

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 <u>1</u> |
| 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 Portside Magazine

Port Name Ports of Indiana

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Contact Name/Title Sarah Rubin, Public Affairs and Project Manager

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

Name Ports of Indiana

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:

5. 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.

6. 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).

7. 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).

8. 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.

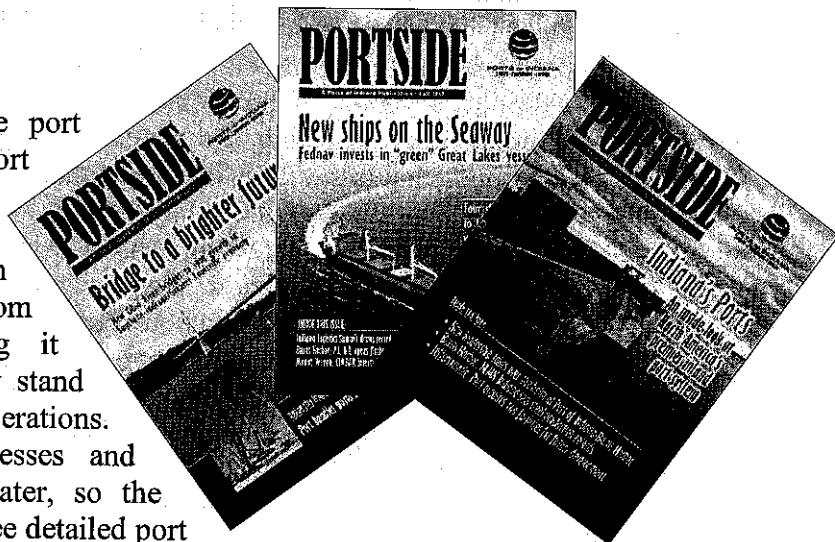
Ports of Indiana Portside Magazine Entry Statement

Portside Magazine is the quarterly magazine of the Ports of Indiana.

Communications Challenge

○ Situation Analysis:

The Ports of Indiana is a unique port system. We are a statewide port authority with three ports as far as a 6-hour drive apart. Our Corporate Headquarters is in downtown Indianapolis (at least 2 hours from water in all directions), making it impossible for anyone to physically stand on a dock and see all of our port operations. In fact, most of Indiana's businesses and population are not located near water, so the magazine gives readers a chance to see detailed port activities in a full-color, glossy publication – as they say, “a picture is worth a thousand words.” The magazine highlights important events, new developments and special features at each of Indiana's ports and allows us to give our perspectives on key issues affecting the waterborne shipping industry, such as Asian carp, ballast water regulations, the impact of water levels and the Harbor Maintenance Tax.



Planning and Programming

- **Goals:** The goal of Portside is to be marketing tool for the Ports of Indiana, waterborne transportation and our tenant companies. It conveys the key messages to readers that Indiana's ports are a great success story, vital to Indiana's economy and provide significant business opportunities for private industries.
- **Target Audiences:** The target audience for our magazine includes current port tenants and customers, prospective customers looking to locate at or use our ports, logistics and manufacturing companies throughout the region and government officials, as well as our three port communities' leadership and economic development partners. As a secondary focus, it is also geared toward the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** The objective of this publication is to present the Ports of Indiana messages to the target audience in an extremely professional publication. This publication uses columns written by many different people at the Ports of Indiana in an effort to showcase the high-quality team of experts at the ports, positioning them as resources our customers can come to for assistance in growing their business. The publications also serve as fresh/timely marketing brochures that can focus on various key industry sectors which are important to our ports, such as wind turbines, steel, coal, project cargo, river shipping, state logistics advantages and more.

Actions and Communication Outputs

- **Strategies/Tactics:** Our strategies for the publication are to promote the various facets of the Ports of Indiana: the ports, port companies, the Indiana Logistics Summit and issues affecting the waterborne shipping industry. Each issue includes an assortment of the following regular elements:
 - From the CEO: A column from Ports of Indiana CEO Rich Cooper, typically discussing a broad issue affecting the waterborne shipping industry, such as infrastructure or environmental issues. It is important that our audience know where we stand on pivotal issues.
 - News & Notes: Updates on general Ports of Indiana news and recognition of port stakeholders and companies. We grow our business by helping grow the business of our port tenants, so we try to promote their businesses here whenever we can.
 - Enviro-focus: Discussion of environmental issues and coverage of “green” success stories from the ports and our partners. Promoting and developing “green” issues are an important part of our strategic plan.
 - From the Board Room: Reports from Ports of Indiana commission meetings on new investments in port infrastructure and major projects that have been approved by the board.
 - Port Reports: Columns from each of our three port directors discussing what’s going on at their ports: new investments, cargoes, business developments and port company news.

Each issue also includes one or two “feature” stories, focusing on the most important “issue of the day,” which allows us some flexibility to promote key issues with cover photos, human interest stories, expanded layouts and additional detail not available in any other marketing materials we offer.

- **Implementation Plan:** Portside Magazine is produced by a combination of in-house staff and an outside graphic designer. Each issue costs roughly \$6,000 to design, print and mail, and we print about 3,250 copies per edition. Free copies of the publication are mailed to approximately 2,500 business and government leaders, economic development groups, logistics and manufacturing companies and Ports of Indiana stakeholders throughout North America. Copies are included in Ports of Indiana business development packets and handed out at each of the organization’s four offices. Copies are also distributed at special events, tradeshow and during marketing presentations. The magazine has an online version at www.portsofindiana.com where all past issues can be accessed in an easily-readable format with direct links to all websites and email addresses mentioned. An email is sent simultaneously with the mailing of the print version, directing readers to Portside online.

Evaluations Methods and Communications Outcomes

We evaluate the success of this publication in two primary areas: 1) Readership surveys and general feedback; and 2) Ad revenue generated by each issue.

We track general feedback of the publication and periodically survey Portside readers. In our 2013 reader survey, 67 percent of respondents rated the value of Portside a “4” or “5” on a scale

of 1 to 5 with "5" as very valuable. Only two respondents said it had little value to them and zero said it had no value. Sixty-nine percent of respondents share the publication around the office with an average of 2.5 people reading each copy. The survey asked readers how they would like to receive the publication – via email and/or print – with 71 percent wanting by print and 62 percent by email (33 percent wanted both). Comments included: "*Portside is a terrific magazine that covers the business of the Ports extremely well.*" and "*Excellent magazine.*" In our survey, we did not receive one negative comment or criticism in the suggestions/comments section.

While advertising sales are not a primary focus for the publication, each issue brings in approximately \$2,000 in ad revenue from port companies and economic development groups. This puts a solid figure on the value our stakeholders see in our publication.

Portside brings Indiana's ports to life with full-color photos and stories that take you beyond the basics of most marketing materials, and it puts port faces on the most important issues facing our industry. Each issue helps promote the three ports, their companies and issues affecting the industry. The publication has exceeded the expectations of our board and management team from their initial concept of creating a regular newsletter and it has found a permanent place in Ports of Indiana marketing activities.