

**7. OVERALL CAMPAIGN**

Entries for Overall Campaign must include copies of all materials related to a comprehensive campaign or program (e.g., news releases, ads, brochures, Web site pages, videos, etc.) designed to achieve a specific goal or objective, and can include materials entered into other classifications of this awards competition... *You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1 CATEGORY 2

Entry Title: GPA's Statewide Outreach Campaign
Port Name: Georgia Ports Authority

1) Was this entry produced in-house? by an agency? or a combination?

 6 Number of staff Number of volunteers

2) To what audience(s) was this entry targeted?

The primary audience includes business owners, civic groups and community leaders. Secondary targets include port customers, federal, state and local elected officials throughout Georgia.

3) What was the overall objective, the key messages and timeline of events for the campaign? (Attach separate write-up if preferred.)

Georgia Ports Authority (GPA) is one of the state of Georgia's strongest economic engines, according to a study conducted by the University of Georgia. The GPA's goal in this endeavor was to reach the business, civic and elected leaders of specific communities throughout Georgia and to communicate the importance of Georgia's deepwater ports to them. These communities include Georgia's largest cities and other key communities throughout the state. Objectives included:

- *To reach outside of the local port/business community surrounding the Ports of Brunswick and Savannah in order to broadly educate Georgians on the importance of the ports*
- *To generate increased awareness as to how the GPA can help businesses improve efficiency and profit through use of the state's deepwater ports.*
- *Discuss recent growth, market trends in international trade and how the state is preparing for future growth*
- *To generate support for international trade through Georgia's deepwater ports by educating community leaders on the opportunities created for the state's agribusiness and retailers.*
- *To showcase GPA's achievements through the theme, "Gateway to American Commerce" as a profitable investment, strong economic engine and global logistics gateway for the state of Georgia.*
- *To demonstrate GPA's commitment to preparing for tomorrow's needs today through investments in new infrastructure, equipment, technology and personnel.*

4) Thoroughly describe the campaign in terms of: research, planning, implementation and evaluation, and provide an analysis of the campaign's success in meeting the overall objective.

The goal of this campaign was to reach audiences that were not knowledgeable or fully appreciative of the benefits of Georgia's deepwater ports and to educate such audiences as to the impact of the ports on their communities. Ultimately, we sought to convert previously unreached constituencies into supporters and potential customers into clients. With the results from a study conducted by the University of Georgia declaring the

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Georgia Ports Authority (GPA) one of the state's strongest economic engines, the GPA wanted to reach out to population centers throughout Georgia and share this message.

The timeline of this project began in March 2006, when the FY2006 Economic Impact of Georgia's Deepwater Ports study was released, and is ongoing.

To develop a target audience for this campaign, the GPA reviewed which counties or population centers produce the greatest volume of Georgia exports. Through research it was determined that out of the 159 counties in Georgia, 30 counties represented the primary population centers most directly tied to Georgia's ports. To date, presentations have been made in all 30 of the targeted counties.

The theme, "Gateway to American Commerce" was illustrated through PowerPoint presentations and speeches, which emphasized port growth, market trends and expectations for future growth. Charts, graphs and port statistics incorporated throughout the presentations, helped communicate and illustrate key messages. Copy was written internally with GPA staff and transformed as new data, such as throughput statistics, became available.

Prior to the start of this campaign, community presentations about the port were primarily conducted in proximity to the port and did not involve extensive travel. The total annual audience reached through these presentations was about 2,000. Since the start of FY2008 (July 1, 2007), the campaign has consisted of nearly 70 individual events reaching more than 11,000 people (an increase of more than 450%), ranging from youth leadership groups to statewide conferences and radio interviews.

The message of this outreach campaign has been well received and continually generated positive feedback. Many groups have followed up with additional requests for meetings/speeches and business leaders have followed up with interest in moving more cargo.

Evaluation of this campaign can be measured in the 450% increase in audience volume reached, as well as the broader, statewide demographic of those audiences. Another form of evaluation is the speaker evaluation surveys completed after many of the presentations.

At one of the conferences this program was presented, it received the highest evaluation (4.65 out of 5) among 13 presentations. Comments from thank-you notes following meetings included:

- *"Those attending the meeting have a much better understanding of the importance of Georgia's ports," Newman Rotary Club*
- *"Thanks for a GREAT program. It has been a long time since I saw that much interaction after a meeting – they usually head back to work ASAP," Savannah Rotary Club*
- *"We strive to provide our future leaders with awareness and understanding of industry and economic development issues in our region and state, so that better and more informed decisions are made as our communities adapt to ever-changing demands. The GPA's commitment to quality is a great example of corporate and community leadership, and this trip enhanced our efforts," Bulloch County Schools*
- *"The progress at the Savannah port is astounding and its contribution to our local economy, immeasurable. Your presentation was most informative and our members really enjoyed the manner in which you presented it," Kiwanis Club of Skidaway Island*
- *"We strive to provide quality programs for our members and those who participated in these sessions provided overwhelmingly favorable feedback! Your team exceeded our expectations and those of our members," Georgia Branch – Assoc. General Contractors of America, Inc.*

5) If your Overall Campaign is in a language other than English, please briefly describe the major points of this entry in English.

N/A