

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 | __XX__ |
| 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 checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title: AnchorAge

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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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 - AnchorAge

AAPA Awards Category: Periodicals

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

The Georgia Ports Authority conducts business with partners across the country and across the world. In fact, the GPA serves 21,000 U.S. companies, 75 percent of which are headquartered outside of Georgia.

This necessitates a communications effort to share important business, infrastructure, regulatory or personnel updates with our customers and others within the maritime community.

Along with our website (gaports.com) and Youtube channel, a longstanding piece of our public relations effort to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices is the corporate magazine, AnchorAge.

2. What were your communications planning and programming components?

AnchorAge magazine is published three times a year, at the conclusion of the first three quarters of the fiscal year. (Our annual report takes its place in the print schedule after the fourth quarter)

Each volume of the magazine focuses on developments from the previous business quarter.

The issues we choose to highlight center on one of several areas:

- Funding and regulatory progress of the Savannah Harbor Expansion Project
- GPA commercial strengths
- Infrastructure improvements
- Major new customers
- Customer service improvements
- Environmentally sustainable practices
- Statewide economic impact
- The ports' global reach
- Profiles on individuals who are affecting the course of global trade in Georgia

These issues are highlighted to showcase the business argument for using Georgia's deepwater ports. The major goals are to ensure legislative support, maintain existing clients and to draw new business.

Target audiences include elected officials, executives at shipping lines and beneficial cargo owners, as well as third-party logistics providers and others in the maritime industry.

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

Throughout each quarter, the three-person writing staff in the Corporate Communications office of the GPA files stories of interest in the above topics.

For higher profile stories, a freelance photographer is contracted to produce the images necessary to illustrate a piece.

A design firm lays out the 32-page magazine, and a Savannah printing facility prints 12,000 copies. Of those, 10,000 are mailed out, with the remainder handed out to visitors to the GPA, or included in information packets.

Design costs are \$2,987 per issue, while the print and mailing bill totals \$11,537.

4. What are your evaluation methods and communications outcomes?

- Anecdotal responses have been very positive, complimenting the quality and use of photography, and the clarity of the writing.
- All 2013 legislation and funding requests were approved. In its 2013 session, the Georgia General Assembly approved \$50 million in additional funds for the harbor deepening, bringing the total state deepening dollars to \$231 million.
- Sustained demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events.
- In the past fiscal year, GPA has secured more than four new high-end Beneficial Cargo Owner clients including Toyota and Nissan, as well as four out of five service strings from the revised CKYH(U) Alliance, five out of six new services from the G-6 Alliance as it expands into Trans-Pacific Trade, two new services from Maersk, and a new Northwest Europe – Savannah Ecuador service.