

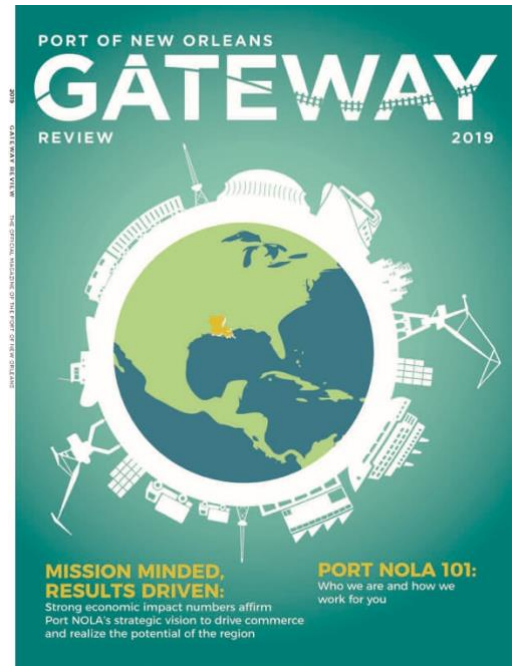
AAPA 2020 Communications Awards
Port of New Orleans
Entry Category: Directories/Handbooks

Entry Title: Gateway Review

Summary: After transitioning from the annual “Port Directory” in 2018, the Gateway Review now serves as the annual publication for marketing the Port of New Orleans to our Commercial staff, Commissioners, and customers.

A maritime industry magazine that functions as a directory, the Gateway Review also provides our readers with Port-101 knowledge and highlights recent Port NOLA accomplishments, displaying the forward movements and goals of the Port of New Orleans.

Link to digital page-turner on the Port NOLA website:
<https://portnola.com/info/news-media/gateway-review>



1. Challenges or Opportunities:

The growth of the Port of New Orleans continues to surpass expectations, and the Gateway Review is an informative way to project these changes, and share developments with the public, along with our community stakeholders. The Gateway Review showcases features such as the pull-out Port NOLA Map of Properties or the section of individual terminal details, offering specific knowledge crucial to industry readers.

The Gateway Review is our opportunity to promote the Port of New Orleans as the premier Port for a variety of cargo capabilities, cruise homeport and industrial real estate hub, and do so in a compelling magazine style that has proved useful to its audience. In a world of Digital access to everything, we also wanted a to offer a hardcopy directory

2. Mission:

The Port of New Orleans mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway.

With the Port’s mission in mind, the content of the Gateway Review is crafted to illustrate the importance of freight-based commerce. Shippers, carriers, terminal operators, cruise lines, Class I railroads and more are recipients of the publication and use it as a resource for critical Port NOLA information.

3. Planning and Programming Components:

Overall goals/desired results: After achieving the goal of replacing our Port Directory with a more engaging handbook type of annual magazine, the Gateway Review serves to promote the Port of New Orleans, strengthen relationships and attracts new customers and cargos. The Gateway Review is a comprehensive yet efficient publication with accurate, user-friendly information presented in a portable, contemporary, full-color format with modern design and photos.

Objectives: The Port sought a publication that would serve as a marketing tool with all the vital information as well as informative features that would provide background on the Port. This would be measured by:

- Demand for the Gateway Review by our customers and our sales staff.
- Staff feedback about its use as a sales tool.
- Ad revenues.
- CTR on the digital edition.

Audiences: The Gateway Review’s primary audiences include Port customers and tenants, potential new customers, members of the port community, Port of New Orleans marketing staff and our Board of Commissioners. Secondary audiences are site selectors and businesses considering relocating to New Orleans.

4. Actions & Outputs:

New Orleans-based publishing firm, Renaissance Publishing, designs, prints and mails 4,000 copies of the Gateway Review at no cost to the Port. In exchange the publisher retains all ad revenues. A Communications staff of two plans, writes, directs layouts and edits the publication.

Strategies: In order to create a one-stop source for Port assets and capabilities, we:

- Created a fresh, eye-catching cover that highlights the people who work in maritime and incorporated the issue's theme of Port Nola – mission-minded, results-driven.
- Featured three stories at front of the book that give historical information and photo essays on Port NOLA, while also positioning the Port as an innovative forward-planning economic engine.
- Used color-coded sections in the back of the book with color tabs on the upper top corners to indicate sections.
- Included a pullout harbor and highway map that locates Port facilities and other useful information. This perforated tear-out section travels easily.
- Provided a Resources section to substitute as a shorter and more accurate directory listing in the back of the book.
- Installed a digital page-turning to the Port NOLA website:
 - <https://portnola.com/info/news-media/gateway-review>

The strategy was executed by two communications staffers in a process that started months in advance of publication date. 4,000 copies of the directory were printed and mailed at no cost to the Port, and in exchange the publisher retained all ad revenues. A digital page-turner was placed on our website and a link to the Gateway Review webpage was pushed on our social media platforms, drawing instant hits to our website.

Tactics & Implementation Plan:

- Two designated Communications staff plan the Gateway Review lineup for features and organizational departments to be represented- one serving as the editor of the publication.
- The editor coordinates with all internal departments to review content for updates, edits and new content.
- The editor assigns and/or writes the three features.
- The features are edited by a minimum of two staff.
- The content pages are edited by the correlating internal department and the Communications team.
- The editor sources the images.
- The editor works with the publisher to oversee layout and production.
- The Communications team edits at least three rounds of page proofs.
- Final approval is given by the Executive staff.
- The publisher provides the printer with the final file and the issue is mailed to subscribers.
- The editor installs the digital page turner and pdf version to the Port website.

5. Outcomes & Evaluation

Communications outcomes: General anecdotal feedback is that the Gateway Review is a good read with news and information that is important to the Port community, our Board and our customers. We receive a steady flow of inquiries to be added to the mailing list. Additionally, our reach is further extended when with the webpage hosting the digital page turner.

Evaluation of success:

- Demand for the Gateway Review: The number of subscribers increased after an initial list clean up, totaling 4,000.
- Anecdotal compliments were received about the change of the format, the inclusion of brief features, the retention of the Port 101 information and the change from full directory listings to a company resources section.
- Ad revenues: The Gateway Review advertising revenues totaled \$54,562 for the 2019 edition.