

# 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                    | _____ X _____ |
| 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                      | _____         |

CATEGORY 1

CATEGORY 2

Entry Title The Port of Houston Magazine

Port Name Port of Houston Authority

Port Address 111 East Loop North, P.O. Box 2562, Houston TX 77252-2562

Contact Name/Title Lisa Ashley, Director of Corporate Communications

Telephone 713-670-2644 Email Address lashley@poha.com

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

Name Port of Houston 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.

**Category & Classification:** Category 1, Classification 9 Periodicals

**Entry Title:** The Port of Houston Magazine

**Entrant's Name:** Lisa Ashley

**Company:** Port of Houston Authority

**Team Members:** Lisa Ashley, Bill Hensel, Maggi Stewart, Edwin Henry, David Bray, Chris Kuhlman, Esther de Ipolyi, Gilbreath Communications, Inc.

**Time Period:** Summer – Winter, 2012

**Brief Description:** A quarterly magazine designed to build and reinforce positive impressions of the Port of Houston Authority by the stakeholders who determine the Port Authority's ability to secure funding to expand operations and facilities

**Background:** Since 1923, the Port of Houston Authority has regularly published an external magazine of news and information useful to port users and stakeholders. For many years it served as an important communications tool for conveying vessel schedules and similar information to shipping customers. However, as electronic communications have supplanted printed materials in this regard, the Port Authority's magazine has also modified its communications objectives. Those objectives are now based on market research concerning messaging, and management's need for continued congressional funding for ship channel improvement projects, voter approval in bond elections to improve port facilities, and positive stakeholder relations. Although customers receive the publication, their decisions on using the port are made for financial, operational, and geographic reasons. Stakeholders have become the more important target audience for this publication.

The magazine is one of the tools used to maintain and strengthen the positive opinion of the Port Authority held by stakeholders. However, with the availability of social media and electronic communications to handle time sensitive communications in a more cost-effective manner, a decision was made and implemented in 2012 to change the publishing schedule from bi-monthly to quarterly.

**Audience:** Harris County voters are a key strategic audience for the Port Authority, because they decide the fate of continued bond funding for port expansion projects. The mailing list consist primarily of the addresses in Houston and Texas of decision makers, business leaders, elected officials, news media, environmentalists, and community leaders as well as customers from around the world.

**Budget:** \$ 21,600 an issue, printed quarterly, 15,000 copies with 10,000+ direct mailed

**Strategies:** Market research on messaging tested highest in four areas: economic development/financial growth, security, environmental impact, and quality of life. An annual meeting with each port manager provides insight into expected developments for the coming year so that an editorial calendar can be developed. The calendar is left flexible enough to take advantage of theme changes based on new developments. Each issue makes use of the center spread to highlight the cover story in terms of relevant numbers and measurements.

The entire creative team of communications management, writers, photographers and graphic designers meets weekly to review projects and develop work plans including story development for each magazine issue. A story budget is developed, writers are given assignments, and each week, the budget is reviewed to see if adjustments need to be made or if the writers are running into any roadblocks. Writers feed visual ideas to the photographers as work is in progress. Graphic designers present cover ideas and layouts as they are created. This year extra focus was placed on the economic development aspects of the port and its economic strength while port management underwent a Sunset Review from the State of Texas. This was to continue assuring stakeholders that the port was fulfilling its primary mission of economic development for the region.

**Results:** The annual port magazine readership survey shows that 74% of respondents looked forward to receiving the magazine, and 63% said the magazine gave them information they couldn't find anywhere else. In fact, 48% said they read the entire magazine.

Commissioned professional market research shows that at 61%, the Port Authority maintains the highest name awareness of the names of public organizations tested. Some 74% of respondents approve of the job the Port Authority is doing and 60% agree that growth of the port authority's facilities through the new Bayport Container Terminal is a good idea. Both surveys deviated only slightly from the previous year's results.

In addition, a current copy of the publication is often seen on display in the waiting areas and in the local and Washington offices of congressional representatives and their support for various projects is unwavering.