

Summary

Georgia Ports Authority's AnchorAge magazine communicates with current and potential clients about GPA's commercial advantages, while highlighting customer service, economic development and sustainable practices, with an eye toward winning new business.

AnchorAge is produced four times a year and has been an integral part of GPA's communication effort since 1959. Of the 10,500 printed each issue, 9,500 are mailed worldwide. The remainder are distributed in person. It can also be downloaded from GaPorts.com.

The publication focuses on relevant industry information and dramatic photographs that illustrate the scope and grandeur of port infrastructure, and provide an easy entry into the text.

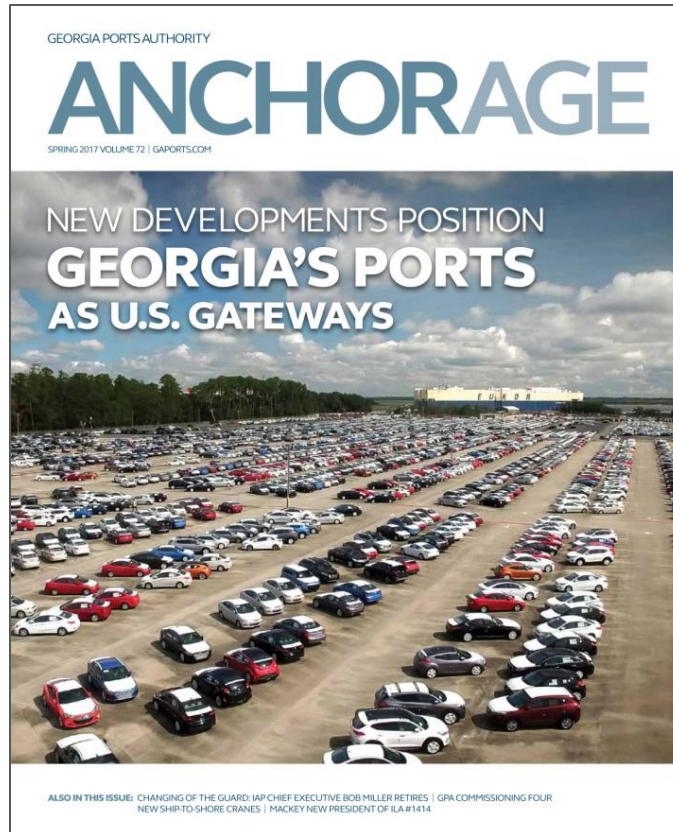
1. What are the specific communications challenges or opportunities?

The Georgia Ports Authority is one reason the state of Georgia was named the top

state for business. Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. The Port of Savannah is the fourth busiest port in the U.S. GPA's deepwater ports support more than

369,000 jobs in Georgia and contribute \$20.4 billion in income.

The challenge is to constantly create an inspiring and useable tool for the GPA to communicate business trends and other relevant information directly with to support the mission of increasing cargo movement through Georgia and supporting economic development through the state.



Because of several factors affecting the shipping industry, communication with key stakeholders is becoming more and more important. The newly expanded Panama Canal opened this year bringing with it the opportunity for larger and larger vessels to call the East Coast.

Other ports are suffering congestion issues caused by unsteady labor relations and the delivery of larger and larger shipments of cargo. With many issues of supply chain in flux, AnchorAge is one tool GPA uses to

instill confidence in operations in current and potential clients.

AnchorAge helps to set GPA up as the source of information and an industry thought leader while strengthening relationships with a wide variety of stakeholders.

2. How does the communication used in this entry complement the organization’s overall mission?

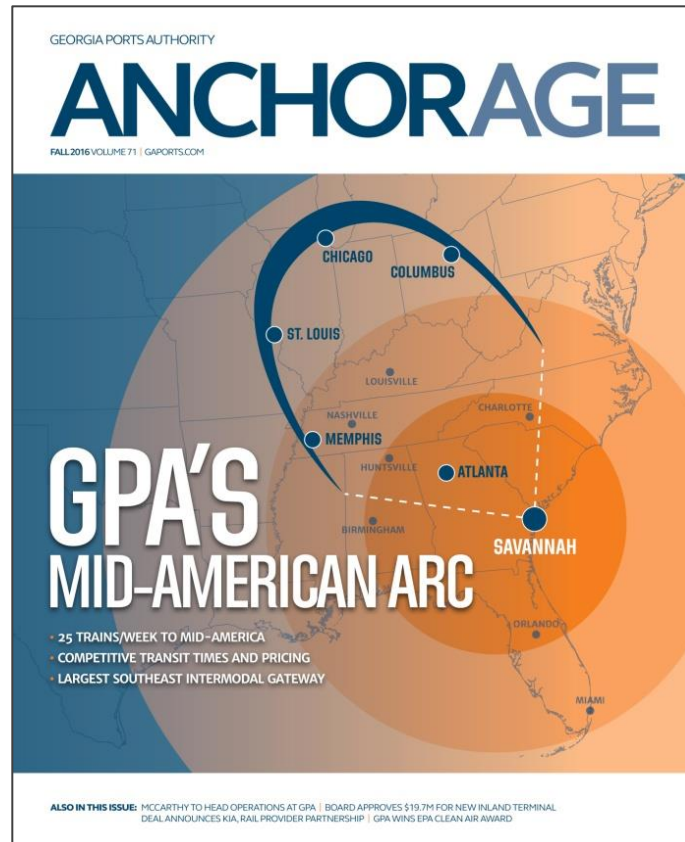
The mission of Georgia’s deep water ports is to support economic development in Georgia. The stories highlighted in AnchorAge demonstrate to business and government leaders in each region the vital role the ports play in the state’s economy.

By highlighting the success of businesses that partner with GPA and the jobs they provided, AnchorAge helps to share the message of GPA as a statewide economic engine and acts as a sales tool for GPA, in demand by GPA’s Trade Development staff.

AnchorAge instills confidence in customers and potential customers by focusing on infrastructure investment, business growth across Georgia, available land, as well as

GPA’s decisions to operate in a sustainable way.

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



OVERALL GOAL:

To grow the movement of cargo through Georgia’s Ports and support economic development.

ANCHORAGE OBJECTIVE:

- Build relationships with economic development entities
- Inform current and potential clients of GPA’s continued infrastructure investments,

commercial advantages and new business wins

AUDIENCE

- AnchorAge’s primary audience includes more than 10,000 subscribers worldwide including current and future GPA clients and economic development officials who receive the magazine via direct mail.
- Secondary audience includes federal, state and local legislative officials, along

with community leaders and business partners.

also available for download from gaports.com.

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

Planning begins mid-quarter with story selection from recent GPA developments.

The magazine starts with an impactful lead story, usually about a port infrastructure development such as the Savannah Harbor Expansion Project. Secondary stories consist of maritime business briefs, GPA’s economic and environmental efforts, commercial agreements and developments in logistics in relation to port clients.

GPA’s team provides creative direction, project management, research and writing. A graphic design firm creates the layout. Photography from GPA’s image archive is used along with portraits and other photos commissioned for specific stories.

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

AnchorAge is one tool that helped to bring 3,480 new jobs to Georgia and support the

second straight year that GPA moved more than 3.6 million twenty-foot equivalent container units. A focus group of AnchorAge users, including people in government relations, sales and economic development were surveyed about the use and effectiveness of the magazine.

In general, the feedback was that the magazine, which has been a part of GPA’s communications outreach since 1952, is an important tool for

many audiences including legislators and policy makers, potential clients and potential economic development partners.

Sample comments from AnchorAge users:

- “An important facet of our recruitment is having the right tools to tell Georgia’s logistics and economic development story,” said Stacy Watson, GPA’s general manager of economic and industrial





AnchorAge

Periodicals – Magazine, AAPA Communications Awards Program

development. “Delivering AnchorAge to economic development partners keeps GPA top of mind throughout the state’s 159 counties. The magazine is also useful when meeting with industries considering expansions or new locations in Georgia.”

- “AnchorAge provides informative updates on the infrastructure and business developments at our terminals,” said Mark Troughton, GPA global accounts executive. “It gives my clients an overview of the health of our business and makes them more comfortable with their decision to use the Georgia Ports Authority.”