

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign <u> X </u> |
| 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 _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2
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Entry Title Port of Green Bay 2012 Communications Plan

Port Name Port of Green Bay

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

Name Port of Green Bay

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.

AAPA 2013 Communications Awards Program

8. Overall Campaign

Summary:

The Port of Green Bay has taken a well-rounded approach with its communications efforts for the past several years. The outreach efforts for 2012, which include print and broadcast media coverage, a print advertising campaign, community involvement and social media outreach continue to elevate the Port and increase its awareness with the community, businesses and elected officials and the media. This awareness has positioned the Port to be seen as a positive and beneficial resource to the people and businesses of Northeast Wisconsin and beyond.

Introduction:

The Port of Green Bay is excited to have the opportunity to share the accomplishments of its 2012 Communications efforts with the AAPA.

Over the last several years, the Port has developed a more positive presence with the community, increased its connection with elected officials and has positioned itself to extend its reach to businesses and markets beyond Northeast Wisconsin.

Port of Green Bay Mission

To promote harbor improvements and waterborne transportation resulting in economic development and employment using the safe, efficient and cost-effective waterways as transportation corridors while taking into consideration the recreational opportunities the waterfront provides.

1. What were the specific communications challenges or opportunities?

Challenge:

The Port of Green Bay is vital to the local and regional area; however, those who don't utilize or aren't impacted by the Port are not aware of the economic importance of the Port and the role it plays in the community and Wisconsin. In fact, many people's perception of the Port was somewhat negative (unsightly coal piles, bridge openings delay traffic, etc.) The Port was rarely covered in local media and had no real consistent reach outside of the area.

Two focus areas were identified for 2012:

- Potential new businesses/industries and new business opportunities (beneficial reuse of dredge material)
- Raise the Port's profile with the general public

2. What were your communications planning and programming components?

2012 marked the sixth year for the Port of Green Bay's public awareness campaign. The goals of the campaign were developed based on the overall mission of the Port and the outcomes of previous year's communication work.

The **goals** and **objectives** for the Port were to create a campaign that would remind the public of the Port's position in the community, the Port's economic and environmental impacts to the area, provide an

increased awareness of the businesses along the port, share planned port improvements and position the Port to expand its future operations.

This was accomplished by utilizing the following:

- Local/regional media outreach
- Social media outreach
- Community involvement and sponsorships
- Print advertising campaign

Tactics included:

- Local/regional media outreach
 - Story development on topics including: economic impact, sustainability of shipping and other environmental projects like the Cat Island Chain restoration project; capabilities of the port; new port opportunities
 - News Releases: tonnage reports, environmental projects, port growth and development
 - Media alerts: Port symposium, Wisconsin Ports week
 - Story pitches: transportation, Northeast Wisconsin business focus, business updates, feature port businesses and/or personnel
- Social media outreach
 - Engage the Port with industry partners, area reporters and the community to help build and elevate brand awareness
- Community involvement and sponsorships
 - Neville Public Museum exhibit, Green Bay Children's Museum program, community sponsorship with Downtown Green Bay Inc.
- Print advertising campaign
 - Utilize Wisconsin regional and national placement

Target Audiences:

The Port focused on several audiences during the 2012 campaign

- General public
- Local and regional media
- Elected officials
- Current port businesses and potential new business

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

The strategy for the Port of Green Bay was laid out in a detailed 2012 communications plan. The plan included approaches to local and regional media, community awareness, focus on business development and working with elected officials.

Plan Elements:

Research

The Communications Plan for the Port included researching print advertising options in regional and national publications, researching news and industry publications editorial calendars for focus areas where

the Port could contribute or serve as an expert source; research and provide cost estimate for Port trade show booth banners; researching industry partners to connect with via the Port's social media outlets and speaking with Port staff on specific target areas.

In addition, initial research was conducted on communication elements that would help the Port build a case for future funding/resources to complete such as trade show attendance.

Planning

Once the research phase was complete, a 2012 Communications Plan was developed that included specific target areas, story ideas, news release topics, social media outreach plan, etc. This plan was updated throughout the year to stay on track with tasks and make modifications as opportunities presented themselves.

Implementation

The execution of the communications plan for the Port of Green Bay included:

- Proactively seeking story placement and interviews on topics relevant to business and commercial shipping, the economy, the environment and waterways.
- Developing and distributing news releases on the Port's economic impact, navigational dredging issues and environmental topics. Follow up with contacts at targeted media outlets.
- Drafting media alerts and distributing to media to draw attention to Port projects and meetings.
- Growing the Port's Twitter and Facebook accounts by developing and maintaining weekly posts and posting industry related content to boost followers and fans.
- Developing and distributing the Port N' News quarterly newsletter to a database of more than 430 people including terminal operators, media outlets, elected officials and industry partners.
- Developing and coordinating the Port's print ad campaign with The Business News (Northeast Wisconsin business newspaper) and the American Journal of Transportation
- Coordinating details and efforts of the community sponsorship with Downtown Green Bay Inc. The details included: summer concert sponsorship, booth and banner displays for farmer's market, logo placement in all printed promotional materials, name mention on area radio stations, PSAs, website links and text messages.
- Developing three banners to be used for trade shows and other Port functions.
- Public speaking at area business, civic and community organizations on the Cat Island Restoration project that would utilize clean dredge material from the harbor to build up the depleted chain of islands in the lower Green Bay.
- Developing a preschool education program for the Green Bay Children's Museum that included stations to learn about the people that work on a ship, how big a ship is and what types of materials come in on a ship and what they are used for.

- Working with the Neville Public Museum on a Port of Green Bay exhibit. This exhibit allows the public to learn about the history and future of the Port. The exhibit is also strategically placed in an area where the windows overlook the harbor.
- Working closely with regional and national shipping industry organizations including **Marine Delivers** to promote Great Lakes – St. Lawrence Seaway shipping and waterborne transportation benefits.

4. What were your evaluation methods and communications outcomes?

By implementing a strong public awareness campaign, the Port was able to share that it is a valuable community and regional asset through story placement, a successful print advertising campaign, use of social media and creating a presence and reaching out to the community at public events and programs.

Each year, media coverage for the Port continues to grow. In 2012, the Port earned more than 260 newspaper and online news clips and had seven television segments.

The Port earned an impressive ad value equivalency of \$481,000 in 2012. Reporters have established a rapport with the Port and Solid Waste Director and contact him for comment and interviews consistently.

The Port's social media sites have also grown with more than 300 followers on Twitter. The Port's Facebook Fan page has also seen steady growth. Followers and fans include industry professionals, community leaders, elected officials and members of the local media.

The Port has also been successful in sharing the challenges the Port faces regarding navigational channel dredging, as well as environmental projects with local media and elected officials. This awareness has assisted the Port in receiving support and funding from our Congressman for the restoration of the Cat Island Chain.

Overall, the strong community and regional support the Port has received over the last several years, along with strong and steady cargo tonnage numbers in 2012, has positioned the Port to move forward with several of its strategic plan items including opening up to new markets beyond Wisconsin and researching the feasibility of an intermodal container facility.

Because of this, the Green Bay community, those in surrounding communities and those in our region, along with area opinion leaders, elected officials and other stakeholders are more aware of how the Port operates, how it can be used for new business opportunities, its economic impact and its affect on the quality of life in our area. This is a substantial improvement over just a few years ago when many in our area were unaware of the Port, its activities and its community impact.