

## INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

**Check only ONE entry classification below:**

- |  |  |
|--|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single <b>X</b> _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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**Entry Title:** To-Do List (Updated!)

**Port Name:** Maryland Port Administration (Port of Baltimore)

**Port Address:** 401 East Pratt Street, Baltimore, MD 21202

**Contact Name/Title:** Richard Scher, Director of Communications

**Telephone:** 410.385.4483      **Email Address:** rscher@marylandports.com

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

**Name:** Maryland Port Administration

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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**2013 AAPA COMMUNICATIONS AWARDS PROGRAM ENTRY STATEMENT  
INDIVIDUAL SUBMISSION ENTRY FORM ATTACHMENT**

**Advertisements ~ Single  
To-Do List (Updated!)**

**Being as precise as possible please provide an entry statement that:**

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

**Situation Analysis (assess all major internal and external factors)**

The ad "To-Do List (Updated!)" was developed as a "part two" ad following a similar ad that we ran last year called "To-Do List". The goal of both of these ads was to promote a new 50-foot deep container berth and four new state-of-the-art supersized cranes for the Port of Baltimore. The building of this berth, along with the cranes, is one of the biggest projects in the 307-year history of the Port of Baltimore. The new container berth with 50 feet of water depth allows the largest container ships in the world to call on the Port of Baltimore. These mega-ships can bring more cargo than regular sized ships and can generate more work hours and jobs than smaller ships that do not require 50 feet of water. Construction on the 50-foot berth was completed in February 2012 and the four cranes became operational in January 2013. With the berth, Baltimore is now only one of two East Coast ports with a 50-foot deep berth and a 50-foot deep channel. That gives Baltimore a tremendous competitive advantage over other ports. So this ad is attempting to update a previous ad in stating that yes, we NOW have a new deep berth and four supersized cranes ready to work!

- **Describe in specific and measurable terms the situation leading up to creating this entry.**

Ports and the maritime industry are extremely competitive. East Coast ports are all jockeying with each other to attract supersized ships that can travel through the Suez Canal now and will soon be able to travel through the Panama Canal after that widening project is completed in 2015. Through a public-private partnership, the Port of Baltimore was able to build a deep container berth and install four supersized cranes, two key elements to being able to attract larger ships.

This ad, along with first one in this series, attempts to inform the reader that the Port of Baltimore has completed the two items on its checklist that it needed to bring in the bigger ships and therefore has an advantage over other East Coast ports.

- **What were the communications planning and programming components?**

- **Goals (desired results)**

The goal of this ad is to communicate to the international maritime community that the Port of Baltimore now has a 50-foot deep container berth and four supersized cranes ready for business. To the maritime community, this signifies that you are ready and able to accommodate the largest container ships in the world.

- **Objectives (identify specific and measurable milestones needed to reach goal)**

- To communicate and promote the Port of Baltimore's new 50-foot deep container berth and cranes.
- To emphasize that the Port of Baltimore is one of only two East Coast ports able to handle some of the largest ships in the world.
- To state to the reader that the Port of Baltimore offers other advantages that would be beneficial to bringing your business here.

- **Target Publics (be specific; list primary and secondary audiences if appropriate)**

This ad was designed to be used primarily in maritime trade publications and to be seen by maritime executives and other maritime professionals.

- **What actions were taken and what communication outputs were used?**

- **Strategies (identify media choices, etc., that require tactics to complete)**

This ad has been placed in industry trade magazines and online sites such as the Journal of Commerce, American Journal of Transportation, Maritime Executive and many others.

- **Tactics (specify actions used to carry out strategies)**

The publications noted above are publications that are well known in the maritime industry. Ad placement is chosen based on the major topics of specific issues of interest (eg. ~ if the specific issue has a container focus we would select an ad specific to containers; the same applies if an issue has a focus on Asian trade or infrastructure growth or long-term planning).

- **Implementation Plan (include timelines, staffing and budget)**

Due to a limited budget, this ad was created entirely in-house. The concept was created with input from different agency departments, such as MPA Communications, MPA Marketing and Sales and a graphic artist.

#### **What were your evaluation methods and communications outcomes?**

- **Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)**

This ad reflects the strategic mission of the Maryland Port Administration— to stimulate the growth of waterborne commerce in a way that benefits Maryland and its residents. In designing this ad, we consulted with our marketing and sales personnel because they are the ones who sell the Port of Baltimore and promote the new berth and cranes. We also consulted with some key maritime container customers of ours. Everyone we consulted with supported the concept of 'To-Do List' with an Updated version. Basically everyone agreed it shows what we wanted to do and that we completed what we set out to do!

- **Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)**

This ad, and its preceding one, have both been incredibly well received since it went live. Our trade development/marketing department has received phone calls and emails from steamship lines and cargo companies referencing the ad and requesting more information on Baltimore's 50-foot deep berth and overall capabilities. Each correspondence received has included a very favorable comment about the ad.