

# 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 BizNotes E-Newsletter

Port Name Port Canaveral

Port Address 445 Challenger Road, Suite 301, Cape Canaveral, FL 32920

Contact Name/Title Rosalind P. Harvey, Senior Director of Communications & Community Affairs

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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 BizNotes Electronic Newsletter**

#### **Situation**

Business constituents were asking Port Commissioners, who are elected public officials, how they could receive the latest information about Port business. The Port had a database consisting of business organizations; business and community event attendees; people who registered to receive the latest Port news from a community brochure and bi-monthly Port newspaper page, and the web site, it wanted to use for the newsletter.

#### **Goals**

The goals were to disseminate news and other information promptly when events occurred or important decisions were made, in a quick-to-read format and as cost-effectively as possible.

#### **Target Audiences**

The target audiences include local and regional business people; economic development organizations; chambers of commerce and community leaders and anyone who was interested in receiving the latest Port business news.

#### **Objectives**

1. Satisfy recipients' desire for news; encourage and maintain their interest in the Port; and accommodate their interests and time allowance



2. Enable recipients to easily share the information with colleagues and friends
3. Chose a format that allows analytic tracking to measure the format's effectiveness and recipients' actions

### **Strategy**

Use an electronic newsletter format to deliver news soon after it occurs via email to the business contacts database, and incorporate hot links to videos and other sources for additional information, as appropriate.

### **Tactics**

1. Create a memorable title to attract attention and concise copy for a quick, easy read. Include appropriate photographs.
2. Add hot links for easy access to additional information and easy sharing.

### **Results**

The first issue was emailed in January 2012. E-mail statistics for the last three months, January, February and March, show that an average of 38.6 percent of the recipients opened the email; 16.7 percent of those who opened it clicked through; and 6.4 percent clicked through from total sent.

NOTE: Since the database consisted of people with varying interests (not just business), the statistics skewed lower than they would have if the database consisted of only business people so it was decided after this to create a separate database of people who register to specifically receive the newsletter.

### **Staffing and Timeline**

The newsletter is produced and emailed by the Port's Communications Consultant under the direction of the Port's 2-person staff every month.



### **Costs**

Creative, production and email blast cost per issue: \$1,500.