

## INDIVIDUAL SUBMISSION ENTRY FORM

**6190**

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:

- |   |  |
|---|--|
| <p>1. Advertisements – Single _____</p> <p>2. Advertisements – Series _____</p> <p>3. Annual Reports _____</p> <p>4. Audio-Only Presentations _____</p> <p>5. Awareness Messaging _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____ <input checked="" type="checkbox"/></p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|

Please check the appropriate box:

- |                                     |  |                                     |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> CATEGORY 1 | <input checked="" type="checkbox"/> CATEGORY 2 | <input type="checkbox"/> CATEGORY 3 |
|-------------------------------------|--|-------------------------------------|

Entry Title Port Canaveral Magazine — 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

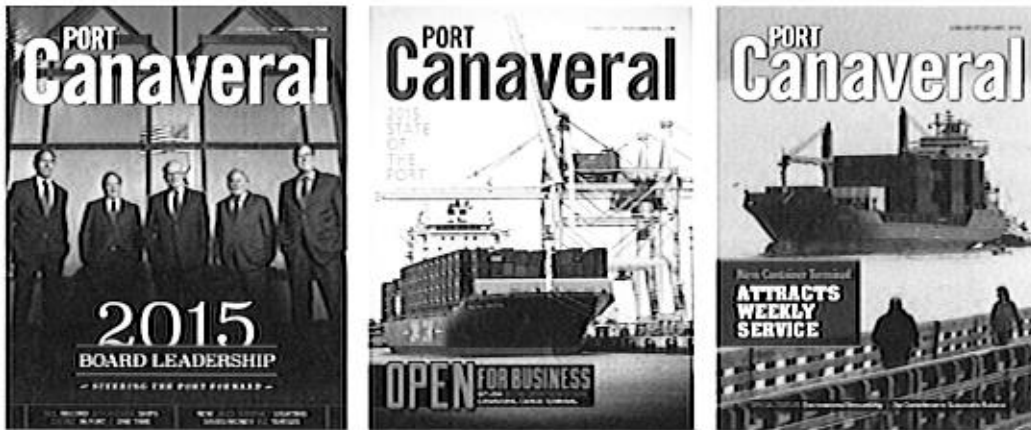
On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

- |  |   |
|--|---|
| <p>1. What are/were the entry's specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> <li>– Describe in specific and measurable terms the situation leading up to creation of this entry.</li> <li>– Briefly analyze the major internal and external factors that need to be addressed.</li> </ul> <p>2. How does the communication used in this entry complement the organization's overall mission?</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>3. What were the communications planning and programming components used for this entry?</p> <ul style="list-style-type: none"> <li>– Describe the entry's goals or desired results.</li> <li>– Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.</li> <li>– Identify the entry's primary and secondary audiences in order of importance.</li> </ul> | <p>4. What actions were taken and what communication outputs were employed in this entry?</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 entry's implementation plan by including timeline, staffing and outsourcing used.</li> </ul> <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</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> |
|--|---|

## AAPA COMMUNICATIONS AWARDS ENTRY

Classification 9: Periodicals

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



#### SUMMARY STATEMENT

The Port Canaveral Magazine is an external digital and printed publication produced on a regular basis throughout the year by the Canaveral Port Authority. It contains feature stories on Port businesses, partners and plans plus news of Port-related activities and community events, complemented with full-color photography and, in the digital version, embedded video.



## 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.

We needed to answer the questions; to address the Port’s multiple, diverse and not-always-on-the-same-page audiences; to foster informed conversation among stakeholders as we work toward a consensus of support for the Port Canaveral of the future.

## 2. COMPLEMENTING THE PORT'S MISSION

Port Canaveral was built to serve its community as an economic and recreational resource. Regular information throughout the year, as provided through the Port magazine, serves two important roles in this mission.

To serve well, the Port must be responsive to the specific needs of its community. Accurate and comprehensive public information about Port ideas, plans and activities is critical to creating the kind of informed dialogue between Port Authority and community that will make the Port a more effective resource, as well as build community, regional and state support for Port projects.

Also, as a community resource, the Port's mission 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 enhance public understanding of the Port as developments occur and increase timely participation in Port-related opportunities.



### 3. PLANNING AND PROGRAMMING COMPONENTS

– Overall goals/Desired results:

Produce a vibrant, readable publication with unique timely content and broad distribution to promote awareness and understanding of Port activities, 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:** Encourage informed on-going community dialogue and build support
- **TRANSPARENCY:** Convey comprehensive information
- **MARKETING:** Increase business activity of the Port and its tenants

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

- Increase timely awareness of Port plans, progress, news and opportunities in cruise, cargo, recreation and real estate
- Provide sufficient context and background information to increase understanding of Port Authority's primary motivations (as leading regional economic generator and steward of natural resources)

- Provide sufficient industry and economic context to increase understanding of Port Authority's business rationales
- Foster a sense of community and engagement
- Balance the values of entertainment and information dissemination to keep readers interested and informed
- Multiply the channels through which audiences gather information to engage more people

– 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 development and extends Port's reach regionally
- Include intended positive impacts on the community; i.e. business activity, jobs, leisure options, etc.
- Use eye-catching photographs (and videos in the digital version) to draw attention and express the story line visually
- 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
- Promote in social media and the local newspaper

##### – Implementation:

The magazine was produced by consultants in content writing, photography, videography, art direction and publishing under the direction of the Port's two-person communications staff. The number of consultants involved in each issue varied from two to eight. The timeframe to produce each issue was approximately six weeks, printing time not included.

More than 4,000 people received the magazine 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 were made available at Port headquarters and Commission meetings.

The 2015 Magazine was produced on a quarterly basis. The frequency was increased to bi-monthly in 2016 to meet a growing need for public information, delivered on a timely basis.

The magazine is promoted in social media through Facebook posts. Late in 2015, Twitter tweets and LinkedIn posts were added. In 2015, we also boosted the contents of our YouTube channel with more videos, including many shot for the digital magazine.

## 5. OUTCOMES

### – Evaluation:

The number of subscribers to the Magazine rose in 2015, with a 5% increase in print subscriptions and a 14% increase in digital subscriptions.

Forty-five percent of digital subscribers opened emails (industry average: 32.5%), with a 55 percent click through rate (industry average: 9.2%).

Electronic magazine has very high open and click-thru rates at 45% and 50%, respectively (industry average - 32.5% and 9.2%).

Promotion – Promotional ads were highly effective with 20 percent open & 77 percent click through rates — significantly higher than the industry averages of 8 percent and 55 percent respectively.

Facebook posts with links to the digital magazine reach an average of 1,500 people per issue, with an average of 50 likes, comments and shares.

In a survey included with the Jan/Feb 2016 issue, readers responded overwhelmingly that it was important for them to receive information about Port Canaveral and the largest percentage — 77 percent — said, of all their potential sources of this information, the magazine was the one source they found most useful. Seventy-four percent of respondents felt well informed about the Port.

### – Influence on attitudes and actions:

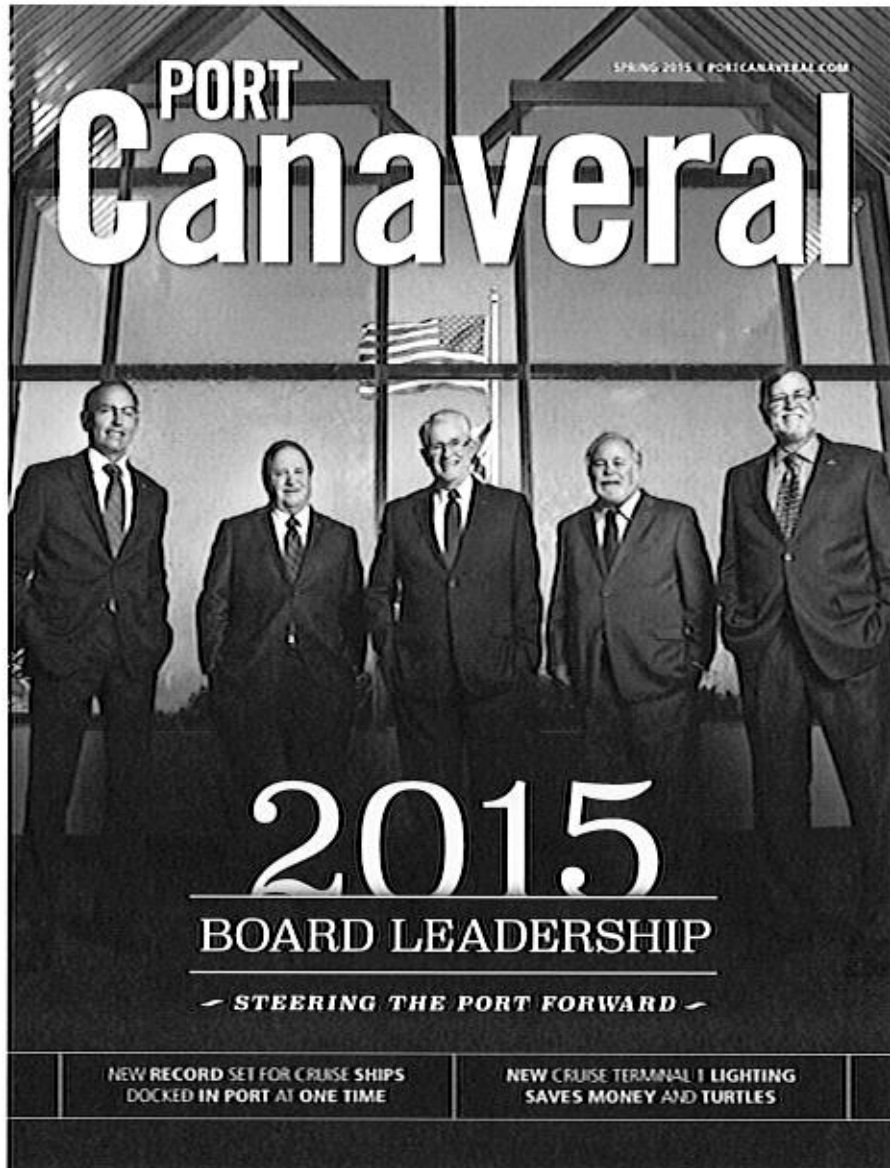
A full half of the survey respondents say they have taken actions or plan to take actions (pursuing a business or recreational opportunity) based on information in the magazine.

Two-thirds said the magazine has affected their opinion of or attitude toward the Port.

In general, public awareness of Port activities has increased significantly in the past year, 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. There has been a significant rise in media attention and column inches in the local newspaper and the large majority of stories were neutral or good in tone. *[see the “News by Tone” chart on page 21]*

Attendance at Port facilities is very strong. Jetty Park, the Port’s largest park facility, is experiencing record numbers of users. Exploration Tower is attracting visitors and event bookings. Tenant restaurants report strong business. On-Port public events are recording record attendance.

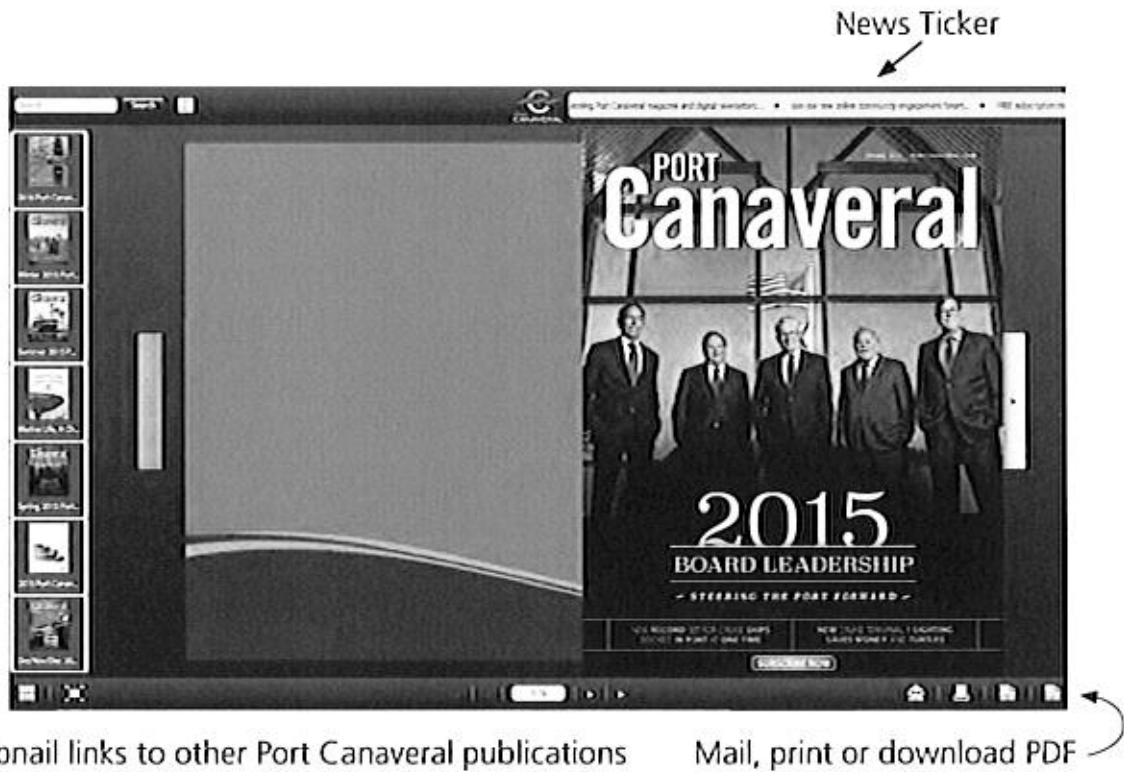
SPRING 2015 – Printed



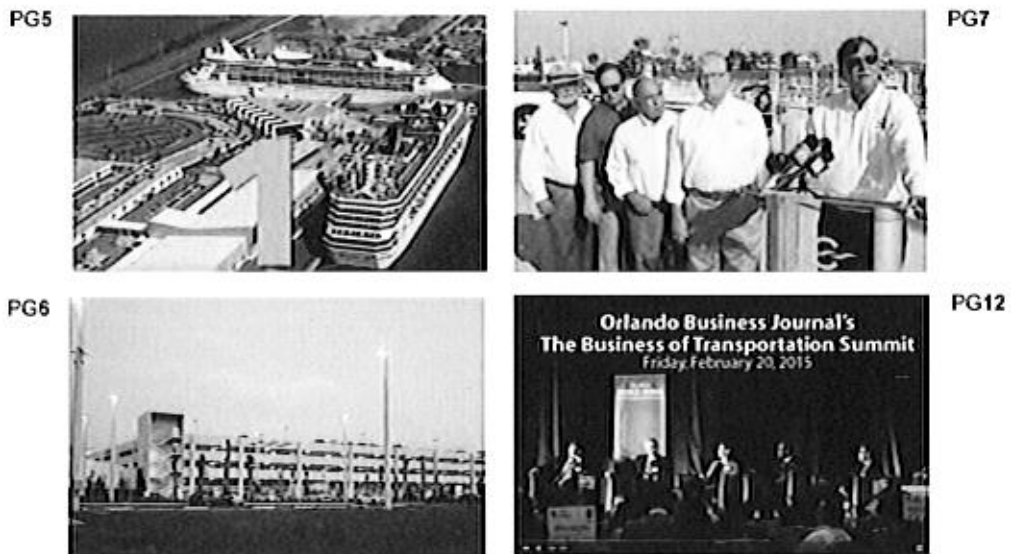
sample enclosed



**SPRING 2015 – Digital with videos**



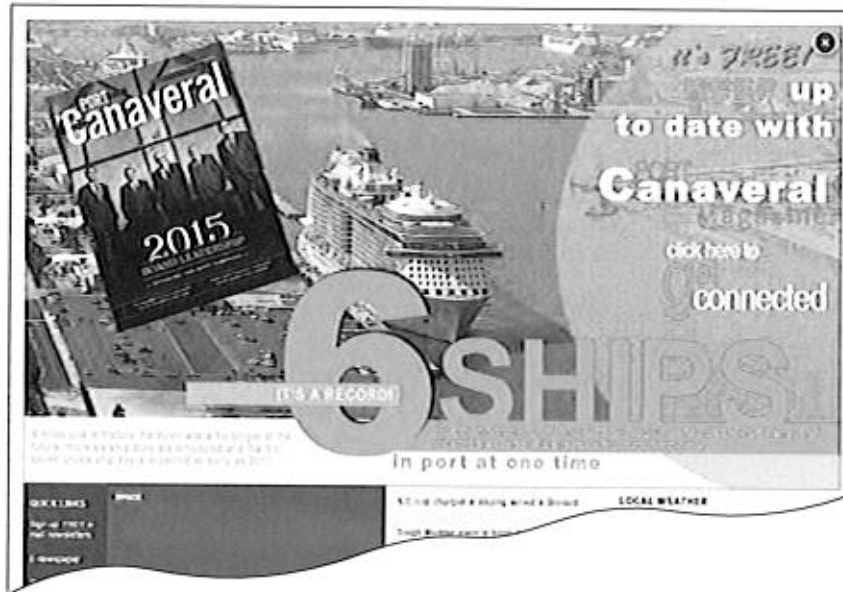
**YouTube videos posted & linked in digital magazine**




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

**SPRING 2015 – Digital with videos**

**Newspaper “Push Down” online ad linking to publication.**



**Facebook posting**



Port Canaveral

Spring edition of Port Canaveral Magazine now available at [www.portcanaveral.com/PortMagazine](http://www.portcanaveral.com/PortMagazine)

Port Canaveral

1,397 people reacted

60 Likes, Comments & Shares

48 Likes, 1 Comments, 11 Shares

34 On Post, 0 On Post, 8 On Post

14 On Shares, 1 On Shares, 3 On Shares

97 Post Clicks

0 Photo Views, 80 Link Clicks, 17 Other Clicks

**1,397** People Reacted

**60** Likes, Comments & Shares

<b>48</b> Likes	<b>34</b> On Post	<b>14</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>11</b> Shares	<b>8</b> On Post	<b>3</b> On Shares

**97** Post Clicks

<b>0</b> Photo Views	<b>80</b> Link Clicks	<b>17</b> Other Clicks
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SPRING 2015 – *Digital with videos*

Email to subscribers

**Here's the latest issue of the  
Port Canaveral Magazine  
you requested.**

*Articles include:*

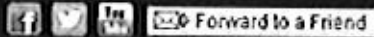
- New Record Set for Cruise Ships Docked  
in Port at One Time
- 2015 Board Leadership Steering the Port Forward
- New Terminal Lighting Saves Money and Turtles
- Community Loves New Boat Ramps
- Cruise Lines Updates
- Transportation Summit
- Port Becomes Auto Market Contender

**Featuring a Fresh,  
New Look!**



**Spring 2015 Issue**

**VIEW NOW**



*DearPort*  
Canaveral.com

Join our new online community engagement forum - submit, follow, give input, vote on ideas and participate in discussions that interest you.




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

**SPRING 2015 – Digital with videos**

**Email to subscribers click-throughs – 45.5% opens**

<b>517</b> Opened (45.5%)	<b>1166</b> Sent	<b>277</b> Clicks (53.6%)	<b>2</b> Forwards
			<b>30</b> Bounces
			<b>1</b> Spam Reports
			<b>3</b> Opt-outs
			<b>619</b> Did Not Open



Template Used - Outdoor Recreation

**Email Settings**

Subject: Latest Port Magazine with Fresh, New Look

Preheader Text:

From Name: Canaveral Port Authority

From Email Address: info@portcanaveral.com

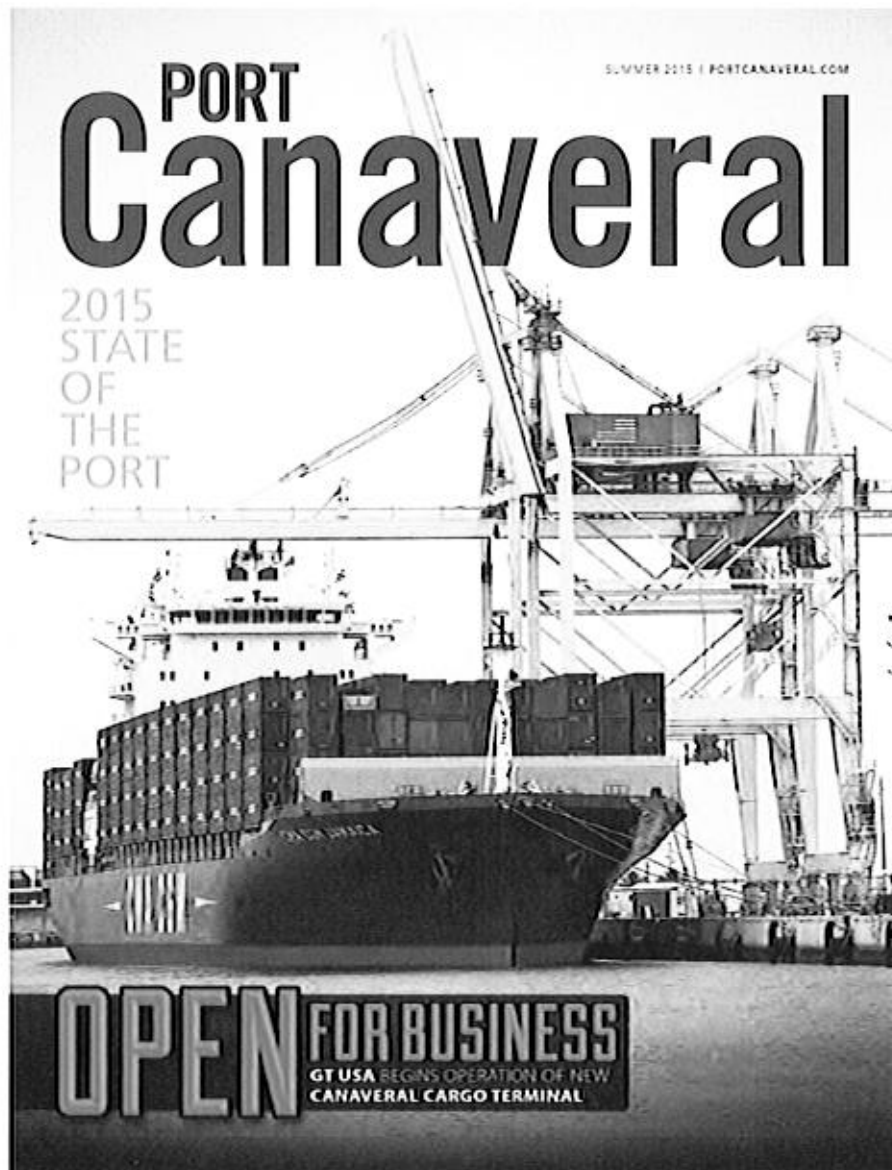
Reply-to Email Address: info@portcanaveral.com

Send To Lists: Port Magazine Subscribers

**Publication visits overview – 17,578 page views**



SUMMER 2015 – *Print*



sample enclosed

**SUMMER 2015 – Digital with videos**



Thumbnail links to other Port Canaveral publications

Mail, print or download PDF

**YouTube videos posted & linked in digital magazine**

PG4



PG8



PG6



PG10




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

SUMMER 2015 – Digital with videos

Newspaper “Push Down” online ad linking to publication



Facebook posting



Stay up-to-date with everything happening at Port Canaveral by signing up to receive the latest news automatically at [www.portcanaveral.com/connect](http://www.portcanaveral.com/connect)

Summer 2015 Port Magazine  
Summer 2015 Port Magazine  
Tap to learn more

247 people reacted

Post Photo Video Live Location Comment Share

**2,531** People Reached

**83** Likes, Comments & Shares

<b>61</b> Likes	<b>54</b> On Post	<b>7</b> On Shares
<b>4</b> Comments	<b>4</b> On Post	<b>0</b> On Shares
<b>18</b> Shares	<b>17</b> On Post	<b>1</b> On Shares

**178** Post Clicks

<b>0</b> Photo Views	<b>126</b> Link Clicks	<b>52</b> Other Clicks
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## SUMMER 2015 – Digital with videos

### Email to subscribers

From: Canaveral Port Authority <info@portcanaveral.com>  
Subject: Summer 2015 Port Magazine  
Preheader:  
Reply: info@portcanaveral.com

S U M M E R 2 0 1 5

Here's the latest issue  
of the Port Canaveral  
Magazine you requested.

WITH VIDEOS



VIEW NOW

**Feature Articles:**

- Canaveral Cargo Terminal Opens for Business: A New Cargo Era
- 2015 State of the Port - ReBerth and Partnership
- Captain Ed Lanni - Ambassador Lives Life of Motivation
- Cruise Ship Makeover - *Explorer of the Seas* Refurbished
- Victory Casino Cruises - Three Years, One Million Passengers
- Lionfish - Beat 'Em, Eat 'Em or Both
- Students J.U.M.P. at Port Opportunities

**Includes 2015 Port Development Plans with map**

    Forward to a Friend 



PORT  
CANAVERAL  
portcanaveral.com


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



**SUMMER 2015 – Digital with videos**

**Email to subscribers click-throughs – 46.1% opens**

<b>546</b> Opened (46.1%)	<b>1212</b> Sent	<b>301</b> Clicks (55.1%)	<b>4</b> 27 0 4 639
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Template Used - Outdoor Recreation

**Email Settings**

Subject: Summer 2015 Port Magazine

Preheader Text:

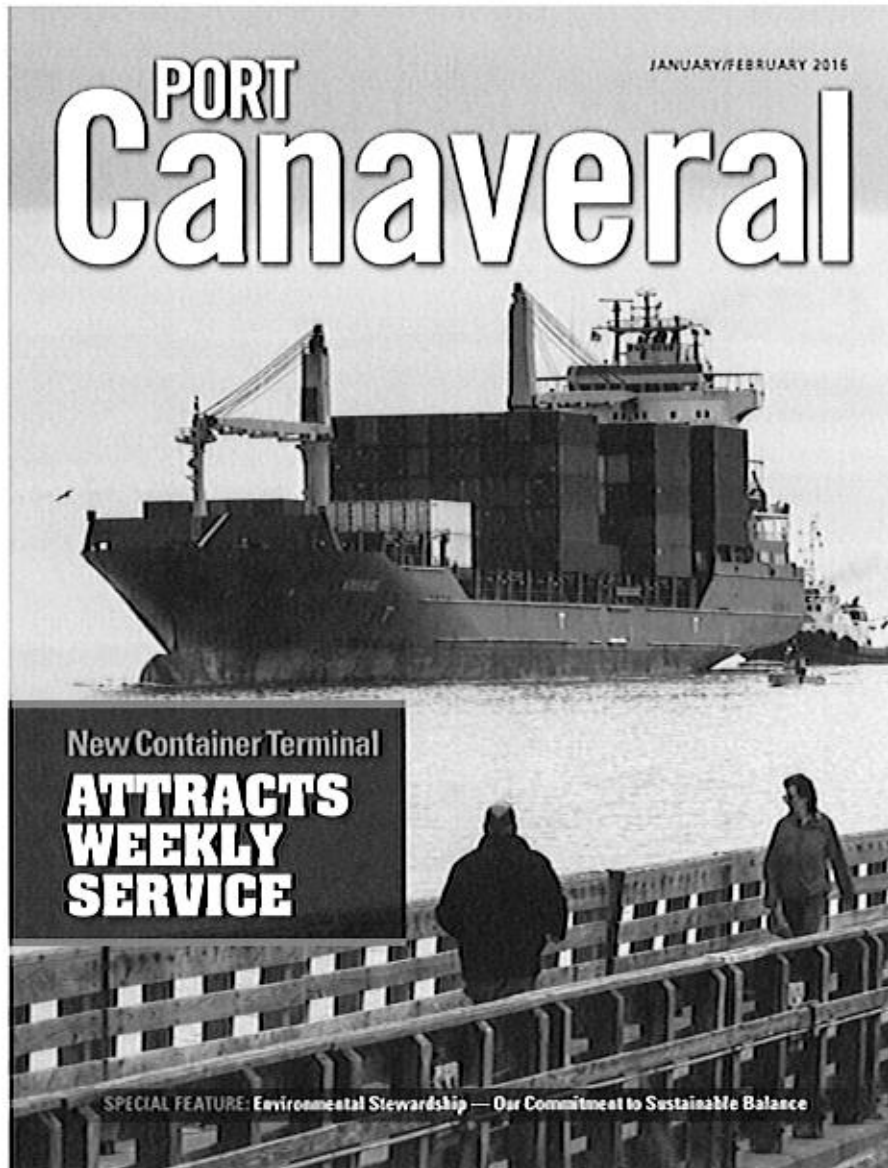
From Name: Canaveral Port Authority

From Email Address: info@portcanaveral.com

**Publication visits overview – 36,286 page views**



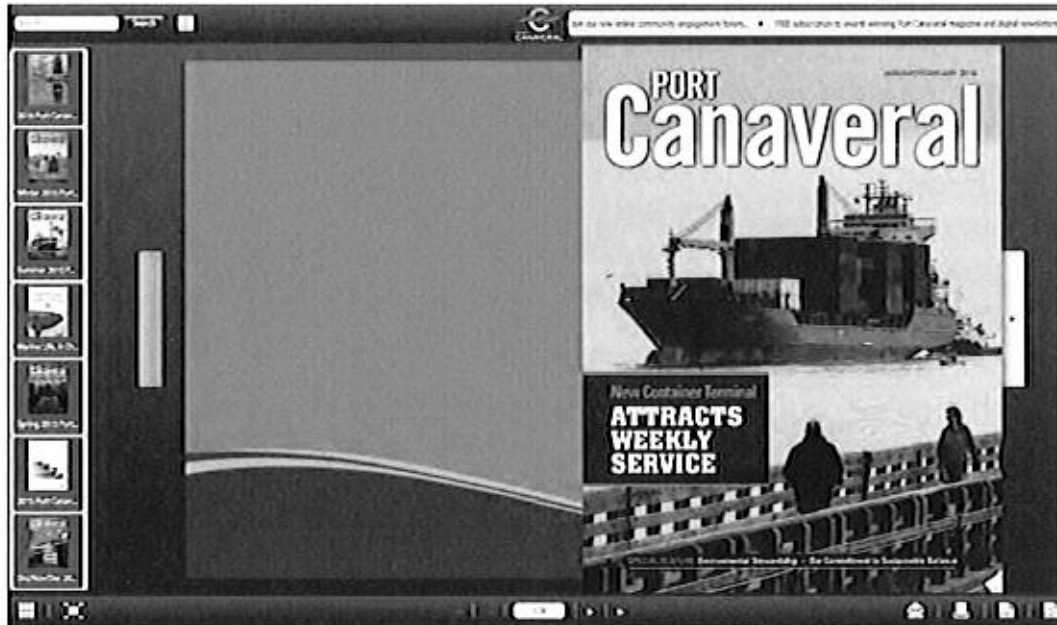
JANUARY/FEBRUARY 2016 – Printed



sample enclosed

**JANUARY/FEBRUARY 2016 – Digital with videos**

News Ticker



Thumbnail links to other Port Canaveral publications

Mail, print or download PDF

**YouTube videos posted & linked in digital magazine**

PG6



PG10



PG9



Back  
Cover



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

**JANUARY/FEBRUARY 2016 – Digital with videos**

**Email to subscribers with Reader Survey**

From: Canaveral Port Authority [koo@portcanaveral.com](mailto:koo@portcanaveral.com)  
 Subject: January/February Magazine and Reader Survey  
 To: [subscribers@portcanaveral.com](mailto:subscribers@portcanaveral.com)



**January/February Port Magazine and Reader Survey**

**YOUR OPINION MATTERS**

Dear Reader,

Although the Port Canaveral magazine has been honored with numerous awards, we value your feedback because it helps us provide you with an even more informative and interesting publication. Please take a few minutes to answer the questions on our reader survey. Please take a few minutes to answer the questions on our reader survey, then simply click on the finish button to send us your answers.

Canaveral Port Authority

[Take the Reader Survey](#)

[Read the Magazine Now](#)

Inside of every Port Magazine, you will find feature articles and videos regarding the latest Port news, events, plans and projects. This January/February issue includes:


- [A Harbor for the 21st Century](#)
- [Disney and Carnival Cruise Lines Boost Capacity](#)
- [Expert Panel Examines Future of Transportation in Central Florida](#)
- [Central Florida's First Weekly Container Service Begins](#)
- Special Feature**  
[Environmental Stewardship - Our Commitment to Sustainable Balance](#)
- [Local Businesses Make Global Connections](#)
- [2016 Commission Looks Back and Ahead](#)
- [Around The Port](#)

*Thank you for your interest in Port Canaveral.*



PORT  
CANAVERAL

[WWW.PORTCANAVERAL.COM](http://WWW.PORTCANAVERAL.COM)




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

**JANUARY/FEBRUARY 2016 – Digital with videos**

**Email to subscribers click-throughs – 37.2% opens**

<b>474</b> Opened (37.2%)	<b>1335</b> Sent	<b>203</b> Clicks (12.8%)	<b>0</b> Forwards
			<b>61</b> Bounces
			<b>0</b> Spam Reports
			<b>1</b> Opt-outs
			<b>800</b> Did Not Open



Template Used - Basic Thank You

**Email Settings**

Subject: January/February Magazine and Reader Survey

Preheader Text:

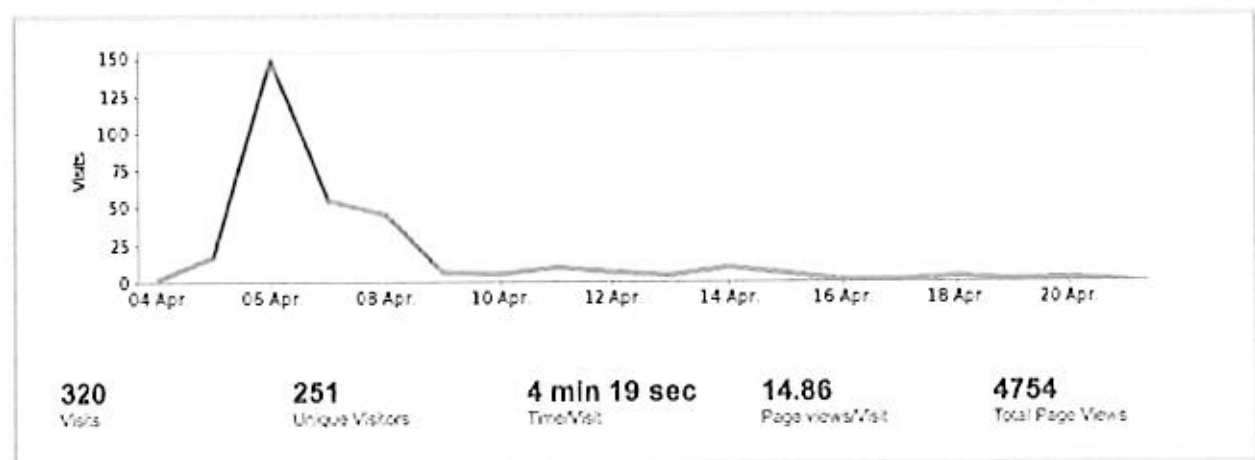
From Name: Canaveral Port Authority

From Email Address: portnews@portcanaveral.com

Reply-to Email Address: portnews@portcanaveral.com

Send To Lists: Port Magazine Subscribers

**Publication visits overview – 4,754 page views**



**JANUARY/FEBRUARY 2016 – Digital with videos**

**Social Media postings**

**Facebook**



**Port Canaveral**  
Apr 11 at 9:40am · W

JANUARY/FEBRUARY 2016 PORT MAGAZINE AVAILABLE NOW  
To subscribe to the magazine and any of our other publications, go to [www.portcanaveral.com](http://www.portcanaveral.com) connect to sign up <http://www.portcanaveral.com/Publications/Port-Magazine/Port-Magazine>. All are free to receive and available electronically.



Port Canaveral  
PORTCANAVERAL.COM

950 people reached

Caecilia Roldan, Brad Cole and 7 others

**950** People Reached

**19** Likes, Comments & Shares

<b>12</b> Likes	<b>9</b> On Post	<b>3</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>7</b> Shares	<b>3</b> On Post	<b>4</b> On Shares
<b>11</b> Post Clicks	<b>8</b> Link Clicks	<b>3</b> Cover Clicks

**NEGATIVE FEEDBACK**

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

**Boost Post**

3 Shares

**Twitter**



**Port Canaveral**  
@canaveralport

@canaveralport 2016 Jan-Feb Magazine available now!  
[portcanaveral.com/Publications/P...](http://portcanaveral.com/Publications/P...)



**LinkedIn**

Canaveral Port Authority. Subscribe to get our award-winning magazine and digital newsletters for the most up-to-date information about what's happening at the Port. All are free to receive and available electronically. Go to <https://linkedin.com/company/255910> to sign up. <https://www.portcanaveral.com>



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

Organic  
Targeted to: All Followers

<b>689</b> impressions	<b>9</b> clicks	<b>7</b> interactions	<b>2.32%</b> engagement
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**Sponsor update**

Like · Comment · Retweet · 5 days ago

Ken Lum, Justin Lannan & 5 others

**MEDIA REPORT – 3rd Quarter 2015**

**News by Tone**

