

**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 _____                                   |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____                |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____                       |
| 5. Audio-Only Presentations _____            | 12. Special Events <input checked="" type="checkbox"/> |
| 6. Directories/Handbooks _____               | 13. Videos _____                                       |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____                    |
|                                              | 15. Websites _____                                     |

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title Cargo Cranes Arrival  
 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  
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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.

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <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> |
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6058



## AAPA COMMUNICATIONS AWARDS ENTRY

Special Events (Category 12)

### **Cargo Cranes Arrival**

#### **SUMMARY STATEMENT**

To move forward our initiative to increase cargo activity, including container business, the Port Authority purchased two ship-to-shore post-Panamax container cranes from the Port of Savannah. The public was invited to witness their impressive arrival by barge at their new location on the north side of Canaveral Harbor.

#### **Port Canaveral**

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## **Cargo Cranes Arrival**

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

Port Canaveral, long focused on cruise operations, is in the midst of a major initiative to expand its cargo business. Several critical elements need to be established for the Port to become a catalyst for a thriving cargo, distribution and logistics hub in Central Florida generating 5,000-plus local jobs. One of these elements was the purchase of ship-to-shore cranes capable of efficiently loading and unloading container vessels.

To save costs, the Port Authority purchased two cranes from the Port of Savannah — at a cost of \$25,000 each — for refurbishment and installation at two new cargo berths on the north side of the harbor.

Although we were already communicating about our pursuit of new cargo business, we were faced with an ingrained image of this port as a cruise port with little potential for cargo development. Even a cargo consultant hired by the Port some years ago said there was little chance of making Canaveral a bigger player in the cargo industry. The community and the industry required some convincing to believe this Port could build a viable container business..

'Showing' a story always has more impact than telling. The arrival of these huge 273-foot-tall cranes from Georgia by barge was an impressive spectacle. It offered an opportunity to show, in a very visible, exciting and undeniable way, that a new cargo era was arriving at Port Canaveral.



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

Port Canaveral had cargo business long before the cruise business arrived and always has maintained a steady traffic of imports and exports as the ocean gateway to Central Florida. However, the success of the cruise business overshadowed the much smaller cargo business for many years.

As one of the region's major economic engines, with a responsibility to create new business revenues and jobs, the Port Authority recognized the great untapped potential in trade and logistics and began an initiative to bring greater focus to this segment of its activities. The initiative involved determining the elements needed to maximize cargo growth and developing those elements: a deeper wider harbor, container-handling equipment and capabilities, convenient rail service and appropriate distribution facilities.

The arrival of container cranes was a significant step in the progress of this initiative.

### 3. PLANNING AND PROGRAMMING COMPONENTS

— **Overall goals/Desired results:** Create a public event that would use the important milestone of the cranes' arrival to attract attention to and promote the new era of cargo at Port Canaveral.

The event supported multiple functions of Port communications:

- **Public relations:** Build critical business and community support and engagement
- **Marketing:** Increase business activity by informing potential cargo customers and the business community about upcoming capabilities and opportunities
- **Branding:** Position the Port as action- and results-oriented, dedicated to fulfilling its role as an economic engine

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

- Maximize the publicity value of the cranes' arrival
- Attract people to see the cranes for themselves and spread the news
- Create credibility and excitement about the future of cargo at the Port

— **Target Audiences:** Primary audiences were local residents, Port tenants, community leaders and media.

Secondary audiences include potential cargo customers, cargo-related businesses and economic development agencies.

#### 4. ACTIONS AND OUTPUTS

— **Strategies:** To optimize the reach and impact of the cranes' arrival, we:

- Inserted an ad in local newspaper and prepared a flyer inviting the community to come to Jetty Park to see the cranes' arrival and take photographs
- Planned multiple releases of information to media outlets to build interest/curiosity first and then deliver the main messages we distributed media advisories with video/sound clips prior to the arrival, then recorded the arrival and sent out follow-up clips
- Developed video tailored to the Port's desired messages but also closely aligned with media needs and practices (media-ready) to maximize its usage: tightly edited video and script of event, interviews with key players, supporting file video
- Tasked videographer to follow the cranes through their entire journey from Savannah, Georgia to the Port, using drones for fly-by shots over the open ocean
- Took advantage of the length of the journey to feed previews to media and gain additional air time and a longer run for the story
- Re-formatted video for social media (YouTube) — shorter, up-tempo with music, delivering Port's main messages of cargo growth and economic impact; also showed recreational use of Port and recreation facilities
- Used social media, including YouTube and Facebook, to expand the audience beyond that of traditional news viewers and open up interactive discussion of main messages

— **Implementation:** The event was planned and executed by the Port's 2-person communications staff, which also handled news releases and social media. The Port's communications consultant handled photography. A video consultant with news reporting experience recorded the entire event and prepared media-ready video.



## 5. OUTCOMES

— **Evaluation:** Hundreds of viewers watched the early morning arrival of the cranes and their voyage down the harbor from the banks of Jetty Park and other locations throughout the Port. They were observed to be active in taking photographs and asking questions about the event. It was carried live and covered continuously on the morning news shows and during other broadcasts throughout the day.

The combined ad value of news coverage totaled more than \$66,000, of which approximately \$46,000 was the value of broadcast publicity and \$20,000 was print ad value. There were close to 600,000 local broadcast viewers and the event generated 134 news clips.

Six Facebook posts actively engaged 1,371 users; there were 397 likes and 106 shares. “They’re Here,” the video posted on the Port’s official YouTube channel received 311 views. This video also was included in the digital version of the April/May/June Port magazine.

— **Influence on attitudes and actions:** This was an important milestone in heralding the Port’s new cargo era, providing container capabilities Canaveral has never had before and permanently altering the Port’s skyline with the most visible symbol of the cargo industry in seaports around the globe.

Seeing is believing. This event helped persuade the community that the cargo goals of the Port are realistic and attainable and engaged them in support of and pride in their Port. The cranes’ arrival also had great value as a sales tool in marketing the Port to potential cargo partners and clients as a viable option for container business.