

2012 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 <u>X</u> _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title 2012 Port Canaveral Report/Directory

Port Name Port Canaveral

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

Name Port Canaveral

Being as precise as possible, please attach a separate entry statement, in English, that:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Defines the Communications Challenge or Opportunity <ul style="list-style-type: none"> – Situation Analysis (<i>assess major internal and external factors</i>) – Problem Statement (<i>briefly describe in specific & measurable terms</i>) • Summarizes Planning and Programming <ul style="list-style-type: none"> – Goals (<i>summarize desired outcome or end result</i>) – Target Publics (<i>be specific; list primary and secondary audiences if appropriate</i>) – Objectives (<i>identify specific and measurable milestones needed to reach goal</i>) | <ul style="list-style-type: none"> • Identifies Actions Taken and Communication Outputs <ul style="list-style-type: none"> – Strategies (<i>identify media choices, etc., that require tactics to complete</i>) – Tactics (<i>specify actions used to carry out strategies</i>) – Implementation Plan (<i>include timelines, staffing and budget</i>) • Summarizes Evaluation Methods and Communications Outcomes <ul style="list-style-type: none"> – Evaluation Methods (<i>describe either formal surveys or anecdotal audience feedback used</i>) – Communications Outcomes (<i>isolate PR impacts to assess changed opinions, attitudes, behaviors</i>) |
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AAPA 2012 COMMUNICATIONS AWARDS ENTRY

Directory/Handbooks (Category 6)

Port Canaveral 2012 Report/Directory

SITUATION ANALYSIS

Current Situation

Once a year, the Port publishes a directory of Port tenants and subtenants, which also provides an opportunity to disseminate a year-in-review overlook of Port activities, successes, challenges and plans. It is used throughout the year to promote the Port to business prospects and inform the public about the value to the local economy and enhancement of the quality of life.

Both printed and electronic versions of this Report are produced. The printed version is mailed to 5,500 recipients, consisting of companies that express interest in or do business with the Port and its tenants and subtenants, community and government stakeholders and individuals who request it. The electronic version, which allows the addition of videos to further enhance appropriate articles, is emailed to people who have registered to receive Port news via email.

Goals

The major goals of the Report/Directory are to increase public awareness of and knowledge about the Port and to generate recognition of the Port as a vital contributor to its community through business and job development and recreational opportunities, and to accomplish these goals cost effectively. Since the Port puts its profits back into creating an even better resource for its community, optimizing cost effectiveness benefits Port constituents.



Target Audiences

Target audiences include business decision makers; local and regional citizens; seasonal residents; government policy makers; economic and tourism development organizations; chambers of commerce members; politicians; and community leaders.

Objectives

1. Summarize the past year of activity at the Port in a readable, interesting and persuasive way
2. Increase public awareness of the Port's value as a leading economic engine that generates regional business and jobs
3. Boost public recognition of the Port as a unique and valuable resource, to build critical community and governmental support
4. Encourage new business development by increasing awareness of Port activity, plans and progress among business readers
5. Inform residents and visitors about recreational opportunities and plans
6. Retain readers' interest and desire to know more about the Port
7. Employ distribution methods that reach as many of the target audiences as possible within the budget
8. Increase electronic readership to optimize use of communication funds

Strategy

Develop a theme and tone for the year that are compatible with, and responsive to, the circumstances, concerns and mood of the community. Attract readers' attention with subject matter and visuals. Use the embedded-video feature of the electronic Report/Directory to add information and value and increase electronic readership.



Tactics

1. Demonstrate to the community that the Port shares and supports its most important current interests, i.e. economic and job growth. Use record-breaking statistics to generate hope and Port plans and preparations to



ELECTRONIC VERSION AND EMAIL BLAST: The production and editing of videos, copywriting, mechanical production, sending the email blast and the email software service fee totaled \$5,500.