

5488

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports <u> X </u> _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title **Georgia Ports Authority's FY2010 Annual Report: From Georgia to the World**
 Port Name **Georgia Ports Authority**
 Port Address **P.O. Box 2406**
 Contact Name/Title **Robert Morris / Senior Director of External Affairs (Amy Shaffer / Mgr. of Comms.)**
 Telephone **(912) 964-3855** Email Address **rmorris@gaports.com / ashaffer@gaports.com**

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name **Georgia Ports Authority**

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
- **Summarizes Planning and Programming**
- **Identifies Actions Taken and Communication Outputs**
- **Summarizes Evaluation Methods and Communications Outcomes**



Communications Challenge or Opportunity

Georgia Ports Authority (GPA) is one of the state of Georgia's strongest economic engines, according to a study conducted by the University of Georgia. The GPA's annual report provides an overview for the ports along with a summary of achievements for the fiscal year.

Planning and Programming

GOAL: To highlight its corporate achievements during the fiscal year and to communicate the importance of Georgia's deepwater ports to its stakeholders.

TARGET PUBLICS: The primary audience includes port customers, federal, state and local legislative officials, board of directors, state community leaders and other port-related decision makers. The support of these opinion leaders has been critical to the GPA's success. The governor and legislators approve funding and legislative requests on behalf of the port. They also approve "last-mile" efforts that directly relate to the ports' and its customers' ultimate success. Secondary audiences include port visitors and those attending GPA-sponsored events.

OBJECTIVES:

- To receive 100% of requested port-related annual funding and legislative requests from the 2011 Georgia Legislature (ie. capital terminal expenditures, last-mile transportation infrastructure improvements) through distributing GPA's year-in-review and financial data to its stakeholders.
- To showcase GPA's corporate achievements for FY2010 with its theme, "From Georgia to the World" as a profitable investment, strong economic engine and global logistics gateway for Georgia.
- To report GPA's FY2010 financial data to its primary and secondary stakeholders.
- To demonstrate GPA's commitment to preparing for tomorrow's needs today through investments in new infrastructure, equipment, technology and personnel.
- To communicate GPA's future plans to accommodate growth to attract retail developers.
- To create a visually stimulating piece of literature that would attract attention and "staying" power with recipients, while reflecting the somber time as the state and nation look for a recovery from its recession.

Actions Taken and Communication Outputs

GPA's team provided direction, research, writing, planning, evaluation and creative direction. A free-lance graphic designer produced layout/design, and a few photos were purchased from a free-lance photographer. Initial distribution was 10,000. An additional 5,000 have been distributed to secondary audiences throughout the year. A PDF is available online, with more than 50 downloads to date.

Research to develop this publication included a focus group of key regional public relations professionals and port customers rated the FY2009 report "excellent." The charts and graphs continued to receive high marks to communicate information as secondary entry points to the layout. It was suggested that voices of Georgia be included in the report, quotes from business leaders in Georgia were added to reinforce the ports' importance.

The tone of the FY2010 annual report is consistent with the theme, From Georgia to the World. The text reinforces the fact that the GPA is one of the economic engines that will support economic recovery. Rather than traditional letters from the governor, chairman of the board and executive director, pull quotes were included in the inside cover. Removing the letters allowed for more layouts to tell the story of the GPA and its projects and accomplishments for FY2010. The annual report also included information about the infrastructure improvements that continued to be done during the recession, as well as plans for the future. It focused on the port as a job creator, job sustainer and vital economic lifeline for Georgia. This was the message presented to the Georgia Legislature when it convened in January 2011.

Text illustrated the theme and photography showcased port activity, especially port workers. Key messages were incorporated to tell the port's story of highlights for FY2010. Charts, graphs and port statistics, continue to prove effective to communicate and illustrate key messages.

The Savannah Harbor Expansion Project (SHEP) continues to be a critical part of the Port of Savannah's future. To illustrate the importance of the project and the Panama Canal expansion, a

timeline comparing both ports' milestones was included, as well as expanded SHEP information and pull quotes throughout the annual report.

BUDGET: The project's budget – not including postage – was \$35,000. Costs included: layout/design: \$8,490; printing: \$21,406; photography: \$4,500*. Total cost was \$34,396. This total reflects a six-percent cost increase compared with FY2009. *However, this increase includes a large amount for photography that was commissioned to be used in all GPA publications throughout the year.

Evaluation Methods and Communications Outcomes

EVALUATION: The primary measure of the report's success was that all 2011 legislation and funding requests were approved. Georgia's Governor Deal said, "This report demonstrates Georgia's deepwater ports are a beacon for the state's commitment to economic expansion and provide a foundation for our economy that guides new opportunities to Georgia and the Southeast. All of Georgia will benefit in the form of new jobs and economic opportunity because the legislature agreed to keep port funding intact."

A survey was sent via email to recipients of the mailed annual report with a PDF link to download the report. With 5 being the highest ranking, 86% ranked it a 4 or 5. Questions about overall impression, level of information, design and layout averaged a ranking of 4.35. On a scale of 1 to 5 with 5 ranking "strongly agree" – averaged 4.2 (agree/strongly agree) on its level of detail, content and style being appropriate, its length and whether the information presented made sense. Returned reply cards also rated the publication as "excellent" and "well done."