

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events <u>XX</u> _____ |
| 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: GPA Commits to Protect Historic Oaks

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 – GPA Commits to Protect Historic Oaks

AAPA Awards Category: Special Events

1. What are/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.

While researching the location of a new building at GPA's Garden City Terminal an arborist was employed to study and document the historic trees on GPA's property. Through his research and testing two of the trees were found to be more than 360 years old and about a dozen were found to be more than 200 years old. In honor of National Arbor Day, Georgia Ports Authority committed to protecting and maintaining these historic oaks.

Because of the media attention surrounding the Savannah Harbor Expansion Project, and a lawsuit filed against it by environmental organizations, GPA needed to communicate the priority it places on operating in an environmentally responsible manner. Protecting and maintaining these impressive natural landmarks is part of GPA's environmental initiative.

2. What were your communications planning and programming components?

Our public relations goal is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

Increasingly, companies such as Home Depot and Target – large companies who use our port - are looking for environmentally conscious business partners. We wanted to share the natural beauty found at our Garden City Terminal with the public, while making it known to our customers, and others with a stake in the responsible operation of Georgia's ports our commitment to protect and preserve natural operations surrounding port operations.

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

GPA's corporate communications staff coordinated the event for about 40 people. It consisted of a presentation including speeches from arborist Shannon Baughman and GPA's Executive Director Curtis Foltz as well as a bronze plaque dedication under the 364 year-old oak on National Arbor Day. The formal presentation was followed by a time for guests to explore the park like atmosphere including an avenue of oaks.

Outside vendors were utilized for sound, photography and videography. GPA staff handled site-prep, security, and day-of coordination along with media relations.

A media avail was sent prior to and a press release was sent immediately following the event. Press packets including general information about GPA and specific information about GPA's

historic trees including a map and fact sheet. The same day as the event a one-minute edited video clip was sent to media contacts for use online.

Media from every local television station attended as well as from the local daily paper along with a reporter from the associated press. National media outlets tapped local affiliates for coverage.

4. What were your evaluation methods and communications outcomes?

- This event is just one aspect of our campaign to raise awareness of the Georgia Ports Authority as an industry leader in sustainability. Over the first three quarters of FY2013 GPA garnered environmental earned media mentions worth the equivalent of more than \$768,000 in ad placements - 47% more than the same time period in the previous year.
- Some of our largest partners, including Lowe's, Home Depot and Target, are all moving toward more sustainable business practices. By successfully sharing our sustainability message, as illustrated in our earned media numbers, we are able to safeguard the business provided such clients, and attract new business within an increasingly earth-conscious industry.
- Recently, a delegation from Israel including the chief operating officer of the Israel Ports, Dov Frohlinger, cited that learning more about GPA's sustainable was a key reason for his trans-Atlantic visit. "We learn from each other and share experiences," said Frohlinger.