

2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

5176.5180

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

CATEGORY 1

CATEGORY 2

Entry Title North Star Port Magazine

Port Name Duluth Seaway Port Authority

Port Address 1200 Port Terminal Drive, Duluth, MN 55802

Contact Name/Title Adele Yorde/Public Relations Manager

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

Name Duluth Seaway Port Authority

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

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess all major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

NOTE: For a detailed presentation on strategic communications "Ingredients for Success," go to http://aapa.files.cms-plus.com/SeminarPresentations/2009Seminars/2009PublicRelations/Skeltis_Kim.pdf



2010 Communications Awards Program .
CATEGORY 2 – Classification #8 – PERIODICALS

COMMUNICATIONS CHALLENGES/OPPORTUNITIES

From a visibility standpoint, the “working waterfront” often gets overlooked within the larger framework of this nation’s transportation network, so there is a pressing need to sustain connections with the citizenry and continue positioning maritime commerce as a cornerstone of our regional and national economy.

Concurrently, environmental advocacy groups in this region have also been successful in framing “maritime” in a negative light in media outlets along the Great Lakes St. Lawrence Seaway, particularly with regard to issues of aquatic invasive species introduction (via ballast water) and air emissions.

The largest and busiest port on the Great Lakes (by tonnage), Duluth-Superior is situated at the “Head of the Lakes” – the westernmost tip of the bi-national Great Lakes St. Lawrence Seaway system. As such, we have a unique opportunity – a responsibility, in fact – to publish a magazine that positively impacts industry stakeholders and policy-makers at local, state and federal levels both here in the U.S. and in Canada.

PLANNING & PROGRAMMING

The Duluth Seaway Port Authority has published its *NORTH STAR PORT* magazine for 41 years. Now a quarterly publication, each issue contains a message from the port director targeting “hot button” topics – showcasing the Port Authority as an active partner in addressing key issues affecting the economy, the environment and our industry. Each issue also features stories about people and projects relevant to the history and the future of maritime commerce – not only here in the Twin Ports, but all along the Great Lakes St. Lawrence Seaway system.

With this publication, we seek to inform, influence, entertain and enlighten a variety of constituents about current events going on in our home port and in the

broader maritime industry. We consistently frame maritime commerce and our port's industrial development efforts in a *positive* light by presenting well-researched, science-based articles, as well as feature stories and dramatic photographs that inform and engage a broad-based readership comprised of several target audiences:

- Elected Officials – local/state/federal
- Waterfront Businesses
- Dock & Terminal Operators
- Shipmasters, Dock Workers, Port Services Providers
- Maritime Professional & Technical Contractors
- U.S./Canadian Maritime Organizations
- State/Federal Agencies (e.g. DOT, EPA, PCA, USCG, USACE, etc.)
- Local maritime workers (current & retired)
- Terminal & Airpark Tenants
- Self-identified “boatnerds”

ACTIONS TAKEN & COMMUNICATION OUTPUTS

Production of *NORTH STAR PORT* is the responsibility of the Public Relations Manager at the Duluth Seaway Port Authority (DSPA), who contracts with a local independent contractor each year to streamline research, writing, editing and graphic design. These two meet semi-annually with DSPA executives to determine content for the editorial calendar, and collaboratively write/produce the publication. The PR Manager also works with freelance photographers to garner appropriate images for each issue.

The team works on a 10-week timetable to produce each issue – allowing 4 weeks for research and copywriting, 3 weeks for photography and graphic design, 2 weeks for pre-production/printing, and 1 week for mailing.

Each year, DSPA typically produces three, 16-page and one, 20-page issue. A total of 7,300 copies of each edition are mailed to readers around the world and distributed at trade shows and presentations to civic/school groups in the region. Each issue of the magazine is also posted on our website, www.duluthport.com. Past issues are also archived on that site.

Current magazine mailing list totals: 6,100 (US); 475 (Canada + other int'l)

\$4,000/issue	Writing/editing; Graphic design
\$3,526/issue	Pre-production/Printing (16-pg)
\$4,140/issue	Pre-production/Printing (20-pg)
\$250-400/issue	Photography

EVALUATION METHODS & COMMUNICATIONS OUTCOMES

Once every 2-3 years, DSPA has inserted a reader response card inside the magazine to solicit feedback on content. Otherwise, we rely heavily on anecdotal feedback from our readership. After each issue, the PR department receives anywhere from 10 to 25 phone calls and emails with comments about particular articles and/or suggestions for future storylines.

In the past two years, we have also intentionally added 50 key media contacts to our magazine mailing list and have seen a noticeable increase in: the volume of media requests for DSPA interviews; the amount of background information those reporters have gleaned from the magazine and other Port Authority releases; as well as a definite, positive change in the "tone" of maritime-related stories produced by local/regional media outlets.