

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

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title: 2012 State of the Port Brochure  
 Port Name: Georgia Ports Authority  
 Port Address: P.O. Box 2406 Savannah GA, 31402  
 Contact Name/Title: Emily Goldman, Manager of Port Relations  
 Telephone: 912-964-3885                      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.

# Georgia Ports Authority - 2012 State of the Port Brochures

AAPA Awards Category: Miscellaneous

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

Each year, the Georgia Ports Authority provides an update on the performance of Georgia's deepwater ports on a series of criteria. These range from cargo throughput and changes in the number of shipping services, to new port-related jobs, infrastructure improvements and environmental stewardship.

These updates are held at "State of the Port" events in Savannah, Brunswick and Atlanta.

The Savannah and Brunswick events are PowerPoint presentations, while the Atlanta event takes the form of a roundtable discussion with state leaders such as the governor or mayor of Atlanta.

While the event formats differ, the need to impart a "take-home" message is constant. The separate venues required publications tailored to the interests of each audience.

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

The brochures were aimed at demonstrating to business and government leaders in each region the vital role the ports play in the state's economy.

The overall goal was to preserve and develop support among these constituents, who are important to the continued prosperity of the ports.

In order to build out the brochures, we first needed photos and four to five short articles per piece. In all three brochures, we used a synopsis of a report completed by the University of Georgia, "The Economic Impact of Georgia's Deepwater Ports," which showed the ports support more than 350,000 jobs across the state.

All three pieces also shared an article on the ports' role in winning a new Caterpillar manufacturing plant. The Brunswick article was more detailed, because the heavy equipment will ship through that port.

Savannah and Atlanta also feature two infrastructure stories. One dealt with highway improvements aimed at easing truck traffic, the other was an update on the approval process for the Savannah Harbor Expansion Project.

The Atlanta brochure differed from the Savannah version, in that it included a graphic showing the number of jobs supported by the ports in each Metro Atlanta county (packaged with the overall state jobs story).

Meanwhile, Savannah featured an article on the introduction of environmentally friendly technology: New electric rubber-tired gantry cranes that will save on diesel consumption and emissions. This investment is part of Garden City Terminal's effort to be a quieter, cleaner neighbor within our local community.

This story slot in Brunswick was filled with an article on an \$11 million infrastructure upgrade to improve handling of agribulk exports – an issue important to the South Georgia port community.

Graphically, we focused on the throughput performance and the positive trade balance at the Port of Savannah in both the Atlanta and Savannah brochures.

In Brunswick, the bar and fever graphs centered on Colonel's Island terminal and its performance in the auto and machinery market.

The photos are from our digital library and photo shoots for images also used in the PowerPoint presentations in Savannah and Brunswick.

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

The brochure format for 2012 was a horizontal bi-fold, sized 7.75-inch by 11.75-inch – an orientation that allows for better display images of shipping vessels. Each brochure had to be ready for delivery upon the date of the State of the Port event in the region to which it referred: Savannah, Sept. 6; Brunswick, Sept. 27; and Atlanta, Oct. 30.

We contracted an award-winning graphic design firm and hired a freelance photographer who lives in Savannah, but is often tapped by major publications such as the New York Times to cover issues in the Southeast.

The photography was required to supplement the GPA photo library with fresh images. The shoots were completed roughly two months ahead of the Savannah date. At six weeks out, we started working with the designer. After viewing several proofs, we decided on the layout format. (We carried similar design elements into the event ticket, which was built by the same designer)

Once we had the Savannah version, it was a relatively simple matter to flow in the appropriate text and photos (centered on cars, heavy equipment and farm products) for Brunswick.

The Atlanta piece also mirrored the Savannah brochure, with the images shifting to present rail and road improvements – both major factors in speeding cargo to the largest population center in Georgia. The graphics and text were tailored to focus on Atlanta-related topics. The text for each brochure was produced in-house, with articles written, edited and proofed by a three-member team.

Brochure costs

Savannah brochure design: \$990

Brunswick brochure design: \$792

Atlanta brochure design: \$594

Photography: \$2,515

Brochure print: \$1,785

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

Anecdotal responses have been very positive, complimenting:

- The tactile feel of the product due to the weight of the paper chosen.
- The quality and use of the photography and graphics that illustrate the piece.
- The clarity of the writing, bringing home why the ports matter to the average Georgian.

As part of a statewide communications effort, the brochures have contributed to an increase in the demand for port tours, information regarding the ports' economic impact, and requests for speakers at various public engagements.