



2022 AAPA Communications Awards

8. Periodicals (Newsletters & Magazines)

The State of the Port quarterly newsletter was launched in 2020 to promote the Greater Lafourche Port Commission (GLPC) and Port Fourchon/South Lafourche Leonard J. Miller, Jr. Airport. This same quarterly newsletter changed its title to The Port Messenger in 2021 and is currently being published three times a year.

Ultimately, the GLPC and Port Fourchon were established in 1960 by Louisiana State Senator A. O. Rappelet. Mr. Rappelet saw the potential in locating a port at the mouth of Bayou Lafourche, even though it was little more than a rough channel running through a barely accessible mosquito-infested landscape at first. However, what Fourchon had was unparalleled access to the Gulf of Mexico, and that was certainly a great reason to set up shop in the marsh and build a port from scratch. Over 60 years later, Port Fourchon is what it is because of visionaries like Mr. Rappelet and all those who set out to build the Gulf's premier energy port.

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

The Port Messenger is a quarterly newsletter produced by the GLPC's Director of Communications in association with the Executive Director. This newsletter began as a four-page document that has since grown to a robust eight-page communication piece. Within the editorial boundaries of the newsletter, projects are highlighted along with port successes. Also featured are spotlight stories highlighting commissioners, tenants, and imPORTant visitors. Each edition has a State of the Port column where the Executive Director gives a detailed overview of the current status of the agency and Port as well as his thoughts on topics related to the energy sector. Although our website has an abundance of information, The Port Messenger seeks to distinguish itself by consolidating the goings-on of the agency and Port in a quarterly format.

2. How does the communication used in this entry map back to the organization's overall mission?

We extract from our overall mission statement to feature stories that enhance and shine a light on the GLPC and Port Fourchon.

Mission: The Greater Lafourche Port Commission, a political subdivision of the state of Louisiana, facilitates the economic growth of the communities in which it operates by maximizing the flow of trade and commerce. We do this to grow our economy and preserve our environment and heritage. The Port Commission exercises jurisdiction over the Tenth Ward of Lafourche Parish, south of the Intracoastal Waterway, including Port Fourchon and the South Lafourche Leonard J. Miller, Jr. Airport.

Commerce at the port is vital to the everyday life of current and potential port customers. We also like to use the newsletter as an instrument to educate and attract new partners to the port.

3. What were the communications planning and programming components used for this entry?

The plan was to go look at other periodicals, gather ideas, and then focus on items that would enlighten readers as to what was going on at the agency and Port as far as future projects, environmental activities, and the overall status of the port and airport. We also designed the newsletter so we could fold, seal, and mail it out without using any envelopes. Our objective of the newsletter is to inform and bring up-to-date directly to our local leaders, legislative leaders and staff, the community at large, and our tenants, potential tenants, and customers. This newsletter is genuinely for everyone, as we bring it with us to conferences and have it available to share with those who we make presentations to in our Port.

4. What actions were taken and what communication outputs were employed in this entry?

We work with the Rushing Media Group to construct and layout our newsletters. We post it to our website, email it to subscribers, mail physical copies, and post it to our social media platforms. The Director of Communications establishes a quarterly timeline to plan what news items will work for the various newsletters. Milestone dates are then implemented to make sure deadlines are met for the production and timely distribution of the newsletters. The first-ever newsletter was offered up to coincide with our 60th year anniversary. Our Information and Communications Clerk takes an active role in verifying and updating the physical mailing list and subscribers list when we send out the latest editions too.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

We have encouraging reviews by way of mentions on our social media pages, in person. Also, we have had tenants that have requested physical copies to place in their reception areas. We like to express how significant Port Fourchon is by highlighting many of our projects to show development not only for our community but for Louisiana and our nation as well.

Links to our newsletters:



<https://portfourchon.com/wp-content//2021-V5-State-of-the-Port-GLPC-Newsletter.pdf>



<https://portfourchon.com/wp-content/uploads/2021-V6-State-of-the-Port-GLPC-Newsletter.pdf>