

# 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 _____                      |

CATEGORY 1

CATEGORY 2

Entry Title: Ollie the Otter's Great Adventure

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](mailto: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 Coloring Book

## "Ollie the Otter's Great Adventure"

AAPA Awards Category: Miscellaneous

[http://www.gaports.com/Portals/5/OllieTheOtter\\_GreatAdventure.PDF](http://www.gaports.com/Portals/5/OllieTheOtter_GreatAdventure.PDF)

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

GPA created "Ollie the Otter's Great Adventures" to fill an educational need for younger constituents. The book introduces students to the coastal environment surrounding the Georgia Ports.

The books tells a tale of Ollie the Otter's trip from the Port of Savannah down the coast to the Port of Brunswick providing viewers a look at Georgia's rich ecosystem of plants and wildlife.

A North American river otter was selected as the narrator, because of its ability to live on land, but its survival tied to the river, much like a maritime port.

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

The books was created to be distributed to elementary school classes, to local marine science centers, and to students visiting the port as well as to distribute at events that draw thousands of children especially Savannah's annual Earth Day Festival and Brunswick's annual Coast Fest.

We added to the age range that would be interested in the book by including activities along with pictures to color. The book gives children an overview of port operations as well as a look at the environment the port operates alongside.

The coloring book highlights many animals that can be found in this area including the sea turtle and right whale. The GPA's partnership with the Caretta Research Project enables volunteers to research and monitor nesting sea turtles on Wassaw Island, resulting in higher survival rates of hatchlings. GPA's support of studies monitoring North Atlantic right whale activity off the coast of Brunswick, Ga. has created higher awareness of pinpointing whale locations. Its sponsorship of a pager program alerts pilots and resource managers when the whales are present.

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

Artist Cortnie Davenport, a Savannah College of Art and Design graduate, developed the character and story outline for the book. She worked with GPA's Corporate Communications department as well as Environmental Sustainability Manager Natalie Schanze to bring Ollie the Otter's adventure to life as well as develop an accurate snapshot of Georgia's unique coastal habitat.

The design of the book cost \$6,520. Printing cost \$3,998 for 5,000. A PDF version is also available for download from GaPorts.com ([http://www.gaports.com/Portals/5/OllieTheOtter\\_GreatAdventure.PDF](http://www.gaports.com/Portals/5/OllieTheOtter_GreatAdventure.PDF).)

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

GPA has already distributed thousands of copies of the coloring and activity book. Requests for the book are received on a regular basis from educators as well as officials from visitor's centers along the coast.