

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6192

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 United Way Day
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 action.

AAPA 2016 COMMUNICATIONS AWARDS

United Way Day

Entry Classification: **12. Special Events**

MAY 2016

OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

6192

Port Port Canaveral

Contact Person Rosalind Harvey

Entry Classification 12. Special Events



2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 12. Special Events

UNITED WAY DAY



SUMMARY STATEMENT

As a community leader, the Port Authority hosted a family-oriented event at Jetty Park — United Way Day 2015 — to boost its long-time financial support of United Way of Brevard to another level and help local families learn more about United Way agencies and what they provide.



445 Challenger Road Suite 301 Cape Canaveral, Florida 32920 USA
321.783.7831 888.767.8826 www.portcanaveral.com

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 further its recreation and destination opportunities and still maintain or even improve its position in the cruise industry?

A transformation of this scale raises questions in the local community. 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 community, public meetings and the media. Sentiments 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.

In addition, the Port Authority had signed a contract with UAE-based company Gultainer and its American subsidiary GT USA to operate a new container terminal at the Port. Although

the contract had been cleared at all levels of the government, there remained some concern within the community about the local presence and operation of a middle-eastern company.

The suspicions raised regarding Gultainer as well as other leadership decisions that were unpopular with some segments of the community resulted in some backlash toward employees. Whereas it had always been a matter of pride to work at the Port, now an “us against them” sentiment from some members of the community was creating an uncomfortable rift and morale issues.

The Port Authority has supported United Way of Brevard throughout the years with employee fundraising and donations. Serious budget cuts this year led Communications staff to strive to simplify the usual week of fundraising events, which in the past had resulted in three separate events with three different themes.

Sponsoring a public fund-raising event for United Way offered opportunities to raise more support for the charitable organization and improve relations between the Port and its tenants and the community. With the timing close to Thanksgiving, it also was an opportunity to spotlight GT USA and its predominantly American staff in a quintessentially American tradition.

2. COMPLEMENTING THE PORT'S MISSION

Port Canaveral was built to serve its community as an economic and recreational resource. To serve well, the Port must be responsive to the needs of its community and the community must be supportive of the Port and its goals.

The relationship between the Port and its community is a close, interrelated and vital one,

which — like most relationships — requires ongoing conversation to maintain in healthy condition.

While many of the Port's communications to its community build a base of shared information, it also is necessary to build goodwill.

3. PLANNING AND PROGRAMMING COMPONENTS

– Overall goals/Desired results:

At minimal cost, produce a positive event and message to the community that would benefit the United Way, help re-instill pride among Port employees and help dispel myths about Port tenant GT USA.

– Objectives:

To accomplish these goals, the event strove to:

- Increase support to the United Way beyond Port Authority employee donations

- Help to re-forge positive relations between the Port Authority and the community, reinforcing the message that "We live here too. We are the community."

- Involve Port stakeholders, including tenant GT USA, to benefit from their assistance and improve their image with the community

- Foster a sense of engagement and goodwill

- Give the public an opportunity to learn more about United Way agencies and their services

– Target Audiences:

The target audience was the local community.

4. ACTIONS AND OUTPUTS

– Strategies:

To optimize the impact of United Way Day, we:

- Hosted the event at our popular Jetty Park and donated one-half of that day's revenue from the Jetty Park campground to the United Way campaign
- Partnered with GT USA, who donated \$5,000 and turkeys
- Gave away 50 turkeys to attending families
- Engaged Port tenant Wild Oceans in helping to refrigerate turkeys
- Invited United Way agencies to exhibit at the event and talk about what they do for the community
- Provided positive exposure for the fire department (who grilled and sold hot dogs and hamburgers donated by a local food service company as well as gave demonstrations of their fire truck) and the Brevard Sheriff's office (whose K-9 unit demonstrations engaged the children and families who attended)
- Sent email announcements to our subscribed list of stakeholders
- Publicized the event to the general public through social media and handbills passed out at the public Commission meeting that month

– Implementation:

The event was planned and executed by the Port's 2-person communications staff, which also handled social media and signage.

The event was developed in a time frame of three and a half weeks, at a cost of approximately \$357 for signs and balloons. All other items were provided as donations or in-kind services.



5. OUTCOMES

– Evaluation:

More than 200 people attended, in spite of poor weather and a number of competing local events on that weekend.

The contribution from the event to the United Way campaign totaled \$2,480 — \$2,302 in campground fees and \$178 from food purchases. Total giving from the Port Authority during this annual campaign reached \$14,100, including the event proceeds and employee donations.

– Influence on attitudes and actions:

The event received very positive comments from the community and Port staff:

"Made me really feel good to give back to our community and show them that all of us at the Port really care"

"It was a fun day for the kids"

"We were grateful to get this free turkey for our Thanksgiving dinner"

"The United Way service providers were so helpful and caring"

"I hope they do this again"

NEWSPAPER AD

Thanksgiving turkeys from GT USA to first 50 families

BUILDING COMMUNITY  **CREATING OPPORTUNITIES**

SAT-NOV 21 **UNITED WAY DAY** **11AM-2PM**
AT Jetty Park

Family Fun – Music – Giveaways

- Canaveral Port Authority • GT USA • Brevard County Sheriff's Office • Wild Ocean Seafood Market
- Sysco • Cape Canaveral Fire Department • Keep Brevard Beautiful • United Way Agencies

Proceeds to benefit United Way of Brevard



SOCIAL MEDIA

Facebook page banner



Facebook posting

Facebook

Port Canaveral
November 16, 2015 · Cape Canaveral, FL

United Way Day is tomorrow at Jetty Park. We hope you are able to join us!

Thanksgiving turkeys from GT USA to first 50 families

BUILDING COMMUNITY **CREATING OPPORTUNITIES**

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1,491 People Reached

18 Likes · Comments & Shares

8 Likes	8 Comments	0 Shares
0 Canaveral	0 GT USA	0 On Shares
10 Thanks	5 On Page	5 On Shares
55 Fun Group		
42 Photo Upload	0 On Check	13 Chat Clicks

NEGATIVE FEEDBACK

0 Hate Post	0 Hate All Posts
0 Reported Spam	0 Violate Page

1,491 people reached

1,491 in Shares

Event Post

SOCIAL MEDIA

Twitter



Port Canaveral

@canaveralport

United Way Day tomorrow at Jetty Park. Join us for the fun!

Thanksgiving turkeys from GT USA to first 50 families

BUILDING
COMMUNITY



CREATING
OPPORTUNITIES

SAT-NOV 21

UNITED WAY DAY
At Jetty Park

11AM-2PM



RETWEET

1

LIKE

1



12:42 PM - 20 Nov 2015



Port Canaveral added 10 new photos to the album: Port Community Unites to Benefit United Way of Brevard
November 23, 2015 · [View](#)

The Canaveral Port Authority took its long time support of United Way of Brevard to another level this year. In addition to the annual employee drive for donations, the Port Authority hosted its first United Way Day at Jetty Park on November 21.

Families gathered at the Park to learn more about United Way agencies and what they provide to our community. The activities included community interaction with Port staff and our community partners. Families enjoyed the music, food. [See More](#)



2,170 People Reached

35 Likes, Comments & Shares

31 Likes

18 On Post

13 On Shares

0 Comments

0 On Post

0 On Shares

4 Shares

4 On Post

0 On Shares

2,020 Photo Views

1,872 Photo Views

0 On Post

148 On Shares

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report Abuse

0 Unlike Page

SOCIAL MEDIA



PORT MAGAZINE ARTICLE - Winter 2015



PORT COMMUNITY UNITES IN SUPPORT OF UNITED WAY



The Canaveral Port Authority is a long-time supporter of United Way of Brevard. This year, in addition to the annual employee drive for donations, the Port Authority sponsored United Way Day at Jetty Park on November 21. Campground revenue for the day was donated to the United Way.

From 11 a.m. to 2 p.m., families gathered at the Park to enjoy its facilities plus extra fun, entertainment and music. The first 50 families received turkeys donated by GT USA, operator of the Port's new container and general cargo terminal. Other organizations that lent their support included the Brevard County Sheriff's Department, Wild Ocean Seafood Market, Sysco, Cape Canaveral Fire Department, Keep Brevard Beautiful and the United Way Agencies.

The successful event enabled the Port to increase its donation to the agency and help fund worthwhile programs throughout the community.

