

**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:

- |                                              |                                                          |
|----------------------------------------------|----------------------------------------------------------|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____                                |
| 2. Advertisements – Single _____             | 9. Periodicals _____ <input checked="" type="checkbox"/> |
| 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

 CATEGORY 3

Entry Title Port Canaveral Magazine – Print and Digital

Name of Port Port Canaveral

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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.

- 1. What are/were the entry's 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. How does the communication used in this entry complement the organization's overall mission?**

  - Explain the organization's overall mission and how it influenced creation of this entry.
- 3. What were the communications planning and programming components for this entry?**

  - Describe your overall goals or desired results.
  - Describe your objectives and list specific, measurable milestones needed to reach your goals.
  - Identify your primary and secondary audiences in order of importance.
- 4. What actions were taken and what communication outputs were used in this entry?**

  - Explain what strategies were developed to achieve success and why these strategies were chosen.
  - Specify the tactics used (i.e., actions used to carry out your strategies).
  - Detail the implementation plan by including timeline, staffing and outsourcing used.
- 5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

  - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
  - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



## AAPA COMMUNICATIONS AWARDS ENTRY

Periodicals (Category 9)

### **Port Canaveral Magazine - *Print and Digital***

#### **SUMMARY STATEMENT**

The Port Canaveral Magazine is an external digital and printed publication distributed quarterly by the Canaveral Port Authority, with news and feature stories on Port activities and plans, tenant activities and community events, complemented with full-color photography and, in the digital version, embedded video.

#### **Port Canaveral**

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## **PORT CANAVERAL MAGAZINE - *Print and Digital***

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

Having reached 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 seaport and a cruise port dependent on its connection with Orlando, today this Port 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 true recreation destination.

Changes like this, which impact the entire community and region, increase the need for comprehensive public information and make a publications strategy more important than ever before. Local news media is an important source for Port news, and coverage has increased significantly with the increase in Port activity, but there remains a need for a broader range and depth of stories.

One publications challenge is to ensure that the interests of the Port's multiple, diverse audiences are addressed and no group's attention is lost.

A major opportunity presented by CPA-produced publications such as the magazine is the chance to tailor stories to address specific community concerns and build community support of Port initiatives, while strengthening the Port brand.



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

Port Canaveral was built to serve its community as an economic resource and recreational oasis.

To do so, it must have funds to sustain current operations and fuel growth. To avoid taxation and supplement its business revenue, the Port relies in part on funding support from the state and federal legislature, and this support in turn depends on the support of the local constituency. Gaining the strong backing of the community therefore is vital.

As a community resource, the Port's role is to provide opportunities for local businesses to generate revenue and jobs and for residents and visitors to enjoy its recreational offerings. An important part of providing opportunities is informing potential beneficiaries and encouraging them to take advantage.

Through the selection and presentation of its stories, the magazine aims to increase public recognition and support by communicating the Port's importance and success as an economic engine. It also aims to increase participation in Port opportunities by exposing the public to business activities, public events and recreation options.

### 3. PLANNING AND PROGRAMMING COMPONENTS

— **Overall goals/Desired results:** Produce a vibrant, visible publication with unique content and broad distribution to attract attention to Port activities, sculpt the Port's image in the public eye and develop and maintain readers' desire to learn more and become actively involved with the Port.

The magazine supports multiple functions of Port communications:

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

— **Objectives:** To accomplish these goals, the Port magazine strives to:

- Increase awareness of the Port's value as a leading generator of regional business revenue and jobs
- Increase awareness of Port plans, progress, news and opportunities in cruise, cargo, recreation and real estate
- Foster a sense of community, a positive feeling of being "in the know" and of belonging among readership
- Enliven and enrich the online experience of the Port
- Balance the values of entertainment and information dissemination to keep readers interested and informed

— **Target Audiences:** Primary audiences include local, regional and seasonal residents with an interest in the Port; business decision makers; and community leaders.

Secondary audiences include economic and tourism development organizations and government policy makers.



#### 4. ACTIONS AND OUTPUTS

— **Strategies:** To optimize the magazine's usefulness and reach, we:

- Distinguish the magazine from the Port's short-form, news brief publications that focus on basic information and the interests of a specific market; i.e. business or community, by creating broad-interest articles with additional depth, unique perspectives and "behind-the-scenes" viewpoints
- Increase coverage of long-range planning initiatives as Port leadership broadens and accelerates new development and extends Port's reach regionally
- Include in all stories discussion of positive impacts on the community; i.e. business activity, jobs, leisure options, etc.
- Use large eye-catching, exciting photographs (and videos in the digital version)
- Place a video icon at the end of stories in the printed magazine which have video in the digital version, to draw readers to the digital version
- Link digital magazine to other digital Port publications and social media
- Employ software for digital version with a convenient sharing feature to encourage readers to pass it on
- Send email blasts to digital subscribers with article teasers and link to online magazine
- Include Business Sector News insert in printed version to provide concise timely update on developments and progress in all four Port business sectors — cruise, cargo, recreation and real estate.



*4. ACTIONS AND OUTPUTS Continued*

— **Implementation:** The 2014 magazine 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 in each issue, handling photography and videography, art direction, copywriting and project management. The timeframe to produce each issue was approximately 6 weeks, printing time not included.

All subscriptions were opt-in. 2,603 copies of the printed version were mailed to individuals and companies and email blasts were sent to 1,166 recipients who registered to receive the digital version.

Business Sector News was mailed with the print version of the magazine and distributed independently at Commission meetings and other informative events.



## 5. OUTCOMES

— **Evaluation:** Anecdotal feedback is that the Port magazine is a good read with valuable information of importance to the community. It is widely praised by readers. Emails to digital subscribers averaged 43 percent or 490 opens, with 53.5 percent or 262 clicks. The digital edition averaged about 950 visits and 17,000 page views.

— **Influence on attitudes and actions:** Public awareness of Port activities has increased significantly in the past few years, based on 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 and it is clear from person-to-person buzz that more excitement is being generated in the community about Port plans and progress.

Attendance at Port facilities is strong. Jetty Park, the Port's largest park facility, has experienced a 23% increase in revenue this past year, with its campground booked to capacity a full year in advance. Exploration Tower is attracting 250 visitors/day prior to initiating marketing efforts. Tenant restaurants report strong business. On-Port public events are well attended.

Local businesses are taking advantage of opportunities, too. For example, leasing is very active for new retail spaces being developed.

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 magazine as a major and highly visible component.