

2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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| 1. Advertisements – Single _____ 2. Advertisements – Series _____ 3. Annual Reports <u> X </u> _____ 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 _____ |
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CATEGORY 1

CATEGORY 2

Entry Title FY2009 Annual Report: Poised for Recovery
 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:

- | | |
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| <ul style="list-style-type: none"> • Defines the Communications Challenge or Opportunity <ul style="list-style-type: none"> – Situation Analysis (<i>assess all major internal and external factors</i>) – Problem Statement (<i>briefly describe in specific & measurable terms</i>) • Summarizes Planning and Programming <ul style="list-style-type: none"> – Goals (<i>summarize desired outcome or end result</i>) – Target Publics (<i>be specific; list primary and secondary audiences if appropriate</i>) – Objectives (<i>identify specific and measurable milestones needed to reach goal</i>) | <ul style="list-style-type: none"> • Identifies Actions Taken and Communication Outputs <ul style="list-style-type: none"> – Strategies (<i>identify media choices, etc., that require tactics to complete</i>) – Tactics (<i>specify actions used to carry out strategies</i>) – Implementation Plan (<i>include timelines, staffing and budget</i>) • Summarizes Evaluation Methods and Communications Outcomes <ul style="list-style-type: none"> – Evaluation Methods (<i>describe either formal surveys or anecdotal audience feedback used</i>) – Communications Outcomes (<i>isolate PR impacts to assess changed opinions, attitudes, behaviors</i>) |
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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

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 in during the fiscal year and to communicate the importance of the 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 2010 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 FY2009 with its theme, "Poised for Recovery" as a profitable investment, strong economic engine and global logistics gateway for the state of Georgia.
- To report GPA's FY2009 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 the secondary audiences throughout the year. FY2009 was the third annual report available online, with 42 downloads to date.

Research to develop this publication included a focus group of key regional public relations professionals and port customers rated the FY2008 report "excellent." While the consensus was that the FY2008 report was a very effective publication and met its objectives, these groups wanted to see photography of the port, including port workers as it did in FY2008, but also to include commodities and to showcase port imagery.

The tone of the FY2009 annual report is consistent with the theme, Poised for Recovery. The text reinforces the fact that the GPA is one of the economic engines that will support economic recovery. It 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 2010.

Text illustrated the theme and photography showcased port activity. Key messages were incorporated to tell the port's story of highlights for FY2009. Charts, graphs and port statistics, continue to prove effective to communicate and illustrate key messages.

The biggest challenge for this publication was the cover image. The designers presented a concept that the GPA team wanted to replicate, rather than using stock photography. A photographer was hired to take the shot of a crane in the morning with the sun rising. This proved to be a challenge with weeks of rain postponing the shoot, not having control over where vessels docked to be in the best

location for the sun, the vessels finished work before they were scheduled to finish or there were clouds blocking the full circle sun altogether. It took about four weeks of watching the ship schedule and weather and four mornings with the photographer before sunrise to get the cover image. The image used in the publication was adjusted by the designers to add more color. Again, this was a challenge because ship detail was lost to show light, and there wasn't enough other reference material to combine exposures with multiple images.

A slight increase in printing cost (compared with the FY2008's publication) allowed for a PMS spot color with the solid gray and added a slight emphasis with a coating to the photos in the circles throughout the publication.

BUDGET: The project's budget – not including postage – was \$32,000. Costs included: layout/design: \$8,370; printing: \$22,428; photography: \$1,150. Total cost was \$31,948. This total reflects an 8.6-percent cost increase compared with FY2008, but still shows a decrease of almost 26 percent compared with the FY2007 publication. The minor increase in cost covered the spot color (solid gray) and a spot dull coating on the photos in circles.

Evaluation Methods and Communications Outcomes

EVALUATION: The primary measure of the report's success was that all 2010 legislation and funding requests were approved. Georgia's Governor Perdue said, "This report demonstrates that Georgia's deepwater ports are poised to strengthen the GPA's global position, weathering this storm to protect and strengthen the long-term interests of Georgia and the entire Southeast. All of Georgia will benefit for many years to come in the form of new jobs and economic opportunity because the legislature agreed to keep funding for this critical infrastructure 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, 93% ranked it a 4 or 5. Questions about overall impression, level of information, design and layout averaged a ranking of 4.37. On a scale of 1 to 5 with 5 ranking "strongly agree" – averaged 4.24 (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."