

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6188

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 \_\_\_\_\_
2. Advertisements – Series \_\_\_\_\_
3. Annual Reports \_\_\_\_\_
4. Audio-Only Presentations \_\_\_\_\_
5. Awareness Messaging \_\_\_\_\_
6. Directories/Handbooks \_\_\_\_\_
7. Miscellaneous ☒ \_\_\_\_\_

8. Overall Campaign \_\_\_\_\_
9. Periodicals \_\_\_\_\_
10. Promotional/Advocacy Material \_\_\_\_\_
11. Social/Web-Based Media \_\_\_\_\_
12. Special Events \_\_\_\_\_
13. Videos \_\_\_\_\_
14. Visual-Only Presentations \_\_\_\_\_
15. Websites \_\_\_\_\_

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title Holiday Video Greeting Card

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

## Holiday Video Greeting Card

Entry Classification: **7. Miscellaneous**

MAY 2016

### OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

Port Port Canaveral

Contact Person Rosalind Harvey

Entry Classification 7. Miscellaneous





## 2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 7. Miscellaneous

### Holiday Video Greeting Card



### SUMMARY STATEMENT

The Holiday Video Greeting card was a December 2015 goodwill-building digital message from the staff of the Canaveral Port Authority to its community.



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321.783.7831 888.767.8826 [www.portcanaveral.com](http://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 offerings and still maintain or even improve its position in the cruise industry?

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, especially within the local residential and business 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.

Port staff began to feel the negative pressure of accusations directed at the leadership’s vision and actions. Whereas it had always been a matter of pride to work at the Port, now an “us against them” sentiment from the community was creating growing concerns at all levels of staff. Some workers, with limited information about the ongoing problems, were becoming nervous about job security.

In spite of serious budget cuts, the Communications staff decided to send some form of holiday message out to the community, as a reminder that the people of the Port also are part of the community and an opportunity to rebuild pride and morale among Port employees.

## 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 little or no cost, produce a positive message to the community that also would help re-instill pride among the Port staff.

### – Objectives:

To accomplish these goals, the holiday video greeting card strove to:

- Put a face on the Port and build a connection between people in the community and people at the Port

- Foster a sense of community and engagement
- Give the community a behind-the-scenes look at the Port
- Include as many Port staff as possible

Create a very warm, positive, personal mood

### –Target Audiences:

The target audiences were the local residential community and the Port's tenants and other business partners.



## **4. ACTIONS AND OUTPUTS**

### **– Strategies:**

To optimize the message, we:

- Videod holiday messages from Port Authority Commissioners, leadership and general staff
- Included a wide variety of the people who work at the Port, interspersing executives with office workers, line handlers, maintenance people, etc.
- Filmed at all the Port facilities to show the Port staff in their natural work environments — at desks, trucks, on the docks, in the break room, etc.
- Included a variety of greetings such as smiles, waves and casual statements; also included greetings in multiple languages spoken by staff members
- Used humor — staff wearing funny hats and outfits, “goofing around” with each other in a natural way, built humor up at the end and finished with soundtrack of authentic laughter
- Eliminated printing costs by producing a digital-only message

### **– Implementation:**

The card was produced by two members of the Port’s communications staff and one consultant who donated time and resources. The project took two days to film and two days to edit. The total production time was less than a week and no expenses were incurred beyond staff time.

The holiday card was posted on the Port website and emailed through Constant Contact to 2538 recipients. It also was shared through social media links on Facebook, Twitter and LinkedIn and was posted on the Port’s YouTube channel.

## **5. OUTCOMES**

### **– Evaluation:**

More than 39 percent (909) of the Constant Contact recipients opened the emails, with a very high 63 percent click-through rate. On YouTube, the card received 778 views. The Facebook post with a link to the YouTube posting of the card reached 2,963 people, with 53 likes, comments and shares. The LinkedIn post received 1,076 impressions.

### **– Influence on attitudes and actions:**

The card received a great deal of very positive attention from both the community and Port staff and Commissioners. Morale was significantly boosted among the staff that participated and/or viewed the card. People reported that they were “proud” to be involved and thought the card was a great way to connect to the community.

### **Other comments:**

*“Creative idea”*

*“Great way to promote the Port”*

*“Really enjoyed this special holiday greeting”*

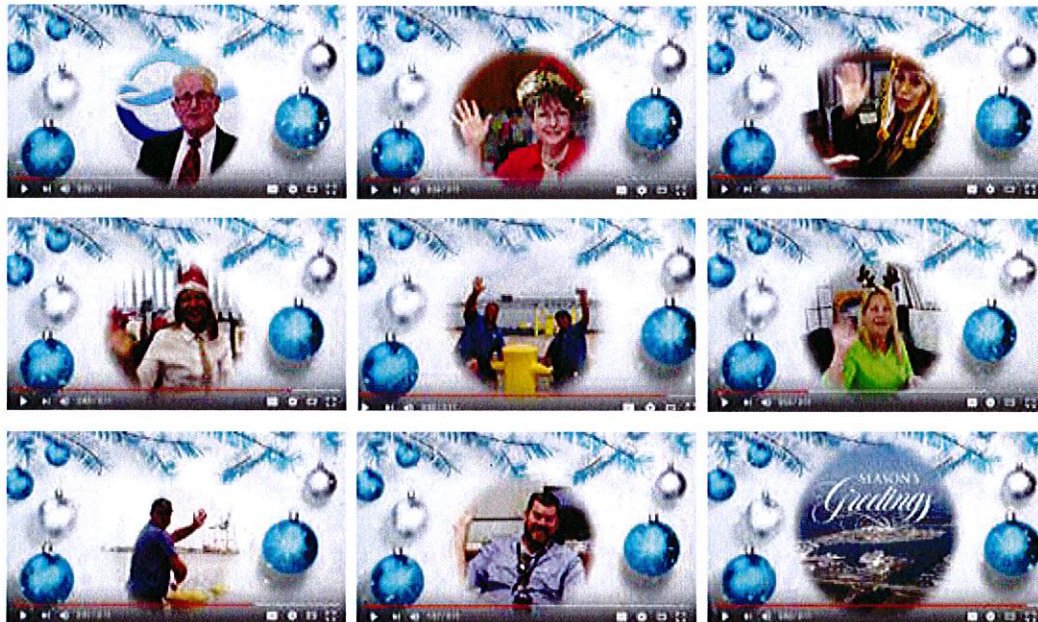
*“Made me smile a lot”*

*“One of my favorite holiday cards”*

*“Really felt personal”*



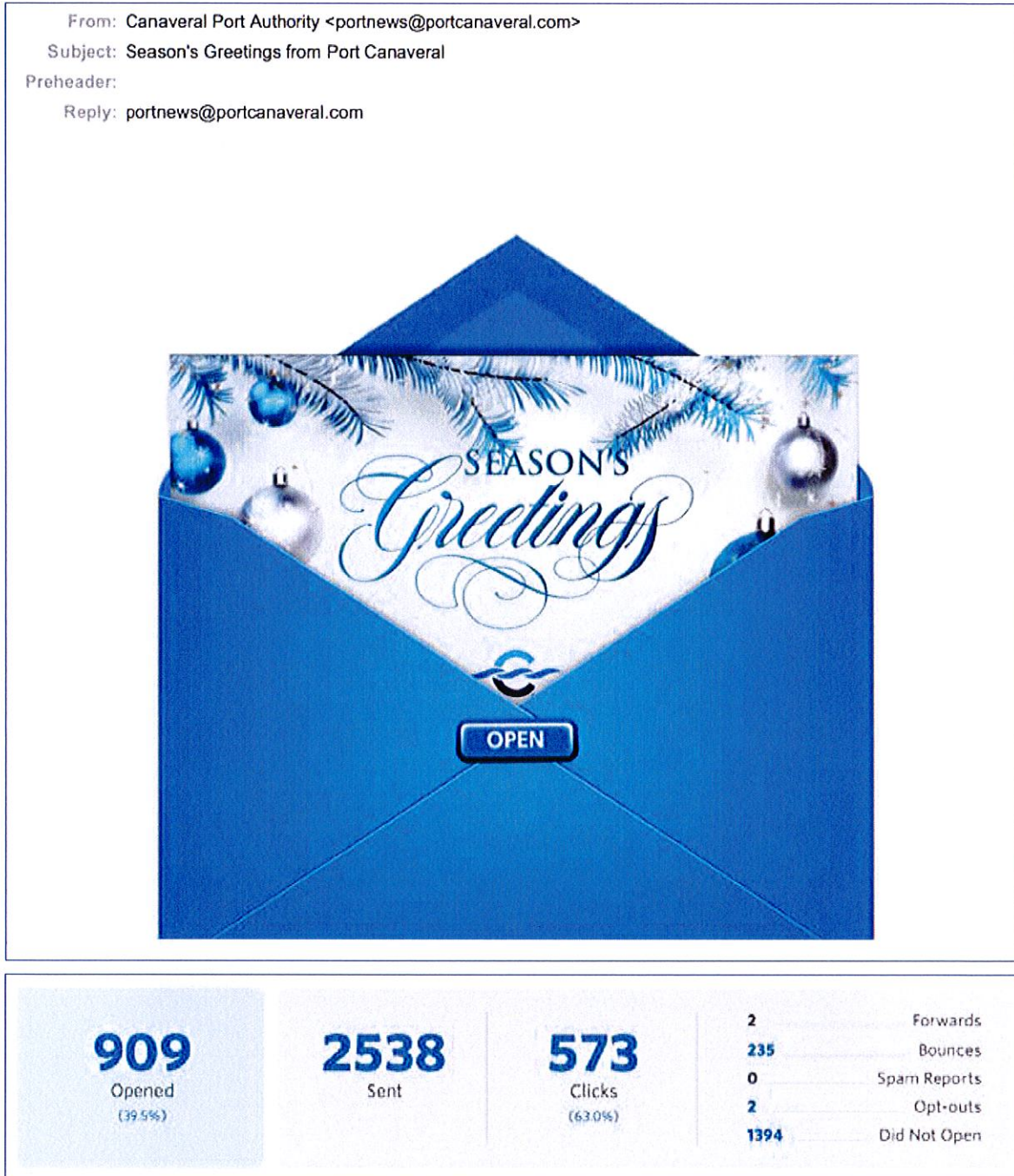
You Tube



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

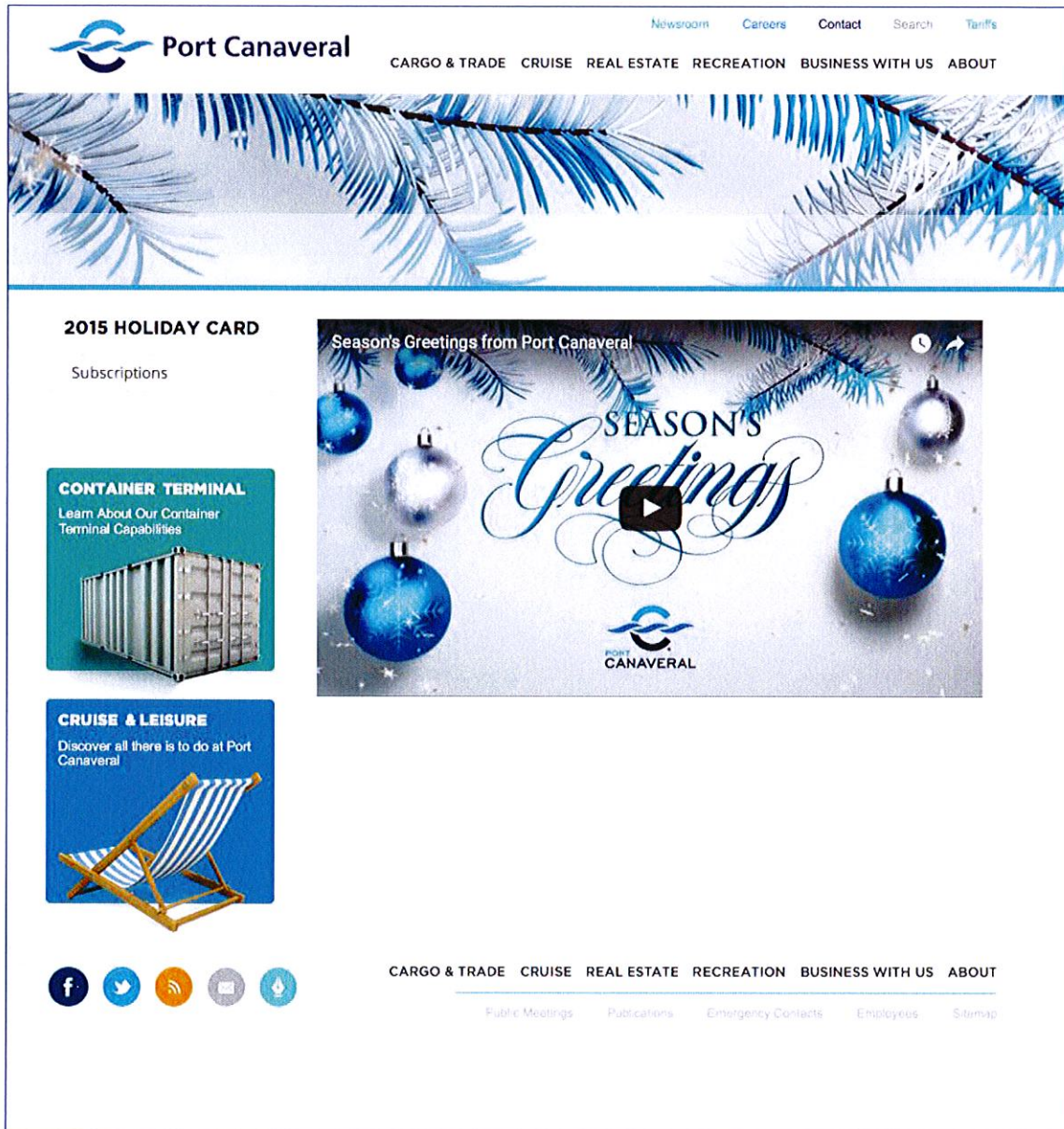


## EMAILED CARD IN AN "ENVELOPE"



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

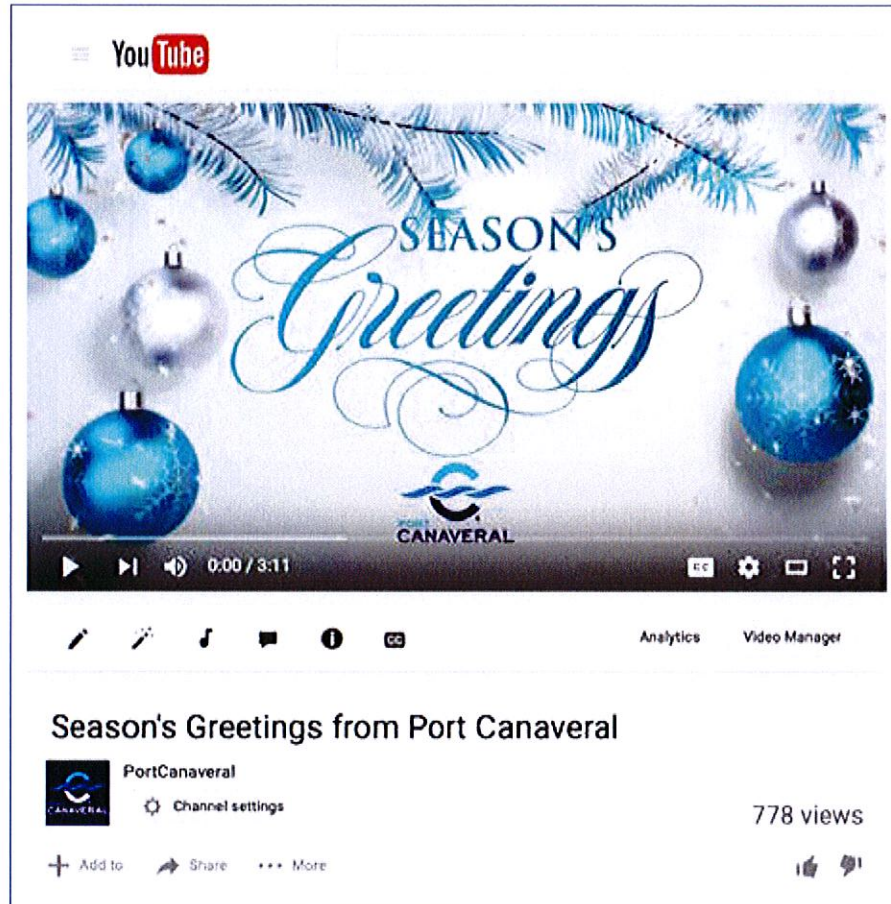
## WEBSITE POSTING



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## SOCIAL MEDIA




## SOCIAL MEDIA

### Facebook

**Port Canaveral**  
December 22, 2015 · Cape Canaveral · 🌐

Wishing you a season filled with joy and happiness from our family to yours.



Season's Greetings from Port Canaveral

2,903 people reached

37 Likes · 9 Comments · 3 Shares

Like · Comment · Share

**2,963** People Reached

**53** Likes, Comments & Shares

<b>38</b> Likes	<b>37</b> On Post	<b>1</b> On Shares
<b>9</b> Comments	<b>9</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>3</b> On Post	<b>3</b> On Shares

**106** Post Clicks

<b>0</b> Photo Views	<b>39</b> Link Clicks	<b>67</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

[Boost Post](#)

### LinkedIn

**Canaveral Port Authority** Wishing you a season filled with joy and happiness from our family to yours. <https://lnkd.in/eafgVqu>



**Port Canaveral**  
portcanaveral.com · Port Canaveral

**Organic**

Targeted to: All Followers

<b>1,076</b> impressions	<b>12</b> clicks	<b>6</b> interactions	<b>1.67%</b> engagement
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[Sponsor update](#)

Like (5) · Comment · Pin to top · 1 month ago

👤 Massimo Lombardi, Sean Sheridan +3