

2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

X CATEGORY 1 [] CATEGORY 2

Entry Title "Safety First and Always" Video
Port Name Georgia Ports Authority
Port Address P.O. Box 2406, Savannah, GA 31402
Contact Name/Title Robert Morris, Senior Director of External Affairs
Telephone 912-964-3855 Email Address externalaffairs@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

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



"Safety First and Always" VIDEO

Running Time: 22:25

Communications Challenge or Opportunity

A secured, dedicated container terminal owned and operated by the Georgia Ports Authority (GPA), Garden City Terminal (GCT) is the fourth-largest container port in the United States and the largest single-terminal operation in North America.

The facility's single-terminal design allows the port to operate in an environment of maximum efficiency and flexibility, as well as increased security, due to the concentration of all manpower, technology and equipment in one massive container operation. Two Class I rail providers serve the Garden City Terminal location, which also offers immediate interstate access to the more than 100 trucking companies that service the Savannah area.

The Georgia Ports Maritime Safety Council (GPMSC) is a collaboration between the GPA management team, the Georgia Stevedores Association and other port stakeholders to increase safety on terminals.

"Nothing is more important than the safety of our employees and all those who use our ports," said GPA's Executive Director Curtis J. Foltz. "The Georgia Ports Maritime Safety Council (GPMSC) was designed to elevate the focus on safety."

Many port users are not familiar with the hazards of a container port terminal. Communicating basic safety information to these users is a top priority for the GPA. In 2009, there was an average of almost 2,000 trucks per day using the GCT with an average turn time of 48 minutes. This means a lot of port users, in addition to GPA employees are accessing the port – each with the desire to deliver or pick up containers as efficiently as possible.

The GPMSC created its video in conjunction with its ongoing safety campaign to create "safety awareness" for all terminal users. This awareness of road signs, known hazards and proactive safety information will decrease incidents for personal injuries and property damage.

Planning and Programming

GOAL: To reduce extent and severity of work-related incidents for both personal injuries and property damage.

TARGET PUBLICS: The primary audience includes GPA employees. In 2009, there were almost 1,000 GPA employees. The secondary audience includes all port users from workers with the International Longshoremen's Association (ILA), stevedores, trucking companies and others working at GCT.

OBJECTIVES:

- To increase safety culture compliance on the waterfront
- To improve productivity and employee morale
- To reduce insurance premiums and worker's compensation claims

Actions Taken and Communication Outputs

The GPMSC developed the script based on research for overall safety issues at GCT. They compiled input from representatives from all groups of port users including trucking companies, ILA, stevedores, and GPA employees from various positions (crane operators, truck drivers, port police, risk management, etc.).

Production was hired by an external video production vendor. All video footage for this video was original for this specific purpose. From concept to final completion, this project took a year to produce. It was

recommended at the February 2008 meeting and debuted at the February 2009 meeting of the GPMSC. The process included monthly meetings to review the script and discussion for what should be included in video footage. The GPMSC met regularly to review footage and provide feedback for adjustment as the video was edited. This group also presented the video as it was in process to members of the GPA and port users as informal focus groups to provide input for the best final product.

More than 100 copies of the DVD were distributed to port-user representatives. These were shown to groups from trucking companies or new employees as an overview to the safety program at GCT. It also explained different hazards to new port users, and reminded experienced port users to be watchful for potential safety hazards.

Internally, the GPA has monthly departmental safety meetings. Each meeting includes discussion of safety incidents with suggestions for prevention in the future. The video was shown at all of these departmental meetings. After the video was shown, discussion was encouraged in each department to review what was discussed. At the GPA, this video is the primary safety training video included in the orientation process for new hires at the GPA. New GPA hires are then asked to complete a test based upon what they saw in the video.

BUDGET: The budget for the video was \$15,000. Half of this amount (\$7,500) was covered by the GPA and the other half was supplied by the remaining members (companies) of the GPMSC.

Evaluation Methods and Communications Outcomes

EVALUATION: In addition to the ongoing research and evaluation conducted during the production of this video, the GPMSC held focus groups to review the effectiveness of the video. Following the showing, members of the GPMSC lead discussion with the groups that watched the video to discuss other suggestions for safety awareness training suggestions. When the video was shown to GPA employees at monthly departmental meetings, a member of the GPMSC was on hand to collect responses and feedback from the video.

Port users, like trucking companies and stevedores, use this video in training as well. They have said that the video is effective and informative, and these port users continue to use it regularly to communicate safety with employees, especially new hires.

The GPA calculates a chargeable incident rate based on an OSHA calculation (100 people working 40 hours a week for 52 weeks). This calculation is not required, but a standard of measure for the GPA to monitor and measure its accidents. OSHA usually calculates its chargeable incident rate on just personal injuries, but the GPA's rate is calculated based on a combination of chargeable property damage resulting in a cost of \$2,500 or more and someone who causes or contributes to a lost-time or chargeable incident.

In FY2008 (July 2007 – June 2008), the goal was 3.75 and the GPA failed to meet its goal with a rate of 4.42. In FY2009 (July 2008 – June 2009), the goal of 3.88 was met with an overall chargeable incident rate of 2.48. The goal for FY2010 (July 2009 – June 2010) is 3.56 and the year-to-date numbers reflect that the GPA is currently meeting this goal with 3.16.

While the chargeable incident rate has increased marginally for FY2010 compared with FY2009, the decreased goal is on track to be met for 2010. This video debuted during FY2009 and was used throughout 2010.

Another measure of safety on the waterfront involves a comparison of traffic collisions and traffic collisions involving personal injuries. A traffic accident comparison between calendar year 1st quarter 2010 and calendar year 1st quarter 2008, based on similar container volumes, reveal a significant decrease in traffic related incidents. Collisions in first quarter 2010 were 85 compared with 123 collisions in first quarter 2008. These collisions may or may not be valued at \$2,500 or more in property damage and may not have been included in the chargeable incident calculation. Also, collisions resulting in injury decreased from five in first quarter 2008 to four in first quarter 2010.

5/20/11

**Georgia Ports Authority
#12 Video: GPMSC Safety Video**

The final measure of safety improvement involves a comparison in overall total OSHA recordable injuries among the different stevedore companies who conduct work on the GPA terminals. The total combined incident rate frequency for all stevedore companies in calendar year 2009 was 9.5 compared to 13.0 in calendar year 2008. This is a 27% overall decrease in total recordable personal injuries.