

# 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>  X  </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: **Port Record: The Official Magazine of the Port of New Orleans**

Port Name: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Renee Aragon Dolese, Public Information Officer**

Telephone: **504-528-3363** Email address: **doleser@portno.com**

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

Name: **Port of New Orleans**

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.

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## Port of New Orleans Entry Statement – Periodicals

### Port Record: The Official Magazine of the Port of New Orleans

**Most recent three consecutive issues:** Sept./Oct. 2012, Nov. /Dec. 2012 and Spring 2013. (We did not publish a Jan./Feb. issue because we switched from five times a year to quarterly in 2013)

#### Challenges or opportunities

The Port Record has been published since 1942 as means for the Port to promote itself to and communicate with customers, potential customers and the maritime community. It is used by our staff, customers and our board members to market the Port. The Port Record was published five times a year up until 2013 when we switched to quarterly publication in order to allow more time to sell and compile each issue.

- The challenge is to do this in a way that is compelling to the reader without the publication being simply an overt advertisement.
- In addition to being able to talk about news and developments at the Port, we want to use the Port Record as a way to promote New Orleans and Louisiana as a good place to live and do business: A thriving port equals a thriving local economy, and a thriving local economy equals a thriving port.
- Because space is limited to about 18 editorial pages including the cover, strategic, well-planned stories and sections are necessary.

#### Planning and programming components

-- **Overall goals/desired results:** A well-planned engaging magazine that serves to promote the Port of New Orleans and attract new customers and cargos. This is done with modern design and compelling content written and packaged in a journalism style rather than a straightforward marketing style.

-- **Objectives:** We wanted a publication that would serve as a marketing tool offering news and developments about the Port as well as economic development in the region. We would measure this by:

- Staff feedback about its use as a sales tool.
- Ad revenues.
- Demand for the issues by our customers and our sales staff.

--**Target publics:** Port customers and tenants, potential new customers, members of the port community, legislators and other policymakers, Port marketing staff and our Board of Directors.

#### Actions & Outputs

--**Strategies:** Before each issue, communications has a planning session with the marketing team to identify a strong, well-rounded strategic editorial lineup that includes news about the Port and our customers, important issues, our board and staff, economic development news for New Orleans and the state, and mentions or photos of key players in the maritime industry. The sections include:

- **Message from the CEO:** a personal letter from Gary LaGrange written in the same engaging conversational style he is known for. This usually covers Port news or issues that are important to the industry.
- **Inside Story:** Short features on news or developments that require more than a news brief but less than a longer cover story. Can be more than one of these.

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- **Cover story:** A more in-depth look at Port news, developments, assets or issues, with quotes from key stakeholders from the Port, our tenants and customers, and other members of the maritime industry.
- **Newsstream:** News briefs with news from the Port and the maritime industry, as well as economic development news from New Orleans and the state. In Spring of 2013, we launched a subsection in Newsstream called Notables: Awards, Achievements, Accolades. This gives us the opportunity to name names and cross promote our partners and other key industry people.
- **Port Connections:** A photo section of industry events such as conferences, maiden voyages, tour groups, receptions, presentations, etc. Since people like to see themselves or people they know in print, this is another opportunity for us to show faces and names of key people in the Port community.
- **Shipper Spotlight:** A closer look at a shipper who imports or exports from the Port of New Orleans and why doing business with the Port is strategic for them.
- **By the numbers:** a quick reader-friendly page with a focus on a facet of the Port or economic development news.
- **Final Frame:** The last page in a magazine is traditionally a highly read page, we use this page to offer a strong parting image of the Port or the port community.

### --Implementation Plan:

- Two designated communications staffers plan, write and edit the magazine as well as maintain the mailing list. We have a budget of about \$1,000 per issue for freelance photography and writing.
- 6,000-8,000 copies are printed for each issue. 5,000 are mailed to members of the port community and potential customers, the remaining issue are used for port marketing efforts at trade shows etc. A digital Flash version of each issue is also posted on our website.
- The magazine is designed, printed and mailed by an outside publisher, who does this at no cost to the Port, in exchange the publisher retains all advertising revenues.

### Evaluation methods and outcomes

#### --Evaluation of success:

- **Ad revenues:** The Port Record brings in \$14,000 per issue in advertising revenues for the publisher and that number has been trending upward over that past year.
- **Demand for the Port Record:** Our marketing staff and reception areas can't keep the magazine in stock. We receive requests for hard copies and the link to the digital publication version to be sent to members of the maritime community.

--**Communications outcomes:** General anecdotal feedback is that the Port Record is a good read with news and information that is important to the Port community, our board and our customers. Our marketing team finds it useful in their sales and customer service efforts. We receive a steady flow of inquiries to be added to the mailing list.