

2013 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 _____ X | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title 2013 Port Canaveral Print & Electronic Report/Directory

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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

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

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes



AAPA 2013 COMMUNICATIONS AWARDS ENTRY

Directory/Handbooks (Category 6)

2013 Port Canaveral Print & Electronic Report/Directory

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 4,783 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 the publication.

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 revenue 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 build excitement for the future, coupled with a mood of determination.
2. Treat theme visually as well as verbally, to catch the eye and then the mind of the reader. Use photography to sustain visual interest.
3. Promote videos to entice readers to try the electronic version, send it to colleagues and friends and request to receive it.

Results

After the Report/Directory was published in March 2013 and the electronic version was emailed to 678 people on the database, the email statistics average percentages were: 53.5 percent of the recipients opened the email; 53.5 percent of those who opened it clicked through; 28.5 percent clicked through from total sent.

Staff and Timeline

The print and electronic versions of the Report/Directory are produced by the Port's Communications Consultant under the direction of the Port's 2-person staff. Four members of the consultant's staff are involved in each issue, including the photography and videography, and creative and production services. The print version was mailed March 20 and the electronic version was emailed March 25.

Costs

PRINTED VERSION: The advertising sales, design, photography, production, printing, mailing and postage costs were covered by the advertising revenue under the communications consultant/publisher contract at no cost to the Port.



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 \$5,818.



2013 Port Canaveral Report/Directory Electronic Version

EMAIL STATISTICS

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	678	3/25/2013	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
678	0.4% (3)	0	0.1% (1)	53.5% (361)	53.5% (193)	0.6% (2)

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://viewer.zmags.com/publication/2e57d1a9#/2e57d1a9/1	19	9.5%
http://viewer.zmags.com/publication/c8efcdea#/c8efcdea/1	181	90.5%
Total Click-throughs	200	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0