

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

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title 2011-2012 Port Canaveral Magazines

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:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)



AAPA 2012 COMMUNICATIONS AWARDS ENTRY

Periodicals (Category 9)

Port Canaveral Printed and Electronic Magazine

SITUATION ANALYSIS

Current Situation

The local newspaper follows and reports on Port Canaveral news with some regularity, but cannot go into the detail the community needs about Port activities or cover the wide range of stories that involve the Port and its team of tenants, subtenants and business partners. In spite of the newspaper coverage, many people – particularly those outside the immediate Port vicinity – remain under-informed about the Port's economic and recreational value to the region. To fill in these gaps and provide another avenue of information dissemination that comes direct from the Port, the Port produces a printed and electronic bi-monthly magazine covering newsworthy topics, plans and progress. The printed version is mailed to 5,500 recipients, consisting of companies who express interest in or do business with the Port and its tenants and subtenants, and individuals who request it. The electronic version, which allows the addition of videos to further enhance appropriate articles, is emailed to approximately 1,800 people who have registered to receive it.

Goals

The goals of the magazine are to encourage additional business development by increasing awareness of Port plans, progress and news among business readers; to increase public awareness of the Port's overall value as a leading economic engine that generates regional business and jobs; to inform residents



and visitors about current recreational opportunities, new recreational facilities and future expansion and enhancements; and to increase the ratio of electronic delivery to mail delivery of the printed version (via opt-in by readers) to keep costs in line with the budget.

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. Boost public recognition of the Port as a unique and valuable resource to help build critical community and governmental support
2. Retain readers' interest and desire to continue receiving the magazine
3. Employ distribution methods that reach as many of the target audiences as possible within the budget
4. Increase electronic readership

Strategy

Catch readers' attention with subject matter and visuals. Inform readers about the embedded-video feature of the electronic magazine and use it to convince them of this version's added value, enticing them to try it, send it to colleagues and friends and request to receive it.



Tactics

1. Create interesting articles with eye-catching photographs (and videos in

the electronic version) so readers will want to receive the magazine and pass it on to others

2. Place a video icon at the end of stories in the printed magazine that have video in the electronic version.

Results

A reader survey is conducted annually via a postage-paid reply card inserted in the January/February printed version to gauge the effectiveness of the magazine and elicit comments and suggestions for improvements.

PRINTED VERSION: In the 2012 reader survey, 96 percent of the 107 readers who responded wanted to continue receiving the magazine, and 50 percent requested the electronic version, too. Some typical reader survey comments were: Always interesting; Enjoy reading about different Port businesses; Well written; Outstanding magazine; Very interesting articles; Love the pictures; We



Costs

PRINTED VERSION: Creative, production and printing costs per issue – \$18,059
(Average number of readers per issue with 4.9 pass-a-longs: 26,950)

ELECTRONIC VERSION AND EMAIL BLAST: Creative, production and software service fee per issue – \$3,620