

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 | _____ |
| 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 | <u>XX</u> |
| | | 15. Websites | _____ |

CATEGORY 1

CATEGORY 2

Entry Title: We Use Less to Move More Lobby Display

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 - We Use Less to Move More Lobby Display

AAPA Awards Category: Visual Presentation

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

Because of the 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. This lobby display was one part of the overall campaign.

Increasingly, companies such as Home Depot and Target – large companies who use our port - are looking for environmentally conscious business partners. Because we are making such strides in sustainability, we wanted to make it known for our customers, and others with a stake in the responsible operation of Georgia’s ports.

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.

Objective:

- Clearly state the GPA’s sustainability initiatives for the benefit of port users, potential port users, government officials responsible for port funding as well as members of the local community.

Message:

1. Electrification efforts, including North America’s first eRTGs, avoid the use of more than 5.8 million gallons of diesel annually.
2. ERTGs produced with partners Konecranes, Conductix-Wampfler, and Georgia Power reduce diesel consumption by up to 95 percent per crane.
3. GPA created wetlands where more than 100 million gallons of stormwater are treated naturally each year, protecting the Savannah River.
4. New lighting controls and new container yard lights reduce light pollution and cut energy consumption by 30 percent.
5. Refrigerated container racks avoid the use of 3.4 million gallons of diesel each year.

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

This display, located in the lobby of the Garden City Terminal, helps local and international port visitors, the media, as well as potential clients have immediate and interactive access to our ongoing sustainability measures.

The display is centered on an interactive touch screen that displays our sustainability website (www.gaports.com/sustainability). The website is navigated on this screen by the swipe of fingertips.

The text on the actual wall display focuses on concrete facts that were accomplished through GPA’s sustainability initiative:

We Use Less to Move More

- 54% reduction in diesel consumption per container in a year
- 2.9 million containers (TEUS) imported and exported in FY2011
- 4.6 million gallons of diesel fuel consumption avoided annually
- 34% reduction in emissions by the use of cleaner burning ultra-low sulfur diesel
- 12.4% of all U.S. containerized exports were shipped from Savannah in 2010

The top digital screen rolls through facts and stats about GPA’s sustainability initiative including the one displayed, “Since beginning Ship to Shore crane electrification in 2001, GPA’s cranes have avoided the use of 5,865,770 gallons of diesel fuel.”

GPA contracted outside firms to design and build the display, under the direction of GPA's environmental sustainability manager, Natalie Schanze and working in partnership with GPA's Corporate Communications team. The budget for the project was \$37,000 including \$6,541 for design, \$18,583 for electronics, \$11,916 for materials and construction and \$1,300 for advertising for the design bid.

4. What were your evaluation methods and communications outcomes?

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.