

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 Port Manatee Deepwater E-Newsletter _____

Port Name Port Manatee _____

Port Address 300 Tampa Bay Way, Palmetto, FL 34221 _____

Contact Name/Title Anne O'Roake _____

Telephone 941-722-6621 _____ Email Address aoroake@portmanatee.com _____

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

Name Port Manatee _____

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*)

Port Manatee

Deepwater E-Newsletter

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess all major internal and external factors*)

In Port Manatee's fast-growing environment, the *Deepwater* electronic newsletter keeps interested parties, including members of the transportation and shipping industries, community, stakeholders, business leaders, port employees, politicians and the media, up to date on the port's growth, as well as that of its tenants and customers. The newsletter educates its readers through current news stories, photos and links, and drives traffic to the Port Manatee website. To keep readers engaged, Port Manatee's in-house Communications Department uses crisp and concise writing along with colorful photos to provide an informative and hopefully enjoyable reading experience. Issues are archived on the port's website at www.portmanatee.com/newsletter/newsletterArchived.aspx

Unlike many other ports, Port Manatee is not supported by ad-valorem taxpayer dollars – the port operates as a business with staff members gathering news, taking photographs, writing and editing stories in house. This keeps costs down, but sometimes creates time constraints due to the large number of department responsibilities. Maintaining and adhering to a production schedule is imperative so the newsletter is delivered to readers in a timely manner with fresh stories.

- Problem Statement (*briefly describe in specific & measurable terms*)

Unlike many familiar cruise ports or ports located in city centers, Port Manatee is in a rural setting, not often seen by most members of the traveling public. Because it is a cargo port and not a cruise port, most people don't have an opportunity to see it up-close or get a sense of the robust activity that takes place at the port everyday. Strict security regulations implemented (post 9/11) restrict many people from entering the port's gates. As such, Port Manatee's *Deepwater* e-newsletter is one important way to inform the public about the important activities taking place at the port and how it positively impacts the region in terms of economic impact, jobs and resources. The list of email subscribers started with 1200 people two years ago, and has since significantly increased. (see final bullet point/evaluation methods listed below) The port is actively working to increase the number of subscribers in order to reach more people who have interest in the port.

- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)

The goal of the *Deepwater* e-newsletter is to educate more people about the port with concise news-style stories that are based on fact not fluff.

By providing information about the business and growth of the port, staff members hope readers become informed and share their knowledge about the port with others. Because the port receives no ad-valorem tax support from citizens, yet provides \$2.3 billion annually in regional economic impact, the hope is that some people may become "port advocates," and choose to educate others about seaports and the asset they have in Port Manatee.

Staff members had a goal of doubling number of subscribers from 2010 (1200 subscribers) to (2400 subscribers) by April 2012.

– **Target Publics** (*be specific; list primary and secondary audiences if appropriate*)

Port Manatee's *Deepwater* e-newsletter has a broad readership base. Audiences include members of the transportation and shipping industries who have knowledge of port-related topics, members of the local community, media and local, state and federal governments. Because knowledge levels are so varied, the Port Manatee Communications Department chooses topics of interest to all readers – topics related to the port's ongoing expansion efforts, new business, environmental achievements, community activities and updates on future projects and plans.

• **Identifies Actions Taken and Communication Outputs**

- *Strategies (identify media choices, etc., that require tactics to complete)*
- *Tactics (specify actions used to carry out strategies)*

The Port Manatee Communications Department needed a way to effectively communicate the happenings of the port to a variety of people and to attract port advocates by making readers feel part of the Port Manatee family. In developing the e-newsletter, delivered to peoples' homes via an e-marketing tool, readers have up-to-date information at their fingertips, delivered straight to their inbox.

After trying and evaluating other means of communication, such as a quarterly magazine and a bi-monthly newsletter, it was determined that a monthly electronic newsletter was the most effective and cost-effective way to achieve desired goals.

The *Deepwater* e-newsletter is posted on Port Manatee's website and a subscriber sign-up tool is available throughout the site. Subscription cards were initially distributed via mail and cards are now routinely handed out at community presentation and trade show events.

Implementation Plan (*include timelines, staffing and budget*)

Port staff members gather news, take photographs, write and edit stories in house. Staff members also distribute the newsletter via email and post it to the port's website,

www.portmanatee.com. The design costs are \$700 each issue. *Deepwater* is distributed monthly and can be sent "on-demand" for major announcements.

- **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*)

Deepwater has increased its circulation from 800 (in 2009) to 1200 (in 2010) to 1800 (in 2011.) As of April 2012, circulation doubled to 2400 subscribers. It is sent monthly to a continually-updated list of stakeholders, business leaders, political entities, local media, trade media and those who fill out a subscription card, either a hard copy or online. Stakeholders include all interested parties, tenants and employees, port employees, users, vendors, truck drivers, customers and potential customers. Subscriptions are voluntary; the email distribution system prohibits the use of purchased lists or unsolicited email addresses.

Readers received a survey and here are the results.

When asked if they consider *Deepwater* a trustworthy source of information, 99% said yes.

Respondents rated their satisfaction with several attributes of the newsletter on a scale from 1 to 5, with 1 = well below average, 2 = below average, 3 = Average, 4 = Above average, and 5 = Well above average. Here are the rating scores.

Content	4
Accuracy of Information	4.1
Images	4.1
Layout/Design	4
Readability	4.1

Here are comments from survey recipients.

"I am very pleased with the professionalism of the newsletter."

"Keep doing what you have been doing! Great job!"

"It is interesting seeing the great pictures of cargo coming in and out of the port."

"It is a very good, informative newsletter. It's a great source of information."

"Excellent stories. Great photos. Very informative! The newsletter keeps me updated on what's going on at the port. I love it!"

"The Port's E-Newsletter is one of the best I've read."

"I enjoy following the expansion of Port Manatee by reading the newsletter."

"Your e-newsletter is very informative; it keeps me up-to-date on what is happening at the Port. I appreciate learning about what is happening there as Port Manatee is very important to Manatee County."

"Learning about such a great asset in our "neighborhood" makes us proud of what has been and continues to be accomplished."

See below some of the feedback the port has received.

...Your e-newsletter looks great! Very informative stories, and short enough to keep the attention of busy people. Nice work!

Heidi, Sarasota, FL

...Great newsletter! This was really informative and interesting. Keep up the good work!

Marianne, Lakewood Ranch, FL

...Best issue yet, Good job!

Stanley, Sarasota, FL