

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | |
|---|--|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media <u>XX</u></p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|--|

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
---	--

Entry Title: Georgia Ports YouTube Channel
 Port Name: Georgia Ports Authority
 Port Address: P.O. Box 2406 Savannah GA, 31402
 Contact Name/Title: Emily Goldman, Manager of Port Relations
 Telephone: 912-964-3885 Email Address: egoldman@gaports.com

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:

- | | |
|--|--|
| <p>1. What are/were the specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – 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. <p>2. What were your communications planning and programming components?</p> <ul style="list-style-type: none"> – 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). | <p>3. What actions were taken and what communication outputs were used?</p> <ul style="list-style-type: none"> – 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). <p>4. What were your your evaluation methods and communications outcomes?</p> <ul style="list-style-type: none"> – 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 – YouTube Channel

AAPA Awards Category: Social/Web-based Media

<http://www.youtube.com/user/georgiaports1>

1. What were the specific communications challenges or opportunities?

Georgia Ports Authority, owner and operator of the fourth busiest container port in the nation, is an economic engine, supporting more than 352,000 jobs throughout the state and contributing \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion annually in state and local taxes to Georgia's economy. Our public relations goal is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

Objective: To visually demonstrate why the ports matter to maritime industry workers, business leaders, elected officials, and the local and international public.

- Highlighting the national importance of Georgia's ports;
- GPA's deep impact on the state's private economy and on government funding through taxes supported by GPA;
- GPA's broad economic reach, touching every county in Georgia;
- GPA's environmentally conscious methods of operation;
- Support for our advertising campaign, demonstrating how and why "We Do More" at GPA;
- The strong argument for deepening the Savannah River channel to better accommodate larger container ships. Due to media attention surrounding the Savannah Harbor Expansion Project, and a lawsuit filed against it by environmental organizations, GPA needed a way to communicate information about all of the environmental initiatives it was undertaking as a company, and why these are a priority.

2. What were your communications planning and programming components?

Objective: To interact with constituents while sharing the importance of Georgia's deepwater ports to Georgia's economy as a whole, and GPA's commercial advantages.

Key Audiences:

- Local and regional community members and government leaders
- Port customers
- Maritime logistics participants

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

Viewers are driven to the YouTube channel through GPA's sustainability micro-site, email campaigns, click-through banner ads in targeted e-media, and through strong search engine optimization to assure we reach the right audiences.

4. What were your evaluation methods and communications outcomes?

The demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events, have increased from commercial and community individuals throughout the state.