

**INDIVIDUAL SUBMISSION ENTRY FORM**

Please copy and complete this form for each entry.  
 Create a separate document for answering the five questions below.

**Check only ONE entry classification below:**

- |   |  |
|---|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____ ✓</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
-------------------------------------	--	-------------------------------------

Entry Title Port Canaveral 2015 Report – Print and Digital

Name of Port 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

Telephone 321-783-7831 x242 Email Address rharvey@portcanaveral.com

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- |  |   |
|--|---|
| <p><b>1. What are/were the entry’s specific communications challenges or opportunities?</b></p> <ul style="list-style-type: none"> <li>– Describe in specific &amp; measurable terms the situation leading up to creation of this entry.</li> <li>– Analyze the major internal and external factors needing to be addressed.</li> </ul> <p><b>2. How does the communication used in this entry complement the organization’s overall mission?</b></p> <ul style="list-style-type: none"> <li>– Explain the organization’s overall mission and how it influenced creation of this entry.</li> </ul> <p><b>3. What were the communications planning and programming components for this entry?</b></p> <ul style="list-style-type: none"> <li>– Describe your overall goals or desired results.</li> <li>– Describe your objectives and list specific, measurable milestones needed to reach your goals.</li> <li>– Identify your primary and secondary audiences in order of importance.</li> </ul> | <p><b>4. What actions were taken and what communication outputs were used in this entry?</b></p> <ul style="list-style-type: none"> <li>– Explain what strategies were developed to achieve success and why these strategies were chosen.</li> <li>– Specify the tactics used (i.e., actions used to carry out your strategies).</li> <li>– Detail the implementation plan by including timeline, staffing and outsourcing used.</li> </ul> <p><b>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</b></p> <ul style="list-style-type: none"> <li>– Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.</li> <li>– If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.</li> </ul> |
|--|---|

Code 2



## AAPA COMMUNICATIONS AWARDS ENTRY

Annual Reports (Category 4)

### **Port Canaveral 2015 Report — *Print and Digital***

#### **SUMMARY STATEMENT**

The Port Canaveral Report is an annual review of Port activities, successes, challenges and plans, published in print and digital versions. It captures the highlights of the previous year, and offers an enticing view of the future in copy, photography and videography.



## **Port Canaveral 2015 Report — *Print and Digital***

### **1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES**

At the mature age of 60, Port Canaveral is going through a period of intense growth and transformation. Breaking out of the box of its past as a minor cargo port and a cruise port dependent on its connection with Orlando, today Canaveral is helping develop Brevard County into a major trade/logistics hub, challenging the number one position among the world's busiest cruise ports and developing its own recreation destination.

Changes like this, which impact the entire community and region, increase the need for comprehensive public information and understanding.

The Report originally was the Directory and contained contact information for the Port and tenants and basic facts about the Port's facilities, government and activities, mostly geared to the needs of local businesses. However, as the Port began to assume a larger role in the economic and recreational life of its community, the opportunity was taken to use this publication for broader informational and public relations purposes.

It is a challenge to summarize a year's worth of accomplishments and plans in a manner that is concise and interesting and also cost effective, but the Report presents a major opportunity to present this information in one comprehensive publication with a long life span. It also is an opportunity for the Port Authority to fine-tune its public message to the current economic climate and build community support.



## **2. COMPLEMENTING THE PORT'S MISSION**

As a governmental agency that does not levy taxes, the Port relies in part on funding support from the state and federal legislature, and this support in turn depends on the backing of the local constituency. Gaining the strong support of its community therefore is vital to the economic continuation and growth of Port Canaveral.

A major part of the Port's role is as an economic engine. Through the presentation of its narrative, the Report increases public recognition of this role and the many ways in which the Port works for its community. It is able to convey the Port's sensitivity to the changing economic issues of its community, which has gone through the difficulties of a global economic downturn and the keenly felt hardships of the Space Shuttle program's ending to come to a new era of hope, fueled by the success of economic engines like the Port. The influence of this type of communication now is more important than ever as the Port transforms its role from that of a stand-alone generator of jobs and revenue to that of a participator and catalyst in a regional network of players with immense potential for positive impact.



### 3. PLANNING AND PROGRAMMING COMPONENTS

— **Overall goals/Desired results:** Produce a vibrant, visible publication with a long shelf life and unique content, to sculpt the Port's image and encourage regional business and political interests and the public to become invested in their seaport.

The Report supports multiple functions of Port communications:

- Public relations: Build critical business community and governmental support
- Transparency: Convey comprehensive, accurate information
- Marketing: Increase business activity of the Port and its tenants

— **Objectives:** To accomplish these goals, the Port Report strived to:

- Increase awareness of the Port's value as an economic engine
- Summarize the past year of activity in an interesting and compelling way
- Express the voice of the Canaveral Port Authority; address the current climate of public opinion and mood in an appropriate and sensitive way
- Foster a sense of engagement and ownership by business and government leaders and the general public
- Encourage new business development by increasing awareness of Port activity, plans and progress
- Inform residents about opportunities for recreation, community involvement and stewardship

— **Target Audiences:** Primary audiences include regional business and community leaders, government policy makers, local residents and economic development organizations.

Secondary audiences include potential port customers, visitors and other members of the seaport industry.



#### 4. ACTIONS AND OUTPUTS

— **Strategies:** To optimize the 2015 Report's impact and usefulness, we:

- Developed a theme of "Moving Forward," carried throughout the publication. The previous year at Port Canaveral was one of large strides towards the accomplishment of ambitious goals. The underlying mood is one of hope, courageous endeavor and expectation.
- Begin with messages from the Chairman and CEO which introduce the theme that continues throughout the storyline; keep a sense of forward motion in headlines such as "Accelerating Into a New Cargo Era" and "Flash Forward Into the Future."
- Develop the Moving Forward theme graphically in the cover, table of contents and headline treatment, while also keeping the visual scheme clean and open for readability.
- Use large, striking photographs taken from a variety of perspectives to create a dynamic experience and sophisticated annual-report look.
- Highlight Report copy in the front end without advertising, as the new focus of the publication. Tenant information, statistics and most advertising are found in the back end.
- Use embedded videos in the digital version to add sound and action.
- Employ software for digital version with a convenient sharing feature to encourage readers to pass it on.



*ACTIONS AND OUTPUTS Continued*

— **Implementation:** The 2015 Report is a 48-page publication with 22 pages of report narrative and full-color photography; 2 pages of general Port information including leadership and business statistics; 9 pages of tenant directory information/advertising, with the remainder dedicated to advertising by companies connected with and supportive of the Port.

The Report was produced by the Port's communications consultant under the direction of the Port's 2-person communications staff. Four members of the consultant's staff were involved, handling photography and videography, art direction, copywriting and project management. The timeframe to produce the publication was approximately 5 months, printing time not included.

All subscriptions were opt-in. 2603 copies of the print version were mailed to individuals and companies and email announcements were sent to 1166 recipients who registered to receive the digital version.

The printed Report also is distributed in marketing and media kits throughout the year.



## 5. OUTCOMES

— **Evaluation:** The Report came out in March 2015. Of the emails that were sent to registered recipients of the digital version, 565 were opened (more than 50 percent) for 335 clicks. The digital version has had 23,938 total page views within the first 30 days from both subscribers and other site visitors.

— **Influence on attitudes and actions:** Public awareness of Port activities has increased significantly in the past few years, based upon attendance at Port Commission meetings and both online and in-person feedback. There has been a significant rise in media attention and column inches in the local newspaper. The tenor of public comments is more positive this year than ever before and it is clear from person-to-person buzz that more excitement is being generated in the community about Port plans and progress.

In addition, Port Canaveral's share of state funding has increased, including \$11.25 million for two Port projects recently approved by the Legislature.

All of this support and activity demonstrates the success of an overall strategic communications plan that includes the Report as a major and highly visible component.