

# 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             | _____     | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports                      | _____     | 11. Social/Web-Based Media        | _____ |
| 5. Audio-Only Presentations            | _____     | 12. Special Events                | _____ |
| 6. Directories/Handbooks               | <u>XX</u> | 13. Videos                        | _____ |
| 7. Miscellaneous                       | _____     | 14. Visual-Only Presentations     | _____ |
|  |           | 15. Websites                      | _____ |

CATEGORY 1

CATEGORY 2

Entry Title: GPA Ports Guide & Directory CY2012

Port Name: Georgia Ports Authority

Port Address: P.O. Box 2406 Savannah GA, 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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Email Address: egoldman@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, 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.

5/15/15

## Georgia Ports Authority Ports Guide and Directory CY2012

AAPA Awards Category: Directories/Handbooks

### 1. What were the specific communications challenges or opportunities?

As the owner and operator of the fourth busiest container port in the nation, the Georgia Ports Authority supports an entire maritime and logistics industry ecosystem that revolves around its ports. This creates a need for community participants to find contact information in a central location. The community also needs a detailed list of key GPA employees and their areas of responsibility so that members can easily find the correct GPA contact for their needs. Finally, there is a need for transparency on all terminal specifications. GPA has been producing a directory to fill these needs for more than 30 years.

### 2. What were your communications planning and programming components?

Our goal with this publication was to take a phone and specs list and make it far more useful, readable, and attractive than a standard directory. We use this directory as a vehicle to communicate our larger mission as a company, which is to share GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

**Objective:** To share the importance of Georgia's deepwater ports to Georgia's economy as a whole, while sharing our commercial advantages with industry professionals.

**Key Audiences:**

- Local and regional community members and government leaders
- Port customers
- Maritime logistics participants

To make the guide visually attractive we hired professional photographers, and used high quality pictures and diagrams throughout.

**Sections:**

- Detailed terminal specifications
- Frequently Asked Questions
- Key data in GPA's trade
- An interview with GPA's Executive Director
- A photo spread on Georgia's Governor, GPA Board members and the executive team
- Insightful in-depth stories on customer service, sustainability and commercial advantages

### 3. What actions were taken and what communication outputs were used?

The GPA Ports Guide and Directory CY 2012 is issued as a print publication. However it is also available online. The Journal of Commerce was the publisher and sold ad space. GPA provided creative direction, project management, research and some writing. Other writing was produced by freelance writers. A graphic design firm produced the layout. New and archive photos were used.

We arranged for the directory's release to occur in time for the Georgia Foreign Trade Conference, a conference hosted by GPA which brings multiple regional and national groups in the maritime and logistics industry together for two days in early February.

Preparation starts in September. We determine which strengths and successes are most important to highlight in articles. We then hire writers and provide them with background.

The economic impact data relied on research completed by Dr. Jeff Humphreys, Director of the Selig Center for Economic Growth at the University of Georgia's Terry College of Business.

Because major importers and shipping lines are interested in working with good stewards of the environment, and GPA strives to operate in an environmentally responsible way, we expanded the description of our sustainability efforts. This included an article on our broader sustainability effort, and a special look at specific sustainability measures developed by GPA engineers.

The total budget for the 116-page book was \$24,550.82, including: \$2,349.96 for Photography, \$10,981 for writing, \$3,700 for layout and design, \$7,246.25 for media placement in lieu of printing, and \$273.61 for envelopes.

Directories were sent to all members of the Georgia Chamber of Commerce as well as the Georgia Department of Economic Development.

**4. What were your evaluation methods and communications outcomes?**

- The demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events, have increased from commercial and community individuals throughout the state.
- Over 100 people requested print copies of the directory, often after seeing the online version.