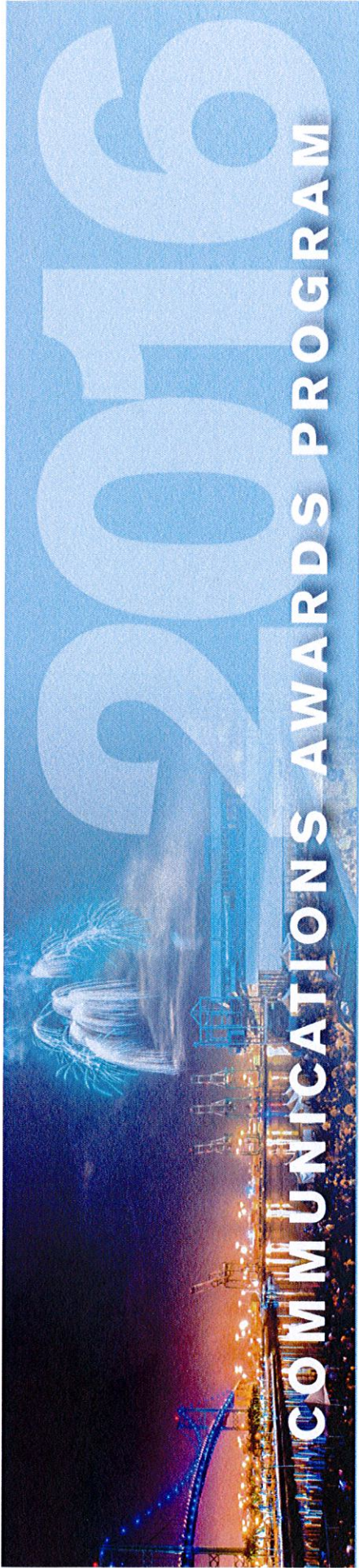
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

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?

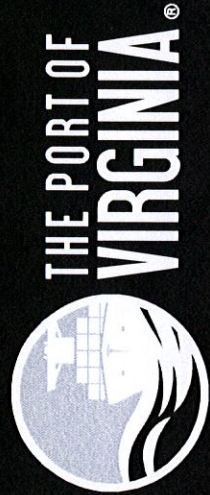
- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



The Port of Virginia

Channel Markers:
Bi-weekly e-news service

Entry Classification:
7 (Miscellaneous)





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?

Like most port employees, our colleagues get busy with the day-to-day operations and challenges that they face. It can be easy to fall into silos, or worse, lose touch with the happenings in our industry that help shape our day to day – and beyond.

We created this “news service” to help inform our colleagues about the issues that impact our industry, and do so in an engaging and easy-to-digest manner.

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

The goal of this piece was to provide a simple resource to help inform our colleagues about the issues that impact our industry, and do so in an engaging and easy-to-digest manner.

Our audiences for this piece were as follows:

- Internal colleagues

Last year, we completed our first ever employee engagement survey. Among the many interesting bits of data was a desire on behalf of our colleagues to be informed about industry news.

Prior to this service, our Senior Director of Media Relations would send an email twice each week to our Senior Leadership Team (“SLT”) that contained links to news stories of relevance that he compiled manually.

We realized that we had an opportunity to build on the service we were currently providing and meet an expressed need of our colleagues – a further example of “living our values,” specifically, mindfulness, accessibility and innovation.

Playing on the name of our internal newsletter, “Open Channels,” we named this

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

We created an account with paper.li – a news curating website that allows users to create their own “newspapers.” Paper.li takes the links you provide and allows you to arrange them in any order you like and include images. Further, the site is built in responsive design, so regardless of the device that the newspaper is displayed upon, it's easy to read and use.

We began using the service by testing with our Senior Leadership Team. After very positive feedback, we shared the newsletter with all Port of Virginia Colleagues. We added a “subscribe”

button to the newspaper and encouraged colleagues to subscribe so they would automatically receive the newspaper in their inbox twice weekly.

We sent the first two issues of the newspaper to All Colleagues and encouraged them to subscribe. We then discontinued emailing the newspaper so as not "spam" uninterested colleagues.

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

Now in its first month of use, 138 colleagues (27% of colleagues) have subscribed to the service, and we continue to see more subscribers with each issue.

To view "Channel Markers" online, please click here: <http://bit.ly/1TJmws1>



1TJmws1