

# 2013 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series <u>  X  </u>      | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

CATEGORY 1

CATEGORY 2

Entry Title: **Who Dat Economic Engine radio campaign**

Port Name: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Renee Aragon Dolese, Public Information Officer**

Telephone: **504-528-3363** Email address: **doleser@portno.com**

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

Name: **Port of New Orleans**

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- 1. What are/were the specific communications challenges or opportunities?**

  - Describe in specific & measurable terms the situation leading up to creation of this entry.
  - Analyze the major internal and external factors needing to be addressed.
- 2. What were your communications planning and programming components?**

  - Describe your overall goals (desired results).
  - Describe your objectives (identify specific, measurable milestones needed to reach your goals).
  - Identify your target publics (list primary, secondary and tertiary audiences in order of importance).
- 3. What actions were taken and what communication outputs were used?**

  - Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
  - Specify your tactics (actions used to carry out your strategies).
  - Map out your implementation plan (include timelines, staffing and budget).
- 4. What were your your evaluation methods and communications outcomes?**

  - Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
  - Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

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### Port of New Orleans Entry Statement – Advertisements-Series

#### Who Dat Economic Engine radio campaign

Link to the Youtube video clip that features all three 30 second spots in one clip:

[http://youtu.be/XU\\_Af4inpw4](http://youtu.be/XU_Af4inpw4) ✓

#### Challenges or opportunities

The Port of New Orleans is a major economic engine in the city and state, generating 160,000 direct jobs statewide and \$17 billion in spending. Unfortunately the general public does not equate jobs and the economy with the Port. We are that entity located behind the flood wall, but beyond that people don't understand the impact the Port has on local, state and national economy.

On the other hand, here in New Orleans we love our Saints and anyone's grandmother can recite the starting offensive and defensive lineups for the NFL team. So we went to WWL Radio, the official station of the New Orleans Saints, where we knew we could find a captive audience to spread the word to a broad audience across the Gulf South.

#### Planning and programming components

The Deal:

11 Games on Saints Radio Network

- Two :30 in Countdown to Kickoff x 45 stations for 11 weeks on WWL Sportstalk
- 4 :30 spots Mondays 4p-8p for 11 weeks on wwl.com
- 10 :30 spots on wwl.com

Total investment: \$24,000

The Port paid \$15,000, while our industry partner featured in two of the ads paid \$9,000.

One designated communications staffer wrote the scripts, with the guidance of the radio station personnel, garnered the support from a Port customer to partner in the campaign, and helped direct our President and CEO, the star of the three radio spots. The radio station directed and produced the spots.

#### Actions & Outcomes

##### Exposure/Impressions--

For 16 Games

- One :30 second Port/Sponsor commercial each game day (ran in equal rotation with pre-game, in-game and post game broadcast)

17 Weeks on WWL

- 1 :30 second spots Th - F 4p-8p
- 3 :30 second spots M-F 6a-6a
- 5 :30 second spots online on wwl.com stream
- Inclusion in artwork with 200,000 impressions per month on wwl.com with "Support our Port" artwork with sponsor logos and click thru to Port of New Orleans website.

Total Listener reach: Each week WWL reaches 350,000 affluent listeners across the region.

#### Evaluation methods and outcomes

Anecdotal results came in the form of feedback from customers, board members, and members of the Port community who heard the ads and were pleasantly surprised, since we had never reached out on radio.