

PERIODICALS

Port Log

Our quarterly magazine named Port Log is the subject of this entry. Our quarterly issues are chocked full of information on the Port's 54-mile district whether it be current news or interesting facts and events happening around the area. Aside from our website, this is our main method of marketing the port and informing the stakeholders of new developments. These are the last three issues published: Spring 2017, Annual Directory 2016 (Winter), Fall 2016



<http://www.pageturnpro.com/Renaissance-Publishing/77052-PORT-Log-Spring-2017/default.html#page/undefined>



<http://www.pageturnpro.com/Renaissance-Publishing/78277-PORT-Log-Winter-2017/default.html#page/undefined>



<http://www.pageturnpro.com/Renaissance-Publishing/74953-Port-Log-Fall-2016/default.html#page/undefined>

1. What are/were the entry's specific communications challenges or opportunities?

- *In the past, the Port of South Louisiana produced one magazine, The Port Log- the annual directory of the Port of South Louisiana. In late 2013, we contracted with a new publisher, Renaissance Publishing Company, to design and print our magazine with a more modern look. After meeting with their team, and having heard the recommendation that we should implement quarterly editions, we decided to take on this challenge. The Port Log is now the quarterly magazine of the Port of South Louisiana. The last quarter of every year is the Annual Directory which includes the same type of content that is in the previous three quarters but also has the added feature of an alphabetical listing of companies who do business with and around the Port. This project is mailed quarterly to over 3,000 companies around the country, maritime-related as well as site selectors, warehouse operators, political leaders, etc. It is also available in pdf format on our website. Even though we are the largest tonnage port in the western hemisphere, we have always suffered from name recognition since our port is named as "Port of South Louisiana" and not with a location name such as New Orleans or Baton Rouge. Having a quarterly magazine mailed to 3000 companies four times a year puts our name out there over and over again instead of just once a year. This has certainly helped educate people on our Port.*
- *Our main challenge is the size of the publication since three of the quarterly issues (Spring, Summer & Fall) are limited to approximately 32 pages (included in the 32 are ads), we have to make sure we have the most valuable information included to keep the reader interested.*

2. How does the communication used in this entry complement the organization's overall mission?

The Port of South Louisiana's mission is to promote maritime commerce, trade and development and to establish public/private partnerships for the creation of intermodal terminals and industrial facilities.

The purpose of this project is to inform existing and potential customers about the Port of South Louisiana, to get the word out about what's new, what's interesting, what's current and what's unique in the area in which we do business and live. We highlight many companies that are located in our 54-mile jurisdiction to display their capabilities as well as showcasing new announcements of economic development projects that will be built in the area. Our industrial map of the Port is in every issue of the Port Log- it showcases every industry located in our jurisdiction as well as the sites that are available for industrial development. This follows our mission of promoting maritime trade, commerce and development.

3. What were the communications planning and programming components used for this entry?

The goal of this project was to produce an informative marketing piece that would provide detailed information on the activities and undertakings in our district. With the quarterly issue, we are also making sure that we are positioned front and center every 4 months instead of once a year.

The Port Log is a key marketing piece for the Port. We make certain that all of our assets are capitalized on showing our total intermodal capabilities with water, road, rail and air and we include a quality of life piece in every issue, so its not all nuts and bolts and adds some lite reading as well.

Our audience is, for the most part, two main groups: the maritime companies such as shipping agents, freight forwarders, barge companies, etc and the site selectors. The publication is also mailed to local, state and national political leaders and various other groups. . In addition to the print copy, the issues can also be accessed electronically on our webpage.

4. What actions were taken and what communication outputs were employed in this entry?

- *For many years, the Port Log (annual directory) was published only once per year. It was a good publication but we needed to do more to let the maritime community know about the Port of South Louisiana. After meeting with our publisher, it was decided that a quarterly magazine with the last quarter to include the Annual Directory was an obvious choice to further promote the Port of South Louisiana to current and potential customers. Each issue has pages of information about new improvements within the Port, and the development/expansion of private industry in the Port district. It introduces the reader to high level officials, commissioners and plant managers as well taking it to the opposite end of the spectrum and showing the many benefits of living in south Louisiana. The strategy to add the Around the Port feature detailing many fun activities and festivals that happen in this area annually allows the Port Log to combine work and play all in the same issue which appeals to most people.*
- *As mentioned previously, we contracted a publishing company to write, design and print our quarterly Port Log. A member of the business development department supplies the publisher with well-thought out topics that will be in that particular issue along with the company and contact names that we want interviewed. Most of the pictures including the cover are either Port photos or supplied by the company the story is written about. This is all coordinated through our business development office with a team of three. All proofing, changes and recommendations are sent to the publisher from the Port. The Port gives the final approval of all copy included in the Port Log with the exception of advertising which is paid for by each individual company.*
- *The magazine is published at a cost of \$5700 per issue. All advertising is strictly handled by the publishing company. If at the end of 4 issues, the advertising revenue is over \$60,000, then the publisher pays the Port 10% of the net over that \$60,000. The circulation is 3,000 mailed copies with an additional 1,000 copies available for handouts to visiting industries/prospective industries, international groups and the general public. The mailing list is also kept current by the Port and submitted to the publisher for mailing each quarter.*

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- *The anecdotal audience results include the numerous calls, comments and emails we have received as to the wealth of information that is included in the Port Log as well as the enjoyable reading of seasonal traditions in the port district. There are also consistent calls requesting to be added to the mailing list for the Port Log.*
- *From the publisher's stand point the ad revenue from 2016 increased 11.7% over 2015 and 21% increase in number of advertisements which also shows a larger interest in our publication.*
- *We could not be more pleased as to how this publication has grown each quarter.*