

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 _____</p> <p>12. Special Events _____</p> <p>13. Videos _____ 1</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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CATEGORY 1

CATEGORY 2

Entry Title: The Synergy of San Diego Bay

Port Name ___Port of San Diego

Port Address ___3165 Pacific Highway, San Diego, CA 92101

Contact Name/Title: Marguerite Elicone, Marketing & Public Relations Representative

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

Name: Port of San Diego Marketing & Communications Department

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.

Entry: The Synergy of San Diego Bay

Submitted By: Port of San Diego, Marketing & Communications Department

URL: http://youtu.be/v_VrdRZtBtl 

1. What are/were the specific communications challenges or opportunities?

This video was produced in January 2013 by the Port of San Diego's in-house video production team. The video was the highlight of the swearing-in ceremony for our current Chair of the Board of Port Commissioners, Ann Moore. Her theme this year is a "Port for All," and this video was used to illustrate how each of our missions: maritime, environmental stewardship and tourism fit together to make the Port a regional benefit.

We met this challenge by producing a video that showcased San Diego Bay as a "puzzle" with each mission being a "puzzle piece" that fits together to produce the bigger picture. Our staff had to build our skillset, completing training in special effects and new animation and editing software, to achieve this goal. We also had to coach our Chair, as she had never been used as "voice-over" talent.

We also had the challenge of funding and working under a tight deadline. With zero dollars to spend, the video had to be produced entirely in-house by staff within a two-month time frame. Staff handled all the scheduling for video shoots, videotaping of on-camera interviews, logging of footage and editing of footage. Staff took advantage of free online trainings to learn new techniques used to enhance the project.

It was a true collaborative effort. In the end, the video was shown to elected an audience of about 200 dignitaries, including members of Congress, State Legislators, Mayors, City Council representatives, the San Diego County Regional Airport Authority and many other key stakeholders in each of the Port of San Diego's member cities. It continues to be used as a tool for public outreach.

2. What were your communications planning and programming components?

Our goal was to effectively communicate – in a 3 to 5-minute video - how integrated planning is essential to managing the Port of San Diego, its overall missions and plans for the future. Planning for this project included carefully crafting the messaging, scheduling interviews and shooting original footage, as well as searching through existing video.

We had less than two months to produce the video, which included gathering all necessary scripts, b-roll footage, images, artwork and animation. Port staff produced this video in-house while continuing to fulfill our daily obligations within the Marketing and Communications Department.

The target audience is local, statewide, national, and global, as the video is now housed on the Port of San Diego's YouTube channel.

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

The video was debuted at an official swearing-in ceremony with more than 200 people in attendance. The video was also posted to the Port of San Diego's public website, within a press release about the ceremony. In addition, it was uploaded to three video channels used by the Port: Vimeo, Blip.TV, and YouTube. The video was also shared on social media via the Port's Twitter account (Nearly 15,000 followers) and the Port's Facebook page.

Following the debut, the video has continued to be used by Port staff and Commissioners as a public outreach tool. It has been shown to an average of 100 people per week in group settings, including City Council meetings, Community Groups (such as the recent San Diego LGBT Community Breakfast)

As previously mentioned, staff had less than two months to produce the final video, and no money was spent, outside of staff salaries. All equipment used is owned by the Marketing and Communications Department.

4. What were your evaluation methods and communications outcomes?

Overall, the video has been met with positive reception. It met our goals and continues to serve as a teaching tool. It is an asset used by staff throughout the organization and a communication tool for stakeholders, residents and the general public.

Since that showing, we received emails, phone calls, social media comments and requests to re-broadcast the video on local television stations. The City of San Diego's official news channel is now airing the segment, with a reach of approximately 350,000 cable subscribers.

Our Board of Port Commissioners and other executives have repeatedly requested copies of the video to show at numerous public events. We estimate conservatively that 2,000 to 3,000 people have watched the video at these events.