

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6187

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

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Port Canaveral 2016 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.

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

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need 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 used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed 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 entry's 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.

2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 3. Annual Reports

Port Canaveral 2016 Report - *Print and Digital*



SUMMARY STATEMENT

The 2016 Report is a review of Port activities, successes, challenges and plans during 2015, published in print and digital versions. It captures the highlights of the year and offers a view of the Port's future direction in copy, photography and videography.



1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

Port Canaveral is going through a period of growth and transformation, exploring what type of seaport it could — and should — become in the future. Already a leading cruise port, can this Port transform into a larger player in cargo, help Central Florida become a significant logistics hub, develop its own true recreation destination and still maintain or even improve its position in the cruise industry?



These explorations — and the major projects that have developed from them — have cast a spotlight on the Port, drawing the attention of the industries it serves, partners and competitors, visitors from near and far and the local community.

Many of the projects the Port has been studying, planning or implementing have been “firsts” — Canaveral’s first container terminal, first on-dock rail, first barge-rail service, the county’s first high-bay Class A rail-side warehouse space, a unique

on-Port destination retail village and more. “Firsts” create questions. Why are you doing this? Why now? Why here? How are you going to accomplish these goals? How are you going to pay for it? How does any of this affect me as a business owner, homeowner, job seeker, recreational Port user, etc.?

During the past year, these questions have been asked of the Port Authority with increasing frequency and volume — in the media, public meetings and the community. A feeling grew in some segments of the community that the Port Authority was “out for itself” and its own “profits,” ignoring the wishes and well-being of its constituents.

The conversation impacted the Port’s plans and demonstrated a greater need for timely dissemination of information, promotion of understanding and community engagement than ever before in the Port’s sixty-plus-year history.

The end-of-year Report provided an opportunity to highlight the Port Authority’s true motivations — the desire to serve its community without taxation as a powerful economic engine and open recreational resource — and to refresh its brand image as an entity fully engaged with its community. The Report’s long life span increases its impact and cost-effectiveness as a tool to accomplish these long-term goals.

2. COMPLEMENTING THE PORT'S MISSION

The Report originally was a 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 grow and assume a much larger role in the life of its community and region, especially as a major economic engine, this publication was

transformed to address a wider audience and serve a broader purpose.

The Report's public relations support to the Port's mission now has become so important that, in the 2016 Report, the directory of tenants and subtenants was removed from the printed version and included only in the digital version.



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 its many stakeholders — especially in the local community — to become invested in their seaport.

The 2016 Report is a public relations publication. Although it supports transparency and marketing, its prime goal is to communicate and frame the Port Authority's voice in the on-going conversation between the Port and its community.

– Objectives:

To accomplish these goals, the Port Report strived to:

- Address the climate of public opinion in an appropriate and sensitive way Portray the Port as a place for people and an entity that relates to and serves individuals
- Increase awareness of the Port's value as an economic engine
- Show its opportunities for recreation, community involvement and stewardship
- Summarize the past year of activity in a cohesive and interesting way
- Foster a sense of engagement and ownership by stakeholders and the general public

– Target Audiences:

Primary audiences include local residents, regional business and community leaders and economic development organizations.

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

4. ACTIONS AND OUTPUTS

– Strategies:

To optimize the 2016 Report’s impact and reach, we:

- Developed a theme of “Growth Through Collaboration,” carried throughout the publication.
- Began with a personal Chairman’s message that addresses public opinion and introduces the theme.



video

- Chose photographs strategically: instead of “glamour” marketing shots, used photographs as much as possible that included or focused on people connecting with the Port in different ways.
- Removed directory information from the print version to focus on the message. Included easily updatable directory in the digital version on the website.
- Used embedded videos in the digital version to add sound and action, increase engagement.
- Employed software for digital version with a convenient sharing feature to encourage readers to pass it on.

– Implementation:

The 2016 Report is a 44-page publication with an annual report narrative; full-color photography; FY2015 cruise and cargo statistics; and advertising by companies connected with and supportive of the Port — providing additional evidence of the “Collaboration” theme.

The Report was produced by communications consultants under the direction of the Port’s 2-person communications staff. Consultants were involved in content writing, photography and videography, art direction and publishing service. The timeframe to produce the publication was approximately 5 months, printing time not included.

More than 4,000 people received the Report by subscription. All subscriptions were opt-in. 2,724 copies of the printed version were mailed to individuals and companies and email blasts were sent to 1,332 recipients who registered to receive the digital version.

Additional printed copies are made available at Port headquarters and Commission meetings and distributed in marketing and media kits throughout the year.

5. OUTCOMES

– Evaluation:

The Report came out in March 2016. So far, the digital version has had 470 visits with 13,704 total page views 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.

In addition, Port Canaveral's share of state funding and requested participation in regional planning initiatives have increased.

This activity demonstrates the success of a strategic communications plan that includes the Report as a major, highly visible and long-life component.

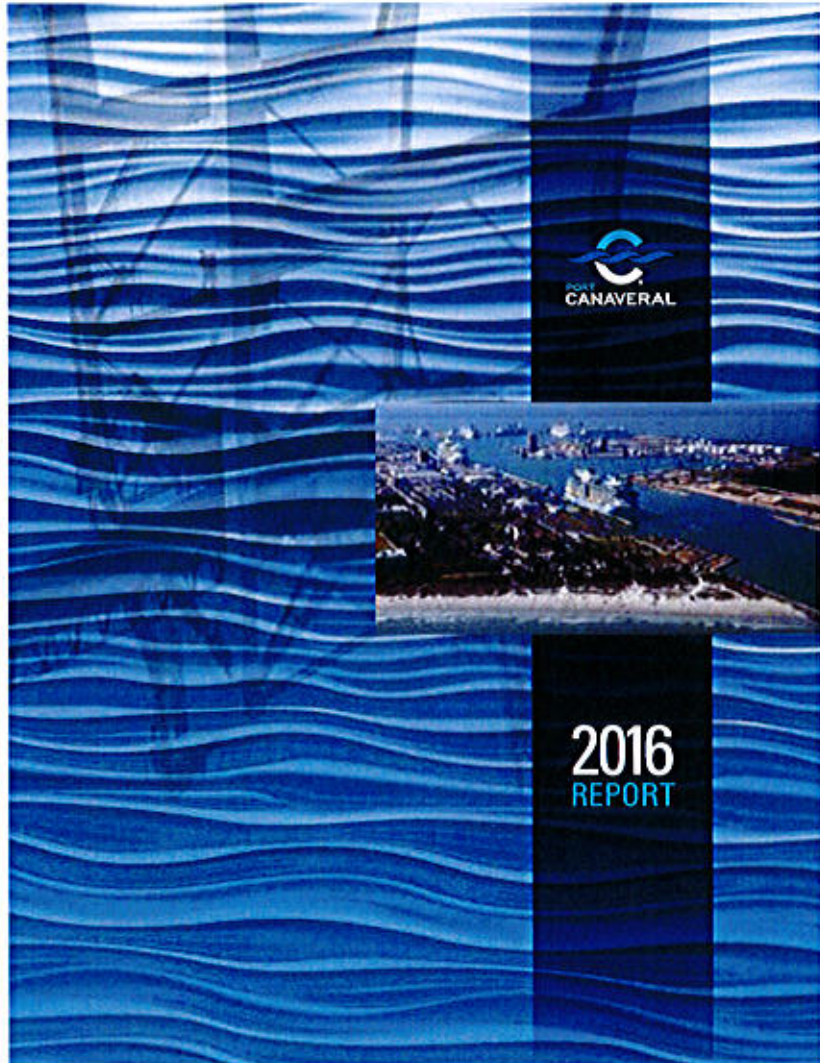




2016 AAPA Entry Classification: 3. Annual Reports

2016 REPORT – Print and Digital

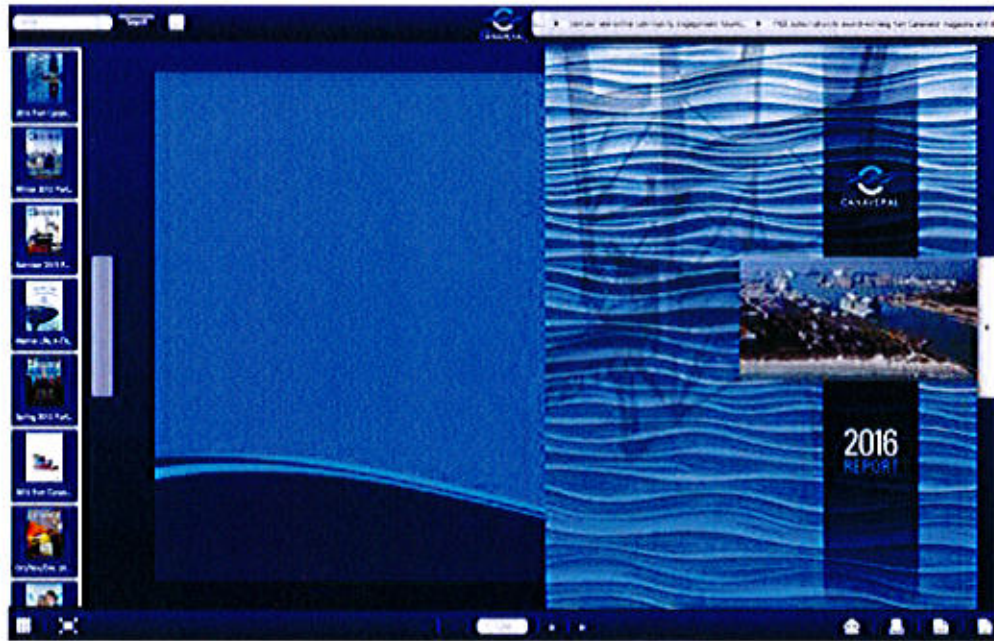
Printed



sample enclosed

Digital with videos

News Ticker



Mail, print or download PDF

Thumbnail links to other Port Canaveral publications



YouTube
video link



To review digital version visit: <http://www.portcanaveral.com/aapa>

Digital with videos

Videos posted to YouTube and linked in digital Report



page 6



page 30



page 14



page 32



page 14



page 34

To review digital version visit: <http://www.portcanaveral.com/aapa>

Digital with videos

Email to subscribers

2016 Port Canaveral Digital Report



VIEW NOW

Inside you will find information and videos regarding our 2015 accomplishments, events, plans and projects, as well as our tenant directory. This publication is easy to navigate and print. We hope you enjoy it and share it with your friends and colleagues.

Thank you for your interest in Port Canaveral.



WWW.PORTCANAVERAL.COM



To review digital version visit: <http://www.portcanaveral.com/aapa>

Digital with videos

Email to subscribers click-throughs – 41.2% opens

526 Opened (41.2%)	1340 Sent	248 Clicks (47.1%)	0 Forwards
			62 Bounces
			2 Spam Reports
			5 Opt-outs
			752 Did Not Open



Template Used - Basic Thank You

Email Settings

Subject: 2016 Port Canaveral Digital Report

Preheader Text:

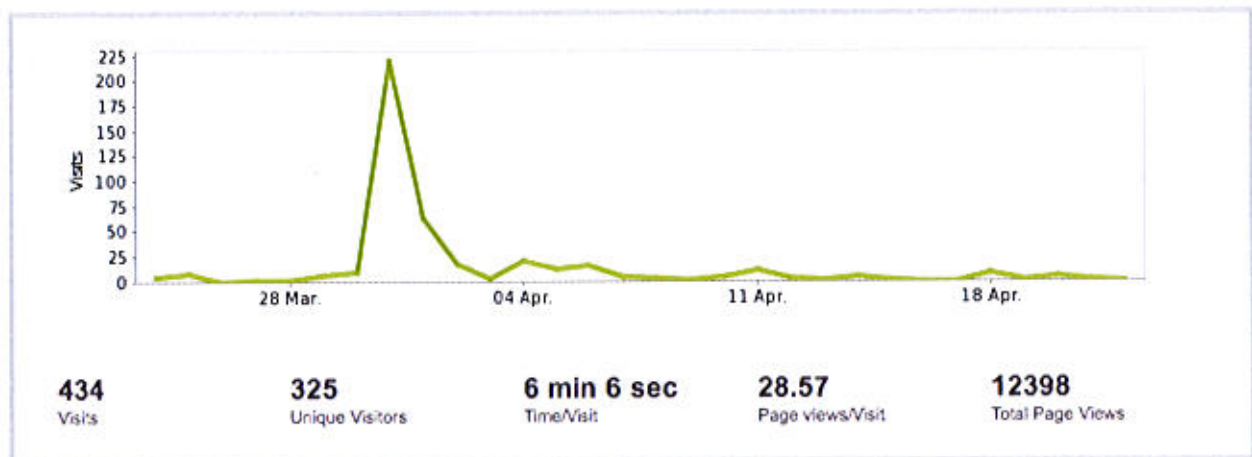
From Name: Canaveral Port Authority

From Email Address: portnews@portcanaveral.com

Reply-to Email Address: portnews@portcanaveral.com

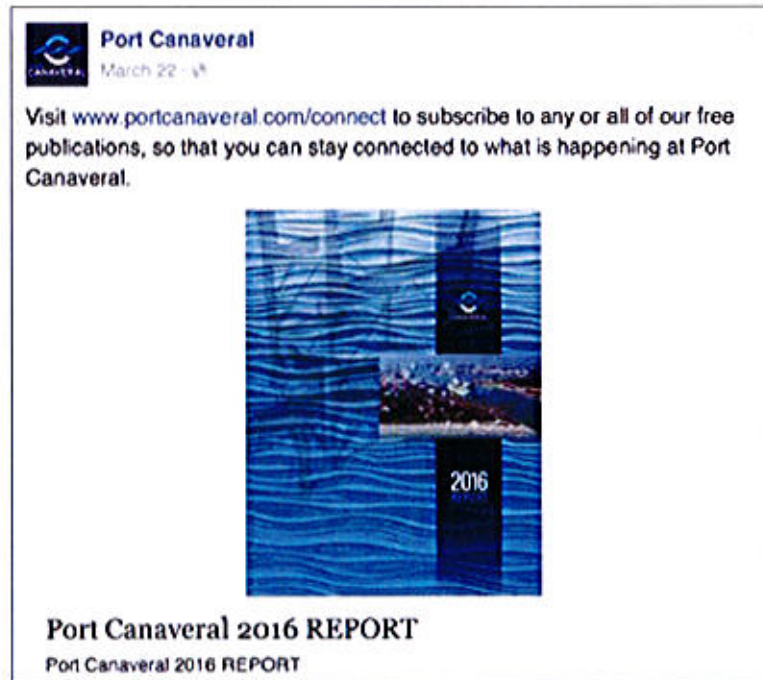
Send To Lists: Port Magazine Subscribers

Publication visits overview – 12,398 page views



Digital with videos

Facebook posting



Directory of tenants & subtenants

GET CONNECTED			
We distribute information about our plans and projects to help with...			
We'll keep you...			
DIRECTORY OF TENANTS & SUBTENANTS			
<p>APL GALLERY Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p>	<p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p>	<p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p>	<p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p> <p>ARTS CENTER Arlene...</p>

TENANTS & SUBTENANTS			
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To review digital version visit: <http://www.portcanaveral.com/aapa>

Digital with videos

Website posting



To review digital version visit: <http://www.portcanaveral.com/aapa>