

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

5172

Check only ONE entry classification below:

- | | | | |
|-----------------------------|--------------|----------------------------------|-------|
| 1. Advertisements – Single | _____ | 8. Periodicals | _____ |
| 2. Advertisements – Series | <u> X </u> | 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: **50th Anniversary Advertising Series**

Port Name: **Port of Benton**

Port Address: **3100 George Washington Way • Richland, WA 99354**

Contact Name/Title: **Jan Jackson/Director of Marketing**

Telephone: **(509) 375-3060**

Email Address: **Jackson@portofbenton.com**

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

Name: **Port of Benton**

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



Communications Challenge or Opportunity

- **Situation Analysis:** The Port of Benton was chartered in 1958. Our opportunity was to inform our community of the Port of Benton's influence on the mid-Columbia over the past 50 years.
- **Problem Statement:** After 50 years, members of the community did not know, or needed to be reminded of the port's impact on the region.

Planning and Programming

- **Goals:** Our goal was to maximize coverage by using the three local affiliates and Charter Media television stations to reach the broadest demographic. The plan was to write the scripts and select one of the networks to produce the spots.
- **Audio is the other half of audiovisual and is frequently undervalued as an attention grabber.** We wrote the scripts with a lead-in of an unusual sound, instead of voice, to grab the viewer's attention. The spokesman is then introduced and explains the company's reliance on the Port of Benton and congratulates the Port on its 50th anniversary. We felt it would be much better to have someone else tell the public about the Port's accomplishments instead of self-promotion, which is why we chose testimonials. A spokesman from each of our nine sites was selected, based on their reputation in the community.
- **Target Publics:** Mid-Columbia region, specifically Benton County.

Actions Taken and Communication Outputs

- **Strategies:** After meeting the representatives from each network we decided to have Charter Media produce the spots and distribute to the other networks. During the initial meetings, the ABC affiliate refused to work with Charter Media so we divided that part of the budget between NBC and CBS. We decided to schedule the ads to air during the afternoon news broadcast to reach as many business professionals as possible. The NBC affiliate has better ratings during this time period so we purchased \$3,250 from them and \$1800 from CBS. The majority of our budget went to Charter Media because they have 32 stations including the NBC and CBS affiliates. The dates coincided with the 'Tour de France' so we purchased additional time on the Versus station during that time period.
- **Tactics:** We contacted the selected CEOs and wrote the scripts. We met with each spokesman, tweaked the scripts and booked the shoots. We went to each site, directed the shoot and interfaced between Charter Media and the spokesmen. Concurrently, we hired a local musician to write a suitable jingle to use with the spots. After several weeks had elapsed without results, we contacted another musical group who produced the jingle in about ten days.
- **Implementation Plan:** In total, we ran 882 spots from the last week in May through the end of June. This time period coincided with our 'Day of Wine & Roses' 50th Anniversary kick-off in May and lasted through seven of our 50th Anniversary events.

Evaluation Methods & Communications Outcomes

- **Evaluation Methods:** Our budget of \$10,000 was divided as follows:
 - + Charter Media: \$5,055 net reach was 385,936 at a CPM of \$6.21
 - + KNDU (NBC): \$3,250 net reach was 145,976 at a CPM of \$7.51
 - + KEPR (CBS): \$1,800 net reach was 213,000 at a CPM of \$8.45
- Our web site was visited 1,859 times in 2007 and 3,439 in 2008 for an 85% increase overall. An additional benefit was working with the spokesmen from our sites. We were able to build a good rapport with our tenants, they're happy to be at our sites and appreciative of the extra exposure.