

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> X </u> _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title: **The Official Directory of the Port of New Orleans 2013**

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 – Directory/Handbooks

The Official Directory of the Port of New Orleans 2013

Link to digital publication:

<http://tinyurl.com/ccp4bo7>

(or go to www.portno.com, it's there on the homepage.)

Link to iPhone app in iTunes:

<http://tinyurl.com/bwwdo87>

(or go to <http://www.apple.com/itunes> and search Port of New Orleans)

Challenges or opportunities:

The annual Port Directory is a source of vital information about Port assets and capabilities as well as an annual directory of companies and organizations that do business with the Port. It is used as a marketing tool for Port marketing staff, for our Board of Commissioners and for our customers. A publishing house designs, prints and mails 7,000 copies of the directory at no cost to the Port, but in exchange the publisher retains all ad revenues.

- Our feedback from Port marketing staff is that customers still like and use the hard copy publication while conference goers don't necessarily like to travel with bulky publications. We needed to create a publication that was comprehensive yet efficient, and to provide digital methods of delivering the information.
- Directory listings were getting too long and in many cases outdated. We needed to purge and update the listings to make them more relevant and accurate. The listings section was also set off by heavier card stock instead of glossy magazine print, giving the publication more bulk. We wanted a more cohesive look with glossy paper throughout the entire publication.
- We also wanted a new cover look that was clean yet showed our versatility as a port and set us apart.

Planning and programming components:

-- **Overall goals/ desired results:** A comprehensive yet efficient publication with accurate, user-friendly information presented in a full color format with modern design and photos.

-- **Objectives:** We wanted a publication that would serve as a marketing tool with all the vital information about the port as well as an accurate annual directory. We would measure this by:

- Demand for the directory by our customers and our sales staff.
- Staff feedback about its use as a sales tool.
- The amount of inquiries from people wanting to be included next year.
- Ad revenues.

--**Target publics:** Port customers and tenants, potential new customers, members of the port community, Port marketing staff and our Board of Directors.

Actions & Outputs:

--**Strategies:** In order to create a one-stop source for Port assets and capabilities, we:

- Developed four easy-to-use sections in the front of the book: About us, Carriers, Cruise and Facilities. Color tabs on the right top corner indicate the sections. Glossy paper throughout for a more cohesive look.

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- Included a pullout gatefold section with a map of Port facilities and other useful information that travels easily, when the whole publication was not desired.
- Provided a shorter and more accurate directory listings in the back of the book. Listees enter and manage their own listing through our web portal, and updates can be made throughout the year on our web database throughout the year with staff approval. Every year in preparation for the print edition of the directory, we send out a series of reminders to listees update their company information on our web database so it can be reflected in the annual print directory. In addition to these steps, we engaged the publisher to help us purge and research existing listings for accuracy.
- In addition to the digital publication that was already being provided, we engaged the publisher in creating a mobile app of the directory.
- Created a fresh, eye-catching cover that shows all aspects of the port with a fleur de lis cutout showing the uniqueness that is New Orleans that sets us apart.

--Implementation plan: The strategy was executed by two communications staffers in a process that started five months in advance of publication date, Dec. 21. 7,000 copies of the directory were printed and mailed at the beginning of the year at no cost to the port, but in exchange the publisher retained all ad revenues.

Evaluation methods and outcomes:

--Evaluation of success:

- Demand for the directory: our marketing staff and reception areas can't keep the issue in stock. We receive requests for hard copies and the link to the digital pub to be sent to members of the maritime community.
- Ad revenues: The Port Record advertising revenues are \$14,000 per issue and that number has been trending upward over that past year.

--Communications outcomes: General anecdotal feedback is that the Port Record is a good read with news and information that is important to the Port community, our board and our customers. Our marketing staff find it useful in their sales and customer service efforts. We receive a steady flow of inquiries to be added to the mailing list.